

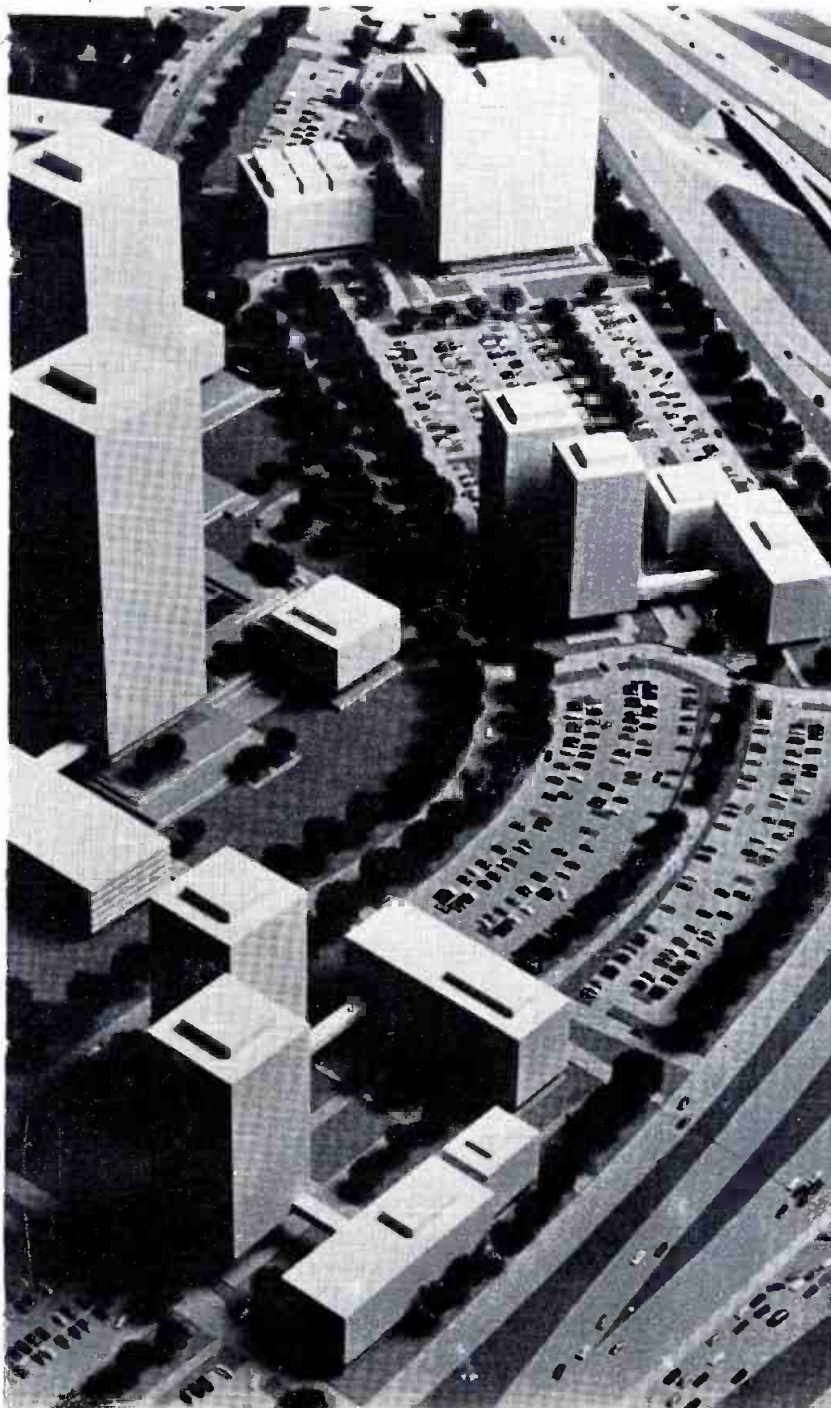


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

From Nixon's new office: hot breath down FCC's neck
Broadcasters lose on cutrate political advertising
Heavy billings at stake as FTC questions enzyme claims
The strain on broadcast journalists shows at their convention

36112L IRRARHS184BWK<IHC/71
A U L IRRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY



Houston is

...molding its own future. Accommodating, anticipating and expanding to make room for surging business, mounting investment capital... and more people.

Houston is...an aggressive building program to stun the imagination, including Shell's PLAZA DEL ORO (left), a 526-acre, \$1.5 billion development around the Astrodome: a remarkable project that will establish an almost total environment... and whose first unit is already out for bids.

Houston is...an area whose population has exploded in the last ten years, adding more people to its metropolitan area than did more than half the states in the country.

And more will come. So future plans provide for better living conditions, future-oriented transportation... and an unrelenting respect for the environment.

Houston is...what tomorrow's all about.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate

How to dig a hole and pull it in after you.

That used to be funny. Now it's exactly what Humble's uranium mine in Wyoming will do.

As new sections of the mine are developed, the earth will be used to fill old sections. The water we use won't leave the mine site. Mine waste will be handled so it can't be washed away by rain. Or escape into the air.

Later, we'll cover this waste, plant native grasses over it and leave a small lake. When we're

through, it will be hard to tell we were ever there.

Meanwhile, our mine will create new jobs for local people. More money will be spent locally. And the "yellow-cake" we produce will help meet the nation's expanding energy needs.

We try to make people glad we came to their community. Because we've learned, as we go about our business of making good products and a fair profit, that there's

added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company
Where you get all the extras.

WE'RE INVOLVED!

SPECIAL

'H.I.S.D.: INTEGRATED'

(PAST & PRESENT PROBLEMS FACING SCHOOLS)

SPECIAL

'ASTROS: IN SEARCH OF A PENNANT'

(THEIR HOPES IN THE NATIONAL LEAGUE)

SPECIAL

'AND MAN CREATED GARBAGE'

(A STUDY OF THE GARBAGE DISPOSAL PROBLEM)

SPECIAL

'NATIONAL CHAMPS SEEK A REPLAY'

(A LOOK AT SOUTHWEST CONFERENCE FOOTBALL)

SPECIAL

'CELIA: A SPECIAL REPORT'

(THE AFTERMATH OF A DEVASTATING HURRICANE)

SPECIAL

'PROBE: PORNOGRAPHY'

(AN INVESTIGATIVE STUDY)

SPECIAL

'POLICE BRUTALITY'

(DOES IT EXIST? AN EXAMINATION OF THE CHARGE)

SPECIAL

'OILERS 70: SEE HOW THEY RUN'

(THEIR CHANCES IN THE NFL)

SPECIAL

'A LEGACY OF LIFE: THE AIR WE BREATHE'

(AN AIR POLLUTION INVESTIGATION THAT DREW 150,000 VIEWER RESPONSES)

SPECIAL

... Just to Name a Few ...

KTRK-TV 13
HOUSTON
(WE'RE INVOLVED!)

Capital Cities Broadcasting Corporation
Represented by Blair

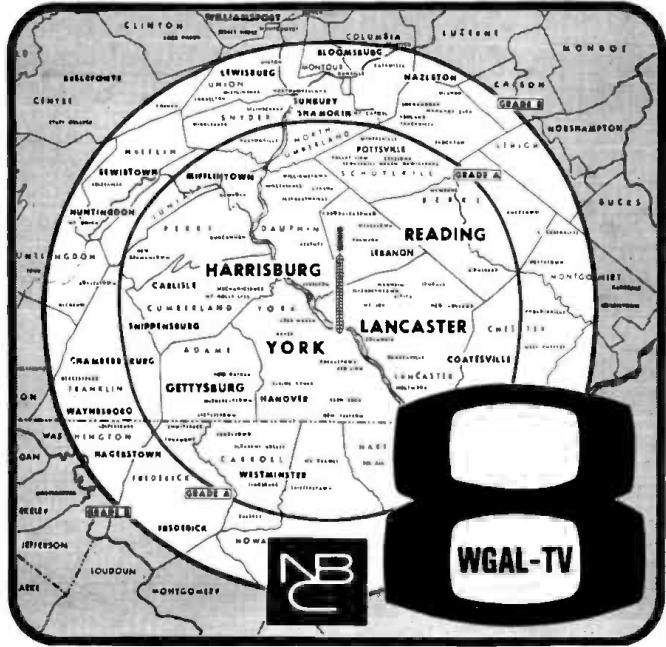
SPECIAL



DRUGS:
 Dangerous
 escape from
 reality

another public service documentary by **WGAL-TV**

In these days of social tumult we are keenly aware of the responsibility to spotlight serious community problems, and to help solve them by creating a climate of informed and responsive concern. Hence, our most recent prime-time documentary — Dangerous Escape From Reality — a probing report on the critical problem of drugs. Written and produced by the WGAL-TV Public Affairs staff, this in-depth investigative report is another in a series of special programs prepared by WGAL-TV as part of its good citizenship commitment to the communities it serves.



WGAL-TV
 Channel 8 • Lancaster, Pa.

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

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

Contraband code

There is growing number of complaints that TV commercials encoded by International Digisonics Corp., new electronic logging firm, do not always meet technical standards specified by FCC. Some major organizations have consulted Washington counsel and been advised broadcasters are solely liable if they carry such commercials. These lawyers are said to have recommended that stations reject commercials found to be "illegally" encoded. On larger scale, CBS-TV network reportedly has advised agencies not to submit encoded commercials until there is assurance that affiliates' licenses won't be endangered by carrying them.

Since IDC launched monitoring service on regular basis earlier this month (BROADCASTING, Sept. 14), some advertisers have posed question that raises nontechnical issues as well: If Digisonics logging disagrees with station affidavit, will stations accept Digisonics as correct? Answer from at least some broadcast authorities has been loud no, on at least these grounds: (1) Nobody yet has invented an infallible gadget; (2) beyond that, yielding to Digisonics in such dispute would be confession of "perjury" in affidavit, and (3) before FCC, it would be admission of falsification of logs.

Tune in next week

Sherman Unger, FCC appointee whose confirmation has been held up at request of White House pending clarification of tax dispute, is still bent on going through with Senate hearing. At one point last week there was talk that his name would be withdrawn. Later that talk abated. Decision, which had been expected last week ("Closed Circuit," Sept. 21), could come any time.

Nervous lot

Broadcast journalists are genuinely worried that increasing weight of governmental restrictions will deaden broadcast news. That's principal conclusion to be drawn from wide sampling of delegates to last week's convention of Radio Television News Directors Association (see page 40). Somehow, however, most see useful precedent in meeting RTNDA officials had with members of FCC three months ago to hash over effects of FCC rulings (BROADCASTING, June 29). Despite record of FCC encroachments into editorial functions since then, newsmen think accommoda-

tions may be possible in further talks with agency.

If newsmen seemed ambivalent in their attitudes toward government, they were almost schizophrenic in reaction at one point last week to conduct of some of their own colleagues. When TV news crews appeared to cover Ron Ziegler, President Nixon's news secretary, speaking at last Thursday's luncheon, RTNDA brass at head table, fretting in glare, demanded that TV lights be doused.

Box office

Prices of commercial positions in NBC-TV's new *Flip Wilson Show* (Monday, 7:30-8:30 p.m.) are going up. Minute in show at start of selling season sold at \$46,000, at which price program was partially sold with Procter & Gamble and Warner Lambert buying for 52 weeks. Subsequently, but before season opened, price went up to \$50,000 and show was sold out in fourth quarter 1970. Day after show's premiere on Sept. 17, NBC set new minute price of \$55,000, effective on all new purchases to be made in program for 1971.

Drug war

To be announced soon will be invitation to some 50 radio executives to top-level White House conference on drug abuse on Oct. 14. All-day session, which will include observations by both President Nixon and Attorney General John Mitchell, will parallel conference with television executives, including writers and syndicators, held last April 9, and which proved highly successful.

Federal officials charged with abatement of drug abuse and enforcement of laws recognize that radio broadcasters, writers and air personalities have been helpful in past, but want to encourage accelerated program to meet worsening conditions. Jeb Magruder, acting director of communications for executive branch (in absence of Director Herbert Klein on European tour) is coordinating radio project as he did initial television program.

In the saddle

Vic Diehm, veteran Pennsylvania broadcaster who took over presidency of Mutual last October for year while search was on for new chief executive, last week agreed to continue his tenure indefinitely at request of John P. Fraim, Mutual chairman. Mr. Diehm, who owns WAZL(AM) Hazleton, Pa., spends

five days per week in New York. Mutual reportedly reached six-figure profit last July and continued its profitability in August and September.

One way out

FCC hearing on crossownership of media in Cheyenne, Wyo., may never be held. Frontier Broadcasting, whose KFBC-TV's license renewal is at issue, is preparing to tell FCC it will sell off at least some of its holdings to make hearing unnecessary. Frontier's CATV system in Cheyenne will be disposed of to comply with FCC rule, adopted after this case was started, prohibiting common ownership of CATV's and TV stations in same communities. Frontier will also indicate that if FCC adopts current proposal to ban crossownership of newspapers and television stations in same communities, Frontier will, of course, comply. Point of Frontier petition will be that rule and rule-making that came along after KFBC-TV license was set for hearing have made case academic.

Frontier is part of common ownership that includes Cheyenne's morning, afternoon and Sunday newspapers, its TV station, only full-time AM, one of its two FM's and CATV.

Paper cost

Licensees who are picked to fill out FCC questionnaire on conglomerate ownership of broadcast properties could be in for expense of some \$50,000. That, at least, was said to be average cost to six companies selected to complete pilot project in initial stage of commission inquiry. However, questionnaire has been revised somewhat in light of experience of pilot project. And group of industry representatives—committee headed by attorney Frank Fletcher that advises Federal Office of Management and Budget on clearance of government forms to broadcasters—has been meeting with FCC staff in effort to find ways of clarifying or eliminating some questions. Some progress is being made; another meeting is scheduled for this week before both sides confer with representatives of OMB.

But one aspect troubling broadcasters is possible use to which questionnaire information will be put. They want assurance it will be used only in formulation of policy. But staff says it cannot make commitment that it will not refer to renewal and transfer division material it feels is pertinent to pending matters.

THE BEST NEWS YOU'LL GET ALL DAY

Viet Nam, pollution, the Middle East, the drug generation, off-year elections, the transportation crisis—that's news. But so is the latest play by Neil Simon, headlines in the White House, and the not-so-quiet revolution in American journalism. It's all news—The Big News on WTOP TV—the best news you'll get all day.

Anchored by Charles Crawford and Max Robinson, the 6:00 p.m. Big News is a one hour non-segmented unique mix—a magazine of news happenings reported nightly. Viewers hear commentary from James J.

Kilpatrick, Martin Agronsky, and Carl Rowan. The fearless forecasting of meteorologist Charles Gertz and the "boo of the week" by sports commentator Warner Wolf give The Big News extra dimension.

Investigative reporters George Allen and Jim Michie spend all their time digging into stories that aren't news yet—but should be.

Edwin Diamond, our resident media critic—the only one on any TV or radio station anywhere—freely, but responsibly, commends and criticizes people and institutions in the interest of better journalism. Davey Marlin-Jones covers the boards to talk about developments in theater and the arts.

Maxine Cheshire takes viewers inside Washington society. And

Doug Llewelyn looks at the lighter side of our often frustrating existences.

WTOP news is innovative news, covering the full spectrum of events from every available source. It's a different, and we think better, approach. If you're in the Washington area, get some great news—The Big News at 1:00, 6:00, and 11:00 p.m. on WTOP TV. It's the best news you'll get all day.

WTOP TV

WASHINGTON, D.C.

A Post-Newsweek Station

Represented by TvAR

Dr. Clay T. Whitehead, sworn in last week as first director of new Office of Telecommunications Policy, makes it clear OTP's responsibility may include any issue confronting FCC. See . . .

A hot new breath down FCC's neck . . . 23

Spiro Agnew and Nicholas Johnson square-off in drug debate with Johnson labeled 'puddle-minded, super-permissive, radical-liberal' and Agnew termed preacher of 'hypocrisy and repression.' See . . .

Wild swings from opposite corners . . . 25

Senate adopts broadcast ceilings and bottom rates for political advertising by bigger margin than House. Only block now could come from presidential veto, which some feel is in order because of bill's 'inequity'. See . . .

Cutrate political: all but lost cause . . . 32

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FTC challenges claims for enzymes . . . 37

Vigorous dispute over internal politics finds its way to annual convention of Radio-Television News Directors Association while RTNDA was rebuilding defenses against attacks on new media from outside. See . . .

Not all RTNDA problems are external . . . 40

At forum of White House Conference on Children, FCC Chairman Burch says commission should be leery of setting up quota system for quality children's TV programming, lest it be accused of overstepping regulatory bounds. See . . .

More from Burch on children's TV . . . 42

Critics, who panned much in first week of new season's fare, were moved to enthusiasm, not delight, for NBC's Flip Wilson and CBS's Tim Conway and 'Arnie' series entries last week. More new shows critiqued. See . . .

Better reviews for latest shows . . . 44

Plans for program changes—news-opinion series and more but shorter hourly newscasts—and address by CBS President Frank Stanton were among highlights of convention of CBS Radio network affiliates. See . . .

On CBS Radio: more news, opinions . . . 48

CBS seeks court reversal of FCC's decision awarding Republican National Committee time to reply to Democratic Committee Chairman O'Brien's 'Loyal Opposition' appearance. Democrats might seek legal steps. See . . .

CBS goes to court over fairness . . . 51

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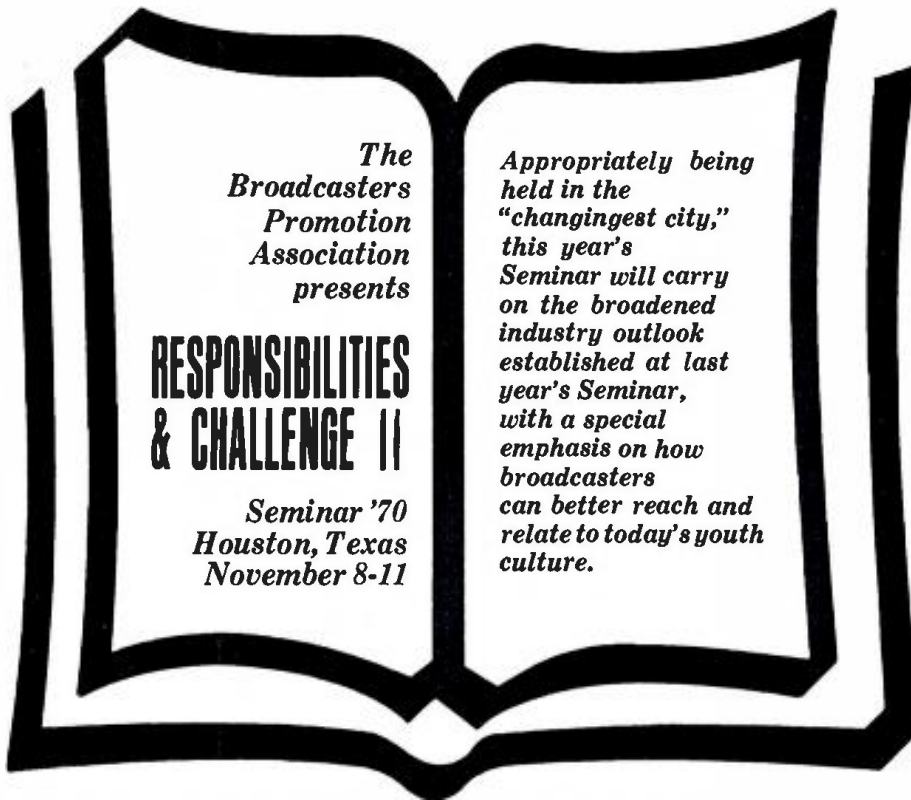


Broadcasting

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*The
Broadcasters
Promotion
Association
presents*

RESPONSIBILITIES & CHALLENGE II

*Seminar '70
Houston, Texas
November 8-11*

*Appropriately being
held in the
"changingest city,"
this year's
Seminar will carry
on the broadened
industry outlook
established at last
year's Seminar,
with a special
emphasis on how
broadcasters
can better reach and
relate to today's youth
culture.*

Featured Speakers & Events:

James E. Duffy
President, ABC Television
Network

Jack Harris
President, KPRC-TV-AM

J. Leonard Reinsch
President, Cox Broadcasting
Corp. & Cox Cable
Communications, Inc.

Dr. Robben W. Fleming
President, University of
Michigan

Marcus Cohn
Attorney & Partner, Cohn & Marks

Youth Panelists:
Erich Segal
Author of "Love Story" and
"Yellow Submarine"

Joseph Rhodes, Jr.
Member, President's Commission
on Campus Unrest
Melanie, Popular
Recording Artist

Willard Walbridge
Chairman of the Board,
NAB—Senior Vice Presi-
dent, Capital Cities
Broadcasting Corp.

**Responsibilities &
Challenge Panelists:**
Mike Shapiro, Moderator
VP & Director, A. H. Belo
Corp.

David Victor
Executive Producer, ABC-TV's
"Marcus Welby, M.D."

Larry Laurent
Syndicated Broadcast Editor
Washington Post

Barbara Walters
NBC-TV's "Today"

Paul Haney,
Vice President,
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Get your registration in now . . . while you are thinking about it! Early registrations save you money!

CHECK ONE:
Voting Member Affiliate Member Associate Member Non-Member

Advance Registration: BPA Member \$55.00, Non-Member \$70.00
Registration at Seminar: BPA Member \$60.00, Non-Member \$75.00

Are you bringing your wife? Yes.....NO.....

Name

Station or Firm

Address

City.....State

Attached is my check for \$.....as my advance registration fee.

Mail this registration form with your check to BPA address above.

Nixon's unexpected encore

Four corporations, through J. Walter Thompson Co., New York, advertising agency, are buying prime television time to rebroadcast President Nixon's Wednesday (Sept. 16) Kansas State University speech on campus violence.

Action of corporations, all run by friends of President, drew quick response from Democratic National Committee. Joseph A. Califano Jr., general counsel to committee, wrote Attorney General John Mitchell, asserting it appeared that four corporations violated federal law by paying for rebroadcasts, and asking "an immediate and full investigation."

JWT obtained tape of 37-minute speech from White House and edited it down to 28 minutes, 30 seconds for half-hour program. Editing was done with aid of Alvin Snyder, assistant to President's communications director, who was on hand to protect White House interests.

John F. Ball, JWT's associate director, broadcasting, said budget was set at up to about \$40,000. He said Friday (Sept. 25) half-hours had been bought on 13 stations and other contracts were being negotiated.

Firms are Hawthorn Books, Pepisco Inc., Warner-Lambert Pharmaceutical Co., and Reader's Digest. The \$40,000 bill will be divided equally among four, Mr. Ball said.

It was shown Thursday (Sept. 24) over TV stations WCAX-TV Burlington, Vt.; WTMJ-TV Milwaukee; KHBV-TV Las Vegas; KDFW-TV (formerly KRLD-TV) Dallas; WSFA-TV Montgomery, Ala.; WSOC-TV Charlotte, N.C.; and WWL-TV

New Orleans; Friday (Sept. 25) on WTIC-TV Hartford, Conn., and Saturday (Sept. 26) on WSR-TV Atlanta.

Metromedia TV stations carried president's speech over weekend as public service. They are WNEW-TV New York; WTTG-TV Washington; KTTV-TV Los Angeles; and KMBC-TV Kansas City, Mo.

WJW-TV Cleveland, WREC-TV Memphis and WISH-TV Indianapolis turned down the rebroadcast because they had carried it before, Mr. Bell said.

Hard words for RTNDA

Electronic journalists must cease putting undue emphasis on dramatic and controversial in civil-rights struggle if "hard-hat mentality" in U.S. is ever to be overcome, James Farmer, assistant secretary, Department of Health, Education and Welfare, warned Radio-Television News Directors Association in Denver Friday (early story, page 40).

"I am not suggesting censoring news," he said, "but tempering of the dramatic, putting into perspective what really is being accomplished. Sometimes the greatest accomplishments are least dramatic and the public never knows because they are not covered."

Example, he said, is that he is always being asked by newsmen to react to President Nixon or Vice President Agnew, not about progress being accomplished in HEW. Mr. Farmer also said broadcast media are so powerful they have created civil-rights leaders—himself included—and TV-radio in turn have been manipulated by movement because of media preoccupation with negative controversy. He cited list of protest acts over years that had to be

constantly "escalated in excitement" first to attract and then hold media attention.

Broadcast media make news, he charged, not only by exposing it but by selecting it. If stations were to hire more blacks at every level, Mr. Farmer said, they could give more balanced perspective by being able to judge if "raucous voice at one corner in one city is representative or important." *Destiny* of democracy, he said, hinges on media's care in handling "rhetoric of hate that may create deeds of death."

RTNDA workshop panels explored new trends in audio and TV techniques, including growth of super 8-mm film that enables stations to cut costs in half.

RTNDA professional standards essays are nearing completion, and are expected to be ready for adoption at Boston convention next fall. Idea for listener booklet to explain profession and answer attacks by Vice President Agnew was discarded.

Fast start for CBS-TV

CBS-TV handily won Nielsen 70-city multinetwide area (MNA) ratings out Friday (Sept. 25). Period covered week ended Sept. 20, premiere week for both CBS and NBC, and included first day (Sunday, Sept. 20) of ABC's opening week in new season.

Average ratings for week were CBS 19.5, NBC 18.1 and ABC 13.2.

Six new shows—three each for CBS and NBC—placed in top 40, two of shows in top 10. NBC's new *Flip Wilson Show* was in fifth spot, CBS's *Mary Tyler Moore* in sixth, with ratings of 24.3 and 23.7 respectively. NBC's pre-

NBC wins fairness reversal

FCC has overruled its staff and held that NBC did not violate fairness doctrine in Huntley-Brinkley newscast segment that, private pilots said, reflected adversely on them.

Commission, in granting NBC reconsideration of that ruling, appeared to accept network's argument that staff action would serve as precedent for commission questioning of boardcasters' judgment in selecting facts to report and spokesmen to use on issues.

Segment, broadcast Nov. 5, 1969, was one of several broadcast on Huntley-Brinkley dealing with air safety and airport congestion, and commission staff had held that it put private pilots in unfavorable light as compared with that

of airline pilots without contrasting [private pilots] views being presented." NBC had argued that question of pilots' relative merits was subordinate issue, and that fairness doctrine was not applicable.

Commission, in granting reconsideration, said that NBC's judgment in handling issue was not unreasonable. It noted that spokesmen for both commercial and private pilots were presented on broadcast, and that no NBC personnel or other person made statement that private pilots are hazard because of nature of their training. Commission also said it had no evidence NBC acted other than in good faith in its selection of pilots.

"Policy requiring fairness on each statement or inference from statements

would involve this agency much too deeply in broadcast journalism," commission said, in letter to NBC.

"A policy of requiring fairness, statement by statement or inference by inference, with constant governmental intervention to try to implement the policy," commission added, "would simply be inconsistent with the profound national commitment to the principle that debate on public issues" should be wide open and robust.

Commission vote was 3 to 1, with Commissioner Nicholas Johnson concurring, Commissioner Robert E. Lee dissenting, and Commissioner Robert T. Bartley absent. Chairman Dean Burch, private pilot and member of Aircraft Owners and Pilots Association, which filed complaint, abstained.



Mr. Daniels



Mr. Miller



Mr. Joseph



Mr. Gordon



Mr. Conrad

In switch of jobs, **D. Thomas Miller** was made President of the CBS Television Stations Division, succeeding **Ralph H. Daniels**, who assumes Mr. Miller's former title and position as VP and assistant to president of CBS/Broadcast Group, Richard W. Jencks. CBS declined to give any explanation for unusual job exchange, other than to say it was "an executive change." Mr. Miller became assistant to Mr. Jencks in 1969 after having served as VP, broadcast affairs for New York Yankees, start-

ing in 1967. That same year, Mr. Daniels was made president of stations' division after having served as VP, general manager of WCBS-TV New York.

Nicholas Gordon, VP, Eastern sales, NBC-TV sales department since 1968, named VP, sales, NBC Radio. He will report to **Arthur A. Watson**, president, NBC Radio. Mr. Gordon succeeds **George Gallup**, who resigned (BROADCASTING, Aug. 31). **Robert F. Conrad**, VP, participating program sales, NBC-

TV, succeeds Mr. Gordon as VP Eastern sales, and **Robert Blackmore**, account executive, NBC-TV sales, named director, participating program sales.

Ken Joseph, formerly VP in charge of syndication, Independent Television Corp., New York, joins **Metromedia Producers Corp.** there as VP in charge of syndicated sales. Mr. Joseph was with **United Artists Television** and its predecessor companies from 1952 to 1965, when he left to join **Four Star Television** as VP.

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

miere of *Nancy* and *Four-In-One* fell in top 20, CBS's *Arnie* and *Headmaster* in second 20. *Lucy*, *Mayberry*, *Doris Day* and *Carol Burnett* (all CBS) headed top-10 list in that order; also in first 10 were *Mannix*, *Medical Center* and *Hawaii Five-O*, all CBS, with latter show tying at 10th position with ABC's Sunday movie.

In New York Nielsens Thursday night (Sept. 24) ABC's premiere shows, *Matt Lincoln* (7:30-8:30) moved up from third position in first half-hour to second in its second half-hour; *Barefoot In The Park* (9-9:30) was third in its time period; *Odd Couple* (9:30-10) was second, and *The Immortal* (10-11) ran poor third. "The Dirty Dozen" movie on CBS piled up audience share up to 54% in 9-11 p.m. period.

Showdown coming in Cleveland

Cleveland-area blacks this week may petition FCC to deny license-renewal applications of five television stations in that city. Petitions would allege refusal to negotiate in good faith blacks' grievances about stations' programing and personnel policies.

Local blacks, backed by National Association of Black Media Producers, served 11 demands on these subjects to all stations in city on Sept. 11, and asked for meeting by Sept. 21. (BROADCASTING, Sept. 21).

Spokesman for blacks said they re-

ceived initial response they considered favorable. But after conferring with stations on Friday (Sept. 25), spokesman said that WUAB-TV refused to discuss issues until after Oct. 2, day after Ohio licenses are due for renewal.

Of other television stations, he said, only WJW-TV indicated it might be prepared to respond to demands before Oct. 1. Others—WKYC-TV, WUAB-TV and WKBF-TV—said they would require week to formulate responses.

Spokesman said blacks would file petitions to deny against stations not responding by Tuesday.

Meanwhile, commission denied request by Trumbull county, Ohio, branch of National Association of Colored People, asking 30-day extension of Sept. 1 deadline to permit it to file petitions to deny against WHHH(AM) Warren and WNIO(AM) Niles, both Ohio. Commission said it cannot condone practice of community groups waiting until after renewal applications are filed before submitting complaints.

More on WPIX

Walter Engels said Friday (Sept. 25) that as news director of WPIX(TV) New York in 1968 he had authorized on-air identification of three *New York Daily News* reporters as WPIX newsmen.

Testifying in FCC competitive hearing on WPIX license-renewal application

(story page 26), he said they gave telephone reports on 1968 Democratic National convention in Chicago for use on WPIX and he considered them WPIX employees at that time even though station did not pay them. WPIX is owned by *Daily News*.

Mr. Engels, now special assistant in WPIX news department, had testified earlier that WPIX's use of reports from outside newsmen in summer of 1968 had been "experiment" that ended after about two months.

He also testified he had approved in advance display of swastika on screen during reports of police attacks on newsmen during Chicago convention. (BROADCASTING, Sept. 21).

Violence issue put on ice

FCC announced Friday (Sept. 25) it has decided to postpone consideration of proposal by Foundation to Improve Television to ban, during all but late evening hours, TV programs containing excessive fictional violence and horror."

In letter to foundation, commission said it will examine proposal after surgeon general completes report on effects of broadcasts containing such elements. In response to request in March 1969 by Senate Conference Committee, surgeon general set up committee to examine and report on matter.

FROM: Sol Taishoff

TO: All broadcasters and those in the allied arts

SUBJECT: "Eyewitness 50th Anniversary -- November 2"

What? Another 50th Anniversary special?

No. What we have planned, awaiting the right moment, is not just another souvenir, to be put away with the spoon from Atlantic City.

Our regular November 2 issue will contain the most authentic retrospective obtainable. Most of it will come from the eyewitness as-they-happened accounts in 80 bound volumes of BROADCASTING.

Here's how the assignments are being handled:

Senior Editor Morris Gelman has spent the past nine months researching the story of broadcasting. He has talked with hundreds of broadcasting's leaders, taped uncounted hours with the men who lived those exciting 50 years. He will write the over-all lead story. Spiced with anecdote and personal recollections of these statesmen, his account will cover the wingspread of today's broadcast media.

Senior Editor Emeritus Bruce Robertson is preparing a week-by-week running account of the highlights of radio and television. This chronology begins with Marconi's first wireless signals in 1895, links up with the first issue of our magazine on October 15, 1931, and carries on to publication date.

For the first three decades there was radio alone. Then came the new dimension -- television. It had a difficult incubation because of World War II, and other equipment and allocation complications. The Big Freeze came in 1948 and the thaw four years later. During that span there were 108 pre-freeze VHF's on the air. Millions of Americans demanded more TV. This dramatic episode of the first 108 will occasion special treatment in "Eyewitness".

We feel this issue will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station, station broker, library, college or high school. Every member of Congress, the Executive Branch and relevant government agency executives will need it.

This is a once-in-a-half-century opportunity for astute entities in radio and television to get lasting exposure in every significant segment of broadcasting, private and public, industry and government.

There will be bulk copy offers and form overruns for promotion pieces at little more than cost.

It's the golden opportunity.

Closing date: October 23.

Your questions are invited at your nearest BROADCASTING office.

More people watch WCCO RADIO than tv.

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WCCO *RADIO*
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES



SOURCE: ARB ESTIMATES. RADIO: APRIL-MAY 1970. TV: AVERAGE OF JANUARY, FEBRUARY-MARCH AND MAY 1970. PERSONS 12+; TOTAL SURVEY AREAS. TOTAL DAY/TOTAL WEEK: 8 AM-12 MID., MONDAY-SUNDAY. DAYTIME: 8 AM-6 PM, MONDAY-FRIDAY. ALL DATA SUBJECT TO QUALIFICATIONS WHICH WCCO RADIO WILL SUPPLY ON REQUEST.

Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

September

Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

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—Briefing conference on The Media and the Law, sponsored by *Federal Bar Association, Federal Communications Bar Association and Foundation of the Federal Bar Association* in cooperation with *Bureau of National Affairs Inc.* Mayflower hotel, Washington. Contact briefing conference secretary, 1231 25th Street, N.W., Washington 20037. Telephone: (202) 223-3500.

Sept. 28-29—New dates for fall meeting of *New York State Cable Television Association*. Country House, Syracuse. Previous dates were Oct. 1-2.

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

Sept. 30—Special meeting concerning plan to join *Plough Inc.* with *Schering Corp.* forming *Schering-Plough Corp.*, Memphis.

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 (Doc. 18927).

Oct. 1-2—*Tennessee CATV Association* meeting. Sheraton hotel, Nashville.

Oct. 1-3—Convention of *Tennessee Cable Television Association*. Sheraton-Nashville, Nashville.

Oct. 2-3—Meeting of *North Dakota Association of Broadcasters*. Westward Ho motel, Grand Forks.

■ Oct. 2-4—Meeting of *New York Associated Press Broadcasters Association*. Gidion Putnam, Saratoga Springs.

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—108th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Agenda includes *CATV* symposium; speakers include Irving B. Kahn, president and chairman, *Telenorpmpter Corp.* and Sol Schildhouse, chief of *FCC's* Cable Television Bureau. New York Hilton.

Oct. 6—Public hearing of the *Canadian Radio-Television Commission*. Bonaventure hotel, Montreal.

■ Oct. 7—Deadline for comments on *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 (Doc. 18937).

■ Oct. 7—Deadline for comments on *FCC's* proposed rules concerning extent of local, state an

federal regulation of *CATV* and limitation of franchise fees; concerning proposals to permit *CATV's* to import distant signals (Doc. 18937).

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

Oct. 8-9—Fall convention, *Indiana Association of Broadcasters*. Marriott inn, Fort Wayne.

Oct. 10-13—Meeting of *Texas Association of Broadcasters*. Marriott motor hotel, Houston.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner motor inn, Fayetteville.

Oct. 12-14—*West Virginia-Mid-Atlantic CATV Association* meeting. Greenbriar hotel, White Sulphur Springs, W. Va.

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

Oct. 12-14—First *International Symposium of TV Cassettes*. Ambassador hotel, Los Angeles.

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. 14-15—*Kentucky CATV Association* meeting. Continental inn, Lexington.

Oct. 14-16—*Advertising Media Credit Executives Association* 17th annual conference. Pfister hotel, Milwaukee.

■ Oct. 15—New date for commencement of *FCC* hearing on renewal of *Frontier Broadcasting Co.*

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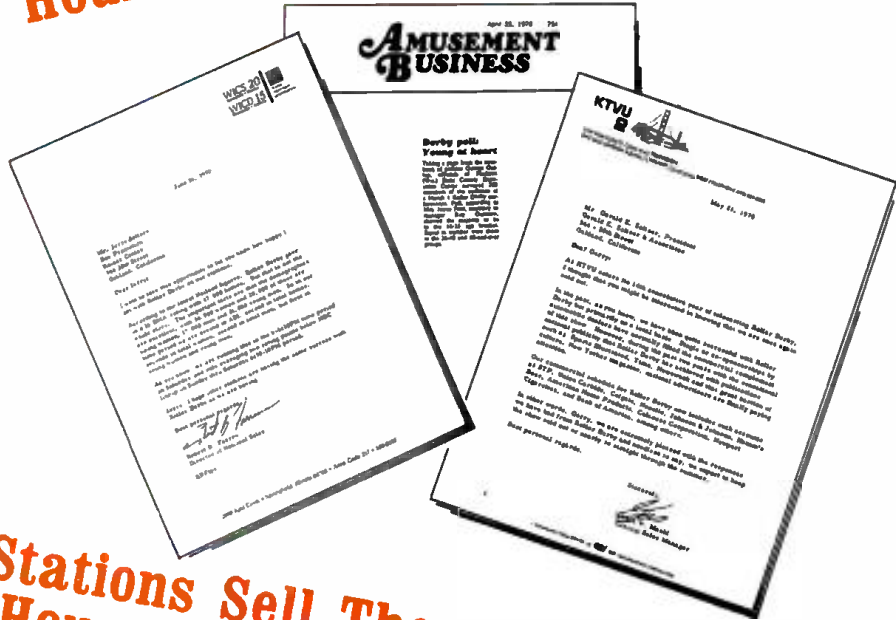
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*Reg. U.S. Patent Office.

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for KFBC-TV Cheyenne, Wyo. Previous date was Sept. 15 (Doc. 18797).

Oct. 15—New deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities. Previous deadline was Sept. 15 (Doc. 14119).

Oct. 15—New deadline for comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Sept. 15 (Doc. 18928).

Oct. 15—Deadline. *Trans World Airline's* 33rd annual writing and picture competition. Entries address to: 605 Third Avenue, New York 10016.

Oct. 15—Meeting. *New England Cable Television Association*. Shine inn, Chichee, Mass.

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

Oct. 15-17—Seventh *Hollywood Festival of World Television*. Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-17—First national symposium on children and television, sponsored by *Action for Children's Television*. Keynote speaker will be Fred Rogers of *Misterogers Neighborhood*. Kennedy Memorial hospital for children, Boston.

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*. Pontchartrain hotel, Detroit.

Oct. 17-18—Meeting, *Wisconsin Associated Press Broadcasters Association*. Beaumont motor inn, Green Bay.

Oct. 18-20—*North Central CATV Association* fall conference. Northstar inn, Minneapolis.

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 honoring Lowell Thomas. Plaza hotel, New York.

Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Plaza inn, Kansas City.

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. 24-25—Meeting, *Missouri Associated Press Radio and Television Association*, Holiday inn, Lake of the Ozarks.

Oct. 25-28—Annual meeting, *Association of National Advertisers*. Hot Springs, Va.

Oct. 26—*National conference on citizens rights in broadcasting*. Panelists include The Rev. Everett C. Parker, Robert Choate, FCC Commissioner Nicholas Johnson, Rep. Robert O. Tiernan (D-R.I.). Guest of honor is former FCC Commissioner Kenneth A. Cox. Hotel Americana, New York.

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

Oct. 27—Meeting of *Connecticut Association of Broadcasters*. Park Plaza, New Haven.

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 (Doc. 18891).

Oct. 28-29—*Virginia CATV Association* fall meeting. Downtowner inn, Danville.

Oct. 28-30—*Mid-America CATV Association* fall

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).

meeting. Glenwood Manor motel, Overland Park, Kan.

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

Oct. 30—New deadline for reply comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Oct. 1 (Doc. 18928).

Oct. 30 - Nov. 1—Midwest 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 (Doc. 18930).

Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger's, Grossinger, N.Y.

Nov. 4-7—Annual Western cable television show and convention, *California Community Television Association*. Hotel de Coronado, Coronado, Calif.

Nov. 5-6—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada inn, Portland, Ore.

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

Nov. 7-15th annual Petry promotion seminar, conducted by *Edward Petry & Co.* Astroworld motel, Houston.

Nov. 7-8—Meeting of *Iowa Association of Broadcasters*. Ramada inn/Memorial Union, Ames.

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. 8-11—Annual convention, *National Association of Educational Broadcasters*. Sheraton Park and Shoreham hotels, Washington.

Nov. 9-10—Convention, *Eastern chapter, National Religious Broadcasters*. Yonkers, N.Y.

Nov. 9-11—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.

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

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

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

Nov. 12-13—Tutorial seminar on "Technologies in Motion Picture Film Laboratories", cosponsored by *Society of Motion Picture & Television Engineers*. Airport Marina, Los Angeles.

Nov. 13—New deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities. Previous deadline was Oct. 13 (Doc. 14119).

Nov. 13-14—Meeting of *Maryland, District of Columbia and Delaware Associations of Broadcasters*. Tidewater inn, Easton, Md.

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

Nov. 16-20—Annual meeting, *Television Bureau of Advertising*. New York Hilton.

Nov. 20—Meeting of *Kansas Association of Broadcasters*. Radisson hotel, Wichita.

Nov. 20—Third annual fall management seminar *Kansas Association of Radio Broadcasters*. Radisson hotel, Wichita.

Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speaker and special presentations will relate to conference theme, which celebrates golden anniversary of 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 (Doc. 18937).

December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply 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 (Doc. 18930).

Dec. 4—Annual meeting, *Arizona Broadcaster*.

Association. Mountain Shadows, Scottsdale.

■Dec. 4-6—Post-election conference, *University of Maryland department of journalism*, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

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

January, 1971

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

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

OpenMike®

There'll always be a lawyer

EDITOR: The Sept. 21 issue of *BROADCASTING* contains comments by Professor Barry Cole and FCC Chairman Dean Burch, suggesting that the procedures for license renewals be revised to eliminate the need for lawyers, at renewal time. So long as the FCC continues to attempt to exert an influence on programing, there will be a role for lawyers to play.

Most broadcasters are far too busy selling time and earning a living to become experts on FCC policy pronouncements—no matter how clear and definite those pronouncements may be. Lawyers, on the other hand, spend their full time studying the commission and its policies. Broadcasters hire lawyers at renewal time for essentially the same reason that lawyers hire mechanics when their cars break down. If he wanted to spend the time and make the effort, the average lawyer could fix his car, but he knows it is much easier for the expert to do it, and will take a lot less valuable time.—*Lauren A. Colby, Colby & Tarrent, attorneys, Washington.*

Setting the record right

EDITOR: In "Everything But the Live Action" (*BROADCASTING*, Aug. 24), the hostess is Carole Howey and the writer-producer is Marjorie Margolies [corrected spellings of names].

The article gives the impression that NFL Films produces the show, *NFL Today*. This program is a production of the CBS Television Sports Department with NFL Films contracted to supply the film work.

The idea for a women's segment in this 30-minute pre-NFL game program originated at the CBS and the selection of Misses Howey and Margolies was also a CBS project under Executive Producer Bill Fitts.—*William A. Brendle, director, sports information services, CBS-TV, New York.*



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*The will of Mrs. Fredericka Cook was 95,940 words long, in four volumes.



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Full-service agencies respond to the independents' challenge

The controversy between independent media specialists and full-service agencies continues to rage in the trade press. Almost unnoticed by the press, however, is the real news that many of the larger agencies have made up their minds on their future role in media and are making important changes to beat the independents' challenge.

One result of all the controversy and the changes seems certain: Full-service agency media operations will never be the same again.

The path that Norman, Craig & Kummel has chosen—to compete in and grow on—is the full creative and marketing services route. For NCK and the other agencies dedicated to the full-service concept, this means a no-nonsense commitment to the media function.

The full-service agencies are gearing up both staffs and systems to meet the threat of the outside specialists. One result of the general upgrading of agency media planning and purchasing may be two separate but equal departments rather than the traditional vertical media structure.

NCK decided not to delegate its spot-broadcast responsibility to the independents after in-depth studies and testing of the buying services. We have proved that we can deliver equivalent spot efficiencies for our clients and control more effectively the audience targeting essential to effective marketing and media execution.

The buying services stress their ability to deliver savings to the advertiser on a given budget spent on an agreed-upon goal. It's no secret that a spot buyer can beat any goal and generate "savings" by sacrificing quality, position, and scheduling. Yet these three elements are necessary for effective advertising—reaching the right target audience, in the right atmosphere and at the right time.

The independent buying services maintain that a primary reason for spot broadcast savings is the experience and skill of their buyers. Interesting. These buyers all were trained and gained their experience and skill in the media departments of the full-service agencies. Agencies have moved to protect themselves from raiding. Training and supervision have been increased, and salaries have been improved.

Although a full-service agency can

hold its own in terms of efficiency and people, the agencies learned a painful lesson from the independents on media salesmanship. Every client wants more for his advertising dollar. The articulate independent skillfully pitches the corporate echelons. If it just happened a dollar's worth of media for 75 cents and split the difference with the client.

In contrast, an agency usually submits a written post-buy report to lower corporate echelons. If it just happened to deliver 15% more efficiency on the last 26-market buy, the matter dies there.

We will see a change in media relations with client top management. Agency media executives will be selling the agency's capabilities and the efficiencies they deliver harder and higher up in the future. In addition, agencies will try new forms of compensation to cover the cost of spot-broadcast buying.

The independents have accelerated another change in full-service agencies—the organization of the media operation into profit centers. The idea of income generation by the media department is not new. Ever since consolidation of buying became popular in the mid-sixties, agencies have scrambled to win agency-of-record appointment from their multiagency clients. An additional 2.25% commission on spot or network (paid by the client's agencies and not the client) has been an important source of income for the agency-of-record. However, the independent media services have helped spotlight income opportunities beyond just agency-of-record designation.

Profit-center and profit-making responsibilities in the media department

will have a significant effect on the duties, rewards, and power of agency media managers. A new generation of media executives—articulate, business-oriented, media professionals—will emerge.

A step beyond the departmental profit-center concept is the spin-off of media functions into separate subsidiaries.

CPM Programs Inc., a spin-off from NCK, is an example of how full-service agencies are responding to the opportunity for specialized media services. CPM is the first to integrate syndicated program development, contract, and placement in one package for advertisers.

Spin-offs recognize that the opportunities to sell specialized media talents increase when an operation is detached and the conflict-of-interest controversy avoided.

The media department of the future could consist of a group of separate, specialized media companies providing services in concert or individually, depending on the clients' specific requirements.

Subdivision of the media department into logical functional units appears to be a relatively easy extension of existing management practices and techniques. In fact, profit center reporting may increase the agency's ability to control and manage the media function.

Full-service agencies will not throw in the towel on media. Triggered by the threat of independent organizations, the agencies today are deliberately reshaping and improving their media operations for increased effectiveness and profit.



Thomas K. Myers was product manager of General Food's Jello division when he moved to Norman, Craig & Kummel in the fall of 1966 as vice president-associate marketing director. Before General Foods, Mr. Myers spent six years with Colgate-Palmolive's international division. NCK elected him a senior vice president in 1967—and in his current post, to which he was appointed in 1969, he is responsible at the agency for media, research and marketing. He is also a director of NCK.

Both WMAL-TV and Congressman David Pryor wanted to know what goes on in nursing homes. He found out the hard way. His identity as a Congressman unknown, he got the facts as an unpaid volunteer in Washington-area nursing homes. Out of twelve, there were only two where he would be willing to put his own mother. He could afford neither.

Since the federal government

annually pumps two billion dollars into nursing homes via Medicare and Medicaid, Congressman Pryor wants a sweeping national investigation. WMAL-TV agrees.

We also supported the bill in the Maryland legislature to create a state licensing board. All nursing homes would then be required to meet standards. The plan should be extended nationally.

Concern for the aged, a problem we must all face eventually, is among the many issue-focusing WMAL-TV editorials. One reason Washingtonians consistently tune in Television 7. If you have a reason for talking to D.C., try WMAL-TV.

WMAL-TV  

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Richter & Parsons, Inc.



**“Out of twelve
there were
only two.”**

WHEN A MIAMI CHILD WAS KIDNAPPED, A WCKT REPORTER DROVE THE GETAWAY CAR.

A ten year old girl was dragged, screaming and kicking, into a car. A burglar broke a jewelry store window and stole handfuls of gems. A purse snatcher victimized a woman in a parking lot. These are just a few of the more than a dozen "crimes" staged in front of witnesses — and secretly filmed — by WCKT in its outstanding documentary, PARTNERS IN CRIME.

A study in public apathy, the program revealed that most people are not Good Samaritans. In only four instances did any of scores of bystanders attempt to intervene.

The typical *I-don't-want-to-get-involved* attitude towards crime has rarely been so vividly demonstrated. For presenting this alarming truth with such impact, PARTNERS IN CRIME won the coveted Ohio State Award—a tribute to WCKT's belief that documentary programming can be both informative and dramatic.



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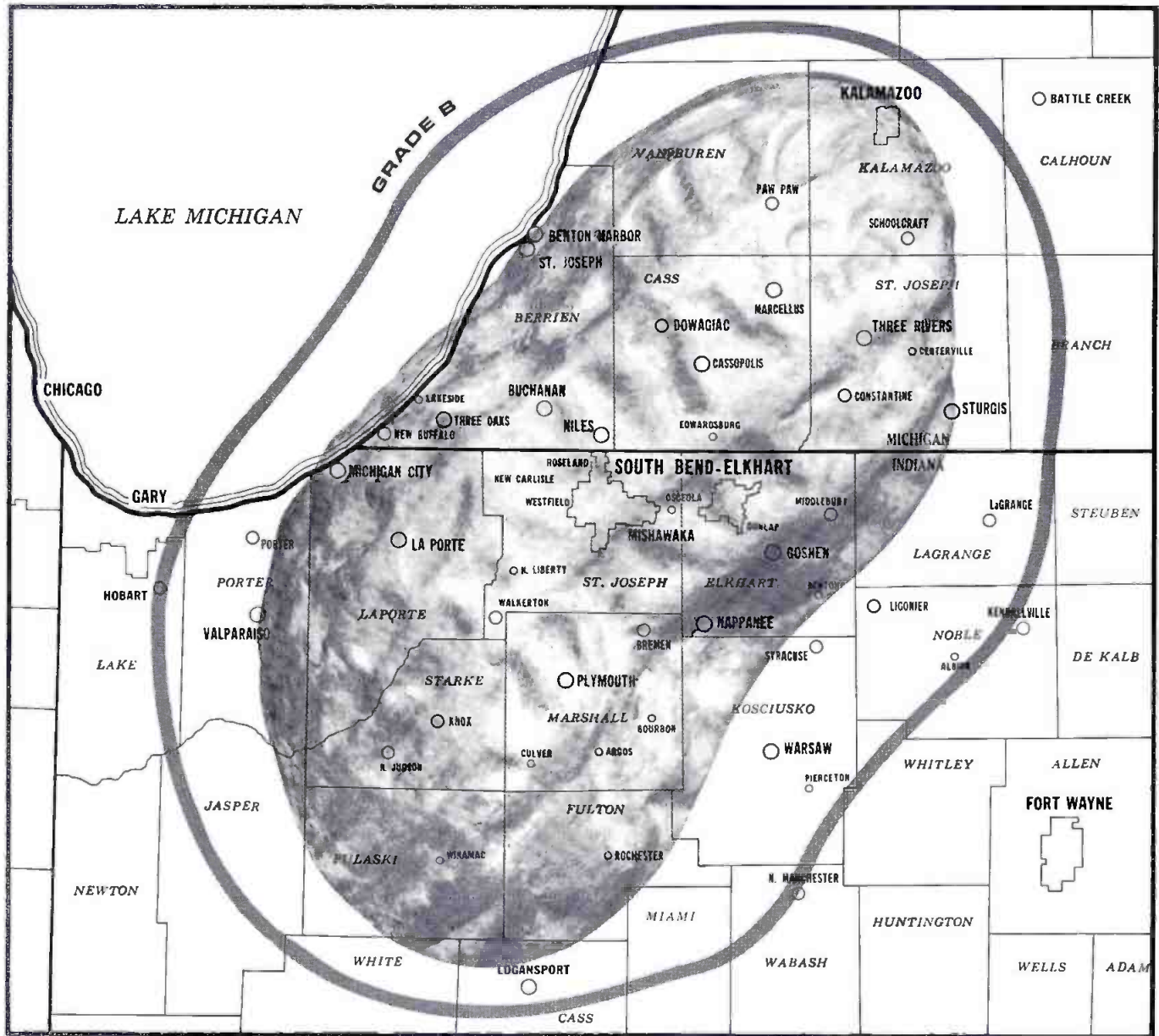
WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

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



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New Power: 4,160,000 watts maximum ERP.

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New ABC Network Service for lower Michigan.

New "Peanut Pattern" covers prosperous southwestern Michigan and northern Indiana — estimated effective buying income of \$4,077,264,000*.

Target Date: September 1970.

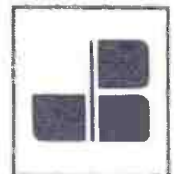
*Sales Management Survey of Buying Power, June 10, 1970.

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BLAIR TELEVISION

A hot new breath down FCC's neck

Boss of beefed-up telecommunications office will speak for President on regulatory policy

The young man with the smooth cheeks and lank hair sitting with a score of reporters in an airy room of the Executive Office Building, next door to the White House, didn't look or sound much like a czar. But when he finished explaining his duties as the first director of the new Office of Telecommunications Policy, some of the reporters were beginning to wonder. "Tomorrow the world," one of them muttered on leaving.

Dr. Clay T. Whitehead, 31, formerly a presidential assistant with responsibilities in the communications area, had on Tuesday morning been sworn in as the first OTP director, and on Wednesday called in reporters for a briefing on what was in store. It was illuminating. Although he was careful to avoid specifics, he made it clear that his writ runs as far as the eye can see and the ear can hear. Not only does his mission include the setting of policy for the government's use of radio frequencies assigned to it, the primary job of the predecessor Office of Telecommunications Management. It extends also to the influencing of policy governing spectrum users regulated by an "independent" agency, the FCC.

Issues that he voluntarily mentioned as coming within the possible interest of his office included data transmission, competition versus regulated monopoly in the common-carrier field, the future of cable television and its impingement on broadcast television, and rights of access to broadcasting facilities. He was asked whether he thought his office was foreclosed from insinuating itself into any issue confronting the FCC. Said Dr. Whitehead: "No."

Indeed, said Dr. Whitehead, the new Office of Telecommunications Policy might not wait for the FCC to raise an issue. "If we feel it's important, we'll raise it ourselves," he said. He even thought it likely that his advice would be sought by the White House on prospective nominees to FCC membership. OTP will "rigorously" steer clear of



Dr. Clay T. Whitehead, (l) director of the new Office of Telecommunications Policy, and his deputy-designate, Dr. George F. Mansur, met the press in their first news conference last week. Dr. Whitehead did most of the talking. Dr. Mansur is yet to be confirmed by Senate.

"quasi-judicial" matters and rate-making cases before the FCC, Dr. Whitehead said. But other than that, to judge by his descriptions, the only check on OTP's range of activities will be self-imposed. The agency's "charter," he said, is so broad that it could generate work that "more than 1,000 people could handle." OTP has 60, half of them professionals.

"We can only select particular issues, and dig into them deeply," he said. The selection process is now going on, and should be completed in a month. "We'll be effective only to the extent we say something sensible," he said.

Perhaps none of this should have come as news, though it did. President Nixon's reorganization plan proposing the new office as a successor to the old Office of Telecommunications Management—a plan Dr. Whitehead drafted—and the executive order creating the new office were couched in language clearly providing for such wide-ranging activity.

But hearing Dr. Whitehead discuss the OTP's functions and responsibilities

matter-of-factly and candidly appeared to give new meaning to the words already printed on the new office.

OTP's principal functions will be to serve as the President's adviser on telecommunications. It will also coordinate the government's own telecommunications activities, allocate the government's share of the frequencies among federal users, and consult with the FCC on dividing the spectrum between government and nongovernment users. And it will be the spokesman for the executive branch and the administration in the broad area of policy formulation, before the FCC and the Congress.

It is this last function that principally distinguishes OTP from its predecessor. Neither OTM nor any other federal agency provided the kind of "unified voice" that Dr. Whitehead has been saying, even long before he drafted the OTP reorganization plan, the White House has needed at the commission and in Congress.

Last week, ticking off issues of potential interest to OTP, Dr. Whitehead noted that "the whole technology of

communications is exploding at an ever-increasing rate, making new uses of communications available to the public... How is the industry going to be allowed to develop? Is competition among common carriers—now unheard of—in the public interest?"

Nor do the gut broadcasting-type questions now before the commission escape him. "How are we going to let CATV develop? What kind of limitations are we going to put on it? If cable is going to run over-the-air broadcasting out of business," he said dispassionately, "what should we do to ease the transition, or not allow that development to take place?"

"What about rules of access?" he said, touching on an issue that is a new and controversial offshoot of the fairness doctrine. The commission has generally held the line against complainants' claiming an individual "right" of access to broadcast facilities to discuss controversial issues; it has required only that broadcasters be fair in their coverage of those issues. But, Dr. Whitehead noted, these are "times of ferment," and he wondered how the broadcasters' use of the spectrum to editorialize can "mesh with the First Amendment rights of the individual citizen who wants access." Fairness itself was mentioned as a subject of legitimate concern to the new office.

Dr. Whitehead said OTP had no plans at present to comment on any of these matters, or to ask the commission to delay policy decisions until OTP is in a position to make its views known. "We're not going to say something just for the sake of saying it."

But the thrust of his comments indicated that here was a new man, ready to entertain fresh—some might say heretical—thoughts on fundamental and delicate telecommunications policy matters. Nor is that all. There is the ques-

tion of OTP's relationship with the FCC.

The executive order explicitly states that nothing in it "shall be deemed to impair any existing authority or jurisdiction" of the FCC, and adds, presumably to ease commission fears expressed about the lack of such language in a draft of the order, that the "director shall coordinate his activities" with the commission "and make appropriate recommendations to it as the new regulator of the private sector." There it is: the FCC recognized clearly as the regulator of the private sector.

And Dr. Whitehead did not qualify that description in the briefing. Indeed, he said: "The FCC doesn't have to follow our advice."

But in the total context of the briefing, that remark might be subject to challenge. For OTP, it seems, has considerable swinging power. "The weight of the President," Dr. Whitehead said evenly, in answer to a question, "can be presumed to be behind everything OTP does." And he noted, "this is a fact of life" associated with any administration spokesman.

What's more, the administration's views on telecommunications-related matters will not always funnel through OTP. The Justice Department, which now comments on the antitrust implications of matters before the commission, may be used as the administration voice. At times, the President himself may make a statement. In matters requiring it, legislation will be sent to Congress, either by the OTP or the President.

Dr. Whitehead also made it clear that if the commission did exercise its option to reject a proposal advanced by OTP—and OTP felt strongly enough about the matter—it would not simply go away. OTP might go to Congress or, conceivably, the courts in attempts to reverse the commission.

The potential danger of OTP using

the prestige and influence of the White House to overwhelm the FCC was pointed out several months ago in a *Federal Communications Bar Journal* article written by Edwin B. Spievack, legal assistant in the office of FCC Commissioner H. Rex Lee (BROADCASTING, May 4).

A case in point Mr. Spievack cited was the commission's change of direction on domestic communications-satellite policy after it received a White House policy statement on the matter—one prepared by Dr. Whitehead. The commission had been considering plans for a pilot project in which the Communications Satellite Corp. would have a dominant role. Dr. Whitehead's proposal called for an "open skies" plan, one in which any venturer with the money and know-how could set up his own domestic-satellite system.

The commission has not yet gone that far, but it has invited applications from anyone interested in operating a system.

Mr. Spievack said the White House role in telecommunications matters envisioned in the OTP plan threatened "improper political encroachment upon the independence of the regulatory agencies." If that observation is valid—the commission itself has not expressed it—anyone accepting it would probably find new cause for alarm in an OTP director indicating interest in areas so fraught with political implications as rights of access to broadcast media and fairness.

However, the top level of OTP is pure technocrat. Dr. Whitehead has B.S. and M.S. degrees in electrical engineering and a Ph.D. in management, with emphasis on policy analysis, economic and research development management, all from the Massachusetts Institute of Technology.

He was a member of the Rand Corp. think tank in Santa Monica, Calif., before joining the White House staff in January 1969.

His two top assistants, who appeared with him at the briefing, have backgrounds similarly strong. Dr. George F. Mansur, 42, who has been nominated to be deputy director, was formerly director of microwave and space systems at Collins Radio Co. in Dallas. And Stephen Doyle, 35, who will be a special assistant with news-media-relations responsibilities, is a specialist in international organizations for satellite communications, and was formerly with the FCC and the State Department's office of telecommunications.

The backgrounds of the three appear to complement one another—Dr. Whitehead, the theorist, Dr. Mansur the doer, Mr. Doyle the bureaucrat, all with technical experience. Nothing is being left to chance.

House and Senate agree on a CPB funding bill

House and Senate conferees last week resolved their differences over the House-passed Corp. for Public Broadcasting bill.

The compromise incorporates the House figures—\$30 million plus up to \$5 million in additional funds to be matched from nonfederal sources—but ups the funding period from one year to two. The amounts are to remain at that level for both fiscal 1971 and 1972. The House legislation had called for a one-year funding while the Senate version provided for money for three years.

Under the arrangement, agreed to by

all conferees from both houses, the Senate receded from its insistence that the bill incorporate the so-called Griffin amendment, contained in the Senate version. This amendment would have called for educational stations to keep in file past audio tapes as a record of conversations which might later evoke controversy.

It was agreed instead that both the House and Senate Commerce Committees would hold hearings at a later date on the impact and problems involved in requiring that all broadcasters—both educational and commercial—keep such back audio tapes in storage for a specified time for reference if some question should ever arise over what was actually said.

Wild swings from opposite corners

Agnew calls Nick Johnson 'puddle-minded' about drugs; Johnson says Agnew takes money tainted with tobacco

FCC Commissioner Nicholas Johnson found himself in the Circus Maximus last week, taking it on the chin from Vice President Spiro T. Agnew and not seeming to mind it very much.

The Vice President was responding to the commissioner's attack on him and the administration two weeks ago in connection with an earlier speech by the Vice President linking song lyrics to use of hard drugs by young people (BROADCASTING, Sept. 21).

Mr. Agnew was "surprised and shocked" at the reaction of a member of the FCC who, he said, not only "took the side of rock musicians" but espoused "the kind of radical-liberal philosophy of permissiveness and self-flagellation that has encouraged so many of our young people to turn to pot and worse." (Mr. Agnew never referred to Mr. Johnson by name, but took pains to identify him as an "appointee of a previous administration"—Lyndon Johnson's.)

Mr. Agnew was speaking in Louisville, Ky., on Tuesday at a fund-raising luncheon for Representative William Cowger (R-Ky.). But the brunt of the speech was devoted to a response to Commissioner Johnson, and contained what is recognized as the Agnew touch.

After quoting the commissioner's suggestion that he and the administration have done nothing "to alter the repressive, absurd and unjust forces in our society that drive people to drugs," the Vice President said: "There it is, my friends, in all its pristine majesty—the puddle-minded philosophy of the radical-liberal run rampant. He does not blame the use of drugs on the weakness of the users; he does not blame the pushers for their skillful enticements to our young. . . .

"This is the sort of fatuous nonsense being perpetrated on the American public by the super-permissive officials that have been allowed to take so much control of our government. It is dangerous nonsense, because by blaming everybody, it holds nobody responsible."

The Vice President's remarks, which generated more news-media coverage of the commissioner's views on the subject than the commissioner's own speech, drew a prompt, one-page response from Mr. Johnson. The liberal Democrat expressed confidence that the broadcasting industry would be amused to hear that he is "super permissive," then picked up a theme he had pursued in his speech but which



Mr. Agnew in Louisville answered Mr. Johnson

the Vice President had touched on only briefly—the relative harm of cigarettes and marijuana.

Commissioner Johnson accused the Vice President of defending "big campaign contributors who are urging grade-school children to take up cigarette smoking," and found this not a surprising tactic "in the heart of the tobacco country." But he felt that it cast doubt on Mr. Agnew's "credibility as a critic of the drug culture to take money from those who are profiting from encouraging Americans to seek solutions to all life's problems in alcohol, nicotine, and the other harmful chemical panaceas offered by corporate America."

"I happen to believe," the commissioner said, "that holding out an example of decency and hope from government does more to discourage a drug culture among our children than the brand of hypocrisy and repression Mr. Agnew preaches."

Mr. Agnew, in Louisville, had something to say about the charge of repression. He noted that the "main thrust" of the commissioner's speech two weeks ago had been an expected reaction. The Vice President noted that in his original speech he predicted it would be said "that by calling public attention to this subtle propaganda of the drug culture, I was engaging in a form of censorship. This is the conditioned reflex of the radical-liberal to almost everything I say: 'censorship, repression.' In his opinion, the only kind of criticism that is not repressive is his own criticism of what I say."

But one of Mr. Johnson's remarks on censorship particularly appeared to the Vice President to be beyond the pale. Mr. Johnson had said the Nixon administration "repeats and repeats that it is not censoring—just as the Russians did when they rolled their tanks into

Czechoslovakia in August 1968."

That remark, "carefully written out," the Vice President noted, was delivered by a man who is "not an employe of some other government, not a confused professor lobbing foolish thoughts from behind his shield of tenure, not a misled campus radical—but a man who draws his salary from your tax dollars. And even worse, a man with a lot to say about the future of broadcasting in America."

However, the Vice President found something in the course of Mr. Johnson's "exercise in Spockmanship" that he counted an addition to his argument—Mr. Johnson's question as to why Mr. Agnew had passed over the use of drug-culture phrases in advertising.

"He's right about that," the Vice President said. "I notice that both a major network and a cigarette manufacturer have taken as their theme 'getting it all together' this fall." (CBS-TV and Kent are using variations on the theme in their advertising.) He noted the phrase is drug-culture language that can mean "either reaching a sense of nirvana through drugs, or shaking off the after-effects of a trip."

The picture isn't all gloomy, though, as far as the Vice President is concerned. He noted that the National Association of Broadcasters was preparing guidelines for broadcasters to follow in toning down commercials showing "fantastic changes" in mood resulting from using pills (BROADCASTING, Sept. 21).

And he said a company supplying music programming to radio stations has begun a rating system that will alert station managers to the content of the records. "I imagine that now that they know they are being listened to more closely by the general public, some lyricists will think twice about including a drug message in their songs."

WPIX admits news was 'mislabeled'

But station's president says he was not cognizant of the reports when they aired

Charges of misrepresentation in WPIX-TV New York newscasts moved to the fore last week as the FCC hearing on the *New York Daily News* station's license-renewal application completed its second week.

Fred M. Thrower, WPIX president, acknowledged under pointed and sometimes heated questioning by an FCC attorney that he was aware that WPIX had mislabeled some news reports in late 1968. He said he did not become aware of the mislabeling until after 1968, however.

He said the instances included misrepresentation of the place of origin of new reports and use of "via satellite" on film that did not come via satellite.

Mr. Thrower's testimony was interrupted by illness after he had been on the stand for six days under questioning by Pat Valicenti, FCC Broadcast Bureau attorney. A WPIX attorney, John R. Schoemer Jr., of New York, reported shortly before the scheduled start of the Wednesday (Sept. 23) session that Mr. Thrower had become ill and would be absent for several days.

During his time on the stand he had shown signs of tension and tiredness as Mr. Valicenti pursued questions relating to charges of news distortion and suggesting that WPIX was slow in investigating such charges.

The news issue is one of four in which WPIX is defending its license-renewal application against the compet-

ing bid of Forum Communications Inc., a local group headed by Lawrence K. Grossman, advertising executive and former NBC vice president. FCC Examiner James F. Tierney is presiding over the hearing, being held in New York and expected to last at least two months.

Mr. Thrower said at one point there were two instances probably in August 1968 in which WPIX had labeled stories as having come by satellite. He said the first did come by satellite and the second was a repeat, and that he was told the repeat was also labeled because the film was of poor quality. He said Walter Engels, then news director and now a special assistant in the news department, had objected to the labeling because "he did not think it was right."

Mr. Engels himself testified last Thursday (Sept. 24) that during the 1968 Czechoslovakian crisis WPIX labeled a telephone report from Vienna as coming from Prague. He said he had discussed the matter with Ted Kamp, then editor-producer of the WPIX evening news show, and that Mr. Kamp denied changing the script to misrepresent the point of origin.

Mr. Engels also said that a WPIX copy boy wrote some scripts during that period, although copy writing was not his regular assignment.

Mr. Thrower was questioned earlier in the week about complaints by Mrs. Nancy McCarthy, a former WPIX news writer whose subsequent charges in a

letter to a friend touched off FCC's investigation.

He said Mrs. McCarthy complained to him in December 1968 about at least nine instances of what she regarded as misrepresentation of news in recent months. "In substance," Mr. Thrower said, "she said we were using old film and were not making it clear that it was old film."

He said Mr. Engels denied her charges. He said he was told that Mrs. McCarthy was "disruptive" and about to be discharged.

In a memo to Mr. Engels a few days later, as introduced by Mr. Valicenti, Mr. Thrower listed Mrs. McCarthy's complaints and also wrote that "I am very jealous of the fact that we have never to my knowledge ever attempted to slant the news in any direction, and I would not want ever to be accused of misrepresentation."

After Mr. Thrower failed to appear Wednesday morning, T. E. Mitchell, station controller, took the stand and testified under questioning by FCC attorney Charles Zielinski that he was the only WPIX department head who opposed a 1968 move of the evening news into the 10 p.m. period.

He said he wanted to be sure that "we were getting the most for our money" and had told Mr. Thrower that low ratings on the show could cut WPIX profits by at least \$40,000 a month.

Mr. Mitchell said he had voiced concern at the time about "our tired little news" competing with WNEW-TV New York's 10 p.m. newscast and had asked Mr. Thrower in a memo: "Do we really want to invite this comparison? In my book, it will simply foster the impression among agencies, advertisers and the general public that WPIX is not even in the ball game."

KPRC-TV will move into its third new home

Houston's pioneer television station, KPRC-TV channel 2, is moving to its third home within the next 20 months, Jack Harris, president, announced last week. Mr. Harris added he knew of no other TV station that has moved to a third base of operations. An estimated total of \$13 million will have been invested in real estate, plant and facilities.

The new facility will cost between \$4 and \$5 million.

Building plan features three basic units, clustered around a high-vaulted gallery. The biggest unit will house three television production studios and related control and engineering space. On the opposite side of the gallery will be a unit housing the station's news department, film and tape production, processing and storage facilities. Administrative offices will be housed in



the three-story unit at the end of the gallery. Included in this unit will be the studios and offices of KPRC(AM).

Channel 2 began operation in 1949 in a small quonset hut and moved in April, 1953, to a 36,000-square-foot building. The new broadcast center will occupy 83,735 square feet.

Makeshift tower speeds WDTV return to air

WDTV(TV) Weston, W. Va., announced last week it is back on the air with a 34-foot temporary antenna after a sudden windstorm Friday (Sept. 18) blew down its tower.

Terry Matthews, news director for the CBS affiliate, said the storm hit their 509-foot self-supporting tower at 3:50 p.m., demolishing the structure. There was no other damage to the building and no one was injured, he added.

Chief Engineer Kermit Wendt and other members of the station staff constructed the temporary tower from the wreckage. One undamaged batwing from the original structure was welded to the shorter tower and the channel 5 station resumed operation 74 hours after the storm.



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changes vary from callers asking a lawyer about legal problems to a medical man being questioned about old age diseases or sex education. Perhaps a political figure such as Congressman Charlie Whalen might trigger off an informative and controversial give-and-take session concerning a particular issue in the news. "Conversation Piece" is a showcase for community expression . . . and involvement.

A reflection of Dayton **WHIO Radio**



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KTAL-TV forbidden to repay church

By narrowest margin, FCC votes precedent against opponents of license renewals

The FCC last week finally released its order in the KTAL-TV reimbursement case, almost a month after the matter was decided, and accompanied by a dissenting statement published and completed by a commissioner after he left the agency on Sept. 1, Kenneth A. Cox.

The commission, in the order adopted by a 4-to-3 vote on Aug. 27 (BROADCASTING, Aug. 31), established, "as a principle of general application," that it will not permit reimbursement of expenses to petitioners in any "petition-to-deny situation, whatever the nature of the petitioner."

In the order released last week, the commission denied approval of an agreement under which the Texarkana, Tex., station would have paid the United Church of Christ \$15,137. This would have been reimbursement for the church's expenses in aiding a number of black groups that had petitioned to deny the station's renewal application, then withdrawn the petition after the station agreed to follow a number of programming and employment practices they had urged (BROADCASTING, June 16, 1969).

The commission, asserting there is "no statutory guide" for passing on the request for reimbursement, said that payment of expenses to the church is not necessary to effectuate either of two public-interest goals involved—facilitating the filing of petitions to deny and settlement of disputes between stations and petitioning groups.

The commission noted that in the past six months it had renewed the licenses of "a significant number" of stations after the licensee and citizen groups had "amicably settled matters" between themselves. Since the question of reimbursement was lacking, the commission added, no move of the citizens groups was discouraged, either in filing a petition or settling a dispute, by the fact there would be no reimbursement.

Furthermore, the commission saw "detriments to the public interest" in permitting reimbursement in connection with petitions to deny. It said there is danger of "abuse"—of "inflated fees"—and of the possibility that settlement of the merits of a dispute might be influenced by the petitioner's ability to

obtain reimbursement.

The commission majority was composed of Commissioners Robert T. Bartley, Robert E. Lee, H. Rex Lee and Robert Wells. Chairman Dean Burch and Commissioner Nicholas Johnson joined Mr. Cox in dissent.

Mr. Cox, in the principal dissenting statement, argued that the commission's action would discourage the process of local negotiation by barring stations willing to do so from reimbursing local groups their expenses in prosecuting petitions to deny.

He called the majority's concern about "abuses" resulting from approval of the KTAL-TV-church agreement "sheer rot," and said, "I am afraid that the majority's real ground for acting to deny reimbursement of the church's expenses is a distaste for public intervention in the renewal process.

"Why," he asked, "should members of the public who have not received adequate service from a local licensee (who has profited from the form of operation objected to) have to bear the unavoidable costs involved in negotiating an agreement binding the licensee to upgrade his performance to an acceptable level?"

Mr. Cox's opinion appears by special action of the commission. He had prepared his views, essentially as they were released, before he left the commission on Sept. 1. However, after the majority's opinion was revised and put in final form following that date, he was given the privilege of revising and expanding his remarks. The commission then dated its action as of Aug. 27, when the matter was settled, and issued Mr. Cox's views with the action as his dissenting opinion.

Commissioner Johnson, in a separate opinion, said the commission's action would result in "fewer people" doing "less and less in the great job of monitoring the broadcast licensees on behalf of the public interest."

Commissioner Johnson also concurred in the dissenting opinion of Chairman Burch, which argued that the commission should follow the precedents it has set in permitting applicants for construction permits to drop out of a comparative hearing in return for reimbursement from a competing applicant—as the commission did two months ago in the case involving KNBC(TV) Los Angeles.

"If payment is allowed in these other situations—also fraught with the danger of abuse—why should it not be allowed in this situation?" the chairman asked. Reimbursement might facilitate settlement of issues between licensee and petitioning group, he noted, and "that kind of amicable settlement generally markedly serves the public interest."

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Announced:

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

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

■ **KFMK(FM)** Houston: Sold by James Lammers and others to Donald B. Crawford and others for \$240,000. Mr. Lammers is vice president of Houston savings and loan association. Mr. Crawford heads Crawford Broadcasting Co., licensee of **WMUZ(FM)** Detroit; **WYCA(FM)** Hammond, Ind.; **WDAC(FM)** Lancaster, Pa.; **WDCX(FM)** Buffalo, N.Y., and **WDJC(FM)** Birmingham, Ala. **KFMK** operates on 97.9 mhz with 10.5 kw and an antenna 235 feet above average terrain. Broker: La Rue Media Brokers Inc.

■ **WNON(FM)** Lebanon, Ind.: Sold by Charles R. Banks to William R. Vogel and associates for \$80,000. Mr. Banks is general manager of **WNON**. Mr. Vogel and associates have interests in **WAMA(AM)** Selma, **WHOD-AM-FM** Jackson, **WBLO(AM)** Evergreen, **WULA(AM)** Eufaula, all Alabama, **WGNS(AM)** Murfreesboro, Tenn.; **WIFN(FM)** Franklin, **WMPI(FM)** Scottsburg, both Indiana, and applicant to purchase **WMAF(AM)** Madison, Fla., for \$64,000, subject to FCC approval. **WNON** operates on 100.9 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: Chapman Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 65).

■ **WVON(AM)** Cicero, Ill.: Sold by L & P Broadcasting Corp. to Globetrotter Communications Inc. for \$9 million (see page 30).

Hearings on New York CATV regulations end

A New York State Assembly committee, which has been studying cable television for 15 months, ended Tuesday (Sept. 22) all its scheduled hearings on regulating that industry.

The Corporations, Authorities and Commissions Committee, headed by Republican Assemblyman, Robert F. Kelly, Brooklyn, is considering legislation calling for a 2% state levy against

CATV systems income. The bill, introduced by Mr. Kelly April 13, also would require a certificate of approval from the Commission for Public Service, municipal and noncommercial television channels, and franchise fees, rates and charges for the franchise period.

Michael B. Arnold, legislative chairman, New York state Cable and Television Association, appearing at last week's hearing in Albany, said the measure would stifle the industry in the state.

Commenting that the bill would bring about regulations where no regulation was needed, Mr. Arnold said the majority of New York state already was in the top-100 markets, and "that's what is stifling the industry in this state."

Mr. Arnold, manager of Teleprompter Corp.'s television system in Olean, N.Y., said CATV has grown only 1% since 1966 in New York state. "Where CATV is available, it is serving about 300,000 homes out of 863,000—about 34% of our potential or 4% of the total households in New York."

He pointed out that CATV already comes under federal and local government regulation. "There has been no demonstration that state regulation of CATV would be in any way beneficial."

California CATV offers capacity of 54 channels

After winning a CATV franchise in Riverside, Calif., Sept. 15, Tele-Communications Inc., Denver, last week announced it will build a cable facility in that community with a 54-channel capacity.

The system will be operated under the direction of TCI, Dick Clark TV Productions Inc., and Riverside Communications Inc., a company owned by cable pioneers Harry Butcher and Phil Zonne.

Local television production and cable-originated programming will be developed as a mainstay of the operation, which hopes to have as many as 35,000 subscribers in Riverside. Dick Clark TV Productions and TCI Programs Inc., TCI's programming division, will utilize the facility as a "proving ground" for programming now being formulated for the cable industry.

California commercial television signals from Los Angeles, Fontana and Corona will be carried over the system, which will also provide 24-hour weather service, a 24-hour news channel, stock reports, FM and background music. Several channels will be used by Riverside's public safety and school systems.

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Contact Richard A. Shaheen in our Chicago office.

NORTHWEST:—High Power Class C, FM station in Major market with excellent equipment and automated. Owner selling for health reasons. Price: \$250,000, 29% down, balance over 10 years.

Contact Don C. Reeves in our San Francisco office.

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FCC protects UHF investors in Boston

But original promoters would lose holdings under examiner's ruling

In an initial decision last week FCC Hearing Examiner Basil P. Cooper found that the charter stockholders of WREP(TV) Boston had engaged in trafficking but that those who subsequently invested in the station should not be penalized.

The examiner's initial decision would grant the permittee, WREP-TV Inc. (formerly Integrated Communication Systems Inc. of Massachusetts), additional time to construct the channel-25 facility and to make other changes, but would condition the grant by stipulating that no members of the parent, Integrated Communication Systems Inc. of New York, could retain their interest in WREP(TV).

The parent company was formed by broadcaster Lenard S. Sait and attorney and accountant Lee Sterman in 1962. They then formed ICS of Massachusetts to apply for a Boston TV channel. A group of Boston residents were brought into the subsidiary company for financial backing. After the construction permit was obtained in December 1965, the Boston group increased its holdings in the permittee to 52% and loaned

substantial sums to the company.

At about the same time Messrs. Sait and Sterman and others lost over \$1 million in a car-leasing venture. The examiner, in relating background of the case, said they were "swindled." In an effort to raise funds to repay their debts, they entered into an agreement with Metromedia under which Metromedia would pay \$250,000 to all the stockholders (\$137,150 to the New York group; \$133,850 to the Boston group) and receive an option to buy WREP(TV) for \$3 million three years after the station went on the air.

Subsequently the contracts with Metromedia were rescinded with the understanding that all stockholders would return the sums paid them. The examiner noted that the Boston group had paid back all of the money it received from Metromedia, while there was no indication the New York group had paid back any of it.

The applications for additional construction time and other changes were designated for hearing in October 1968—primarily on the trafficking issue.

In his initial decision last week, the examiner found that members of the New York group had applied for the construction permit "with the intent of selling for a profit. . . ." He noted that refusing to grant the applications would inflict a penalty on the Boston group, "who have made a conscientious effort to abide by the commission's rules and honor their commitments. . . ." He noted that the New York group had

invested only \$14,000 or \$15,000 in WREP, but that the Boston group invested over \$142,000 and stood to lose it if the commission refused to grant the applications.

The initial decision will become final in 50 days unless appealed or reviewed by the commission on its own motion.

\$9-million Chicago sale OK'd by FCC

What is said to be the biggest class-IV radio station sale in broadcast history, WVON(AM) Cicero, Ill., (Chicago) for \$9 million, was approved by the FCC last week.

The Negro-oriented outlet was bought by George Gillett, Potter Palmer IV and Rose P. O'Neil, major shareholders in the Harlem Globetrotters basketball team, from the estate of the late Leonard Chess, founder of Chess Records, and his brother Philip.

Sellers own WVON's sister operations—WSDM(FM) Chicago and WNOV(AM) Milwaukee.

WVON, 1 kw day and 250 w night on 1450 khz, will be acquired by Globetrotters Communications Inc., a new firm, with Mr. Palmer as board chairman and Mr. Gillett as president and chief operating executive.

Mr. Palmer, whose great-grandfather built the original Palmer House in Chicago and whose grandfather built the present hotel, also has major interests in the Atlanta Braves baseball team, the Atlanta Chiefs soccer team and the Oakland Seals hockey team.

A class-IV facility is an AM operation with 250 w permissible power at night and from 250 w to 1 kw permissible power during the day on local channels, normally rendering primary service only to a city or town and the surrounding areas.

Applicant seeks way out of ETV impasse

Community Television of Southern California, competing applicant in an unusual contest for a noncommercial television facility, asked the FCC last week to help find a compromise solution short of designating a comparative hearing.

Over three years ago, on July 21, 1967, Community Television applied for noncommercial channel 58 at Los Angeles. Thereafter, applications for the same channel were filed by the Los Angeles Unified School District on Sept. 5, 1967, and by Viewer Sponsored Television Foundation on April 15, 1968.

The commission has as yet not designated the applications for consolidated hearing.

Community Television told the com-

Media notes:

Educational gift ■ KTTV(TV) Los Angeles has donated equipment and services which it estimates to be worth \$87,500 to noncommercial KCET(TV). Donation included control room, monitoring and radio consoles, film projection equipment, studio lighting fixtures and related accessory equipment. Studio facilities were donated earlier by KTTV for the station's second annual fundraising auction last June. James L. Loper, executive vice president and general manager of KCET, said some of the equipment would be installed in the station's new Hollywood studio, which they expect to occupy next year.

Communications consultants ■ Savalli/Gates Inc., New York, station representatives, has formed Federated Communications Consultants, New York, to provide counsel and guidance in programming, technical matters and network relations. Carmine Patti of S/G will head the firm, located at 509 Madison Avenue.

CATV fellowship ■ The California

Community Television Association, an organization of CATV operators claiming to represent about 90% of the CATV systems in California, has opened new offices at Suite 207, Walsh Center Building, 3137 Castro Valley Blvd., Castro Valley, Calif. 94546. Telephone (415) 582-5881 or (415) 351-8768.

Dorrance's new home ■ Dorrance and Co., New York, has relocated its offices to 141 East 36th Street, New York 10016. Phone: (212) 725-0927.

Media service firm ■ Media Planservice Corp., Philadelphia, has been formed as an independent media, planning, placement and counseling service for advertisers and agencies. The new firm was formed by Philadelphia Agency Inc., an advertising agency there, and by Joseph Harris, media director of Philadelphia Agency, who becomes president of Media Planservice. Headquarters: 275 South 19th Street, Philadelphia 19103.

mission it would agree to a share-time arrangement with the two other applicants and asked the commission to call the applicants together, in an off-the-record session, to see if any possible basis exists for compromise, whether through a share-time arrangement or through withdrawal of one or more of the applicants.

Community Television argued that these applications may soon be involved in a very lengthy and costly evidentiary hearing, "unless the commission in true statesmanship manner provides the leadership which would facilitate a compromise among the applicants."

The commission should take this opportunity, Community Television concluded, to save "upwards of one-half million dollars in public funds" and to avoid a delay "upwards of three years" by aiding to find an alternative to a comparative hearing.

Corinthian, D&B ask FCC action on merger

Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. last week urged the FCC to act on their proposed multi-million-dollar merger application as soon as possible.

In a letter to commission Chairman Dean Burch, the parties pointed out that the application was filed Feb. 27 and the merger extends for nine months from the filing date and may be terminated by either party at the end of that period. Nine months is "certainly an ample period—but Nov. 27 now is a scant two months away," they said.

"We recognize that there has been a backlog of transfer applications . . . However we have noted that some . . . filed after ours (and apparently not involving emergencies) have already been acted upon by the commission," they stated.

Corinthian and D&B added that they appreciated the efforts by members of the Broadcast Bureau in reducing the backlog and understood the manpower and workload problems involved. "However, we are certain that you can appreciate that extended delays in acting upon matters such as ours does cause uncertainty and complications of a practical business nature."

There is still ample time for consideration of the application provided there is no further delay, they said, and stressed that "we are not asking to be taken out of turn" but merely for "the opportunity to have our application fairly and fully considered in timely fashion."

Under the merger agreement, Corinthian—group owner of TV stations—would become a wholly owned subsidiary of D&B, a broadly based data and

CATV's struggle in Charlotte

Charlotte, N.C., cable-TV operators are protesting a city tax on receipts as "grossly unfair."

Charles Crutchfield, president of Jefferson Standard Broadcasting Co., parent of Jefferson-Carolina Corp., one of the two cable companies, told the city council that the Charlotte franchise tax is "the highest in the Carolinas and one of the highest in the nation."

Jefferson-Carolina and Cox Cosmos Inc., the other CATV interest, franchised to operate in Charlotte since 1967, are asking a reduction in the tax to a \$15,000 annual minimum or 5% of the firms' gross receipts, whichever is greater. At present, the city charges the \$15,000 minimum or 5% of the first \$500,000 earned, 10% of the next \$250,000, 15% of the next \$500,000 and 10% of any gross over \$1,200,000.

Mr. Crutchfield said the two companies accepted the high tax in their initial franchise bids because the business was, at that time, thought to be a prospective "gold mine." However, he said, sales to date have been less than anticipated. Last year, Jefferson-Carolina grossed \$383,226; Cox Cosmos grossed only \$235,438. There is stiff competition from Charlotte's five television stations, Mr. Crutchfield said.

Mr. Crutchfield and representatives of Cox Cosmos admitted that there is a possibility of a merger of the two CATV systems.

business information-service company. It would involve the exchange of a .675 share of D&B for each share of Corinthian. The transaction had a market value of about \$134 million when it was first announced last December (BROADCASTING, Dec. 8, 1969).

Pacifica prods FCC on last D.C. FM channel

Pacifica Foundation has asked the FCC to schedule "as soon as possible" a hearing on its application for Washington's last available FM channel.

Pacifica is competing with the National Educational Foundation for channel 207 (BROADCASTING, Aug. 25).

In a letter to FCC Hearing Examiner James F. Tierney, Pacifica noted at a hearing conference Sept. 4 the parties said they were negotiating a "buy-out agreement" whereby NEF would drop out of the competition. However, Pacifica added, "negotiations have reached an impasse" and have been discontinued.

Howard University, whose application for the noncommercial facility has

been turned down twice by the commission, has gone to the Washington court of appeals seeking to reverse the commission's denial (BROADCASTING, June 22). The FCC's order dismissing Howard's petition for reconsideration had been based on rules barring the acceptance of applications for frequencies already the subject of hearing orders.

Fred Walker resigns amid Reeves cutback

Fred E. Walker, president of the broadcasting and CATV division of Reeves Telecom Corp., resigned last week, effective Oct. 1, in a move that appeared to stem from an economy program of the parent company.

Mr. Walker said his five-year contract, which still had three and a half years to run, had been settled by negotiation. Drayton Hastie, a former president of Reeves, returned to the company as a member of the board of directors when Reeves Telecom experienced financial problems last summer and has been supervising the broadcasting and cable-TV division since early July.

Mr. Walker did not disclose his future plans.

There had been speculation that Reeves and Mr. Walker would attempt to negotiate a contract settlement after a Reeves retrenchment program became evident in the release or resignation of a number of key executives two months ago (BROADCASTING, July 27).

Late reports lead to renewal hearing

The license-renewal application of William E. Blizzard Jr. for WMNZ(AM) Montezuma, Ga., was designated for hearing last week by the FCC following a "history of failure" to file station reports and documents on time.

The commission said Mr. Blizzard failed to file for license renewal until the day after WMNZ's license expired on April 1. The commission noted its rules require that renewal applications be filed 90 days before license expiration. At issue in the hearing will be whether Mr. Blizzard has been "so careless or has evidenced such disregard for the commission's rules and reporting requirements that he cannot be relied upon to fulfill his responsibilities as a commission licensee." The FCC said the licensee had a "history of dilatory practices."

The commission noted it would also issue a forfeiture notice, but did not specify the amount of the fine. The commission said it wanted "to maintain the fullest possible flexibility of action."

Cutrate political: all but lost cause

Senate adopts broadcast ceilings and bottom rates by bigger margin than House's; veto only block now

Broadcasters last week lost their fight to head off legislation placing ceilings on political advertising and giving candidates favorable rates. By a vote of 60 to 19, the Senate passed the bill that had cleared the House two weeks before.

Unless the President vetoes the measure, the Communications Act will be amended to impose special limits on broadcast advertising in political campaigns. No other media or services are affected.

Supporters in both House and Senate have hailed the bill for putting the brakes on so-called television "blitzes" in which a wealthy candidate, they say, can become well known and buy an election through exposure on the air. As Senator John Pastore (D-R.I.), put it, the bill "will insure that poor men can run for public office without being swamped by rich men." Senator Pastore, who led the bill on the Senate floor, is the chairman of the Senate Communications Subcommittee.

The possibility of a presidential rejection was raised by Senator Hugh Scott (R-Pa.), the minority leader, during Senate debate. He told fellow senators that the measure was "loosely

drawn" and "inequitable" and said that if the bill were vetoed, he would support the veto. He later added that he felt the bill to be discriminatory against the broadcast media and that he would order a head count to see if there are enough votes in the Senate to sustain a presidential veto.

The bill repeals Section 315, the equal-time provision, in its application to candidates for the Presidency and Vice Presidency. The theory in this is that major-party candidates will be given more time if broadcasters escape the obligation to give equal time to obscure candidates.

The bill prohibits broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period. It limits candidate expenditures in broadcast advertising to an amount equal to the multiple of seven cents for each vote cast in the previous election for the office or \$20,000, whichever is greater. Primary spending is pegged at half that formula—three and a half cents per vote or \$10,000.

Opposition in the Senate was overwhelmingly from the Republican side—of the 19 voting no, 18 were Republi-

cans. The lone opposing Democrat was Senator B. Everett Jordan (D-N.C.). Senator Scott paired with Senator Edmund Muskie (D-Me.). The former opposed the bill while the latter had indicated his support. The two votes thus canceled each other.

Republican opposition to the bill has been on a number of counts, at least one of which was voiced in the debate preceding passage by Senator Howard H. Baker (R-Tenn.). Senator Baker said that although he favored limits on political spending, he felt that the bill "creates a political subsidy for politicians . . . the cost of which is borne by the FCC licensees who operate radio and TV stations across the country." To require stations to charge politicians minimum rates amounts, he said, to a subsidy by statute in favor of political advertising.

Another point of Republican dissent—the earlier Democratic effort to apply the legislation to the upcoming November elections—has not been forgotten, as Senator Baker indicated last week. "It strikes me as singularly unfair," he said, "that we would change the rules in the middle of the ball game and allow this to take effect in this campaign. I think it is fortunate that this bill not take effect, or probably will not take effect this election."

A provision in the bill prevents its becoming effective until 30 days after the President signs it.

Democrats had wanted the legislation in time for this year's election as a means of neutralizing Republican advantages in campaign financing.

Despite differences over the bill, it has for the most part received strong bipartisan support in both Houses. It passed the House 247 to 112 (BROADCASTING, Sept. 21).

Following is a list of arguments made for the legislation, both by members of Congress and others, as compiled by the Democratic Study Group:

- The bill would help restore faith of the electorate in the democratic process by eliminating the appearance of buying elections.
- By limiting spending and the amounts that have to be spent, the bill would



Senator Pastore



Senator Scott



Senator Baker

reduce the threat of campaign scandals.

■ In the same sense it would reduce the possibility of an elected official being controlled by special interests.

■ By reducing costs, making it easier for networks to provide free debate time for presidential and vice-presidential candidates, it would help broaden access to the broadcast media.

Advocates held that the bill was not discriminatory, because broadcasters are federally licensed to operate in the public interest.

Arguments against the legislation included these:

■ The bill discriminates against broadcasters by leaving other media and services to charge at will.

■ The bill will not limit total campaign spending. Candidates with money will merely spend it on other campaign techniques.

■ The measure would give the incumbents an advantage. Incumbents usually are better known and have received greater publicity. To overcome this factor, a nonincumbent must have wide media exposure which the spending limitation would restrict.

■ The provision limiting charges is impractical and would have widely varying results depending on the station and its rates.

A presidential veto, according to a House Commerce staff member, has been considered in the past only as a remote possibility.

Russell Hemenway, director of the National Committee for an Effective Congress—a group that has long supported the political-broadcasting bill—said that until Senator Scott's remarks on the floor he had heard no one mention either publicly or privately the possibility of a presidential veto of the bill. He described the Scott comments as "ominous."

Although President Nixon has been quiet about his feelings on the bill, several presidential aides, including Communications Director Herbert G. Klein, have criticized the legislation.

An aide to Senator Scott said that, as of his last contact with White House staff, no sure indication of the President's decision had been given.

Many Hill people, including a number of Republicans, feel that the veto threat has been exaggerated. As one high-ranking Republican House Commerce staff member put it: "Unless there has been a hell of a lot of pressure put on the White House by broadcasters that I don't know about, I have no reason to believe that the President will veto the bill."

If the President considers a veto of the bill, most agree that his main objection will be to the repeal of the

How the Senate voted on political broadcasting

Democrats voting for:

Allen (Ala.)
Anderson (N.M.)
Bayh (Ind.)
Bible (Nev.)
Burdick (N.D.)
Byrd (Va.)
Byrd (W. Va.)
Cannon (Nev.)
Church (Idaho)
Cranston (Calif.)
Dodd (Conn.)
Eagleton (Mo.)
Eastland (Miss.)
Ellender (La.)
Ervin (N.C.)
Fulbright (Ark.)
Gravel (Alaska)
Harris (Okla.)
Hart (Mich.)
Holland (Fla.)
Hollings (S.C.)
Hughes (Iowa)
Inouye (Hawaii)
Jackson (Wash.)
Kennedy (Mass.)
Long (La.)
Mansfield (Mont.)
Mathias (Md.)
McClellan (Ark.)
McGovern (S.D.)
McIntyre (N.H.)
Metcalf (Mont.)
Mondale (Minn.)
Nelson (Wis.)
Pastore (R.I.)
Proxmire (Wis.)
Randolph (W. Va.)
Ribicoff (Conn.)
Russell (Ga.)
Spong (Va.)
Stennis (Miss.)

Talmadge (Ga.)
Yarborough (Tex.)
Young (Ohio)

Republicans voting for:

Aiken (Vt.)
Brooke (Mass.)
Case (N.J.)
Cooper (Ky.)
Fong (Hawaii)
Goodell (N.Y.)
Javits (N.Y.)
Miller (Iowa)
Packwood (Ore.)
Pearson (Kan.)
Prouty (Vt.)
Saxbe (Ohio)
Schweiker (Pa.)
Smith (Me.)
Williams (Del.)
Young (N.D.)

Democrats voting against:

Jordan (N.C.)

Republicans voting against:

Allott (Colo.)
Baker (Tenn.)
Bennett (Utah)
Boggs (Del.)
Cook (Ky.)
Cotton (N.H.)
Curtis (Neb.)
Dole (Kan.)
Dominick (Colo.)
Griffin (Mich.)
Gurney (Fla.)
Hansen (Wyo.)
Hruska (Neb.)
Jordan (Idaho)
Percy (Ill.)
Stevens (Alaska)
Thurmond (S.C.)
Tower (Tex.)

equal-time provision of the Communications Act as it pertains to the President.

The equal-time provision was suspended in 1960 setting the stage for the Kennedy-Nixon debates, which Mr. Nixon said at the time were a major cause for his defeat.

The President now, so the thinking goes, is the incumbent, has a clear publicity advantage over any Democratic opponent in 1972, and nothing to gain from debates. With the repeal of this section, the President would lose an excuse to avoid a debate challenge.

Reach drops ad list, remains station owner

Reach, McClinton & Co., New York, is going out of the advertising agency business and will transfer all of its advertising accounts to Bozell & Jacobs, same city, it was announced last week. The transfer involves Reach's Newark, N.J., and New York offices. The Boston office has been sold to former employees, the Chicago office was bought by McCann-Erickson, the Minneapolis branch is closed and the Los Angeles office's future is still unsettled.

Reach bills about \$15 million, bringing the combined billings of the two agencies to \$50 million. B&J will not improve its broadcast-billing significantly through the agency transfer, however. Reach's billings are distributed primarily among several liquor and automobile accounts. The amount allotted to broadcast is negligible.

Bozell & Jacobs spends \$16 million,

approximately 46% of its total billings, in broadcast and counts among its clients Mutual of Omaha, Avco Financial Services and Fairmont Foods Co. Future broadcast plans for the additional new clients were not disclosed.

Reach, McClinton will continue to own three radio stations—WOTT-AM-FM Watertown, N.Y., and WALY (AM) Herkimer, N.Y.—as well as other companies that it will maintain under the Reach, McClinton name.

Daniel Bernheim, chairman of Reach, McClinton, will remain in that post at B&J. Robert W. Robb, formerly president of RM, plans to retire but will serve as a consultant.

Charles D. Peebler Jr. remains president and chief executive of B&J and Alan J. Jacobs continues as executive vice president and chairman of the executive committee. William Overmyer, newly elected president of Reach, becomes executive vice president and New York general manager at B&J. Marce Mayhew, vice president and creative director at Reach, McClinton, becomes senior creative director at B&J and Donald R. Mayer and Timothy O'Leary, senior vice presidents at Reach, will continue in their positions.

Rep appointments:

■ KRLD (AM) Dallas, WIL (AM) St. Louis, KILT (AM) Houston: Metro Radio Sales, New York.

■ KLANG (AM) Omaha: Katz Radio, New York.

■ WAXY (FM) Fort Lauderdale, Fla.: RKO Radio Representatives Inc. FM division, New York.

Stiff test for clustered commercials

Ad executives score lower than consumers in seminar on improving use of TV time

Fifty key advertising and marketing executives of some of the nation's top advertisers were given a TV commercial recall test last week, and a lot of them flunked.

Or a lot of the commercials flunked.

The test was administered to participants in an Association of National Advertisers management seminar at Santa Barbara, Calif., by Harold M. Spielman, president of McCollum/Spielman Co. of Port Washington, N.Y., a TV testing firm. It came during a presentation on his firm's pretesting work in a session Tuesday night (Sept. 22) on "Improvement Opportunities in the Use of Space and Time."

Spokesmen for his company reported afterward that Mr. Spielman showed "a typical station-break 'clutter' of six television commercials" and then, 10 minutes later, administered a test the company uses to test viewer identification of the advertised product.

The average commercial in the group of six, according to the McCollum/Spielman report, was correctly identified by 40% of the ANA group. That seemed to be a little less than average for consumers generally, since the company said its regular consumer tests had found that "half the audience is unaware of the brand being advertised."

The report said 10% of the ANA group correctly identified none of the six commercials shown, 13% identified one, 30% two, 23% three, 20% four, 3% five and none correctly identified all six.

Mr. Spielman was quoted as saying this was "similar to our findings with consumer groups. But the range is very great. We had some commercials where 90% of our viewers are aware of the brand and others where there is only

15% awareness."

Mr. Spielman also reported two other findings from his company's research called AC-T (for Advertising Control for Television):

"In clutter groups, position does appear to make some difference. The last is the most efficient, followed by the first. The ones in the middle tend to be least efficient. But a strong commercial performs equally well in any position.

"Thirty-second commercials are, on the average, about 75% effective as 60-second in getting awareness, but again the range is great."

Other reports at the six-day ANA seminar included an examination of the contributions available to advertisers from independent buying services, by Herbert D. Maneloveg, president of SFM Media Service Corp.; a study of the marketing potentials of cable television and other technological advances, by William M. Weilbacher, vice president and research director of J. Walter Thompson Co. and a review of the uses of syndicated research data by William Simmons, president of the W. R. Simmons & Associates research firm.

Mr. Maneloveg, a former agency executive, referred to frequent criticisms of independent buying services and said that "I'll freely admit that a goodly number of advertisers have been conned recently, told they could save wild amounts of dollars by going somewhere else other than the conventional agency route. But I also believe that this phase of our business has been laid bare and advertisers understand that the outside services can now offer a dimension other than the questionable 'I can get it for you wholesale' approach.

"Today's second-generation buying services go far beyond the original

premise or promise. We now offer a check on your total communication effort. We now upgrade your present buys by 'competitive bidding' with your agencies. We now offer buying and planning talent, superior to most shops, agencies which for their own reason choose not to staff on a year-round basis. And . . . we have upgraded the entire media-buying process."

Mr. Weilbacher said: "It seems quite certain that CATV will have a significant effect on television as we now know it," with cable's influence "already beginning" and likely to "become dominant within the relatively near future—say seven to 10 years."

He held out the prospect of speedier research results, better research quality and perhaps lower marketing research costs stemming from the use of CATV systems not only for TV commercial and program testing but for "any marketing research work which depends on the presentation of visual material," such as tests of visual elements of packages, print magazine tests, and perhaps tests of new product concepts and even new product ideas.

Agency appointments:

■ Revlon Inc., fragrance division, New York, has named Grey Advertising, there, to handle its Pub For Men collection account. Grey also handles advertising for firm's cosmetic division. Account billed \$2.7 million in spot TV in 1969 with its former agency Leber Katz Paccione, New York. According to a Grey spokesman there are no broadcast plans for the remainder of 1970 but a large investment is planned for 1971.

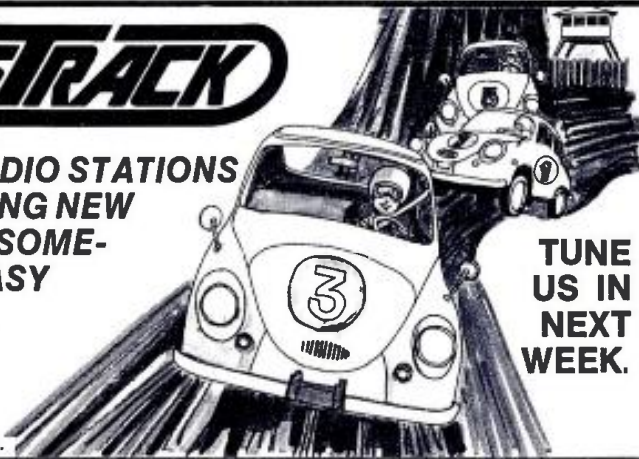
■ Abbott Laboratories, consumer products division, Chicago, has named Cunningham & Walsh Inc., New York, to handle its Pream nondairy coffee creamer account. Account billed over \$1 million with its previous agency, Tatham-Laird & Kudner, New York. Present broadcast plans are indefinite.

■ Quality Check Dairy Products Association, a national network of 80 member dairies operating in 80 cities and 42 states, has named Keller-Crescent Co., Evansville, Ind. as its agency. Keller-Crescent will provide marketing communications service for the association and will promote a higher level of member participation in Association projects. Previous agency was Niefeld, Paley & Kuhn Inc., Chicago.

■ Lennen & Newell, New York, has been named by Lorillard Corp. as agency for True cigarettes, effective Nov. 1. True has been at Foote, Cone & Belding, New York, since 1966. True billed an estimated \$7.7 million in 1969, of which about \$6.5 million

FASTRACK

**GIVES RADIO STATIONS
SOMETHING NEW
TO SELL. SOMETHING EASY
TO SELL.**



**TUNE
US IN
NEXT
WEEK.**

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was in broadcast.

■ Maryland Chicken Processors Inc., Nanticoke, Md., has named Venet Advertising Inc., New York, as advertising and marketing counsel. Plans include tests in selective markets using newspaper and television for a complete line of fresh-packed fried chicken.

■ Avis Truck Leasing Division, Long Island, N.Y., has appointed Baker and Hartel Inc., New York, to handle advertising for its new truck lease and rental program. The division's former agency was Doyle Dane Bernbach, New York. Majority of the advertising is in radio in the New York area.

■ Avon Products Inc., New York, cosmetics and grooming aids manufacturer, has appointed Ogilvy & Mather Inc., New York, to handle its children's and teen lines.

■ White Front Stores, a West Coast chain of discount houses, has moved its advertising account from Recht and Co., Beverly Hills, to Ed Libov Associates, New York. The Libov Agency also handles advertising for other Interstate Stores Inc., parent of White Front. Billings for White Front in 1969 are reported in excess of \$1.3 million in radio and television. Recht had been the agency since 1963.

A high-level meeting on clutter

Industry leaders gather in New York to begin a search for solutions

A group of key broadcasting leaders met last week to consider the problem of commercial and other nonprogramming "clutter" in television ("Closed Circuit," Sept. 21.)

Robert W. Ferguson of WTRF-TV Wheeling, W. Va., chairman of the National Association of Broadcasters TV code board, who convened the meeting, said it was designed to gather as many viewpoints as possible in preparation for an attack on the problem at the code board meeting in December.

In response to questions afterward he said the meeting could be best described as "a caucus," not a meeting of any particular organization, and that he hoped other "caucuses" like it might be held before the December code session.

"It's a real problem," he said in reference to so-called clutter. "But it's incredibly complex—there is no 'ergo-boom-that's-it' solution."

He indicated in answer to other questions that research to evaluate clutter from the viewer's standpoint might be a part of the search for solutions. But he said no firm decisions on this

or other questions will be reached before the December meeting.

With the trend first to piggybacks and later to single 30-second announcements there has been growing concern that television appears to be more commercial than it is. There also have been some efforts—reportedly by Alberto-Culver in particular—for expansion of piggybacks into triggybacks.

Although such efforts apparently have not been successful, some reps have expressed fear that networks might eventually accept triggybacks and that this would almost automatically require their acceptance in spot-TV advertising as well.

If that happened, one rep said last week, "in two 60-second announcements back to back you could see as many as six different product plugs."

Program credits and promos also figure in the "clutter" issue, but curtailing the former runs into union problems and efforts to restrict the latter often meet sponsor resistance.

John Blair & Co., which had developed one plan for reducing clutter

**WE
CAN
BE
REALLY
BIG!!**

KNOE-TV RANKS AS:

- the 53rd station on CBS Network's daytime list from 9 am-4 pm, M-F. We're ahead of Denver, the 27th market in the country, Portland, the 32nd, Phoenix, the 35th and Sacramento, the 42nd market.
- the 25th station, on ABC's list of 117, with ABC News, Mon.-Fri., 5-5:30 pm. A remarkable achievement for a station in the 213th market in the country.
- the 13th station out of 124 stations in ABC Week-end News, Sat., 10-10:15 pm.
- the 74th station out of 197, on CBS's prime time list from 6:30-10 pm, Sun.-Sat. We're ahead of CBS stations in Honolulu (the 49th ranking market) and Youngstown, Ohio (the 59th ranking market).

Source: Network Program Audience Report, Average Week Audience. Estimates based on Oct. 23-Nov. 10, 1969, NSI All-Market Cycle. Metro Area Population rankings from SRDS '61 Data 1/1/70

If those figures aren't enough to impress you, just check ARB's figures for KNOE . . . you'll find our station **DOUBLES** its competitors in almost every daypart in TV Households, Total Persons, Adults 18+, Total Women and Total Men.*

*ARB, Monroe, El Dorado, May, 1970. Total Survey Area. Audience measurement on all media are estimates only—subject to defects and limitations of source, materials, and methods.

**KNOE-
TV
Channel
8
MONROE, LA.
A
James A. Noe
Station
Phone
318-322-8155
Represented by
H-R Television,
Inc.**

and says all 73 of the stations it represents have endorsed it (BROADCASTING, Sept. 7), is known also to have urged stations to get in touch with TV code board members in behalf of a clean-up program.

Present at last week's meeting in addition to Mr. Ferguson were Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, and chairman of the NAB board; TV board Chairman Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.; vice chairman of the TV board, A. Louis Read, WDSU-TV New Orleans; code board members Alfred R. Schneider, ABC, and Morton S. Cohn, WLOS-TV Asheville, N.C.

Also Guy Main, Midwest Television, Champaign, Ill., chairman of the Television Bureau of Advertising; Norman E. Cash, TVB president; Vincent T. Wasilewski, NAB president; Paul B. Comstock, NAB vice president and general counsel; John Dimling, NAB vice president for research; Stockton Helffrich, NAB code authority director and Jerome Lansner, assistant to the code authority director.

Business briefly:

Stella D'oro, through Firestone and Associates Inc., both New York, will temporarily drop TV advertising for radio and newspapers in a campaign beginning Oct. 5 and extending through November. D'oro will promote new Chinese Almond Cookie and other baked goods. This, the largest Stella D'oro advertising campaign to date, will consist of full-page black-and-white newspaper ads in 74 papers in 40 markets and live radio commercials on 73 stations in 30 markets. Media expenditures will be \$500,000, with \$325,000 going to radio and the remainder to newspapers.

The 3M Company, Minneapolis, has purchased full sponsorship in the *Bing Crosby National Pro-Amateur Golf Tournament*, which will be seen on NBC-TV, Jan. 16-17, 1971. The buy, through McManus, John and Adams Inc., St. Paul, was with the understanding that 3M may sell to other sponsors up to half the commercial time. Broadcast will make the ninth consecutive year 3M will sponsor the tournament. Commercials during the telecast will emphasize the 3M duplicating products division.

Peter Paul Co., Naugatuck, Conn., through Benton & Bowles, New York, will advertise its Almond Joy and Caravelle candy bars, and **American Chicle Co.**, Morris Plains, N.J., through Ted Bates & Co., New York, its Dentyne chewing gum, on ABC Radio's American Contemporary Network.

Sun-Maid Raisin Growers of California, Kingsburg, Calif., through Erwin Wasey Inc., Los Angeles, will sponsor an encore performance of *Goldilocks* on NBC-TV Saturday, Oct. 24 (8:30-9 p.m. NYT). Special, which stars Bing Crosby and three members of his family, was originally telecast March 31.

Head Ski Co., Timonium, Md., through Muller Jordan Herrick Inc., New York, has purchased an advertising schedule on various ABC-TV sports programs. Commercials, which run from October through December, marks the company's first TV advertising.

Calgon Corp., Pittsburgh, through Ketchum, Macleod & Grove, Inc., New York, will advertise its Calgon Bath Oil Beads, Bouquet for the bath, and bubble bath products on daytime and prime-time network TV, spot-TV in

26 markets and in print. Schedule will run for 10 weeks, beginning Oct. 18, using the theme, "The Nature Bath."

Holiday Inns of America Inc., Memphis, **Lever Brothers Co.**, New York, and **Quaker Oats Co.**, Chicago, all through J. Walter Thompson Co., New York, have purchased sponsorship on 10 different prime time entertainment programs on NBC-TV.

Panasonic (Matsushita Electric Corp. of America) New York, through Ted Bates & Co., New York, is using spot TV in 47 markets promoting for the fall its full line of radios, TV sets, cassette recorders and stereo units. Advertiser is also in network TV, principally for professional football coverage (NBC-TV and CBS-TV).

Faberge Inc., New York fragrance house, is starting Xanadu national advertising campaign, not only in stores and magazines, but in particular spot TV and syndicated shows. Through Nadler & Larimer Inc., New York, Faberge sponsored Sept. 11 *Harry & Lena Show*, and will co-sponsor *The Making of 'Butch Cassidy and the Sundance Kid'*, Nov. 29 on NBC-TV at 6:30 p.m. EST.

Pin money allotted

Nearly half of the National Bowling Council's \$670,000 advertising budget for 1970-71 will be spent in prime-time spot purchases on ABC-TV. The four week buy begins in mid-October and will total \$320,000. The announcements will appear in both new and returning shows. Balance of the money will be used for regional market buys on both radio and television and for billboards. Not included in the budget are the 26 recently produced episodes of *Celebrity Bowling* or various print campaigns.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Sept. 6, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 6	Total dollars week ended Sept. 6	1970 total minutes	1970 total dollars
	Week ended Sept. 6	Cume Jan. 1-Sept. 6	Week ended Sept. 6	Cume Jan. 1-Sept. 6	Week ended Sept. 6	Cume Jan. 1-Sept. 6				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 55.4	\$ 3,745.2	\$ 253.6	\$ 11,154.9	59	\$ 309.0	2,831	\$ 14,900.1
Monday-Friday 10 a.m.-6 p.m.	1,623.3	60,423.2	2,646.4	107,733.5	1,665.7	62,582.2	901	5,935.4	30,754	230,738.9
Saturday-Sunday Sign-on-6 p.m.	373.8	30,760.5	719.2	41,298.0	574.5	25,366.4	235	1,667.5	9,653	97,424.9
Monday-Saturday 6 p.m.-7:30 p.m.	226.5	7,888.7	487.5	25,875.9	336.4	19,380.5	79	1,050.4	2,786	53,145.1
Sunday 6 p.m.-7:30 p.m.	32.0	4,468.3	149.9	8,736.8	—	6,142.6	9	181.9	701	19,347.7
Monday-Sunday 7:30-11 p.m.	3,795.2	180,904.4	4,337.3	226,781.2	4,647.9	225,162.1	440	12,780.4	15,700	632,847.6
Monday-Sunday 11 p.m.-Sign off	302.2	10,469.4	277.8	13,010.1	872.7	24,371.6	132	1,452.7	4,080	47,851.1
Total	\$ 6,353.0	\$294,914.4	\$ 8,673.5	\$427,180.7	\$ 8,350.8	\$374,160.3	1,855	\$23,377.3	66,605	\$1,096,255.4

FTC challenges enzyme claims

It cites three soap firms for deceptive ads, charging detergents don't 'remove all stains'

The Federal Trade Commission last week announced that it will issue complaints against three major producers of enzyme laundry products, charging that advertising which claims that the products "remove all stains" is false and deceptive.

All three companies—Procter & Gamble, Lever Brothers and Colgate-Palmolive—advertise their enzyme products heavily on TV and also use radio.

The proposed FTC complaint charges that "in truth and in fact," the home enzyme laundry products with enzymes do not remove all types of stains, and many of the stains that the products will remove are removed by ingredients other than enzymes such as detergents and bleaches.

The FTC states that enzyme-laundry-product advertising, however, depicts either "directly or by implication" that the enzyme is the active ingredient in such products responsible for the removal of all types of stains from fabrics.

The FTC study, reportedly, has been quietly proceeding for a year and a parallel investigation of the health effects of such products is also in the works.

The enzyme cleaners involved are Procter & Gamble's Biz, Gain and Tide XK; Colgate-Palmolive's Ajax Laundry Detergent, Axion and Punch; and Lever Brothers' Drive and Amaze.

Procter & Gamble expenditures for TV spot and network advertising: Jan. 1, 1970, until now:

Biz	\$3,087,000	Network
	948,500	Spot
Gain	3,452,600	Network
	1,917,200	Spot
Tide XK	3,115,000	Network
	413,100	Spot

There were no radio figures for Procter & Gamble products.

Colgate-Palmolive expenditures for TV spot and network advertising: Jan. 1, 1970, until now:

Ajax Laundry Detergent	\$1,294,800	Network
	1,185,600	Spot
Axion	1,869,900	Network
	1,469,900	Spot
Punch	2,965,700	Network
	1,515,900	Spot

Radio figures for Colgate-Palmolive (first quarter 1970):

Axion	\$ 85,000	Network
	2,700	Spot
Punch	\$ 294,400	Spot

Lever Brothers expenditures for TV spot and network advertising: Jan. 1, 1, 1970, until now:

Drive	\$2,566,200	Network
	303,400	Spot
Amaze	24,900	Spot

Radio figures for Lever Brothers.

Drive	\$ 2,700	Spot
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So far the FTC complaint has brought the following reactions from the three manufacturers:

Procter & Gamble said, "We regret to say that we feel we have no choice but to contest this complaint."

"It raises a very troublesome issue. It contends that certain advertising for our enzyme products is misleading because it implies that these products remove all types of stains. The issue hinges on the word 'implies.'"

"We have never said that our enzyme products remove all stains. No product ever made—no liquid bleach, no powdered bleach, no pre-soak product, no enzyme detergent—will remove all stains. Our enzyme products do, however, remove a variety of common stains that heretofore were impossible to remove in the home laundry. We do tell American consumers about this capability in our TV advertising.

"Accordingly, we believe this matter



David S. Dennison, 52, senior partner of Dennison, Wern & Turner, a law firm in Warren, Ohio, has been nominated by President Nixon to serve on the five-member Federal Trade Commission. He would fill the vacancy created by the departure of Commissioner Philip Elman, whose term expired last week. Mr. Dennison, who leaves a general civil law practice, was a member of the U.S. House of Representatives in 1957-58 and has also been a consultant to the U.S. Civil Rights Commission and special counsel to the Attorney General of Ohio.

requires further consideration by the FTC through judicial process which has been established for such matters."

Lever Brothers said that their advertising of its enzyme products has been accurate and truthful in representing significant effectiveness of the products. The statement added: "We have made no claims, nor have we intended to imply that the advantages or the cleaning power of these products apply to all stains."

Colgate-Palmolive reserved comment until learning more about the complaints.

A bill to require antidrug commercials

Senator Walter Mondale last week introduced legislation requiring the electronic media to devote the same amount of broadcast time to anti-drug-abuse commercials as they have been giving to antismoking commercials under fairness-doctrine requirements.

This approach would be feasible, he said, because the fairness doctrine—which now provides for time to present antismoking spots—will no longer apply after cigarette commercials leave the air this coming January. Broadcasters, then, will no longer be required to carry a counterargument to cigarette smoking, according to Senator Mondale (D-Minn.), and cigarette health warnings, he predicts, will "be far less frequent or even dropped completely."

Stations, he said, have no such specific obligation to carry antidrug spots since, in the absence of pro-drug commercials, the fairness doctrine does not apply. But under his legislation, the broadcast of antidrug messages would become mandatory at a level equal to that of antismoking spots carried by that station. It was necessary to insure that the dangers of drug abuse were carried to "the most people in the least complicated manner," he said.

In a separate action, two weeks ago, Representative Paul G. Rogers (D-Fla.) announced that the National Association of Broadcasters Code Authority had issued a formal set of guidelines for advertising of stimulants, tranquilizers and sleeping aids to go into effect Feb. 1, 1971 (BROADCASTING, Sept. 21). In the interim, Representative Rogers said, the code authority offices would deal with commercials for those products on a case-by-case basis.

Antismoking issue a privileged case?

Health warnings, beyond reach of fairness, may soon be required by FCC

Broadcasters who will be barred by law from carrying cigarette commercials after Jan. 2 may find themselves continuing to carry antismoking material whether they air the prosmoking side or not—and regardless of whether antismoking crusader John Banzhaf fires a shot.

Mr. Banzhaf, whose complaint originally led the FCC, in 1967, to apply the fairness doctrine to cigarette advertising, intends to file a pleading aimed at persuading the commission to require broadcasters to continue carrying anti-smoking spots after the statutory ban goes into effect.

But that might not be as necessary as it once seemed.

The commission has already let it be known that broadcasters' obligation to focus on the health issue raised by cigarette smoking will not end when the commercials do. In denying a petition by ecology group, Friends of the Earth, that it extend the fairness-doctrine ruling in the cigarette case to commercials for leaded gasoline, the commission two months ago stressed that broadcasters have an obligation to inform the public on important issues (BROADCASTING, Aug. 10). And it specifically cited cigarette smoking:

"If, after cigarette advertising ends on broadcast media, cigarette smoking continues to cause a rising epidemic of death, the broadcaster cannot ignore discussion of the public-health matter raised by that epidemic. In the words of the [Supreme] Court in *Red Lion* [in which the fairness doctrine was upheld], 'it is the right of the viewers and listeners, not the right of the broadcast-

ers, which is paramount'."

This does not mean, however, that broadcasters would be required to carry antismoking spots. No ratio of spots to commercials could be required since there would be no commercials. And presumably the commission would leave to broadcasters' discretion how best to inform the public on the issue—whether by newscasts, panel discussions, documentaries or possibly spots.

But there may be a new element. Broadcasters may find themselves free, in effect, to be unfair on the anticigarette side—free to carry anticigarette messages without presenting the pro-cigarette side of what was until now deemed a controversial issue.

Now pending before the commission is a draft statement holding that the cigarette-smoking issue is no longer controversial—that the mounting concern in and out of government about the health hazard involved is so overwhelming as to remove the question from the area of controversy. The draft, prepared by the general counsel's office, is expected to be considered by the commission next week, and chances of adoption seem reasonably good.

Ironically, the issue was precipitated not by anticigarette forces but by a resident of Falls Church, Va., who with two friends has been attempting to force a commission ruling insuring the broadcast of pro-cigarette material by broadcasters who carry the anticigarette spots (BROADCASTING, July 20).

The Falls Church man, Michael Handley, who happens to be in broadcasting—he is a staff announcer at WQMR(AM) Silver Spring, Md., and WGAY(FM) Washington—wrote the commission last month, asserting that he has been frustrated in efforts to bring a fairness test. He said that several stations that were carrying the anticigarette spots in the absence of commercials dropped the spots after he contacted them. Mr. Handley feels the original Banzhaf ruling was unfair to

broadcasting and to the South, where cigarette tobacco is grown.

Mr. Handley accused the commission of unfairness in allegedly emphasizing the antismoking side of the issue, and asked it to rule that until Jan. 2, when commercials will be dropped and a new situation will face broadcasters, "all stations must balance antismoking spots with prosmoking spots and/or cigarette advertising in order to be in compliance with the fairness doctrine" ("Closed Circuit," Sept. 7).

Agency being hunted to pick up Muriel

Consolidated Cigar Co., New York, is taking its \$2.5 million in annual billings for Muriel brand cigars from Lennen & Newell, also New York, and shopping for a new agency.

An L&N spokesman said the move, effective Oct. 15, was necessary because of a conflict of interest with a new cigar account assigned to the agency by Lorillard Corp. The brand name of the new cigar was not disclosed.

Consolidated put most of its advertising budget in broadcast—currently \$2.1 million in network TV and \$250,000 in spot radio—over its 14-year stay with L&N.

The most famous Muriel cigar themes to come from the agency were in the "Why Don't You Pick One Up and Smoke It Some Time?" and "Big Spender" campaigns, belted out over the air for many years by singer Edie Adams, and "A Bunch of Small Commercials for a Bunch of Small Cigars," four-second spots for Muriel Tipalats.

Jack Mogulescu, senior vice president and marketing director of the Gulf & Western subsidiary, has eliminated the two agencies that handle Consolidated's El Producto and Dutch Masters cigars (Compton Advertising and David, Oksner & Mitchneck) in his search for a new agency for Muriel as well as agencies with other tobacco interests. For those eager to pick up the account Mr. Mogulescu had these words of warning: "Don't call us, we'll call you."

Two Richmond agencies announce merger plans

Csaky & Warlick Advertising Inc. and Long Advertising Agency, both of Richmond, Va., have announced plans to merge, forming Csaky, Warlick & Long Advertising Inc. T. (Jack) Csaky has been elected president. L. O. (Bud) Long Jr. will be vice president-account services and Junius B. Warlick will be vice president-creative director.

Mr. Csaky is president of Csaky &

FASTRACK

WILL MAKE MONEY
FOR RADIO
STATIONS. LOTS
OF MONEY.



TUNE
US IN
NEXT
WEEK.

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Warlick and was media supervisor-account executive for the Richmond office of Liller Neal Battle & Lindsey Inc. of Atlanta.

He has taught advertising courses at Virginia Commonwealth University, Richmond.

Mr. Long established an agency in 1962 after leaving Food Fair where he was advertising and sales promotion manager.

Mr. Warlick is vice president-art director of Csaky & Warlick. He has served as art director at Liller Neal Battle & Lindsey and Miller & Rhoads, both Richmond.

NAACP sees gains but not enough

Despite doubling of roles in New York commercials, association wants more

The increasing number of Negro faces appearing in TV commercials are still too few, according to a study conducted for the Legal Defense Fund of the National Association for the Advancement of Colored People by the Metropolitan Applied Research Center, New York.

A similar study was conducted for the LDF in New York in 1966 (BROADCASTING, Aug. 28, 1967). In both studies only those commercials broadcast during televised sports events were studied on the assumption that the rate of black appearance in commercials during these events was probably higher than in those during other programming. The latest survey also included the southern cities of Memphis, Birmingham, Ala., and Charlotte, N.C., which had not been studied before.

Major findings of the survey, which was conducted from Sept. 28 to Nov. 16, 1969, were:

■ The rate of black appearances in commercials on independent and network TV in New York rose from 5% in 1966 to 14% in 1969.

■ In all four of the cities studied, the majority of appearances were limited to secondary, supporting roles. The study stated that over-all rates were somewhat misleading, since they include even the most transitory Negro appearance. (One was that of a black arm carrying a TV set.) Major roles amounted to only 2% of commercials monitored in New York, Memphis and Charlotte, and 1% of those monitored in Birmingham.

■ Although Negroes compose a high proportion of professional athletes (36% in baseball, 41% in football, and

63% in basketball, according to the LDF), they are underrepresented in personal-endorsement advertisements.

■ An analysis of the commercials in terms of the products advertised showed that soft-drinks employed Negroes more often than any other product. (In 1966, it was beer.) In New York, 80% of these commercials utilized black performers.

Spots aimed at selling black pride to blacks

National Educational Television, New York, has come up with a different idea: "black commercials" or spot announcements for its monthly *Black Journal*, designed to stimulate black racial pride and self-respect. The idea was originated by Tony Brown, the program's new executive producer.

The announcements, Mr. Brown said, will try to sell the black man on being proud of himself, while combating white racism. "They will combat the systematic manner in which blacks are taught to reject our values for white values," Mr. Brown explained.

One of these new commercials is scheduled for the opening *Black Journal* show this month. Viewers will see a black man with "processed" hair re-

jected by three black females. He returns some time later with a "natural" and is welcomed with open arms by the same three women. He then turns around and says happily, "I'm glad I came back."

Also in advertising:


Partial shift ■ The management, account service, media and research departments of Norman, Craig & Kummel, New York, will move into new headquarters at 919 Third Avenue, today (Sept. 28). Phone remains (212) PL 1-0900. Agency's creative, TV production, print production and casting departments will remain at 488 Madison Avenue, New York, until the end of November.

Merge for more ■ Richard E. Meyer Inc. and Arnold H. Rosenthal & Associates, both Chicago agencies, merge to become Meyer & Rosenthal with billings of about \$5 million and new offices in the John Hancock Center. Clients of the new firm include WBBM-TV Chicago.

Bozell & Jacobs moves ■ Bozell & Jacobs, New York, has moved to a new address: 655 Madison Avenue, New York 10021. Phone: (212) PLaza 1-1400.

IN NEW ORLEANS

WSMB REACHES MORE ADULTS



During both drive times throughout the week, WSMB excels in attracting ADULTS. In AM Drive alone (Metro Area) WSMB is #1 in TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. AND, to reach the housewife—ask the housewife—10 A.M. to 3 P.M.—WSMB IS NUMBER ONE!

NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY APRIL/MAY 1970
WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES

Not all RTNDA problems are external

Revolt for change flares up at Denver meeting;
Burch, Ziegler pass along some Washington thinking

The winds of change sweeping through most traditional institutions blew hard upon the annual convention of the Radio-Television News Directors Association in Denver last week.

While in the process of rebuilding defenses against continuing attacks on the news media from outside the organization, RTNDA found it was itself not immune to attack from within. Many in the membership sought to break an alleged RTNDA big-station "establishment" rule.

The disaffection broke to the surface at the election of officers Thursday morning, a session that the retiring president, Bill Roberts, Time-Life Broadcast, Washington, characterized as "controversial, lengthy and heated."

The result of a close vote: Chet Caselman, KSFO(AM) San Francisco, was elected vice president for this year and president-elect for 1971-72, defeating a veteran worker within RTNDA, Tom Frawley, Cox Broadcasting, Washington. Mr. Frawley continues on the board.

As RTNDA insiders explained, the contest was not over the men, because both were considered well qualified: The vote was against what was said to be the hierarchy's grooming its man and putting up a straw man for semblance of choice. This time the underdog won.

Similar battles ensued for directors-at-large with three winners: Travis Linn, WFAA-AM-TV Dallas; William Huddy, KEYT-TV Santa Barbara, Calif., and Dick Petrick, KOEL(AM) Oelwein, Iowa. For the first time, too, a woman ran an active but losing race for director, Eleanor Whitelaw, WRBL-AM-TV Columbus, Ga.

Interspersed with RTNDA's vigorous internal politics at the Denver meeting, the association also:

- Heard new calls for increased attention to the sharpening of professional skills and news-program product at every level of electronic journalism, especially at the local level. Such a thrust was calculated to be the most effective way to answer the continuing criticism, particularly from government, and to win public support that Congress could not ignore.
- Heard FCC Chairman Dean Burch say that failure to cover a controversial issue because of reluctance to accept



Mr. Roberts

fairness-doctrine obligations could cause more trouble with the FCC than an honest mistake in discharging that obligation (see page 42).

- Made it clear through numerous discussions that perhaps the most potent personality there was one who was not there, Vice President Spiro Agnew (see page 42).
- Unsuccessfully endeavored to get White House Press Secretary Ronald Ziegler to say whether President Nixon or he himself supported or disavowed Mr. Agnew's attacks on the media during the past year. Mr. Ziegler remained adamant that the Vice President spoke only for Mr. Agnew. He reaffirmed the President's "respect" for the media and the necessity of preserving a healthy adversary role between government and media.

Mr. Agnew's accusations were but only one aspect of the heightened RTNDA leadership challenges during the year, Mr. Roberts stressed in his president's report. He cited also such matters as the news subpoena issue, long negotiations toward access to coverage of House committee hearings in Congress (see page 52), closer liaison with the National Association of Broadcasters and the successful meeting in June with the members of the FCC. He

predicted all would remain high on the agenda of RTNDA's new president, Jim McCulla, ABC News, who took office at the Friday night banquet when the 1970 Paul White Memorial Award was presented to Walter Cronkite, CBS News.

Mr. Ziegler, less concerned about the criticisms of electronic journalism and the problems of access and effective use than two other public figures addressing RTNDA (see page 41), contended Mr. Nixon's appearances on TV have not been at all as out of proportion to previous Presidents as some allege.

He pointed out "the President's constitutional mandate is to lead—and this includes communication to the people as to what his policies are. President Nixon has assumed this responsibility with an activist spirit."

The administration seeks to take fullest advantage of every possible means of communication, Mr. Ziegler explained. "The era of the one press conference a week rain or shine and the President going on the air only in a crisis is over at the White House, I believe," Mr. Ziegler said.

"Criticism is a fact of life" for both politicians and newsmen, Mr. Ziegler observed, and it should be met with an open mind, "changing to meet what is valid and discarding what is not."

Questioned about White House sanctions of Mr. Agnew's views, Mr. Ziegler denied any instruction or clearance by the President or staff and repeated his explanation that just as Mr. Nixon had been given freedom to speak his mind personally while Vice President in the Eisenhower administration, so Mr. Agnew did in this. He said some day he might comment on his personal views in the matter, but would not do so now.

Public resentment against the networks and some individual stations actually began with the coverage of the Democratic convention in Chicago and smoldered beneath the surface until triggered by Vice President Agnew, according to RTNDA's keynote speaker, Bill Garry, UPI-TV News, Chicago, a former RTNDA president. He felt this crisis of confidence may become worse.

Broadcast journalism's best defense, he suggested, is to be wary and "consider carefully any source of help." Then, he said, it is to be responsible and

point out the problems, "the gut issues, and do what we know is right."

Those well-meaning friends who wish to saddle broadcast news with further regulation, Mr. Garry said, "face the loss of their own freedoms as well as ours." He expressed the hope that station managers "would begin to act more like publishers."

Washington attorney Ted Pierson, RTNDA counsel, warned that despite contentions by the FCC that it trusts the judgments of news broadcasters, recent commission actions show it does not and that it would substitute its judgment. He predicted a long battle and said if the trend is to be slowed or halted it will have to come through public support.

Things to be done now, he suggested, include continuing professionalization and improvement in news product, to win the public step by step.

Then, he noted, "the more outrageous government becomes, the more we publicize its outrageous behavior." In this way the industry would have achieved some status "that would be listened to in Congress and even touch the political sensitivities of judges," he said.

One area where better performance by news crews could bring results is coverage of meetings of legal groups, according to another Washington attorney, Richard Schmidt, chairman of the American Bar Association's public relations committee and a crusader within ABA for repeal of Canon 35, which forbids broadcasts from courtrooms. He cited examples of obnoxious behavior by TV crews in covering recent major meetings of lawyers and judges which undermined his work within ABA.

Mr. Schmidt, also counsel for the American Society of Newspaper Editors, called upon broadcast journalists to work more in harmony with the print media in solving common problems. He noted new general awareness among all media that restrictions affecting one, such as the FCC's fairness doctrine affecting radio-TV, could ultimately affect all.

RTNDA's doubling of dues to \$75 and ensuing loss of more than 250 members this past year (membership now totals 923) prompted Dick Gottschald, WDJQ-TV Duluth, Minn., membership chairman, to call for renewed efforts to make RTNDA more representative of all broadcast journalists and not merely those of the major markets.

"The importance of the network and the large-market news operation has long been over-stressed in RTNDA," he said. "We must make RTNDA available to local newsmen and to all radio-TV journalists on the basis of desire to join, rather than financial ability to pay for membership," he continued.

"For it will be at the local level that many of the important journalistic battles will be won or lost," Mr. Gottschald said, and it is at this local level where more professional broadcast journalism must be stimulated. "Most of the time their stories, their interpretation of the facts and their editorials have more effect upon the local audience than anything the networks will create," he said.

An assessment from two camps

GOP's Love tells RTNDA of coverage concerns; O'Brien pursues fairness issue

Two political figures found the Radio-Television News Director Association's Denver meeting opportune for expressing concern about survival of the American democratic process and the role of the news media, especially TV, in that struggle—Colorado's Republican governor, John A. Love, and the Democratic National Committee chairman, Lawrence O'Brien.

Mr. O'Brien promised continuing effort to revise the FCC's fairness doctrine. Without elaborating, he also called for more careful consideration of the problems of "packaging candidates and selling candidates throughout America in television as we sell products."

Governor Love thought the technique of communicating effectively through

TV most difficult because of the practice of short clips of only 30 seconds or so. "You have to somehow think in headlines or catch phrases," he said, and complex public issues cannot be explained that simply.

"You have to be unbelievably more careful," he said, "because a mistake on your part or some misapprehension on the part of a reporter—I don't care what you do to try to correct it—it is going to live much longer than anything that is said correctly."

The governor said another concept that bothers him is "the attitude on the part of most reporters that you have to get 'the story,'" indicating "that you bring to it a preconceived notion of what it is." Such "petulance," he felt, was demonstrated in some coverage of the recent inspection tour he headed in Vietnam as certain newsmen appeared assured ahead of the fact it was but a whitewash.

Similarly, he charged, most media prejudged the Cambodian action and their coverage appeared an effort to support that opposition.

Admitting this was nitpicking, Governor Love said "broadly, the problem is much bigger than this sort of thing. I think that without a doubt it's the tremendous power of all the media, and I'm thinking of television at the moment, power that, to a certain extent, is arbitrary power."

The people are distressed at power that is not subject to checks and balances, he observed, though he agreed we don't know enough about this power

WCCO-TV takes two of RTNDA's awards

Seven awards for excellence in broadcast journalism were given at the Radio-Television News Directors Association meeting in Denver (see page 40).

WCCO-TV Minneapolis won two of three television awards. One, the TV spot-news award, was for its special program, "Voices of October," aired the night of Moratorium Day (last Oct. 15). The other, the Edward R. Murrow Documentary Award, was for the WCCO-TV program "Grunts' Little War", relating the horrors of Vietnam experienced by eight marines from Minnesota.

RTNDA noted that in two decades of the awards the WCCO-TV double win was the first time a single station had captured two top honors.

The TV award for editorializing went to KOGO-TV San Diego for its advocacy of high-speed train service between that city and Los Angeles. Apart from editorials, KOGO-TV devoted a dozen in-

depth reports to the subject.

KABC(AM) Los Angeles won the radio spot-news award for reporter Hank Konysky's eye witness report of a police raid on Black Panther headquarters there Dec. 8, 1969.

The Edward R. Murrow Documentary Award in radio went to WBBM(AM) Chicago for its investigative reporting on waste and inefficiency in the Chicago Department of Forestry, resulting in many changes.

The radio editorial award was won by KFWR(AM) Los Angeles for its campaign to require the teaching of the basic elements of law in school.

RTNDA also made a special award to KKin(AM) Aitkin, Minn., for its reporting on a series of tornadoes near Outing, Minn., Aug. 6, 1969.

RTNDA's first \$1,000 Ben Chatfield scholarship award was presented to a Northwestern University student, David Louie, who also works at WLS-TV Chicago. The late Mr. Chatfield, news director at WMAZ(AM) Macon, Ga., had been a founder and president of RTNDA.

and just what to do about it. But, he added, "I know that governmental control is not the answer to this kind of problem."

Citing the emotional issues of campus unrest and rising public reactions as but one example, Governor Love asked how public leaders can communicate adequately through the media to help resolve them. "You can't say it long," he noted, yet if one is too brief it comes through as "governor-threatens-students."

The system of communications is the heart of democracy, he continued, "and it is not enough to stand aside and say you are only going to be the funnel, the neutral conductor of what happens to people. There is a greater responsibility."

Mr. O'Brien assured RTNDA that as chairman of the Democratic Party "I intend to continue what I have been doing in the interest of the party, submitting advisories from time to time to the FCC trying to get them on the path of reason and justice." He said he would not sit idly by and allow continuation of policies which bar any major political party from access to the air, including paid time.

"That includes re-evaluation of the fairness doctrine," he said, "and its specific application to the President of the U.S., when he commands the airwaves for the purpose of presenting administration viewpoints." He felt the CBS proposals in this direction were reasonable though unsuccessful.

Asked if he felt Vice President Agnew was speaking for himself or the White House in recent blasts at the media, Mr. O'Brien replied: "As a spokesman for the President with the President's full approval. If it is any other way, things have really changed drastically."

TV rights sold for L.A. Grand Prix

The first national television coverage of the Nov. 1 *Los Angeles Times* Grand Prix is being produced by Racing and Commercial Enterprises, Hollywood, for a special network expected to comprise 125 markets. Stations in 15 of the top 20 markets have already signed to broadcast the race, according to a network spokesman.

RACE paid \$25,000 for live, film and video-tape rights to the race, proceeds of which will benefit *Los Angeles Times* charities. This is the last race of the Canadian-American challenge-cup series for the Johnson's Wax Gold Cup and \$50,000 first prize.

Former racing driver Stirling Moss and Alan Fordney, Grand Prix announcer since 1958, will call the contest.

Burch warns against too much caution

He says FCC allocates so electorate can be informed about issues

The nation's radio and television news directors got the word straight from Washington last week: Failure to cover a controversial issue because of a reluctance to accept the fairness-doctrine obligation involved will cause a station more trouble at the FCC than an honest mistake in discharging that obligation.

FCC Chairman Dean Burch delivered that message on Friday (Sept. 25) to the Radio Television News Directors Association meeting in Denver (see page 40).

The chairman, in a "State of the Fairness Doctrine" speech, reviewed the recent spate of commission fairness-doctrine decisions—most of them involving President Nixon's extensive use of radio and television to discuss the Indochina war—and concluded:

"It's still the same old doctrine. It affords you wide latitude on issues, viewpoints, spokesmen, and so on. The FCC gets into the act only upon complaint, and only to review whether you have acted reasonably—not to substitute our judgment for yours."

He also rejected a suggestion, most recently made by Senator John O. Pastore (D-R.I.), that the commission set guidelines on virtually all aspects of the doctrine (BROADCASTING, Sept. 14). Mr. Burch said he prefers the "reasonable man" test used in negligence cases.

In such cases, as he says is true in fairness cases, "everything comes down to a reasonable action in the particular factual situation." And the facts, he said, "can vary almost infinitely."

The chairman, asserting that the commission upsets a broadcaster's judgment on fairness "only if we find it arbitrary," stressed that "an honest mistake of judgment" does not place a license in jeopardy. "But I'll tell you what will place your license in jeopardy," he added—"and that is to avoid controversial-issue programming because you have to be fair if you engage in it."

"We've allocated so much spectrum space to broadcasting because of the contribution it can make to informing the electorate on public issues," he said. "Broadcasting doesn't merit all that spectrum simply as a conduit for entertainment programming to sell deodorants. You people in this room—you broadcast journalists—represent the best, the most important aspect of broadcasting."

Chairman Burch also offered two suggestions. He said the news directors

might follow the lead of the *Washington Post*, which recently assigned a veteran reporter to the job of inside critic, to monitor the newspaper's coverage for fairness. He said such a monitor would not eliminate the need for "outside analysis" but might prove to be a "valuable complement."

He also urged the RTNDA to give "enthusiastic and continuing support" to legislation (S-3720) now pending in Congress to authorize the librarian of Congress to obtain and preserve network television evening news programs and other nationally televised programs regarded as having substantial public interest.

The bill, introduced by Senator Howard Baker (R-Tenn.), would transfer to the federal government a project begun in 1968 by Vanderbilt University. The chairman said a primary objective of the university was to demonstrate that a national agency should take over the task of preserving what constitutes a record of events of our time and a valuable source for historians, a record that was being lost to the country.

Has Agnew increased sensitivity to news?

Vice President Spiro T. Agnew's attacks on media during the past year have apparently accomplished their mission of altering journalism's approach to its job, based on reaction in the media and by the public, the president of Sigma Delta Chi reported last week in Denver.

Frank Angelo, of the *Detroit Free Press*, told the annual breakfast meeting of the professional journalistic society Thursday at the Radio Television News Directors Association convention: "Mr. Agnew's speeches have vastly increased the sensitivity among the public to what we in the press produce and how we do our jobs."

That such change had to come by these means has been unfortunate, Mr. Angelo indicated, "because there is no doubt in my mind that he took the fullest advantage of a questioning, querulous, challenging, untrusting mood that permeates America today."

Since the original Agnew blasts, he noted, "mail from listeners and readers has increased vastly. There are some frightening aspects revealed in this flood, pointing up the fact that Vice President's speeches have succeeded in stirring up some of the baser instincts of the public."

But, Mr. Angelo continued, "there also is more than a little evidence that our readers, viewers and listeners have never been more acute. And that in my view is all to the good."

These developments, the SDX president said, highlight three challenges, calling for still higher efforts for pro-

fessionalism:

(1) "A lack of precision in our presentation of the news. The reader and listener too often is saying we are not accurate in our facts and in the perspective in which stories are presented."

(2) "A feeling that we may be involved in abetting some verbal and visual over-kill... contributing more to our problems rather than to solutions."

(3) "The feeling there is a lack of balance in our efforts. As a professor who boasted he was no longer reading a newspaper or watching television put it to me, 'what you need in your papers is more love.'"

The professor may have a point, Mr. Angelo concluded.

"My own feeling is that muckraking is important to journalism today," he said, "but we must keep in mind that people also cry in sorrow and in joy, laugh, reach heroic heights, dream great dreams and display great courage and humaneness. We distort the view of our world unless we consciously seek to present a balanced picture."

All media must work closer together to present a united voice in defense of first amendment rights, Mr. Angelo indicated and he stressed, both public and critics must be helped to understand "that a press that is free and imperfect is preferable to a press that is controlled and is considered perfect."

Recognition at the top for hurricane service

President Nixon has awarded a certificate of commendation to KIII(TV) Corpus Christi, Tex., for its work following a hurricane disaster Aug. 3. The Office of Emergency Preparedness said it was the first time OEP had recommended any such recognition of the media to the President and the first time the President had issued such a citation.

George A. Lincoln, OEP director, presented the presidential certificate of commendation to KIII's president and general manager, Michael McKinnon, in Washington last week. And President Nixon also sent Mr. McKinnon a letter last week noting that KIII had "rendered important help to the people of your area in the aftermath of Hurricane Celia last month."

Mr. McKinnon said last week that his station had warned its viewers of the impending hurricane by staying on the air all night before the storm, and that it was the only TV station in the area able to return to the air with emergency power and provide disaster information in the days immediately after the storm. The station canceled regular programming and commercials to provide news and extensive information on relief services, but at one point



Mr. McKinnon (l) and Mr. Lincoln

managed to carry the evening newscasts of all three commercial networks, back to back.

The Sunday following the hurricane KIII and eight radio stations in the disaster area broadcast simultaneously a three-hour telethon to answer questions called in by listeners on help available to hurricane victims.

Astronauts' lives subject of Wolper documentaries

Wolper Productions Inc., Los Angeles, has obtained exclusive TV rights for the personal stories of the current U.S. astronauts and their wives. The stories will be used in the production of 12 documentary specials depicting the U.S. space program.

The announcement was made last week by David L. Wolper, president of Wolper Productions, and Louis Nizer, New York, an attorney for the astronauts and their wives.

The arrangement provides for the astronauts to appear in the productions. The documentaries are to be filmed over three years, beginning with the 1971-72 TV season, and will be

distributed world-wide by Wolper.

Compensation to the astronauts will be \$100,000 for each TV program produced and a share of the profits from the series. Profit shares will be divided equally among the 50 astronauts after deduction of certain shares to widows of deceased astronauts.

Warner Bros. to occupy Burbank offices by Oct. 16

Plans to move Warner Bros. Television's distribution personnel to the firm's Burbank, Calif.-based studios have been completed, according to Charles D. McGregor, executive vice president for worldwide distribution. The transfer, effective Oct. 16, had been confirmed "in principle" earlier this summer (BROADCASTING, July 6) by Ted Ashley, chairman and chief executive officer.

The reason for the relocation is to "provide faster service for domestic, Canadian and foreign clients" and to "restructure the advertising and promotion department on the West Coast," explained Mr. McGregor.

Present offices at 200 Park Avenue, New York, will be vacated by Oct. 16. Some personnel, including Peter Affe and Edgar J. Donaldson, eastern sales directors, and Harvey Frand, research director, will move to Warner Bros. offices at 666 Fifth Avenue, New York, where a complete sales office will be maintained.

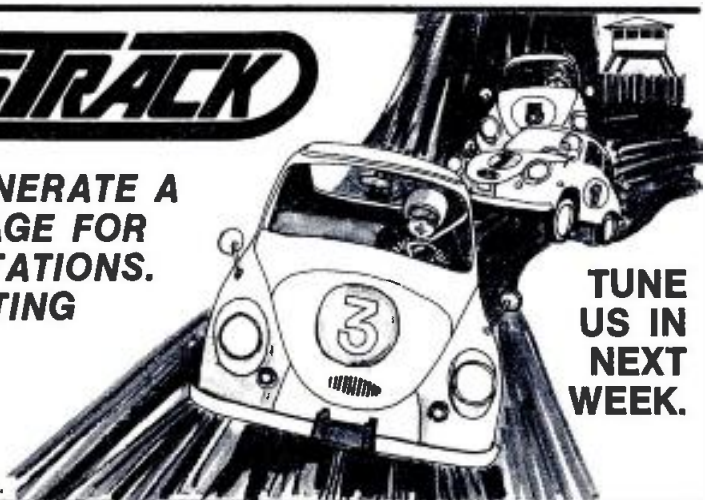
Shifting headquarters to Burbank are Mr. McGregor, who will also maintain an office in New York; Alvin E. Unger, domestic sales vice president; Berry Greenberg, foreign sales vice president; Gordon Hellmann, administration director, and Carol Levine, film specialist and operational personnel, including the contract department.

The WB-TV sales service operation—including the print, booking and program information departments—will continue to use the Warner Bros. offices at 630 Ninth Avenue, New York.

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**TUNE
US IN
NEXT
WEEK.**

Better reviews for latest shows

After slow start, new season looks brighter with comedy-variety leading the way

With the entrance of ABC-TV into the ratings race, the 1970-71 season is under way in earnest. And while the critics' over-all reaction to the three networks' latest entries could hardly be described as one of delight, there was genuine enthusiasm for some of the new shows. It was a distinct improvement over the preceding week.

The warmest applause went to two new comedy-variety entries, NBC-TV's *The Flip Wilson Show* and CBS-TV's *The Tim Conway Show*, and to the situation-comedy series *Arnie*, also on CBS. Curiously, however, the Conway show also received some of the week's stiffest pans; while one reviewer called it "nearly 60 minutes of unrestrained hilarity," another found "awful" too kind a word.

Three of television's veterans returned with new shows. One, Mary Tyler Moore, got a generally rather favorable reception for her new CBS-TV outing; another, Danny Thomas on ABC-TV, was greeted with tepid comments.

The week's booby prizes probably went to NBC-TV's *Nancy*, about the imaginary daughter of the imaginary President; *The Interns*, a now-generation medical drama on CBS-TV, and *The Young Rebels*, an ABC-TV effort featuring three young participants in the Revolutionary War. Two new ABC-TV action series, *The Silent Force* and *Dan August*, were greeted with somewhat less hostility but with no enthusiasm.

The week's most obvious pitch for "relevance" came from ABC-TV in the form of *The Young Lawyers*, and many reviewers treated it rather kindly—particularly in comparison with its near relative of the preceding week, CBS-TV's *The Storefront Lawyers*.

Following is a representative sampling of reaction to these new shows.

The Flip Wilson Show (NBC-TV, Thursday, 7:30-8:30 p.m. EDT)

"This was a show with a lot of rough edges and a lot of promise . . ." Percy



Shain, *Boston Globe*.

" . . . the brightest, happiest new show of this television season. It will be one of the year's hits." Lawrence Laurent, *Washington Post*.

"All in all, Flip ran a good show. When, as everybody seems to say these days, Flip gets it all together, it may prove a fine show." James Doussard, *Louisville Courier-Journal*.

" . . . the television season's first new hit in variety. . . . Mr. Wilson generates fun, a most healing therapy" Jack Gould, *New York Times*.

" . . . as close to a total dud as anything I have seen on television. That a man like Wilson, with the moves and look of a winner, could create last night's dud is a sad comment on the way network television homogenizes everyone who comes near it." Norman Mark, *Chicago Daily News*.

" . . . one of the brightest spots among the dozens of new arrivals." Margaret Harford, *Los Angeles Times*.

Nancy (NBC-TV, Thursday, 9:30-10:00 p.m. EDT)



"The silliest, most saccharine bit of marshmallow fluff on the air so far." Eleanor Roberts, *Boston Herald-Traveler*.

" . . . belongs back in the days of *Ozzie and Harriet* or *The Life of Riley*." Cecil Smith, *Los Angeles Times*.

"It is . . . likely that the story was written by a computer, programed to search for cliches through every June Allyson movie ever made and every issue of every love-story magazine ever published (in the days before the editors discovered sex) . . . it's got to be just about the biggest potential hit in television history." Clarence Petersen, *Chicago Tribune*.

" . . . has little wit, but lots of warmth . . ." Harry Harris, *Philadelphia Inquirer*.

" . . . looks like a sure-fire winner . . . Just oozes with charm, yet never descends into sentimentality . . ." Percy

Shain, *Boston Globe*.

"If the networks are going to propagandize this way, there ought to be equal time for reality. . . . Anybody who accepts that view of the White House will coast through life undisturbed by truth in any form. . . ." Nicholas von Hoffman, *Washington Post*.

The Interns (CBS-TV, Friday, 7:30-8:30 p.m. EDT)



" . . . one more hospital drama of scant distinction." Jack Gould, *New York Times*.

" . . . limped into view with an untidy mess about stolen drugs, a false accusation, a black-monk confrontation, a go-go dancer's disruption of routine and various other heroics woven into a pattern that leaked at every point." Percy Shain, *Boston Globe*.

"Mod Squad went to the hospital with an overdose of diseases and tiresome personality conflicts that guaranteed five-way relief for sleeplessness." Clarence Petersen, *Chicago Tribune*.

"Hospital-based soap operas are a daytime staple; . . . shifts the format, with no particular distinction, into evening hours. . . ." Harry Harris, *Philadelphia Inquirer*.

" . . . we felt no temptation to think we hadn't seen it all before." Morton Moss, *Los Angeles Herald-Examiner*.

"Ho-hum, where shall we go on Friday nights?" Harriet Van Horne, *New York Post*.

Headmaster (CBS-TV, Friday, 8:30-9 p.m. EDT)



"The major disappointment of this first

week of the new season. . . . The missing ingredient is comedy." Lawrence Laurent, *Washington Post*.

"The touch is heavy-handed, the blend of drama and humor uncertain, and Andy seems terribly uncomfortable." Donald Freeman, *San Diego Union*.

"Andy Griffith was plausible and likable, despite an annoying (but human) tendency to preach to his prep-school charges. Jerry Van Dyke as the athletic coach was funny for the first time in his television career, and Parker Fennelly as the caretaker was funny for the thousandth time in his." Clarence Petersen, *Chicago Tribune*.

"They should have left Andy Griffith in Mayberry. . . . (He) looked lost as headmaster in a dreary series that went nowhere." Eleanor Roberts, *Boston Herald-Traveler*.

"What so easily might have been a worthwhile half-hour drifted off into helplessness generalities. . . ." Jack Gould, *New York Times*.

". . . failed to be entertaining or convincing." Dwight Newton, *San Francisco Examiner*.

Arnie (CBS-TV, Saturday, 9-9:30 p.m. EDT)



". . . was delightfully funny with Bernardi's 'Fiddler-on-the-Roof' appeal overcoming flaws in a standard situation-comedy format. . . ." Eleanor Roberts, *Boston Herald-Traveler*.

"Perhaps Mr. (Herschel) Bernardi's personality will overcome the obstacles posed by the program's dated construction. . . ." Jack Gould, *New York Times*.

"The show's appeal is in its eye for the everyday detail and in the strength of its character actors. . . . Long Live Arnie!" Johanna Steinmetz, *Chicago Today*.

". . . doles out silliness and sentiment in equal portions to provide a situation comedy trifle that isn't going to hurt anybody's feelings but won't leave anything to stick to your ribs, either." Percy Shain, *Boston Globe*.

". . . the best thing that's happened to television since Sgt. Bilko." Cecil Smith, *Los Angeles Times*.

". . . too obviously an artificial concoction in the Jackie Gleason vein." Morton Moss, *Los Angeles Herald-Examiner*.

"Leading candidate for best new show

of the season." James Doussard, *Louisville Courier-Journal*.

The Mary Tyler Moore Show (CBS-TV, Saturday, 9:30-10:30 p.m. EDT)



". . . the comedy elements are familiar and they worked well in this outing. . . . This is what they call comedy with heart." Percy Shain, *Boston Globe*.

". . . is not a colossal flop but it needs help." Dwight Newton, *San Francisco Examiner*.

". . . a happy, brightly written comedy. . . . I hope the show makes it." Bernie Harrison, *Washington Star*.

"As a single girl in the city Miss Moore is little changed from her role as a married girl in *The Dick Van Dyke Show*, and her supporting cast is generally and specifically amusing." Clarence Petersen, *Chicago Tribune*.

"(Miss Moore) is caught in a ridiculous item. . . ." Jack Gould, *New York Times*.

"It is charming, witty and glossily produced." Don Page, *Los Angeles Times*.

". . . another so-so sitcom. . . . There were many funny lines, but except for Miss Moore's job interview, the lines didn't build to funny scenes or situations." Norman Mark, *Chicago Daily News*.

The Young Rebels (ABC-TV, Sunday, 7-8 p.m. EDT)

"Clever gambit, ABC. Trying to co-opt the activist young by depicting them as the ones who made this country what it is. . . . I've seen more authentic dialogue on the menu of the Old English Room of the Pearson Hotel." Ron Powers, *Chicago Sun-Times*.

"It was a bang-bang case of . . . adventure exploitation . . . but utterly without meaning for the customary young customers of *Lassie*." Bob Williams, *New York Post*.

"It isn't bad enough to condemn and it



isn't good enough to praise. That makes it a most typical television series for the young." Lawrence Laurent, *Washington Post*.

"Don't get the idea it's kiddie stuff—it's worth watching whatever your age." Cecil Smith, *Los Angeles Times*.

". . . should appeal to the youngsters and also to some adults. For it is essentially a Western in colonial costume, with the British replacing the Indians." Ben Gross, *New York Daily News*.

"*The Young Rebels*" is a despicable show. . . . The executives at ABC must have spent long hours creating as silly, as stupid and as needlessly violent a program as this one." Norman Mark, *Chicago Daily News*.

The Tim Conway Show (CBS-TV, Sunday, 10-11 p.m. EDT)



". . . started very well . . . given sufficient discipline, could be a click of the season. . . ." Jack Gould, *New York Times*.

". . . it was not only the most inventive and imaginative comedy show since *Laugh-In* but it was also one of the funniest comedy shows I've ever seen. For me it was almost 60 minutes of unrestrained hilarity." Clarence Petersen, *Chicago Tribune*.

"His first comedy hour was a howl, a proving ground for belly laughs." Dwight Newton, *San Francisco Examiner*.

"Just saying it was utterly awful is somehow inadequate." Cecil Smith, *Los Angeles Times*.

". . . variety hour stressing—all too convincingly, alas—the host's ineptness." Harry Harris, *Philadelphia Inquirer*.

". . . despite its uneven quality, showed signs of originality and creativity and if the bugs get ironed out it stands a good chance. . . ." Eleanor Roberts, *Boston Herald-Traveler*.

"I laughed so hard I could hardly breathe during most of *The Tim Conway Show*. . . . I don't think there has been a better variety show on network television since Sid Caesar and Imogene Coca went off the air." Norman Mark, *Chicago Daily News*.

"This series is likely to be the first one canceled this season. Conway makes a rather interesting guest performer but he lacks the strength, the variety or the appeal to work as a headliner." Lawrence Laurent, *Washington Post*.

"summed up to an amusing hour that

left a pleasant glow of satisfaction." Morton Moss, *Los Angeles Herald-Examiner*.

The Young Lawyers (ABC-TV, Monday, 7:30-8:30 p.m. EDT)



"While there was nothing outstanding about the program, someone connected with the show did know a little about the law. In this year of contemporary irrelevance on TV, that is a quality to be treasured." Norman Mark, *Chicago Daily News*.

"Credit (the series) with shunning the easy path and striving for a result on a more mature plane of experience." Morton Moss, *Los Angeles Herald-Examiner*.

"... an overdose of relevance... you haven't seen such relevance since Arthur Godfrey swore off Axion." Ron Powers, *Chicago Sun-Times*.

"The neighborhood law office duo are far more distinctive and interesting than their Storefront counterparts." Harry Harris, *Philadelphia Inquirer*.

"The opening installment... took a very long time in the telling, and the matter of social concern was dragged in both awkwardly and superficially." Jack Gould, *New York Times*.

"Got off to an impressive start... the performances were good and (the series) is a strong addition to ABC's improved line-up." Don Page, *Los Angeles Times*.

"... a throwaway. And it's a bad one." Lawrence Laurent, *Washington Post*.

"... was one up on its competitor, *The Storefront Lawyers*. It's a far more believable series." Eleanor Roberts, *Boston Herald-Traveler*.

Silent Force (ABC-TV, Monday, 8:30-9 p.m. EDT)

"As undercover agents forming a strike force for the United States government, they emerge as a faceless trio, with little to distinguish themselves or the series



... " Kay Gardella, *New York Daily News*.

"Organized crime has nothing to fear from ABC's *The Silent Force*, a weak, poorly devised series..." Eleanor Roberts, *Boston Herald-Traveler*.

"... it's good enough drama despite its apparent firm commitment to stock techniques of suspense and pursuit." Ron Powers, *Chicago Sun-Times*.

"It's half as long (as *The Mod Squad*) and not a fraction as effective." Harry Harris, *Philadelphia Inquirer*.

"More story than could possibly be told in its half hour... The only thing wrong with *The Silent Force* is compression sickness." Wade Mosby, *Milwaukee Journal*.

"It has all been done before—a long time ago and much better." Don Page, *Los Angeles Times*.

Make Room for Granddaddy (ABC-TV, Wednesday, 8-8:30 p.m. EDT)



"... will probably click despite the fact that it isn't any different from *Make Room for Daddy* except for a few years added..." Eleanor Roberts, *Boston Herald-Traveler*.

"This hardly figures to grab the demographic age groups supposedly being courted these days." Harry Harris, *Philadelphia Inquirer*.

"... the show is quite clearly going to be dominated by the comedian (Danny Thomas) and sentimentalist of Lebanese descent..." Jack Gould, *New York Times*.

"Little in the series... has changed except that everyone has grown older. And so has the audience." Lawrence Laurent, *Washington Post*.

"... If you're in the market... for a wholesome, escapist, family type of entertainment... this is it..." Ben Gross, *New York Daily News*.

Dan August (ABC-TV), Wednesday, 10-11 p.m. EDT)

"It moved, but along a boring and predictable route." Bernie Harrison, *Washington Star*.

"If he (August) wasn't bored by it all, we were..." Bob Williams, *New York Post*.

"The only thing new about *Dan August* is that he's a small-town cop and tends to be acquainted with the people he has to talk to in his investigation of crime." Percy Shain, *Boston Globe*.

"... has enough plot and performance



to secure a reliable audience this season." Don Page, *Los Angeles Times*. "Unless this show improves, put it down as a dud." Ben Gross, *New York Daily News*.

ABC strong in first New York ratings

Monday football leads way; but other new shows range widely in ratings

Pro football proved a winner for ABC-TV in early returns on its first prime-time outing last Monday night (Sept. 21).

New York overnight ratings by both Nielsen and Arbitron gave the game, between the Cleveland Browns and New York Jets, audience shares ranging from 33% to 37%—with a similar pattern, but probably closer to 35-37%, reportedly shown in the national Arbitrons.

Of two new ABC-TV shows leading into football, *The Young Lawyers* (7:30-8:30) was number one in both half-hours in the New York Nielsens but dropped to second behind NBC's *Laugh-In* in its second half in the Arbitrons, while *Silent Force* (8:30-9) was second to *Laugh-In* in Arbitrons and behind both *Laugh-In* and CBS's *Lucy* in the Nielsens.

One of ABC's other new shows, Danny Thomas in *Make Room for Granddaddy* (Wednesday, 8-8:30), was a clear number one, but the second new Wednesday entry, *Dan August* (10-11), was a low third in the Arbitrons and a not very strong second in the Nielsens. That hour belonged to CBS's *Hawaii Five-O* with shares of 46-48%.

On Sunday (Sept. 20), the official start of ABC's new schedule, the network's new *Young Rebels* ran third in the 7:30-8 period, but an ABC movie, *Tony Rome*, starring Frank Sinatra and Jill St. John, delivered shares up to 51%.

In the CBS-NBC premiere week, NBC's Flip Wilson on Thursday (Sept. 17) was number one in the 7:30-8:30 period but *Nancy* ran second at 9:30-10. CBS's new *The Interns* on Friday night (Sept. 18) was clear leader at

7:30-8:30, while Andy Griffith's new *Headmaster* entry the same night (8:30-9) won by a small margin in the Arbitrons but trailed NBC's *Name of The Game* in the Nielsens.

CBS's new *Arnie* and *Mary Tyler Moore Show* on Saturday (Sept. 19) won their time periods but its new *Tim Conway Show* on Sunday (Sept. 20) ran a slow third.

The Monday-night football game had some competition for a while. In its first half-hour (9-9:30 EDT) the game was held to a tie in the New York Arbitrons—and outscored 35% to 33% in the New York Nielsens—by Richard Burton and Elizabeth Taylor in a movie, *Boom*, on NBC-TV. After that, the only real contest was for second place.

On CBS-TV, *Mayberry RFD* (9:30) and *Doris Day Show* (9:30-10) were clear thirds in their time periods, but *Carol Burnett Show* (10-11) challenged the movie for second place in the Arbitrons and edged past in the Nielsens.

3,214 stations now in AP broadcast group

The board of directors of the AP Radio-Television Association has voted to change the name of the organization to the AP Broadcasters Association. Action was taken at their annual meeting Sept. 18 in New York. The association is made up of the more than 3,200 broadcast members of the AP.

Robert Eunson, AP assistant general manager for all broadcast operations, reported that 3,214 broadcast stations now receive the AP report.

Winners of the annual staff awards competition were announced by the association's awards committee as follows: James Willse, New York broadcast staff, for the best national summary; Douglas Browning, Albuquerque, N.M., bureau, for the best regional summary, and Paul Lloyd, Seattle bureau, for the best enterprise idea.

Also submitted at the meeting was a report on the progress of the AP's southeastern regional computerization program by Gerald Trapp, general broadcast editor.

Thomas Powell, WDAU-TV Scranton, Pa., and John Day, WHDH-TV Boston, were re-elected APRTA president and vice president, respectively.

Windfall in Pittsburgh

Carnegie Mellon University, Pittsburgh, and WQED(TV)-WQEX-TV, local educational outlets, will initiate a graduate program in television and film with a \$250,000 grant from the Buhl Foundation, a Pittsburgh philanthropy.

More from Burch on children's TV

He tells special forum that FCC regulation can't bring quality

FCC Chairman Dean Burch told a forum on Child Development and the Mass Media last week that the FCC should be leery of setting up any sort of quota system for quality children's TV programming, lest it be accused of overstepping its regulatory bounds and acting as a censor.

Mr. Burch's remarks to the forum—part of the White House Conference on Children—appeared to further temper an earlier speech he delivered to the International Radio and Television Society in New York (BROADCASTING, Sept. 21). At that time, while threatening no direct action, he said the FCC should foster "the best possible government climate" to encourage broadcasters to actively develop quality children's programming.

On the same occasion, referring to an FCC petition by Action for Children's Television asking that broadcasters be compelled to allocate 14 hours of each programming week to children's fare, Mr. Burch said that in light of the Red Lion decision such a request can no longer be easily dismissed on First Amendment grounds.

Last week, while allowing that the ACT petition "is important because those ladies think it is important," Mr. Burch explicitly countered a question regarding the possibility of FCC-enforced quality or quantity standards in children's programming by saying the FCC should be "chary of entering into an area in which subjective judgments regarding program quality are involved—I don't think anyone can decide what is good children's programming and what is bad. The government is no more

capable at it than anyone else."

Mr. Burch said he felt that commercial broadcasters had been making "progress" in the area of children's programming. "Capitalists are human beings and have children of their own," he observed, adding: "Whether the networks have made sufficient progress remains to be seen."

Besides Mr. Burch, others testifying before the forum included Senator John O. Pastore (D-R.I.)—who arranged for a room in the Old Senate Office Building for the two-day hearings—and Chuck Jones, for six months head of children's programs for ABC, plus a pediatrician, an animated-cartoon producer, a children's librarian, a psychoanalyst, and an optometrist, among others.

Senator Pastore—chairman of the Senate Communications Subcommittee—commended Fred Rogers, chairman of the forum and writer, producer and host of noncommercial TV's *Misterogers's Neighborhood*, and Joan Ganz Cooney, a forum member and creator of *Sesame Street*, for their efforts on behalf of children's programming. He called on broadcasters to "do their utmost to assure that the medium responds to the real and actual needs of our children."

"I want to emphasize that in discharge of this responsibility, broadcasters must not rely on mere assumptions of what children need but must take a positive and continuing effort to ascertain what is in reality best for them," Senator Pastore said.

Chuck Jones, formerly a producer/director with MGM's animation/visual arts division, said he had accepted his new position of director of children's programs for ABC "with the understanding that it wouldn't be a token gesture." Mr. Jones said he was in the process of putting together an experimental children's show, *The Curiosity Shop*, which is slated to debut in September 1971.

While the networks are becoming



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"more responsible" in children's programming, Mr. Jones told the forum, children are still "hungry for variety. We shouldn't write down to children . . . what we need today are tried and tested people with daring, experimental ideas." Mr. Jones also observed that

there was a need for programs aimed at "the intelligent child as well as the disadvantaged child."

The forum will put together a final report based on testimony it has heard and its own conclusions, to be submitted to President Nixon next De-

cember.

One concrete proposal now under consideration is the establishment of a permanent institute which would bring together child development specialists and producers of television, books and other materials for children.

On CBS Radio: more news, opinion

Plans unveiled to affiliates at New York meeting; changes to prompt restructuring of commercial time

Plans for a labeled news-opinion series and more but shorter news-on-the-hour broadcasts were presented by CBS Radio network officials to some 350 representatives of the 251 CBS Radio network affiliates last week at their annual convention in New York.

"Air columnists" yet to be selected will present three labeled viewpoint programs a day—one conservative, one liberal and one middle-of-the-road—as part of the package of changes to be initiated Jan. 3, 1971.

The program changes were among the highlights of a two-day convention program that also featured sessions on news and sports and an address by Dr. Frank Stanton, CBS Inc.

The number of hourly newscasts will be increased from 105 a week to 131 through the addition of reports at 6 a.m., 7 a.m., 11 p.m., midnight and 1 a.m. Monday through Friday and a new 7 a.m. Saturday report.

But the hourly reports, now 10 minutes in length, will be trimmed to six minutes in response, officials said, to the wishes of affiliates. Many stations, it was explained, add local news to the network reports, making a 15-minute news package that under the new plan can be 10 minutes in length—a length that many stations apparently consid-

ered more compatible with their local program formats.

In addition to the hard-news reports on the hour, CBS Radio also provides five-minute news features. These will be shortened to four minutes. Between the hourly news and the news features, then, CBS Radio on average will be providing about 10 minutes of programming per hour and the stations 50.

World News Roundup and *The World Tonight*, 15 minutes each, and *Lowell Thomas and the News*, 10 minutes in length, will remain unchanged.

Along with word of the new opinion series, to be called *Spectrum*, the affiliates were told of two other new regular reports, one on drugs and one on the environment. *Dateline: Drugs* will be presented each Saturday and Sunday, and *Space-Ship Earth* on Sundays. Each will be four minutes long.

Shortening of the news report will be accompanied by some commercial restructuring. Where the 10-minute newscasts now have three one-minute commercials, the six-minute versions will have two, and where the five-minute features now have two commercial minutes the four-minute features will have one and a half.

Spokesmen said the network therefore will reclaim sales rights in four

hourly reports currently available for station sale. They said *World News Roundup* will be available for local sale. Also either the 6 a.m. or 7 a.m. news report can be sold locally if the affiliate carries the other one.

Although the "air columnists" for the new opinion series have not been designated there was some speculation that the "conservative" choice might be writer-broadcaster William Buckley Jr., who was the speaker at Tuesday's (Sept. 22) convention luncheon.

George J. Arkedis, vice president of the CBS Radio Division and general manager of the radio network, called *Spectrum* "one of the most innovative programming measures taken by any network today" and "to the best of our knowledge, the first regular opinion series in broadcasting to feature balanced and labeled opinion from three positions."

He said that the programs, to be presented Monday through Saturday each week, will offer "clearly labeled opinion" and feature "nationally known individuals who will represent conservative, liberal and middle-of-the-road viewpoints. While they will give their opinions on current subjects, they will not report news. Each of the daily segments will refer to the others. Names



Answering questions during the New York convention were (l-r): Maurie Webster, vice president, division services, CBS Radio; Albert Dwyer, general attorney, CBS Inc.; Richard Salant, president of CBS News; Sam Cook Digges, president, CBS Radio Division; George J. Arkedis, vice president and general manager, CBS Radio; Martin Pinsker, director of pro-

gramming, CBS Radio; Sherril W. Taylor, vice president, affiliate relations, CBS Radio; Ben Lochridge, vice president, network sales, CBS Radio; and Robert W. Peebles, vice president and general manager of WR0W(AM) Albany, N.Y., who is the present chairman of the CBS Radio Affiliates Association.

of the air columnists will be announced at a later date."

These 18-weekly programs, he noted, will be in addition to the weekly news analysis programs already presented on the network.

The new program plans were presented to the affiliates by Mr. Arkedis and Sam Cook Digges, president of the CBS Radio Division, at the opening session Tuesday (Sept. 22).

Mr. Digges said the new schedule "will provide you with an opportunity to improve your ratings" and "goes further than ever before in meeting a local station's programming needs."

He also said the "myth of the youth market" was being attacked more and more often by both advertisers and agencies. The median age of today's "primary buyers"—those 18 years of age and older—is now 43 years, he said, and most of the more affluent consumers are over 43.

Dr. Stanton, speaking at the concluding luncheon on Wednesday (Sept. 23) told the affiliates that the challenge of the 1970's "will be one of rapid change, in which all of us in radio will have to prove time and again that we are capable of continuing to serve the public interest."

His address, keyed to this year's golden anniversary of broadcasting, stressed the growth of radio in size and service and predicted that "our mission to report, to inform, to stimulate, to interpret the world at home and the world abroad will in the decade of the 1970's present us with a greater opportunity than we ever faced in the first five decades of radio."

"Despite the advent of television and the proliferation of other journalistic sources," Dr. Stanton said, "radio and especially network radio have grown ever more important as a channel of news and information as a means of keeping the public informed on the issues confronting our turbulent times."

He said he was confident that radio will meet the challenge of the 1970's "fully and effectively," but that it "must be healthy, must be unfettered, must be responsible and must be responsive."

The news session, held Tuesday (Sept. 22), included an address by Richard S. Salant, president of CBS News, stressing the importance of fairness, balance and objectivity and also pointing up once again the problems posed for journalism and journalists in governmentally regulated media.

Mr. Salant urged the affiliates to give thought to the problems and expressed hope that "perhaps some day we can reconcile true and honest free journalism with the Damoclean sword, which is there and which we must try to ignore, of licensing, which can put us all out of business if four politically

A CBS cram course in air editorializing

An editorial seminar for general managers and editorial writers of CBS-owned TV and radio stations, said to be the first of its kind and expected to be the first in an annual series, was held in New York last week with 40 persons participating.

Richard W. Jencks, president of the CBS/Broadcast Group, who convened the meeting, told the participants that his purpose was "not to establish any editorial orthodoxy" but to provide an opportunity to exchange ideas in recognition of the importance of broadcast editorials and in hope of making them as good as possible.

"It is your privilege," he told the group, "as leaders and spokesmen, to try to repair breaches of trust in the

community, to build bridges and to restore confidence of citizens in the ability of a democratic society to govern itself."

Each CBS-owned station's general manager has autonomy to editorialize as he wishes without prior clearance of any kind. The five CBS-owned TV stations carried 877 editorials last year and expect to broadcast 1,200 this year. The seven CBS-owned AM stations carried 1,445 last year and expect to approximate that number this year.

The seminar included video and audio tapes of editorials from each station and dealt with such subjects as audience interest and involvement, legal responsibilities, editorial subject matter, writing style and experimentation with visual techniques.

Max Lerner, author and newsman, was guest speaker at a luncheon during the seminar, held Monday (Sept. 21).



Here are some of those attending last week's seminar on editorializing: (l-r) Joseph Dembo, vice president and general manager, WCBS(AM) New York; John Catlett, manager, WBBM-FM Chicago; Ralph Goldberg, CBS general attorney; Ralph Daniels, president, CBS

Television Stations Division; Richards W. Jencks, president, CBS/Broadcast Group (speaking); Gene P. Mater, special assistant to Mr. Jencks. At right and in the foreground are a number of managers and editorialists of CBS stations.

appointed human beings on the FCC become outraged enough at us."

In another talk Emerson Stone, CBS News director of radio news, warned of "new perils such as those posed by the FCC's one-to-a-market proposal." That proposal, he said, "attacks the heart of network radio."

The proposal would limit broadcasters to ownership of a single medium within a market, which many broadcasters feel would result in severe curtailment of both network and local news operations.

Mr. Stone also told the affiliates that the 1969 CBS news seminar for management and news directors of affiliated radio stations was "so successful that another will be held this winter."

A panel made up of both CBS news and affiliated-station newsmen also fielded questions that, according to partici-

pants in the closed meetings, ranged from responsibility for handling of news reports to problems in reconciling free press and fair-trial issues.

At the wind-up luncheon, CBS Radio President Digges presented gold microphones to Lowell Thomas in tribute to his 40 years as a broadcast newsman and to four radio stations for which 1970 is the 30th year of CBS affiliation. The station awards were accepted by John Rivers for WCSC(AM) Charleston, S.C.; John Bernhard, WFOY(AM) St. Augustine, Fla.; Carl Lee, WKZO(AM) Kalamazoo, Mich., and Ken Hastie, WMT(AM) Cedar Rapids, Iowa.

Mr. Digges said 47 CBS Radio affiliates have now been with the network continuously for 30 or more years.

Earlier, promotion managers of three affiliates were presented trophies as winners of the second CBS Radio network

promotion men of the year contest: Hope H. Barroll III of WFBR(AM) Baltimore, for markets above 500,000 population; Elliott Harris, WDBF(AM) Delray Beach, Fla., for markets between 100,000 and 500,000, and Hester W. Nagy, WMBS(AM) Uniontown, Pa., markets under 100,000.

The presentation, by Mr. Arkedis, included similar trophies for the station managers: Harry Shriver of WFBR and Victor M. Knight of WDBF, with Mr. Nagy accepting for WMBS management.

In a closing day session, the affiliates were told by James L. Hayes, the American Management Association's executive vice president for development, that "if you don't know where your station is going to be in 10 years, then you are a problem as a planner. It should be a rough outline, not necessarily a completed blueprint."

He also said that "poor morale is a conflict between a personal objective well nourished and a management decision long delayed," and that "we work with systems, pouring money into them, rather than into people, which is poor planning. Proper planning is indispensable for good cost control, budget control, morale and productivity."

Hill sounds off on ethnic slurs

Witness Dean Burch agrees with denunciations but cites constitutional limits

The stereotyped TV and movie portrayal of Italian-Americans as flashily-dressed, illiterate mobsters, who smuggle heroin and kill innocent people, has convinced many Americans that "every Italian-American is either a close blood relative to Al Capone or would like to be," Representative Frank J. Brasco (D-N.Y.) told fellow congressmen last week.

Representative Brasco did not limit his list of "outrageous portrayals" to Italian-Americans but included other groups as well: The Spanish-American, he said, is depicted as "dirty and smelly . . . a revolutionary who sleeps too much and drinks too much tequila," Polish-Americans as "dull beasts of burden," the Jew as a "tight-fisted peddler" and the Irish as "beefy police types who drink too much and think too little."

Representative Brasco was testifying last week during a one-day Washington hearing of the House Communications Subcommittee, called to consider a spate of House resolutions that would put Congress on record as urging TV and the movie industry to stop the pro-



Mr. Brasco

duction and showing of films and programs that stereotype and demean racial, religious and ethnic groups or that fall into the category of the obscene. Representative Brasco is the sponsor of such a resolution (H. Con. Res. 262) which bears the signatures of approximately 100 other House members.

Another witness, FCC Chairman Dean Burch, noted that the commission was not opposed to such a resolution and agreed with Representative Brasco. However, he said that "despite the offensiveness of such ethnic material, it generally enjoys the constitutional guarantees of free speech." He said he hoped that the "good taste and responsible judgment" of broadcasters would prevail, but commented that absolute standards, in what he called an extremely subjective area, are impossible to set.

Mr. Burch pointed out that although the commission has no specific authority to act on ethnic slurs, the FCC makes stations aware of viewer complaints which it receives. The hearing also dealt with obscenity in programing—linked to the ethnic issue in several of the resolutions.

"You can see how the movie industry has ruined itself with sex films," Subcommittee Chairman Torbert Macdonald (D-Mass.) commented, adding that some broadcasters could get the idea that airing such films might sell more advertising. He suggested that the FCC should formulate guidelines and set up a division to provide broadcasters with guidance on what constituted an ethnic slur, unacceptable language or programing that was too racy for TV and radio.

FCC Chairman Burch made clear his opposition to any plan which would involve the commission as an overseer of programing. He said that any suggestion of prescreening would bring

charges of censorship—an area which the commission, by law, cannot enter.

Mr. Burch added, however, that obscene or indecent programing—not under constitutional protection of free speech—was illegal under federal law and that the FCC was well aware of its responsibilities to curb such broadcast material. In the final analysis, he said, "Broadcasters must exercise restraint and professional responsibility in adopting and adhering to standards of their own."

Agnew tape advances prove to be hot copy

Vice President Spiro T. Agnew's second appearance on the *David Frost Show* received wide coverage from networks and other broadcasters even before it was telecast last Friday (Sept. 25).

CBS, NBC and ABC all bought excerpts of the New York taping last Monday (Sept. 21) at 5 p.m., EDT, and had it on the air within 24 hours. So did WNEW-AM-TV New York.

The show was a debate between the Vice President and four college students critical of administration policies.

A spokesman for Westinghouse Broadcasting Co.'s Group W Productions, producer of the show syndicated by Group W Sales, said WBC's owned AM radio stations also used tapes of the program. They are WINS New York; WBZ Boston; KYW Philadelphia; KDKA Pittsburgh; WIND Chicago; WOWO Fort Wayne, Ind., and KFWB Los Angeles. It also will be broadcast overseas through Voice of America and Vis News.

(Vis News is syndicated in 88 countries and serves over 143 networks and stations. It is owned by the British Broadcasting Corp., Reuters, Canadian Broadcasting Corp., Australian Broadcasting Commission and New Zealand Broadcasting Corp. It is affiliated with NBC in the U.S.)

An excerpt of the program, which is carried by 72 TV stations throughout the nation, was presented on NBC-TV's morning *Today Show* and on CBS-TV's *Morning News with John Hart*, and on ABC-TV's evening news program with Frank Reynolds and Howard K. Smith.

The Vice President had sought the debate to present the administration's views on current issues.

Paramount gets assignment

Paramount TV, New York, will develop for NBC-TV, a new daytime serial that will explore the lives of black and white families living in an integrated community. The agreement was announced by W. L. Baumes, director of daytime and live program development for Paramount.

CBS goes to court over fairness

Democrats may also take 'legal steps' as FCC affirms grant of time to RNC

The question of whether CBS must afford the Republican National Committee time for reply to Democratic National Committee Chairman Lawrence F. O'Brien's July 7 appearance on the network was to become a matter for the courts on Friday (Sept. 25).

The FCC on Thursday denied petitions by CBS and the Democratic National Committee seeking reconsideration of the commission decision last month that the fairness doctrine requires CBS to grant the GOP "some reasonable period of time" to respond to the 25-minute broadcast (BROADCASTING, Aug. 17).

A CBS spokesman promptly announced that, because of the "important issues raised," the network would go into court the next day to seek a reversal of the commission decision. And in view of the time factor involved in the approach of the November national elections, he said that CBS would do everything possible to "expedite the proceeding."

Mr. O'Brien issued a statement asserting that the DNC is considering what legal steps it should take in light of the commission decision and that it does not intend to let the matter drop. "If the Republicans are given a half hour of free time in this period so close to the November election, there is no question that the program could unfairly influence the outcome of the election," he said.

The RNC had asked the commission to require CBS to comply with its order by making prime time available on or before Oct. 10. The commission last week denied that request on the ground that the requested relief would cut off CBS's right of appeal. But it said it was counting on CBS's assurance of cooperation in seeking a swift court resolution of the matter.

The broadcast touching off the controversy constituted an unusual effort on the part of CBS to air the opposition party's views on issues discussed by President Nixon in his television appearances. It was to have been the first in a series of *Loyal Opposition* programs, but CBS has suspended the series "for the time being" (BROADCASTING, Aug. 24).

The commission had based its decision on the ground that, although the President's television appearances dealt almost entirely with the Vietnam issue, Mr. O'Brien discussed that issue only briefly while making a wide-ranging attack on the administration and its

policies. The commission cited a recent ruling—a "corollary" to the fairness doctrine—in which it held that a licensee who affords time to a political party during an election campaign incurs a "quasi-equal opportunity" obligation to afford time to the opposing party.

CBS argued that application of the ruling to the *Loyal Opposition* program was a departure from past commission decisions on fairness in that it put the commission in the position of substituting its journalistic judgment for that of the licensee. It also said the decision would bar stations from using opposition party spokesmen to respond to the President because the balance this achieved would be destroyed by the duty to present the President's views again through his party's spokesmen (BROADCASTING, Sept. 17).

And both CBS and the DNC argued that the commission had erred in overlooking the fact that all of the issues discussed by Mr. O'Brien—the economy, crime, civil rights, among others—had been discussed on the network by the President and other members of his party. Accordingly, they said, Mr. O'Brien's program did not give rise to any fairness-doctrine obligation.

In rejecting these arguments, the commission last week went to some length to elaborate on the "political party" corollary of the fairness doctrine that it first enunciated in response to a query from Nicholas Zapple, counsel to the Senate Commerce Committee.

Suppose CBS were to give the DNC a half hour of prime time in the middle of an election campaign, the commission said, by way of analogy. Would the network refuse a GOP request for similar treatment on the grounds that it had presented Republican party spokesmen in newscasts and other programs

and that, in particular, it aired presidential comments, in speeches and interviews, on the issues under discussion? "The answer is clearly that CBS would not do so."

The commission said the O'Brien broadcast did not fall outside the "political party" ruling because it occurred on July 7 rather than on Oct. 7. "While there are obviously heightened responsibilities in this area within an election period," the commission said, "electioneering" is a continuing process.

In reaching its conclusion, the commission offered a further refinement of the "political party" doctrine: It does not apply to presidential appearances. The commission noted that CBS itself described the President as "the head of state and head of government" and that "he is in one sense above party and politics."

Accordingly, the commission said, "when the President delivers a veto message or informs the nation concerning his decision on Cambodia, he is not making an appearance within the 'political party' doctrine." However, it added that the fairness doctrine applies to such appearances.

The commission also rejected CBS's "astonishing statement" that the ruling resulted from the network's failure "to eliminate partisan overtones" from the O'Brien broadcast. CBS has said it did not want to censor the remarks of those appearing on the *Loyal Opposition* program.

The commission said its decision was not based on how partisan the remarks were. It said it had held only that if CBS wished to avoid the consequences of the "political party" doctrine, it should have exercised "licensee super-

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vision" as to the issues to be covered.

The vote denying reconsideration was 4 to 3, with Commissioner Nicholas Johnson concurring in the result and Commissioners Robert T. Bartley and H. Rex Lee, who had opposed the original order, dissenting again.

The CBS suit would be the third seeking covert reversal of fairness-doctrine decision filed last week, all in the District of Columbia Circuit Court of Appeals. Six others are already pending in appeals courts.

One of the new ones involves another

landmark decision issued the same day as the one granting the RNC complaint against CBS—one holding that, in view of President Nixon's five nationally televised addresses on the Indochina war since November, the networks must afford at least one prime-time opportunity for a discussion of contrasting views.

The suit was brought by the Business Executives Move for Vietnam Peace (BEM), which had sought a ruling that an opposition spokesman must be given time to respond whenever the President addressed the nation. The

commission had held that BEM and 14 antiwar senators who had requested a similar ruling were attempting to graft an equal-time requirement in a fairness area "where it is wholly inappropriate."

The other suit last week was brought by Mrs. Dorothy Healey, chairman of the Southern California branch of the Communist Party. She is appealing a decision that KTTV(TV) Los Angeles did not violate the commission's personal-attack rule or the fairness doctrine in newscast commentary that was critical of her (BROADCASTING, July 27).

House access one step from reality

TV-radio entry to committees appears set as bill finally clears biggest hurdle

With the passage of its long-awaited reorganization bill, the House has voted to open its committee meetings to broadcast coverage—though under a strict set of rules.

The bill, which over past months was shunted aside on numerous occasions in favor of other legislation, is the first major congressional reform measure to be considered by the House since 1946. It was passed by a vote of 326 to 19.

The bill now goes to the Senate, where sections pertaining to that body will be considered. Action is expected during this session, Hill sources say, but if the bill is lost in the Senate's end-of-the-session rush, sections that affect only the House could be passed separately as a House resolution.

Although the bill permits the broadcasting of House committee sessions, that privilege is strictly limited and may be denied by a majority vote of the affected committee.

Rules governing broadcast access to committee hearings are as follows:

If live TV or radio coverage of the hearing is presented, that coverage is to be without commercial sponsorship.

No witness who is served with a subpoena by the committee can be forced to testify while the hearing is being broadcast by either radio or TV.

No more than four TV cameras, operating from fixed positions, will be permitted in a hearing room. Allocation of the camera positions will be in accord with procedures devised by the executive committee of the Radio and Television Correspondents' Galleries.

TV cameras may not block the visibility of either witnesses or committee members and may not unnecessarily block coverage of the hearings by other media.

Equipment can neither be installed in

nor removed from the hearing room while the committee is in session.

The lighting level for TV may not exceed the lowest intensity which provides adequate coverage.

Those covering committee hearings for radio and TV must be current members of the Radio and Television Correspondents' Galleries.

All radio and TV personnel must conduct themselves in a generally "unobtrusive" manner.

A number of rules also apply to coverage of the hearings by still photographers.

The bill's broadcasting provision was not without its opponents. In July, during debate on proposed amendments, opponents nearly succeeded in striking the entire section from the bill. The move was rejected by teller vote, 96 to 93.

The opponents argued that TV coverage caused too much disruption of committee proceedings. However, proponents of the provision responded that the rules governing coverage would be strict and that the right of public access to the workings of the House committees overshadowed any accompanying inconveniences.

Some of the bill's other provisions promise to make significant dents in the traditional secrecy of House proceedings.

For example, the bill would require that all votes taken in closed committee sessions be made public, with a listing of how each member voted.

Another provision would end the nonrecord voting by which many House issues are now decided. Under current procedure, most votes on amendments to legislation are taken while the House is sitting as the committee of the whole, where roll-call votes are not permitted. Thus, House members could oppose

amendments without ever being individually identified to either the news media or to the public. This anonymity would be stripped away by the reorganization bill.

FCC gets back-talk on talk-show idea

An FCC proposal to require radio and TV stations to disclose the names and addresses of participants in telephone interview programs continues to meet stiff opposition from broadcasters.

Stations would also be required to verify the identity of callers, record the programs and make the tapes available to interested parties for 15 days.

Earlier this month, a number of stations told the commission that the proposal, if adopted, would be "the death blow" for such programs because it would discourage listener participation and would be a financial burden on stations which would have to hire additional personnel and buy more equipment to record programs and conduct the verification procedure (BROADCASTING, Sept. 14).

In its comments on the proposal, group owner WGN Continental Broadcasting Co. told the commission its proposal is an infringement on the right of free speech and conflicts with the FCC's "commitment to policies fostering the most robust, wide-open debate." WGN added that the proposal also conflicts with the commission's policy prohibiting licensees from inhibiting phone-in programs. Callers who identified themselves would fear harassment from those with opposing views, it said.

WGN said it agreed that recording the programs and retaining them for 15 days would benefit stations when questions of personal attacks arose. How-

ever, it said making the tapes available to interested parties could subject stations to "unreasonable demands." It suggested that stations be required to retain the tapes only for inspection by the FCC in the event the commission receives personal-attack complaints.

The National Association of Broadcasters said the proposals were "well-meaning" in terms of the fairness doctrine, but "potentially destructive" of the free exchange of ideas.

NAB noted that anonymity gives many individuals confidence to present their opinions, especially on sensitive issues.

Broadcasters are competent of controlling libelous statements and personal attack in most instances without burdensome procedures, it said.

However, NAB advocated the recording and retention of open-mike programs.

WHEB(AM) and WPFM(FM) Portsmouth, N.H., suggested that the commission only require stations to use an electronic delay system to prevent the broadcast of personal attacks.

Metromedia said all of its radio stations use an electronic delay for telephone-interview programs and that on some programs a producer screens calls, tells participants what they may not say on the air and tries to maintain a balance of opinion. It felt these procedures, which also are followed by most other interview stations, are adequate and that additional restraints would cause financial hardship to stations and eliminate many such programs.

Metromedia reminded the commission that not all talk shows are controversial, that licensees are responsible for any matter broadcast, and that personal attacks are infrequent.

However, the commission's proposed rule found favor last week with at least two groups—the National Citizens Committee for Broadcasting and the City of Gary (Ind.) Human Relations Commission.

In supporting the proposal, NCCB alleged that "certain telephone interview programs repeatedly violate the fairness doctrine and the personal attack rules and that efforts to redress such violations are often difficult and frustrating."

NCCB suggested retaining program recordings for at least six months and a list of names and addresses for at least a year. It points out that few single broadcasts could give rise to a valid fairness complaint, making it necessary to examine a pattern of broadcast statements on an issue to determine if the duty to present other viewpoints exists. It also pointed out that persons or groups who are subjects of attacks may not be aware of the fact for more than 15 days later. And, it added, it

Changing Formats

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

■ **KRLD-FM Dallas**—KRLD Corp. on Aug. 14 reduced the amount of duplication of KRLD(AM) from 50% to 28.5%. Previously duplicating the AM's news, information and middle-of-the-road, easy-listening format, the FM now programs Hit Parade '70, automated tape service. John C. Butler, general manager, called the syndicated service a "bright contemporary format interspersed with the million sellers of the past 10 to 15 years." The AM operates on 1080 khz with 50 kw. KRLD-FM is on 92.5 mhz with 100 kw and an antenna 1,680 feet above average terrain.

■ **WAYE(AM) Baltimore**—Adler Communications, effective Oct. 5, will change its format from all-talk to contemporary rock music, with "a liberal amount of solid gold." Bob Ducibella, program director, said album cuts will be used extensively, especially in the afternoon and evening for progressive rock programming. WAYE is a daytimer on 860 khz with 1 kw.

■ **WRNA(FM) Charlotte, N.C.**—Belk Broadcasting Co., effective Sept. 1, switched formats from easy listening to "oldies exclusively" from 7 a.m. to 5 p.m., Monday-Friday. Jerry Clegg, general manager, said the station "eased into" the format of past hits over a period of time. Last May the FM facility began programming "alternative stereo" music consisting of progressive

rock, folk, blues, jazz and soul from 5 p.m. to 1 a.m., Monday-Saturday. Previous to the May format change the station was programming 100% "good music" standards (BROADCASTING, June 29). WRNA operates on 95.1 mhz with 100 kw and an antenna 404 feet above average terrain.

■ **KVWO-FM Cheyenne, Wyo.**—Wvwo Inc., effective Aug. 29, ceased duplication of KVWO(AM) Cheyenne, except for certain sporting and special events. Previously simulcasting 100% of the AM's country-and-western format, the FM now programs Hit Parade '70, automated tape service of "today's and yesterday's hits", updated weekly. The FM facility also extended its hours of operation, previously from 6 a.m. to local sunset, to from 6 a.m. to 12 midnight. R. L. Close, general manager, termed the tape service "a popular music" format. KVWO(AM) is a daytimer on 1370 khz with 1 kw. FM facility operates on 106.3 mhz with 610 w and an antenna 77 feet above average terrain.

■ **KSPD(AM) Boise, Idaho**—KSPD Radio, formerly KEST, effective Aug. 21, switched from middle-of-the-road music to top-20 adult rock. Gary Daniel, program director, said the reason for the change was financial: "Too many radio stations here were playing MOR." He added that the daytimer, on 790 khz with 1 kw, is a constant-promotion station, with an audience-participation promotion on the air continuously.

could be expected that requiring callers to identify themselves and retaining records of that identification "will work to inhibit certain irresponsible utterances," particularly if the records are kept for an extended period.

NCCB asked the commission to add the provision that a station that announces over the air that certain telephone numbers are available to receive calls be permitted to broadcast only conversations received on those lines. "This would eliminate the practice of certain call-in programs of maintaining additional unpublicized telephone lines in order to receive calls from selected persons favorable to the station or the moderator's viewpoint," NCCB said. It said this practice is misleading because it gives the listener the impression that the pre-selected viewpoint is the predominant one.

The Gary human relations commission felt that open-mike shows "many times become completely irresponsible with like-minded people calling in and

dominating the discussion, promoting unsavory causes that increase racial tension, or exaggerating and distorting social and political issues beyond recognition." Retention of tapes, it said, would enable the public and the human relations commission to pinpoint what is said and thereby be in a position to determine if a reply is appropriate. It added that retaining recordings of all local news and public affairs programs is desirable.

Thus far, at least two dozen separate comments have been filed in the proceeding. The deadline for comments is Oct. 15; reply comments are due Oct. 30.

Program notes:

More educational fare ■ The University of Michigan Television Center, Ann Arbor, has announced that WABC-TV New York and 20 stations in the Midwest will be carrying its programs as a public service. This brings the TV Cen-

ter's syndication to some 80 commercial and ETV stations coast to coast. Programs it produces range from civil rights to children's literature.

And one, and two . . . ■ The first national distribution of the Los Angeles Philharmonic radio concerts to non-commercial stations is being made by educational KPFK(FM) Los Angeles. A grant of \$25,000 from the Corp. for Public Broadcasting is making possible the airing of concerts on approximately 90 stations, most of these college FM stations. Stereo tapes of 20 concerts will be broadcast live on KPFK beginning Nov. 21.

Behind the scenes ■ Westinghouse Broadcasting Co. will telecast the recording session for the original cast album of "Company" in a special of the same name. Program, produced by Talent Associates, will be seen on the five WBC television stations during the week of Oct. 26.

Fair broadcast ■ Avco Broadcasting

Corp., Cincinnati, covered the Ohio State Fair, broadcasting more than 52 hours of live programming. Fair attendance topped 2 million and Ohio Governor James A. Rhodes presented Avco with an award for the company's "vital role in developing the Ohio State Fair. . . ."

Thanksgiving broadcast ■ A special Thanksgiving 30-minute broadcast is available to radio stations interested in a nondenominational informative narrative and choral presentation. The broadcast was produced by Sacred Heart Program. The recording is available at no charge from Sacred Heart Program, 3900 Westminster Place, St. Louis 63108.

Music libraries ■ Emil Ascher Inc., New York, music distributor, announced last week the acquisition of the libraries of Studio G and Standard Music. Ascher said it now has available more than 400 hours of recorded music from its headquarters at 745 Fifth Avenue, New York, and Regent Recorded Music,

6464 Sunset Boulevard, Hollywood.

Gospel according to squirrel ■ Sound Associates, Grand Rapids, Mich., is syndicating *The Treehouse Club* for the Child Evangelism Fellowship. It is a half-hour show with host, Eri, the purple squirrel, teaching the Bible on a child's level. The first 13-week videotape series will be ready for distribution by October and will be available free. Write: Box M, Grand Rapids 49501.

BMI student awards ■ Broadcast Music Inc., New York, performing-rights licensing firm, will give a total of \$15,000 in its 19th annual student composers competition. Official rules and entry blanks can be obtained from BMI, 589 Fifth Avenue, New York 10017.

Selling 'Name That Tune' ■ Tulchin Productions Ltd. has appointed Century Broadcast Communications Ltd., both New York, as distributor of its weekday, half-hour *Name That Tune* syndicated series. The program is scheduled to go on the air in early 1971.

Promotion

NAB meetings follow PR-group gathering

The special public-relations committee of the National Association of Broadcasters meets this Wednesday (Sept. 30) amid new evidence that major decisions on the refurbishment of broadcasting's image are nearing completion.

On the day after that meeting (Oct. 1), NAB's executive committee will convene, and it is expected to put its official stamp on the recommendations of the special committee. Every mem-

ber of the executive committee also serves on the public-relations unit (see photos below).

Then, one week from Friday (Oct. 9), the joint boards of NAB will hold a special meeting. Their next meeting had been scheduled for Jan. 18 in Palm Springs, Calif. The board's decision on any recommendations that may emerge would be final.

The assumption that the public-relations committee will act to set this chain reaction in motion rests upon two separate facts. One is the growing sense of urgency that has become evident among

members of the committee; they have singled out this next meeting as a time of decision. The other is the calling of these key meetings in rapid succession, especially the board meeting.

The 18-man committee has held meetings, conducted surveys, heard scores of witnesses over the past several months in an effort to give new direction to the association's public relations. Its only consensus to date has been that more money should be spent on some kind of expanded public-relations effort, and that the Television Information Office should continue to play its present role in New York.

In NAB's Washington office, only about \$150,000 is presently spent on public relations—primarily for radio. The association donates another \$75,000 to TIO, which also collects about \$630,000 in dues.

Members of the special public relations committee are as follows: Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.; Harold Essex, wsJS-TV Winston-Salem, N.C.; James M. Caldwell, WAVE(AM) Louisville, Ky.; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb.; Grover C. Cobb, Gannett Co., Rochester, N.Y.; Don C. Dailey, KGBX(AM) Springfield, Mo.; John F. Dille, Jr., Communicana Group of Indiana, Elkhart, Ind.; Richard D. Dudley, Forward Communications, Wausau, Wis.; Mark Evans, Metro-



Mr. Shea



Mr. Read



Mr. Wasilewski



Mr. Walbridge



Mr. Chapin



Mr. Ockershausen



Mr. Cobb

media Inc., Washington; Tom Harrell, WSTP(AM) Salisbury, N.C.; Peter Kenney, NBC, Washington; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Andrew Ockershausen, Evening Star Broadcasting Co., Washington; A. Louis Read, WDSU-TV New Orleans; Willard E. Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; Robert Thomas, WJAG(AM) Norfolk, Neb.; NAB President Vincent T. Wasilewski, and Willard E. Walbridge, NAB board chairman and general chairman of the public-relations

committee. The members of NAB's executive committee, are Messrs. Walbridge, Wasilewski, Chapin, Cobb, Ockershausen, Read and Shea.

Promotion tips:

Give me your ears. ■ WHFI(FM) Birmingham, Mich., is driving its stereo format home to its Detroit-area audience with its bumper sticker theme: "WHFI Stereo 94: Stick it in your ear." The station is promoting its "music a

little to the left of your right ear" programming for 1970, the "year the ear talked back."

Marketing booklet ■ Harrington, Righter & Parsons Inc., New York, has published a booklet of graphs comparing the advantages of television advertising to newspaper and magazine advertising. The booklet shows advantages of buying air time during January. Address: 280 Park Avenue, New York, 10017

FocusOnFinance®

Financial conclave ranges widely

Collection problems, toughening regulation, world affairs among IBFM convention topics

The Institute of Broadcasting Financial Management tackled the thorny issue of advertising billing and paper work at its 10th annual conference in Washington last week. Though no magic solutions were forthcoming, some hope was held out for eventual easing of the problems.

In a credit-and-collections session John W. Harrison, vice president and treasurer of Ogilvy & Mather, suggested the depth and variety of problems that were being faced by agencies: high personnel turnover, slow payment by the advertiser, the costly intricacies of media buying, film traffic, and the fact that "food bills" have to be paid first (such basic expenses as salary). Compounding the problem are errors in station bills, improper product labeling on invoices, late station billing, variations in stations' billing dates, and lack of follow-up on deletions and deductions.

Presenting the rep viewpoint was Samuel T. Jones, treasurer of The Katz Agency. Katz believes it has been "more successful than the average" in collection efforts because of affidavit screening and single-form invoicing instituted by the rep firm, but "in spite of this preparatory work, we at Katz have felt the fiscal pinch," said Mr. Jones. He said Katz handles about 10,000 bills monthly in billing and collecting for all of its 60 radio and 70 TV stations.

Mr. Jones said slow advertiser payments should not have to be the "concern of the station since the station pays a commission to the agency in exchange for certain services, including the reasonably prompt payment of station invoices."

He said another "grave concern" is



L to r: Vincent Wasilewski; Don Schomburg of KSD-AM-TV St. Louis, new IBFM president; and Donald Taverner.

the "proliferation of new agencies," and while Katz would not differentiate between an agency and a buying service—"since from the station end of the transaction they perform the same function [purchase of time]—he said he feared that many of the new outside buying firms are "inadequately capitalized and completely unable to carry the volume of business they wish us to accept on a credit basis."

Mr. Jones explained, "as a result, their first collections from clients must go, at least partly, to cover their operating expenses and any possible expansion of their volume. This sort of 'first-in-first-out' handling of money inventory is fine—until a client either defaults or doesn't pay for several months. The entire structure, then, is in danger of collapse."

Mr. Jones also noted that "no doubt

the multiplicity of documents and forms [in conducting spot business and reconciling discrepancies] contributes to the over-all payment problem."

Another supporter of the standardization of forms was Albin B. Nelson, director of special projects for the Television Bureau of Advertising. He said the initial form which TVB devised had been scrutinized by many stations and that TVB was still revising it. The revision was being aided by the cooperation of the billing-machine manufacturers.

It was pointed out that work has begun toward a standardized form for adaptability to IBM 402 equipment, and that some work has been proceeding toward the development of a weekly billing form.

One questioner asked why billing problems were pretty much confined to

certain large agencies. The answer was that the volume billed by the big agencies accounted for the size of their problems.

Some of the same billing problems were touched upon at the secondary-markets session of the IBFM conference. James Vinall, president and general manager of KVOR-AM-FM Colorado Springs, said accounting procedures in the secondary markets are "slightly more refined" than in some of the larger markets because of the narrower profit margins. He said the station manager

must have accurate and current figures to work with from his accounting department so he can predict where he is going and where he should be in regard to sales on any given day or segment of the month.

Vincent T. Wasilewski, president of the National Association of Broadcasters, and Donald V. Taverner, president of the National Cable Television Association, concentrated on the future of broadcasting and cable at the conference and asked delegates to consider the long-range prospects of both industries.

Mr. Wasilewski told the financial managers they should make a provision against "depreciation of your basic freedoms" that is "fully as dangerous as the kind you identify in your balance sheets."

Mr. Wasilewski, speaker at a luncheon last Tuesday (Sept. 22), urged the gathering to commit time, money and resources in combating the trend toward harsher regulation of broadcasting.

A major problem—"in which IBFM might be able to render some important assistance"—is that of commission pro-

The Broadcasting stock index

A weekly summary of market activity in the shares of 105 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Sept. 24	Closing Sept. 17	Closing Sept. 10	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	28½	29½	27½	39¼	19½	7,073	178,593
ASI Communications		O	2½	2½	3	7	2¼	1,789	4,920
Capital Cities	CCB	N	29	28½	28¾	36½	19½	6,061	160,617
CBS	CBS	N	30¾	30¼	31¾	49½	23½	26,512	778,657
Corinthian	CRB	N	29½	26¼	27	33½	19½	3,384	87,544
Cox	COX	N	16¼	17½	17¼	24½	10¼	5,789	95,519
Gross Telecasting	GGG	A	11¼	11¼	10½	17¾	9¾	803	8,030
Metromedia	MET	N	18½	16½	16¾	22½	9¾	5,733	89,549
Mooney		O	7¼	7¼	6¾	8¼	4½	250	1,563
Pacific & Southern		O	13½	13½	11	23	7½	1,636	16,360
Hahall Communications		O	12¼	11¾	10¼	16½	6	1,040	9,620
Reeves Telecom	RBT	A	4¾	4¼	3¼	15½	2	2,288	7,711
Scripps-Howard		O	18¾	19¼	19¼	24	15½	2,589	45,955
Sonderling	SDB	A	24¼	21½	20¾	34¾	10¼	991	18,205
Starr	SBG	M	8¾	8¾	8¾	18	7¾	461	4,149
Taft	TFB	N	21¾	22	22	29¾	13¾	3,712	73,312
							Total	70,111	\$ 1,580,277
Broadcasting with other major interests									
Avco	AV	N	14	11¼	11¾	25¼	9	11,469	137,628
Bartell Media	BMC	A	7	6½	5¼	14	3¾	2,254	12,104
Boston Herald-Traveler		O	31½	32	33	43	25	574	15,498
Chris-Craft	CCN	N	7½	6¾	6½	11½	4¾	3,660	21,045
Combined Communications		O	7¼	6¼	5¾	16½	6	1,938	11,628
Cowles Communications	CWL	N	4¾	3¾	3¾	10¾	3¼	3,969	13,892
Fuqua	FQA	N	14	12	11¾	31¾	7	6,190	58,000
Gannett	GCI	N	26	25½	25¼	29½	18½	7,117	100,492
General Tire	GY	N	17	17¼	17½	20¾	12¾	18,434	317,987
Gray Communications		O	5½	5½	4	7¾	4	475	1,900
Lamb Communications		O	3	3	3	6	2	2,650	7,288
Lee Enterprises	LNT	A	16	15½	16	20¾	12	1,957	25,930
Liberty Corp.	LC	N	18¾	16¾	16¾	21¾	13	6,744	118,829
LIN		O	7¼	7	5¾	11	3½	2,244	12,342
Meredith Corp.	MDP	N	26¾	27	23¾	44¾	18	2,762	57,312
Outlet Co.	OTU	N	13¼	12½	12½	17¼	10	1,342	18,117
Plough Inc.	PLO	N	69¼	67¾	64¾	85	55	6,883	420,689
Post Corp.		O	10	9	9	17½	8	713	6,239
Ridder Publications		O	14½	14½	13½	22	9½	6,217	83,121
Rollins	ROL	N	23½	23½	24¼	40¾	19½	8,034	199,806
Rust Craft	RUS	A	23¼	23¼	23¼	32¼	18½	1,159	24,679
Storer	SBK	N	24	23½	23½	30¾	14	4,223	92,906
Time Inc.	TL	N	34¼	34¼	36¾	43½	25½	7,257	252,181
Trans-National Comm.		O	¾	¾	½	4½	½	1,000	620
Turner Communications		O	2¾	2¼	2¾	8¾	2¾	1,328	3,811
Wometco	WOM	N	18¼	18¾	19	20¼	13¾	5,817	98,889
							Total	116,410	\$ 2,613,883
CATV									
Ameco	ACO	A	7¾	7¼	6½	16	4	1,200	5,100
American TV & Comm.		O	16	14½	14½	22¼	10½	1,775	18,638
Cablecom-General	CCG	A	13½	13¾	11¾	23¾	7¾	1,605	15,440
Cable Information Systems		O	3	2¼	2¼	3	¾	955	2,826
Citizens Finance Corp.	CPN	A	11¼	11¾	9¾	17½	9¾	994	9,940
Columbia Cable		O	8½	8¼	8½	15½	6¾	900	6,525
Communications Properties		O	7¾	8	8½	10½	6	644	4,669
Cox Cable Communications		O	16¾	15¼	15	24	12	3,550	47,925
Cypress Communications		O	8½	8¼	7	17¾	6	1,887	14,153
Entron	ENT	A	3½	3¾	3¾	8½	2¾	1,320	3,788
General Instrument Corp.	GRL	N	18¾	18½	17½	30¾	11½	6,250	90,625
H & B American		O	4¾	4¾	3¾	7¼	3	1,100	4,675
Sterling Communications		O	11¼	11	9¼	20¾	9	2,704	24,336
Tele-Communications		A	79¾	74¾	67¾	133½	46	1,161	72,563
Teleprompter	TP	O	8½	7	6½	18¼	5½	2,816	16,896
Television Communications		O	10¼	10¼	9¾	27½	6¾	2,228	15,596
Vikoa	VIK	A	10¼	10¼	9¾	27½	6¾	2,228	15,596
							Total	36,372	\$ 453,185

posals to prohibit joint ownership of radio and TV stations in the same market and to forbid a newspaper from owning a radio or TV outlet in the same market. Mr. Wasilewski pointed out that the FCC has already banned the ownership of a TV station and a CATV system in the same market and is considering extending the ban to include newspaper and radio ownership of CATV. "AM-FM combinations will continue to be permitted—but since such operations violate the philosophy of this

decision—clearly, not for long," he stated. The next logical step, he said, "would be to break up group-owners and eventually, to exclude any organization which is involved in any other endeavor from owning broadcast properties."

Mr. Wasilewski suggested IBFM members may be able to assist former FCC Commissioner Lee Loevinger, who is working with Martin Seiden Associates to conduct research into the matter for the NAB.

Earlier in the day, Mr. Taverner,

president of the cable association, told the IBFM representatives that regular television broadcasting is being dangerously myopic in continuing to aim the bulk of its programming at the mass audience and ignoring the special needs of ethnic, political and cultural groups.

"Minorities get a very poor shake in American communications," Mr. Taverner observed. "There is so little local TV in this country that essentially there is none. Cable can offer programming for minorities."

As for the argument that the Ameri-

	Stock symbol	Ex-change	Closing Sept. 24	Closing Sept. 17	Closing Sept. 10	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	14%	13%	13%	31½	8%	5,942	59,420
Disney	DIS	N	122%	111%	100%	158	89%	5,894	604,842
Filmways	FWY	A	9%	9%	8½	18½	5%	1,842	13,576
Four Star International		O	2	2	1%	4	1½	666	1,332
Gulf & Western	GW	N	17%	16%	16½	20%	9½	15,362	218,909
Kinney National	KNS	N	28%	25%	25%	36	20%	10,402	249,648
MCA	MCA	N	23½	20	18	25%	11%	8,195	125,957
MGM	MGM	N	18	20½	17	29%	12%	5,894	95,778
Music Makers Group		O	2½	2½	2%	9	2%	589	1,620
National General	NGC	N	17%	16%	14%	20%	9	4,910	69,988
Tele-Tape Productions*		O	3½	2½	2%	6%	2%	2,183	3,536
Transamerica	TA	N	16	14%	15	26%	11%	83,630	850,733
20th Century-Fox	TF	N	10	10½	10½	20%	6	8,562	71,664
Walter Reade Organization		O	3%	3%	4	13½	2%	2,312	8,092
Wrather Corp.	WCO	A	6%	7%	6½	10%	4%	2,211	11,873
								Total	138,594
									\$ 2,388,948
Service									
John Blair	BJ	N	15%	15%	14%	23½	10%	2,605	34,516
Comsat	CQ	N	44%	42%	43%	57%	25	10,000	390,000
Creative Management		O	8%	8%	7%	14%	4½	1,075	6,450
Doyle Dane Bernbach		O	21½	21%	19	24½	14	1,924	33,189
Foote, Cone & Belding	FCB	N	8%	8%	7%	12%	7%	2,167	16,794
Grey Advertising		O	9	8%	7%	13½	6%	1,207	8,896
LaRoche, McCaffrey & McCall		O	9	9%	9%	17	9	585	55,575
Movielab	MOV	A	2%	2%	2%	7%	2	1,407	2,983
MPO Videotronics	MPO	A	7	7	7%	9%	4%	558	3,415
Nielsen		O	33%	33	33	42	26½	5,299	182,816
Ogilvy & Mather		O	20	20	18%	22%	15	1,096	20,550
PKL Co.	PKL	A	3%	3%	4	12%	2½	743	2,786
J. Walter Thompson	JWT	N	26	25	25%	36	21%	2,773	66,552
Wells, Rich, Greene	WRG	A	8%	8%	8%	9%	5	1,581	11,652
								Total	33,020
									\$ 836,174
Manufacturing									
Admiral	ADL	N	9%	8%	8%	14%	6½	5,158	42,554
Amplex	APX	N	19%	18%	18½	48½	12½	10,869	175,208
CCA Electronics		O	2%	2%	3	5	1½	800	2,000
Collins Radio	CRI	N	16½	14%	13%	37%	9	2,968	40,424
Computer Equipment	CEC	A	4%	4%	5	12%	3½	2,406	9,624
Conrac	CAX	N	17	14	13%	32%	11	1,262	14,664
General Electric	GE	N	82	81	80	80%	60%	90,884	7,154,388
Harris-Intertype	HI	N	51	49½	47	75	36%	6,357	287,654
Magnovox	MAG	N	32%	30%	37½	38%	22%	16,429	552,345
3M	MMM	N	90	86	85%	114%	71	56,058	4,919,089
Motorola	MOT	N	48	47%	48	47%	31	13,334	616,697
RCA	RCA	N	26%	26½	26½	34%	18%	66,926	1,606,224
Reeves Industries	RSC	A	4	3%	3	5%	2½	3,458	10,374
Telematlon		O	8%	8%	8%	24	8%	1,080	9,720
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	63%	67%	65%	69%	53%	39,685	2,599,368
Zenith Radio	ZE	N	33	32%	32%	37%	22%	19,020	644,207
								Total	338,051
									\$18,684,540
								Grand total	732,558
									\$26,555,034
Standard & Poor Industrial Average			92.21	90.34	90.33				

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

* New additions to index.
** Merged with Teleprompter (BROADCASTING, Sept. 21)

Shares outstanding and capitalization as of Aug. 27. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington. † Trading suspended July 16 by American Stock Exchange.

can television-viewing public is getting what it wants, Mr. Taverner commented: "A choice you don't have is a choice you can't make."

Calling for some form of rapprochement between broadcasters and cable operators, Mr. Taverner called for intra-industry cooperation: "Let's find a way to work together. Otherwise we'll find it being done for us," he warned.

Many wide-ranging topics outside broadcasting and CATV were discussed at a luncheon on Wednesday by William J. Small, bureau manager, CBS News, Washington, and author of a recently published book, "To Kill a Messenger." His talk covered the Presidency, the international scene, youth, labor.

But toward the end he mentioned the heavy criticism being aimed at broadcast news. He traced the rise of this type of criticism to the Democratic convention in Chicago. He said broadcast news was being attacked from one side by Vice President Agnew, and from the other side by the New Left, who considered the broadcast media as part of the establishment.

"We are in the position of having to deliver bad news," he said. But he felt it would only be worse if people didn't know the bad news. He said he was once asked at CBS News, after some par-

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You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation... up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

ticularly grueling criticism: Do we have any friends left? "Yes, ABC News and NBC News," he said.

Some internal business of IBFM was conducted during the conference in Washington last week. Don Schomburg, office manager of KSD-AM-TV St. Louis, was picked by IBFM's board of directors to be its new president. The board also chose the following IBFM officers at its board meeting last Wednesday (Sept. 23): Justin N. Liss, WGN Continental Broadcasting Co., Chicago, chairman of the board; John J. Rouse Jr., WQXI-AM-FM-TV Atlanta, vice president; and Paul W. Freas, WMAL-AM-FM-TV Washington, secretary-treasurer.

At the institute's general-membership meeting last Wednesday five new board members were elected to three-year terms: Arno W. Mueller, Storer Broadcasting Co., Miami Beach; Harold A. Poole, Gilmore Broadcasting Corp., Harrisonburg, Va.; William G. Russell, General Electric Broadcasting Co., Schenectady, N.Y.; Raymond Watson, KOGO-AM-FM-TV San Diego; and W. Martin Wingren, Kaiser Broadcasting Corp. and subsidiaries, Oakland, Calif.

Company reports:

Downe Communications Inc., New York, magazine publisher, had consolidated revenues of \$46,362,000 for the six months ended June 30, 1970. This compares with \$37,925,000 for a similar 1969 period. Net income was \$264,000 or 6 cents a share against \$791,000 or 17 cents a share the year before. Downe owns about 40% of Bartell Media Corp.'s common stock which operates radio stations and CATV systems.

For the six months ended June 30:

	1970	1969*
Earned per share	\$ 0.06	\$ 0.17
Revenues	46,361,888	37,924,563
Net income	263,501	790,598
Average		
shares outstanding	4,682,385	4,676,135

*Restated to include Founders Mutual Depositor Corp. acquired Aug. 14.

Outlet Co., Providence, R.I., group station and department store owner, reported a 1.9% increase in sales and broadcasting revenue and a decrease in profits for the six months ended Aug. 1:

	1970	1969
Earned per share	\$ 0.36	\$ 0.43
Revenues	29,717,916	29,154,945
Net income	541,435	631,396
Average		
shares outstanding	1,333,761	1,336,247

Telecontinental Investing Corp., New York, record distributor, music producer and publisher and packager of television programs and motion pictures, reported a decline in profits but an increase in gross income for the six months ended June 30.

Robert K. Lifton, board chairman, said earnings in the first six months of 1969 reflected the profitable sale of

some of the firm's holdings. Such activities were not pursued in the first half of 1970, he added. Instead, he said, new land development programs were instituted, which should result in increased profits during the final periods of 1970.

	1970	1969
Earned per share	\$ 0.06	\$ 0.39
Gross income	52,859,000	48,007,000
Net income	507,000	3,139,000
Average		
shares outstanding	8,827,000	8,148,000

Bartell Media Corp., New York, reported an increase in revenues and net profit for the first six months of the year, ended June 30:

	1970	1969
Earned per share	\$ 0.12	\$ 0.08
Revenues	19,000,000	17,300,000
Net income	276,000	189,000

Collins Radio Co., Dallas-based broadcast-equipment manufacturer and diversified electronics company, reported a plunge in sales and profits for the fiscal year ended July 31.

The firm said the drop in results reflect the general "economic reversal as well as major readjustments in government and aerospace procurements."

For the year ended July 31:

	1970	1969
Earned per share	\$ 0.15	\$ 3.01
Revenues	348,957,000	400,233,000
Net income	432,000	8,932,000

Gray Communications Systems Inc., Albany, Ga., group broadcaster, newspaper publisher and CATV operator, reported a slight increase in revenues but a decline in profits for the fiscal year ended June 30:

	1970	1969
Earned per share	\$ 0.57	\$ 0.75
Revenues	5,300,608	5,285,678
Net income	269,885	356,466

Financial notes:

■ **Sherwood Diversified Services Inc.,** New York, diversified firm active in telephone answering and modular panel engineering services, has acquired 12 affiliated companies engaged in film editing and distribution in return for Sherwood common stock valued at \$4 million. The 12 firms are headed by F. L. Services, DJM Productions, Howal Film and Stuart Gellman. The companies edit and distribute film and other printed materials for advertising agencies, television stations and other media outlets.

■ **Don Reid Productions Inc.,** New York-based television program developer, has filed a registration statement with the Securities and Exchange Commission offering 100,000 common shares of stock for public sale at \$6 per share. Net proceeds of stock sale will be used to acquire rights in and properties adaptable to television, radio or stage, and may be used to pay fees of writers, directors and other personnel. Firm owns *Bon Voyage* series, scheduled for British television this fall.

More power for FM under rule revision

Translators, boosters are given permission for stronger signals

Stronger FM service to areas receiving weak signals because of distance or uneven terrain was authorized last week by the FCC which amended its rules covering the use of FM boosters and translators.

Translators for extended TV coverage are in regular use. However, FM translators have been authorized previously only on an experimental basis.

The two methods of strengthening signals differ in that translators retransmit an origination station's signal on a different frequency and boosters are repeating devices that amplify and retransmit a signal on the same channel as the originating station's.

New rules provide:

- Except when specifically indicated in the rules, the same rules will apply to FM boosters as to FM translators.
- FM boosters may be used with a transmitter power output of up to 10 w nationwide and FM translators may be used with a transmitter power output of up to 10 w west of the Mississippi River, except for Zone I-A. East of the Mississippi River and in Zone I-A, power will be limited to one w. Zone I-A consists of Puerto Rico, Virgin Islands and that portion of California located south of the 40th parallel.
- Commercial FM translators will be authorized only on class A small community channels. Noncommercial educational FM translators will be authorized on 20 FM channels—88.1 mhz to 91.9 mhz—reserved for noncommercial use. FM translators will not be permitted to rebroadcast commercial FM stations on channels reserved for non-commercial use.
- FM translators or boosters will not be authorized within 20 miles of the Canadian border without permission from the Canadian government, and, until an agreement can be reached with the Mexican government, no translators or boosters will be permitted that will serve an area within 200 miles of the Mexican border.
- FM translators, like TV translators, will be authorized on a no-interference basis and FM translators will be required to protect TV translators against

interference.

- FM translators with 1 w are required to be identified, although the primary station may do this on a voluntary basis.
- More than one FM translator may be authorized to the same party whether or not the translators will serve the same area, if need can be proved.
- Licenses of FM translators will expire in each state on the same date as those of TV translators in the same state. Form used by applicants for TV translators will be modified for use by FM translators and publication of local public notice of new or changed FM translator facilities will follow the TV translator procedure.

New application forms will be made available by the commission for applicants for TV and FM translator facilities "as soon as possible." The present forms may be used by TV translator applicants until March 31, 1971. Effective April 1, 1971, the commission will not accept applications on the old forms. The forms which have been revised include those for applications for new or changed facilities, for licenses to cover construction permits, and for renewal of licenses.

Technical smorgasbord at IEEE symposium

Topics ranging from "television broadcasting and the wired city" to "solid-state exciter for ampliphase AM broadcast transmitters" were covered last week at a two-day broadcast symposium staged in Washington by the Institute of Electrical and Electronics Engineers' Group on Broadcasting.

Leading off the program Thursday (Sept. 24), I. S. Rosner, head of Rosner TV Systems Inc., Plainview, N.Y., characterized the wired city as "a city interconnected by a broad-band communications network, offering a solution to the current urban reception interference and spectrum crowding problems."

Mr. Rosner urged those in attendance to participate actively as the FCC formulates technical standards for CATV, working hand in hand with cable engineers to insure the attainment of optimal-quality television reception. The balance of his paper dealt with tentative test procedures for performance measurement of a cable system meaningful to broadcasters as well as cable operators.

"Problems of mono/stereo compati-

bility in broadcasting" were outlined by Eric Small of WNCN(FM) New York, who ascribed difficulties in obtaining a good monaural signal from a stereophonic source to (1) tracking a stereophonic disc with a monaural pick-up; (2) the filter effect of microphones poorly placed or out of phase; (3) a shift in musical balance or intent between solo vocal and instrumental ("center channel build-up"); (4) a partial or total loss of special effects, and (5) azimuth and tape handling problems unnoticeable in stereo.

W. L. Hughes and Sam A. Campbell of Oklahoma State University described a theoretical two-way home communications terminal consisting of a color TV receiver, a decoder-gate, a television frame storage device, a keyboard, a buffer storage device and a transmitter. Among the services such a system could provide would be home-programmed education, newspaper delivery, library-type functions, home computer calculations, management and business functions, and special services for handicapped persons, and auxiliary mail and messenger services.

A customer's keyboard signals in such a system would be relayed by either a CATV cable modified for two-way capability, or by rented telephone lines.

Leonard R. Kahn, president of Kahn Research Laboratories, Freeport, N.Y., described the AM stereo broadcasting system he is experimenting with on XTRA Tijuana, Mexico. Signals from the station are audible in the Los Angeles-San Diego area; however, FCC rules prevent use of the system by a U.S. station at the present time.

Permission for satellite frequencies is proposed

A proposal permitting applicants to file for domestic satellite system frequencies in bands other than 4 ghz and 6 ghz was advanced by the FCC last week.

Under the proposal applicants could request the use of any frequencies proposed to be allocated for nongovernment satellites by the U.S. at the World Administrative Radio Conference for Space Telecommunications in Geneva next year.

At the 1971 conference, the U.S. will propose to allocate the bands 11.7-12.2 ghz, 12.75-13.25 ghz, 17.7-20.2 ghz and 27.5-30.0 ghz to communications satellites and other services.

In a further notice of inquiry and

Laser Link expands, revamps board

Kamen duties expanded as parent Chromalloy relinquishes its quasi-laser functions

The quasi-laser link activities of Chromalloy American Corp. have been merged into Laser Link Corp., principally owned by Chromalloy, and Ira Kamen, president of Laser Link, has been given the additional duties of chairman and chief executive officer.

The actions were taken last Tuesday (Sept. 22) at a joint meeting of Laser Link stockholders and directors, at which a new board was formed and a new slate of officers elected.

Laser Link and Chromalloy developed the quasi-laser airlink system ap-

proved by the FCC two months ago (BROADCASTING, July 20). The system of cable-less CATV distribution permits 18 TV channels to be "stacked" on the beam of a single electromagnetic transmitter and broadcast to receivers within a 15-mile radius.

Mr. Kamen said last week the system would contribute to the development of urban and rural CATV into a "multi-billion-dollar industry." He said Laser Link Corp. would manufacture and supply "airlink" equipment and complete systems to CATV licensees.

Among the minority stockholders in Laser Link Corp. are Capital Cities Broadcasting, station group owner, whose president, Thomas S. Murphy, was among those named to the new board. Capcities owns about 8% of Laser Link.

Others named to the board were Mr. Kamen; Joseph Friedman, Wesley J. Barta, Richard P. Seelig and Joseph H. Vogelman, respectively chairman, vice chairman, president and electronics research vice president of Chromalloy; Daniel J. Riesner and William Bernton, respectively treasurer and counsel of Laser Link, and J. R. Poppele, former broadcaster who is president of Tele-Measurements, New York.

Officers in addition to Mr. Kamen are Herbert Zlotnick, executive vice president; Mr. Vogelman, senior vice president; William Clancy, vice president; Mr. Riesner, treasurer, and Mr. Bernton, secretary.



Mr. Kamen

proposed rulemaking, the commission asked for information about the time for development and the cost of equipment for using other bands, possible locations of earth stations and satellites in these bands, and the comparative advantages and disadvantages of them in comparison to 4 ghz and 6 ghz.

The commission said it had become concerned about limiting satellite frequencies to 4 and 6 ghz because such systems may require earth station sites 40 to 80 miles from large cities and may require large investments in new terrestrial microwave connections between earth stations and other existing terrestrial facilities.

The use of less congested bands may result in a saving to the public over a period of years, the commission noted, adding that while there are presently no regularly authorized bands above 17.7 ghz in the U.S., the technology for using the higher bands could probably be developed within a year with

concentrated effort.

The vote on the proposal was unanimous. Comments are to be filed by Jan. 5, 1971; reply comments are due Feb. 3, 1971.

Satellites among topics for AMST technicians

The Technical Committee of the Association of Maximum Service Telecasters held an all-day meeting at AMST's Washington headquarters last week.

Topics included the recent developments in the area of communications satellites and the association's upcoming filing with the FCC in the matter of technical standards for CATV systems. The committee also discussed the latest activities concerning the commission's authorization of land-mobile radio's use of the TV spectrum, as well as the activities of the commission's Spectrum Management Task Force and the executive

department's new Office of Telecommunications Policy.

Streamlined Emmy show is promised

The Emmy awards presentation promises to have a trim, new look when it is telecast by NBC-TV next year.

Trustees of the National Academy of Television Arts and Sciences, which awards the statues, voted last week to cut the show to 90 minutes, limit on-the-air presentations to performers and programs only and to telecast from one location—the West Coast. In the past, the show used two locations, switching back and forth between New York and Los Angeles.

Robert F. Lewine, academy president, and Irwin (Sonny) Fox, board chairman, said the action was taken to give the show cohesiveness and a new pace and to enhance its attractiveness to the public and advertisers.

All 30 trustees also voted to have a second Emmy awards broadcast originating from New York devoted entirely to news and public affairs programs. Although all three networks are interested, no commitment has been made.

Goldmark medal winner

Dr. Peter C. Goldmark, president and research director of CBS Laboratories, has been awarded the progress medal of the Society of Motion Picture and TV Engineers for 1970. Presentation will be made in New York on Oct. 5. The progress medal is awarded annually for outstanding technical contributions to the progress of engineering phases of the motion picture and/or TV industries, and Dr. Goldmark was honored in recognition of his contributions to television and to the record industry and especially for the development of Electronic Video Recording system (EVR).

Technical topics:

Sound & Picture ■ Sony Corp. of America, Long Island City, N. Y., is offering compact Videocorder videotape recorder, Model TAV-3610, with built-in monitor/receiver. Suggested price is \$950. Features are stop action and audio-after-video recording capability, optional RF modulator that permits playback through regular TV sets and automatic gain control for both video and audio that eliminates manual recording adjustments. Technical specifications: John McDonnell, Sony Corp. of America, Van Dam Street, L.I. City, New York.

Technical writing award ■ Charles B. Wood of the British Broadcasting Corp. has been named the recipient of the Society of Motion Picture and Tele-

vision Engineers Journal Award for 1970. He received the award for his article "Some Considerations in the Television Broadcasting of Color Film," published in the SMPTE Journal in April 1969. Mr. Wood will be presented the award at the annual awards presentation in New York, on Oct. 5. Mr. Wood is head of the image scanning section of Studio Group Research at BBC in England.

Sales agent named ■ Mobile Color Inc., Austin, Tex., has appointed John B. Lanigan & Associates, New York, as representative for the sale of its mobile and studio facilities. Mobile Color also has production studios in Houston, Phoenix and San Juan offering advertisers and program producers scenic and climatic conditions.

Just two ■ Continental Electronics Mfg. Co., Dallas, has developed a new AM broadcast transmitter with only two tubes. Employing a completely transistorized exciter, the transmitter—offered as either a 10 kw (type 316F) or 5 kw

(type 315F) model—is said to offer excellent reliability while achieving better audio performance than previously obtainable in tube-based units. For more information contact Continental's broadcast sales department, P.O. Box 17040, Dallas 75217. Phone: (214) 381-7161.

New monitors ■ Rank Precision Industries Inc., West Nyack, N.Y., a subsidiary of the Rank Organization, has introduced two new monochrome TV monitors available with either a 20-inch (\$325) or 24-inch (\$425) screen. Monitors are equipped with 4 x 3 aspect ratio tubes for reduced scan viewing utilizing maximum screen area. Six-channel capacity is available for both audio and video input on both units, with choice of 110 volt or 220 volt power input.

Sync generator ■ Control Concepts Corp., Rockville, Md., is offering its new model 601 broadcast synchronizing generator, intended for either master color sync generation or single line

pulse distribution systems. Unit incorporates number of design changes said to solve long-standing timing problems. Information: CCC, 411 North Stone-street Avenue, Rockville, Md., 20850. Telephone: (301) 762-8580.

Up, down, around ■ Vicon Industries Inc., Huntington Station, N.Y., is offering a remote control pan and tilt mounting for television cameras enabling an operator at a central point to scan an area completely—including 360° and straight up or down—by means of a remote-controlled closed-circuit TV unit. Model V300PT operates indoors or outdoors and is priced at \$575. Write: Vicon, 13 Stepar Place, Huntington, N.Y., 11746.

Cintel names Alan Gordon ■ Cintel Corp., Los Angeles (formerly Houston-Fearless, Westwood Division) has appointed Alan Gordon Enterprises Inc., North Hollywood, Calif., as distributor for all parts, components and accessories for Houston processors on a worldwide basis.

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Broadcast advertising

Peter M. Schulte, VP and former office manager, Chicago, of Robert E. Eastman & Co., New York, station rep., named senior VP in charge of Eastern region: he will be based in New York. **Carl R. Colombo**, with Eastman in Los Angeles, named senior VP in charge of West Coast. **Gerald J. Schubert**, manager of Chicago office, elected VP. **Robert Duffy**, with Eastman in New York, appointed VP and sales manager of Eastern Markets sales division. **Vincent M. Cremona Jr.**, with Eastman in New York, named VP and sales manager of quality-markets sales division. **Steven Block**, with Eastman in Los Angeles, appointed manager of San Francisco office.



Mr. Hoffner

negotiating network TV and radio time placements for firm.

Jerry J. Siano, senior VP for art and commercial production, N. W. Ayer &

Son, New York, named to corporate position of senior VP for creative services.

Randall W. Hackett, director of advertising and marketing, ITT Continental Baking Co., New York, elected VP for advertising and marketing.

Lewis I. Haber, media director, Shaller-Rubin, New York agency, named VP.

Lois Tobin Colborn, formerly media planner, Liller, Neal, Battle & Linsey, Atlanta agency, joins Weyman, Miller & Partners, agency there, as VP of agency and media services.

Cliff Angers, account supervisor, Ogilvy & Mather, New York; **Marianne Baer**,

copy group head; **Berkley Cooke**, account supervisor; **Steve Humphrey**, account supervisor; **Mary Hunter**, copy group head, and **John Martin**, account supervisor, all elected VP's.

Milt Trnka, founder of Trnka Advertising, Aurora, Ill., named chairman of board and director of creative services. **Don Washburn**, with agency, elected president and chief operating officer.

Charles C. Allen, nighttime sales service director, ABC-TV, New York, appointed director of sales administration, ABC-TV, succeeding **Henry T. Hede**, who retires.

Stanley R. Becker, creative supervisor,

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to Broadcasters and the Broadcasting Industry*

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NCTA committee regional chairman named

National Cable Television Association, Washington, has announced the following new committee and regional chairmen for 1970-71:

Associate members, **Robert Behringer**, Kaiser CATV Corp., Phoenix; budget and audit, **Robert Beisswenger**, Jerrold Electronics Corp., Philadelphia; building, **Ralph Weir**, Junction City TV Inc., Junction City, Kan.; code, **Joel P. Smith**, TV Communications, New York; bylaws, **Yolanda Barco**, Meadville Master Antenna Inc., Meadville, Pa.; community services, **Douglas Ditrack**, American TV and Communications Corp., Denver; convention, **Edward Whitney**, Adelphi, Md.; copyright, **Alfred Stern**, Television Communica-

tions, New York; ETV, **J. T. Hoey**, Chillicothe, Ohio; engineering, **Herbert Michels**, Time-Life Broadcast Inc., New York; executive, **Ralph Demgen**, Willmar Video Inc., Willmar, Minn.; legislative, **Lawrence Kliewer**, Peninsula Broadcasting Corp., Hampton, Va.; membership, **Ralph Weir**; PR, **William Bressan**, American Cablevision Corp., Los Angeles; satellites, **Irving B. Kahn**, Teleprompter Corp., New York; training, **William Karnes**, National Trans-Video Inc., Dallas; utility relations, **Benjamin Conroy**, Communications Properties Inc., Austin, Tex.

Regional chairmen:

Eugene Iacopi, Television Signal Corp., San Francisco; **Mel Gilbert**, Snyder Community Antennas TV Inc., Snyder, Tex.; **Harvey Inghan**, Philadelphia CATV Co., Philadelphia.

Benton & Bowles, New York, joins **Dancer-Fitzgerald-Sample** there as VP and creative group head.

Herbert S. Neu, sales manager, WLS-FM Chicago, ABC-owned station, appointed Midwest manager, ABC-FM Spot Sales, Chicago. **Thomas M. Sidley**, with KABC-FM Los Angeles, also ABC-owned, appointed Western manager, ABC-FM Spot Sales, Los Angeles.

Ed Vellanti, formerly with **Needham, Harper & Steers**, New York, returns to agency as creative director.

James J. Carroll Jr., production controller, **Benton & Bowles**, New York, named associate manager of production.

James W. Willis, formerly with **N. W. Ayer & Son**, New York, joins **Miller-Morton**, Richmond, Va., marketers of **Sargeant's Pet Care** and **Chap Stick** and **Chap-ans** products, as manager of media services.

Michael T. Powers, copy supervisor, **Leo Burnett**, Chicago, joins **Bailey, Deardourff & Bowen**, newly organized agency in Washington, as creative director.

Ralph Perry, formerly with **Grey Ad-**

vertising and **BBDO**, New York, joins **Arnold & Co.**, Boston agency, as director of media.

Scott Anderson, with **KHJ-AM-FM** Los Angeles, joins **Sound Media**, Nashville-based radio commercial production firm, as director of client relations.

Edward B. Davids, formerly marketing research supervisor and marketing account executive, **Al Paul Lefton**, Philadelphia agency, joins **Ron Bloomberg Advertising** there as director of marketing.

James O. Peckham, formerly executive VP, **A. C. Nielsen Co.**, New York, joins **BBDO** there as research consultant.

Tony Battaglia, national sales manager, **WHEN-TV** Syracuse, N.Y., appointed general sales manager.

Charles A. Humm, with **Gardner Advertising**, St. Louis, appointed supervisor of **Ralston-Purina** account.

Allen J. Eisenberg, New York broadcast consultant, joins **KATZ(AM)** St. Louis, as sales manager.

Jerry Sherwin, program director, **wgva-**

(AM) **Geneva**, N.Y., appointed general sales and advertising manager.

Jon A. Holiday, formerly program director, **KBIG-AM-FM** Los Angeles, joins **KXLY-AM-FM** Spokane, Wash., as general sales manager and program manager.

Phil Goldman, with **wocn-AM-FM**, Miami, appointed general sales manager.

Media



Mr. Jackson

Glenn C. Jackson, general manager, **WRDU-TV** Durham, N.C., joins **WSPA-TV** Spartanburg, S.C., as manager.

Fred W. Noble, manager, **Micro-wave Communications of America**, Washington, joins

WBRZ-TV Baton Rouge as station manager. He succeeds **Douglas L. Manship**, who becomes publisher of **Baton Rouge State Times** and **Morning Advocate**.

Joe McMurray, VP and general manager, **KOLO-TV** Reno, named VP and general manager, **KORK-AM-FM** Las Vegas. He was also named senior VP of broadcasting division of **Donrey Media Group**, owner of **KOLO-TV** and **KORK-AM-FM**.

Jay Watson, **WJBK-TV** Detroit, elected president, **Michigan Association of Broadcasters**. He succeeds **Harry Lipson**, **WPBN-TV** Traverse City. **Kent Kanna**, **WKFR(AM)** Battle Creek, elected VP; and **Ray Plank**, **wkla(AM)** Ludington, elected secretary-treasurer.

Al Leighton, **KDLM(AM)** Detroit Lakes, elected president, **Minnesota Association of Broadcasters** succeeding **James Wycor**, **KWOA-AM-FM** Worthington. **Stan Hubbard**, **KSTP-AM-FM** St. Paul, elected first VP and **Glenn Flint**, **KCMT(AM)** Alexandria, elected second VP.

Russell G. Wittenberger, station manager, **WNUW(FM)** Milwaukee, joins **Rand Broadcasting**, Miami, group owner, as executive VP. **Rand** operates **WINZ(AM)** Miami and **WINQ(AM)** Tampa, Fla. **Pete Wood**, production and operations director, **WEMP(AM)-WNUW(FM)**, appointed station manager, **WNUW**, succeeding **Mr. Wittenberger**.

Frank Rocco, research director, **NBC Radio**, New York, joins **Westinghouse Broadcasting** there in same capacity.

Kernie L. Anderson, with **wocn-AM-FM** Miami, appointed general manager.

Bob Neff, with noncommercial **WMBI-AM-FM** Chicago, appointed station manager succeeding **Charles Christensen**,

FASTRACK

WILL BUILD NEW RATINGS FOR RADIO STATIONS. ACROSS-THE-BOARD RATINGS.

TUNE US IN NEXT WEEK.

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CBS affiliates' officers

Joseph A. Kjar, KSL(AM) Salt Lake City, elected chairman of CBS Radio Affiliates Association, succeeding **Robert M. Peebles**, WROW(AM) Albany, N.Y. **James Ward**, WLAC(AM) Nashville, was named vice chairman and **H. William Koster**, WEAN(AM) Providence, R.I., was elected secretary-treasurer.

Messrs. Kjar, Peebles and **Gordon Thompson**, KFYO(AM) Lubbock, Tex., were elected directors at large. District directors will be Mr. Ward and **E. Dean Finney**, WTWN(AM) St. Johnsbury, Vt.; **Joseph M. Higgins**, WHP(AM) Harrisburg, Pa.; **Sam S. Carey**, WBOC(AM) Salisbury, Md.; **James Woodruff Jr.**, WRBL(AM) Columbus, Ga.; **William Fowler**, WBAT(AM) Marion, Ind.; **Odin B. Ramsland**, KDAL(AM) Duluth, Minn.; **Vann M. Kennedy**, KSIX(AM) Corpus Christi, Tex., and **Charles Kinsley**, KHSL(AM) Chico, Calif.

appointed faculty member of Moody Bible Institute, licensee of stations.

Leopoldo Duron Jr. and Elizabeth B. Hawkins, both with NBC West Coast personnel department, named administrator, equal opportunity and personnel programs, and administrator, employment and organization development, respectively.

David Geffen, senior VP, CMA (formerly Creative Management Associates), Los Angeles, resigns to re-enter fields of music publishing, record production and personal management.

James A. Allison, assistant general manager, WLAP-AM-FM Lexington, Ky., appointed general manager.

Charles P. Fleishman, with WCTO(FM) Smithtown, N.Y., appointed operations manager.

Peter J. Callahan, with Bartell Media, New York, group owner and CATV operator, appointed assistant to president.

Programming



Mr. Hilford

(May 18). **David B. Fein**, program director, WOR-TV New York, joins Screen Gems, New York, as director of syndicated production.

Lawrence Hilford, VP in charge of sales, Screen Gems International, named executive VP of SGI, international production and distribution arm of Screen Gems. He succeeds late **Lloyd Burns**

(BROADCASTING,

Edward K. Cooper, formerly production consultant and administrator of production, CBS Enterprises, New York, joins Warner Bros. Television there as director of film operations.

John R. Calvetti, VP and general manager, Kern County (Calif.) Cable, operated by Cypress Communications, Los Angeles-based multiple-CATV owner, appointed director of programming for Cypress.

Vincent J. Capuzzi, group VP, Association Sterling Films, New York, joins CBS Electronic Video Recording division, New York, as director of special projects. He will be responsible for customer relations.

Kenneth Baldwin, executive VP, Marathon International, New York, joins RMP Associates, subsidiary of Rose-Magwood Productions, New York, as VP-production, and **Sherman Beck**, freelance writer and director, joins RMPA as VP-creative services.

Harvey L. Victor, West Coast division manager, television, Avco Embassy Pictures, New York, joins Corda Productions, Los Angeles, as executive VP in charge of television division.

Dan Rosen, assistant to president, TVC Laboratories, New York, joins Teletronics International, New York-based video-tape production firm, as production sales manager.

Terry L. Lionberger, with KMOX-TV St. Louis, joins WKBS-TV Philadelphia as production manager.

Al Gordon, with KSAY(AM) San Francisco, appointed program director.

Alton Whitehouse, formerly with Four Star, Culver City, Calif., and **Gerry Corwin**, with National Telefilm Associates, Beverly Hills, Calif., appointed managers of Southeastern and Midwest sales divisions of Winters/Rosen Productions. Mr. Whitehouse will have headquarters in Jacksonville, Fla.; Mr. Corwin in Minneapolis. **Maurie Gresham**, formerly with King Features, North Hollywood, Calif., joins Winters/Rosen as manager, special projects.

Tony Booth, station commander, American Forces Korea Network, Seoul, joins KDOK(AM) Tyler, Tex., as program and music director.

Tom Gallagher, with WGVA(AM) Geneva, N.Y., appointed program director.

Ralph Lawler, operation director, KDEO(AM) San Diego, Calif., named program director.

Jerry Stevens, with KFRE-AM-FM Fresno, Calif., joins WNCR-FM Cleveland as program director.

Julian Craggs, producer-director, WJBK-TV Detroit, joins WTOP-TV Washington in same capacity.

Ozzie Glover, formerly president of Oz Productions Inc., Hollywood, joins Rick Spalla Video Productions, documentary and commercial production company there as producer-director.

James P. Taylor, with film department, KABC-TV Los Angeles, appointed assistant program director.

Nona Macdonald, formerly TV and radio publicity director, Time Inc., New York, joins Time-Life Films there as assistant to program director.

Tim Powell, producer, WABX(FM) Detroit, appointed music director.

Neal Lavon, program director, WMEN(AM) Tallahassee, Fla., joins noncommercial WFSU-FM there as radio production supervisor.

News

Richard A. Stark, news managing editor, WKBS-TV Philadelphia, appointed news director, WKBG-TV Boston. Both are Kaiser Broadcasting stations.

Ned Schnurman, executive producer, National Educational Television, New York, joins WCBS-TV there as city editor.

Patrick Emory, newscaster, KFVB(AM) Los Angeles, joins KNXT(TV) there as on-air reporter and news director.

Phil Johnson, director of special proj-

Spotmaster

TP-1B Tape Cartridge Winder



This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$104.50, with Tape Timer \$129.50. Lubricated tape and empty cartridges are also available.

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910



The Associated Press Radio and Television Association elected following officers at annual meeting of board of directors Sept. 18 (see page 47): From left, John M. Day, WHDH-TV Boston, reelected VP Eastern district, Bill Armstrong, KOSI(TV) Aurora, Col., VP,

Western district, Tom Powell, WDAU-TV Scranton, Pa., reelected president; Ralph Renick, WTVJ-TV Miami, VP, Southern District; and George Volger, KWPC(TV) Muscatine, Iowa, VP, Central district. The meeting was held in New York.

ects, WWL-TV New Orleans, appointed news director.

Bob Foutz, with WVCG(AM) Coral Gables, Fla., joins WOCN-AM-FM Miami as news director.

Bob Cavanaugh, formerly with WOCN-AM-FM Miami, appointed news director, WWBA(AM) St. Petersburg, Fla.

Bob Barry, with WKY-AM-TV Oklahoma City, appointed sports director. **Bob Wood**, assistant sales manager, Oklahoma National Stockyards, Oklahoma City, joins WKY-AM-TV as associate farm director.

Bill Ryan, formerly correspondent, NBC News, New York, joins WOR-TV New York, as anchorman for 7:30 p.m. Report.

Martha McClatchie, with NBC News Chicago, joins WIND(AM) Chicago as writer-producer of 5-60 News.

Patric G. Brown, with KNBC-TV Los Angeles, joins WDSU-TV New Orleans on news staff.

Brian Porter, with WLWI(TV) Indianapolis, joins WCKY(AM) Cincinnati on news staff.

Bill Hux and **Frank Healer**, with IBC Communications, Dallas, news network in Texas, Louisiana and Mississippi, appointed senior editors.

Alan Walden, formerly VP and national news director, Metromedia Radio, New York, joins WHDH-AM-FM Boston as newscaster.

Frank Mariano, Saigon correspondent, ABC News, joins news staff of ABC-owned KGO-TV San Francisco.

Fred H. Taylor, news director, WCBT-(AM) Roanoke Rapids, N.C., joins WRAL-TV Raleigh, N.C., on news staff.

Joe Grady, chairman, department of communications, St. Charles Borromeo Seminary, Philadelphia, also appointed

anchorman on 10 O'Clock News, WKBS-TV Philadelphia.

Robert L. Cole, with WFBR(AM) Baltimore, appointed urban affairs editor.

Equipment & engineering

William J. Weisz, executive VP, Motorola, Franklin Park, Ill., elected president of firm. He succeeds **Elmer H. Wavering**, named vice chairman succeeding **Dr. Daniel E. Noble**, who retires on Oct. 5. Mr. Wavering will continue as chief operating officer until his projected retirement in 1972 with Mr. Weisz as assistant.

Promotion

Alexander Gordon, corporate advertising and promotion writer, Avco Broadcasting, group owner, Cincinnati, appointed promotion director, WLWI(TV) Indianapolis, Avco station. He is succeeded by **Frank Deaner**, with WLWT-AM-TV Cincinnati, also Avco station.

Kerry Richards, with KTRK-TV Houston, appointed promotion director.

Fran Riley, principal in own PR firm, MacColl-Riley, New York, joins PR firm of Mekler/Ansell Associates there as VP.

Lon G. Hurwitz, advertising and promotion director, WPEN-AM-FM Philadelphia, joins WXYZ-AM-FM Detroit in same capacity.

Hazel Hardy, with NBC press department, New York, joins Westinghouse Broadcasting there as associate press editor.

International

George Garrett, sales manager, CFMI-(FM) Westminster, B.C., Canada, appointed manager of station. **Neil Sudbury**, creative director, CFMI, named

program manager. **Clark Warren**, VP, Young & Rubicam, named executive director, Young & Rubicam International. He will make his headquarters in New York.

Allied fields

Lee Druckman, former president and chairman of Trans-Video Corp., San Diego, multiple-CATV owner, joins R. C. Crisler & Co., Cincinnati, station brokers, as VP. Mr. Druckman will have headquarters in Tucson, Ariz.



Mr. Druckman

Stanley S. Harris, associate partner in Washington communications law firm of Hogan & Hartson, nominated by President Nixon to be judge on Washington's expanded Court of General Sessions. Nominations must be approved by Senate.

James A. Koerner, attorney with Putbrese, Fletcher & Healy, Washington communications law firm, becomes associated with communications law firm of Arthur Stambler there.

Pearl Price, president, National Congress of Parents and Teachers, appointed chairwoman, advisory committee of national organizations, Corp. for Public Broadcasting, Washington. Committee is national group designed to give public voice in planning noncommercial TV and radio activities.

E. Lovell Dyett, former urban-affairs director, Post-Newsweek Stations, group owner, Washington, appointed executive assistant to president of Howard University, Washington, as adviser on urban affairs.

Deaths



Mr. Granik

Theodore Granik, 63, radio and television broadcaster and lawyer, died of heart attack Sept. 21. Combining his two professions, Mr. Granik moderated political forum and panel discussions on air for over 30 years. Programs included *American Forum on the Air*, *Youth Wants To Know*, *All America Wants To Know* and *Law for the Layman*. He also held various government jobs including post of assistant district attorney of New York in 1933. Mr. Granik owned WGSP-TV Washington, scheduled to go on air shortly. His interests also included part-

nership with Westinghouse Broadcasting in cable-TV firm, CATV Enterprises, New York. Survivors include his wife, Hannah, son and daughter.

Harold Gold, 54, public relations manager, WPIX(TV) New York, died Sept. 16 at Jersey City (N.J.) Medical Center of apparent stroke. He is survived by his wife, Evelyn, and two daughters.

Marshall Adams, 57, radio and TV personality, illustrator and fashion designer, died of cancer Sept. 11 in Philadelphia. She at one time had radio program on WINX(AM) Rockville, Md., and conducted television food, news, cooking and interview programs in Newark, N.J., Baltimore and Phila-

delphia. She is survived by two sons.

William L. Sanborn, president of Winus-Brandon Advertising, St. Louis, died at his home in Frontenac, Mo., Sept. 14. He is survived by his wife, Carolyn, two daughters and son.

Junius R. Fishburn, 49, president of Fishburn Communications Co., Bronxville, N.Y., died Sept. 21 in Lawrence hospital there of heart attack. Mr. Fishburn had been sales representative with H-R Representatives, New York, for three years before opening his own communications firm early this year. He had also been with ABC sales in same capacity. Survivors include his wife, Laura, daughter and son.

Melba Taylor, 30, director of research and evaluation of Children's Television Workshop, New York, and one of producers of *Sesame Street*, died Sept. 21 in New York hospital after brief illness. She is survived by her husband, Charles, daughter and twin sons.

Dinu C. Alim, producer with Romanian language service of Voice of America, died Sept. 16 in Fairfax (Va.) hospital after brief illness. He is survived by his wife and three sons.

Charles N. DeRose, 63, newspaper publisher and one of founders of WHYN-AM-FM-TV Springfield, Mass., died at his summer home in Watch Hill, R.I. He is survived by two sons.

ForTheRecord

As compiled by BROADCASTING, Sept. 15 through Sept. 22 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, **khz**—kilohertz, **kw**—kilowatts, **LS**—local sunset, **mhz**—megahertz, **mod.**—modification, **N**—night, **PSA**—presunrise service authority, **SCA**—subsidiary communications authorization, **SH**—specified hours, **SSA**—special service authorization, **STA**—special temporary authorization, **trans.**—transmitter, **UHF**—ultra high frequency, **U**—unlimited hours, **VHF**—very high frequency, **vis.**—visual, **w**—watts, *—educational.

New TV stations

Starts authorized

- **WIQ(TV)** Demopolis, Ala.—Authorized program operation on ch. 41, ERP 447 kw vis., ant. 1,080 ft. above average terrain. Action Sept. 2.
- ***WKMJ(TV)** Louisville, Ky.—Authorized program operation on ch. 68, ERP 562 kw vis.-DA, ant. 820 ft. above average terrain. Action Aug. 27.

Actions on motions

- Chief, Office of Opinions and Review in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, on request by Terre Haute Broadcasting Corp., extended through Sept. 30, time to respond to application for review filed by Alpha Broadcasting Corp. (Docs. 18321-2). Action Sept. 9.
- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted petition by Channel 3 Inc. for leave to amend application to reflect fact that channel 41, Battle Creek, Mich., application in which James R. Searer has minority interest, was granted July 29 (Docs. 18845-9). Action Sept. 17.
- Hearing Examiner Forest L. McClenning in Jacksonville, Fla., Miami and Asheville, N.C. (Florida-Georgia Television Inc., et al.), TV proceeding, granted motion by Antwin Theatres Inc., reopened record to admit attachments B-1 and B-2 into evidence and closed record (Docs. 10834, 17582-4, 18185-6). Action Sept. 10.

Other actions

- Review board in Washington, TV proceeding, granted petition for enlargement of issues, filed July 24 by United Television Inc. (Docs. 18559, 18561-63). Action Sept. 18.
- Review board in Nampa, Idaho, TV proceeding, granted petition for extension of time filed Sept. 14 by Idaho Television Corp. and extended to Sept. 25, time to file responsive pleadings to petition for leave to amend, filed Sept. 4 by Snake River Valley Television Inc. (Docs. 18579-80). Action Sept. 15.
- Review board in Boston, TV proceeding, granted Broadcast Bureau's petition to enlarge issues, filed Aug. 6 (Docs. 18338-39). Action Sept. 18.
- Review board in High Point, N.C., TV pro-

ceeding, denied appeal from presiding officer's denial of motion for production of documents for inspection and copying and refusal to permit taking of depositions, filed Aug. 10, by Furniture City Television Co. (Docs. 18906-07). Action Sept. 8.

Rulemaking petition

- Searle T. Spangler, Westport, Conn.—Requests rulemaking procedure to correct situation which results in special and specified conditions, in TV picture quality that is less than suitable and less than necessary. Ann. Sept. 15.

Existing TV stations

Final actions

- ***KEET(TV)** Eureka, Calif.—Broadcast Bureau granted CP to change ERP to vis. 66.1 kw, aur. to 13.2 kw and change type trans.; conditions. Action Sept. 15.
- **KLOC-TV** Modesto, Calif.—Broadcast Bureau granted license covering permit which authorized new station. Action Sept. 11.
- **KCST(TV)** San Diego—Broadcast Bureau granted license covering permit which authorized new TV; change name of applicant. Action Sept. 16.
- **WEAT-TV** West Palm Beach, Fla.—Broadcast Bureau granted license covering alternate main trans. and main ant. Action Sept. 11.
- **WMAZ-TV** Macon, Ga.—Broadcast Bureau granted mod. of license covering correction in ant. beam tilt. Action Sept. 10.
- **WAVE-TV** Louisville, Ky.—Broadcast Bureau granted license covering changes; change name. Action Sept. 15.
- **WLBT(TV)** Jackson, Miss.—FCC denied Lamar Life Broadcasting Co.'s motion for stay, pending

judicial review of commission action released Sept. 8, which granted Communications Improvement Inc. authority to operate WLBT(TV) for interim period. Action Sept. 15.

- **WPRI-TV** Providence, R.I.—Broadcast Bureau granted mod. of license covering change in studio location to 290 Wampanoag Trail, East Providence. R.I. Action Sept. 10.
- **KXAB-TV** Aberdeen, S.D.—Broadcast Bureau granted license covering auxiliary ant. Action Sept. 15.
- **KTAL-TV** Texarkana, Tex.—FCC denied request for approval of payment by KCMC Inc., licensee of KTAL-TV, of expenses of Office of Communication of United Church of Christ for provision of legal assistance to Texarkana groups which had filed petition to deny license. Action Aug. 27.

■ **WTAR-TV** Norfolk, Va.—FCC denied letter from George R. Walker, chairman of Save Our State Committee of Virginia, asking mod. of ruling that WTAR-TV did not violate fairness doctrine in coverage of constitutional revisions voted by Virginians in Nov. 1970. Action Sept. 15.

Actions on motions

- Office of Opinions and Review in Jackson, Mich. (Jackson Television Corp. [WKHM-TV]), TV proceeding, granted request and extended to Sept. 25 time to file oppositions to petition for reconsideration by Channel 41 Inc. (Doc. 18699). Action Sept. 14.
- Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, set procedural dates and set hearing for Feb. 15 in High Point (Docs. 18906-7). Action Sept. 16.
- Chief Hearing Examiner Arthur A. Gladstone in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, designated Hearing

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

Summary of broadcasting

Compiled by FCC, Sept. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA ¹	CP's			
Commercial AM	4,290	2	3	4,295	79	4,374 ¹
Commercial FM	2,116	0	27	2,143	136	2,279
Commercial TV-VHF	495	2	14	511	12	524
Commercial TV-UHF	144	0	36	180	112 ²	297
Total commercial TV	639	2	50	691	124	821
Educational FM	404	0	18	422	42	464
Educational TV-VHF	76	0	7	83	6	89
Educational TV-UHF	99	0	10	109	14	123
Total educational TV	175	0	17	192	20	212

¹ Special Temporary Authorization.

² Includes 25 educational AM's on nonreserved channels.

³ Includes two licensed UHF's that are not on the air.

Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Oct. 22 and hearing for Nov. 30 (Doc. 18983). Action Sept. 8.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV-TV], et al.), educational and commercial TV proceeding, granted motions by applicants and corrected proposed findings and conclusions of law submitted on behalf of four applicants and transcript of hearing record as set forth in motions; granted request by parties applicant and extended to Sept. 21, time to file reply findings and conclusions of law (Docs. 18569-72). Actions Sept. 10.

Rulemaking petition

■ *WMAA-TV Jackson and *WMAB-TV State College, both Mississippi—Request change in TV table of assignments; add ch. *12 and ch. *20 and delete ch. *18 at Boonesville; add ch. *22 at Clarksdale; add ch. *43 and ch. *45 and delete ch. *34 at Columbia; substitute ch. *47 for ch. *28 at Hattiesburg; add ch. *42 at Natchez; add ch. *18 at Oxford; and substitute ch. *34 for ch. *22 at Senatobia, all Mississippi. Ann. Sept. 15.

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 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.

■ WDHN(TV) Dothan, Ala. (Southeast Alabama Broadcasting Inc.) Contract dated July 15, 1970; effective Aug. 1, 1970, to Aug. 1, 1972. Programs delivered to Montgomery, Ala., AT&T testboard. No network rate. Contract conditioned on commencement of commercial operation by Feb. 1, 1971.

■ KAIT-TV Jonesboro, Ark. (George T. Herreich). Amendment dated Nov. 3, 1969, increased network rate from \$100 to \$125 effective May 1, 1970.

■ WPLG-TV Miami (Post-Newsweek Stations, Florida Inc.) Amendment dated March 12, 1969, extends contract from July 1, 1969, to July 1, 1971. Amendment dated Sept. 3, 1970, reduces network rate from \$1,325 to \$1,250 effective September 1.

■ KTBS-TV Shreveport, La. (KTBS Inc.) Amendment dated Aug. 7, 1970, reduces network rate to \$725 effective Jan. 1, 1971.

■ KODE-TV Joplin, Mo. (Gilmore Broadcasting Corp.) Amendment dated Aug. 7, 1970, reduces network rate by 6½% effective Jan. 1, 1971.

■ WOKR(TV) Rochester, N.Y. (Flower City Television Corp.) Amendment dated July 13, 1970, reduces network rate from \$848 to \$748 effective Jan. 3, 1971.

■ WTPA(TV) Harrisburg, Pa. (Newhouse Broadcasting Corp.) Amendment dated Aug. 7, 1970, reduces network rate to \$561 effective Jan. 1, 1971.

■ KSAT-TV San Antonio, Tex. (Outlet Co.) Amendment dated Aug. 7, 1970, reduces network rate to \$865 effective Jan. 1, 1971.

■ KLTV(TV) Tyler, Tex. (Channel Seven Inc.) Amendment dated Aug. 7, 1970, reduces network rate of 3¼%, effective Jan. 1, 1971.

■ WHTN-TV Huntington, W. Va. (Reeves Telecom Corp.) Amendment dated June 1, 1970, reduces network rate to \$1,075 effective Jan. 1, 1971.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.) Amendment dated Aug. 7, 1970,

reduces network rate to \$387 effective Jan. 1, 1971.

CBS

■ Formula: Same as ABC.

■ WCFT-TV Tuscaloosa, Ala. (Chapman Television of Tuscaloosa Inc.) Contract dated Aug. 11, 1970; effective Sept. 11, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$15; effective Jan. 1, 1971, \$40; compensation paid at 30% prime time.

■ KRSD-TV Rapid City, S.D. (Heart of the Black Hills Stations) Contract dated Aug. 10, 1970, replaces one dated Dec. 15, 1967; effective Sept. 13, 1970, to Sept. 12, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$100; 60% deduction; compensation paid at 32% prime time.

New AM stations

Applications

■ Fairbanks, Alaska—Big Country Radio Inc. Seeks 970 khz, 5 kw-U. P.O. address: c/o Robert W. Fleming, 428 4th Avenue, Anchorage, Alaska 99501. Estimated construction cost \$23,125; first year operating cost \$75,000. Revenue \$110,000. Principals: Richard C. Cruver, president-treasurer, Glenn S. Miller, vice president-secretary, and Robert W. Fleming, assistant secretary (each 33 1/3%). Principals own respective interests in KYAK(AM) Anchorage. Ann. Aug. 4.

■ Sterling, Colo.—Logan County Broadcasting Co. Seeks 1490 khz, 250 w-D. P.O. address 107 South Main, Box 352. Estimated construction cost \$18,641.95; first year operating cost \$24,000. Revenue \$42,000. Principals: Franklin Davis, Billy Wolfe and Gary Acker (each 33 1/3%). Mr. Acker owns KGOY(AM) Bethany, Okla., and WTNN(AM) Millington, Tenn. Mr. Davis is manager of WTNN. Ann. Aug. 20

Starts authorized

■ KAWC Yuma, Ariz.—Authorized program operation on 1320 khz, 500 w-D. Action July 9.

■ WGRY Grayling, Mich.—Authorized program operation on 1590 khz, 1 kw-D. Action July 31.

■ KLLR Walker, Minn.—Authorized program operation on 1600 khz, 50 w-D. Action July 8.

■ KOBV Reno—Authorized program operation on 1550 khz, 10 kw-DA-D. Action Aug. 18.

■ WCBX Eden, N.C.—Authorized program operation on 1130 khz, 1 kw-D. Action Aug. 14.

■ WECO Wartburg, Tenn.—Authorized program operation on 940 khz, 1 kw-D. Action Aug. 28.

■ KBRE Cedar City, Utah—Authorized program operation on 940 khz, 10 kw-D. Action Sept. 4.

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, scheduled prehearing conference for Sept. 25; granted petition by George E. Worstell to amend application with respect to proposed ant. system subject to condition that any grant of amended application is subject to approval by FAA of proposed ant. system (Docs. 18856, 18858). Actions Sept. 17.

■ Hearing Examiner Lenore G. Ehrig in Sylacauga and Jacksonville, both Alabama (Heart of Dixie Broadcasting Co., Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, denied motion by University Broadcasting Co. for contempt and to hold Jacksonville Broadcasting Co. in default; dismissed request by Jacksonville for extension of time to answer University's motion for contempt; granted motion by University for discovery and production of documents and requested material shall be produced by principals of Jacksonville when they appear in

Anniston, Ala., on Sept. 21-23, for purpose of having depositions taken; accepted Jacksonville's one-day late filed notice of appearance; and denied motion by University to strike appearance of Jacksonville and for forfeiture of hearing rights (Docs. 18898-900). Action Sept. 14.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Jud Inc. for leave to amend application to reflect that Armstrong Utilities Inc. has been granted franchise to provide service in Rittman, Ohio (Docs. 18768-9). Action Sept. 9.

■ Chief Hearing Examiner Arthur A. Gladstone in Humboldt and Union City, both Tennessee (Communications Associates Inc. and Quality Broadcasters), AM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for Oct. 27 and hearing for Nov. 30 (Docs. 18987-8). Action Sept. 14.

■ Hearing Examiner Forest T. McClenning in Buffalo, Minn. (Buffalo Broadcasting Co. et al.), AM proceeding, set aside Sept. 3 action insofar as petition of Herbert Gross to accept late appearance was granted and motion by Broadcast Bureau to dismiss application of Herbert Gross was denied and set oral argument on petition and motion for Sept. 17 (Docs. 18842-4). Action Sept. 10.

■ Hearing Examiner Forest L. McClenning in Buffalo, Minn. (Buffalo Broadcasting Co. et al.), AM proceeding, granted motion by Broadcast Bureau to dismiss application; denied petition by Herbert Gross to accept late appearance for failure to show good cause within meaning of rule and dismissed application of Herbert Gross (Docs. 18842-4). Action Sept. 17.

■ Hearing Examiner Ernest Nash in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, granted petition by applicant for leave to amend application by revising section dealing with financial qualifications (Doc. 18888). Action Sept. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Sunbury, Pa. (Sunbury Broadcasting Corp.), AM proceeding, set aside presently established procedural dates and continued hearing pending further order (Doc. 18876). Action Sept. 8.

Other action

■ Review board in Jacksonville, N.C., AM proceeding, granted petition for extension of time filed Sept. 9 by Seaboard Broadcasting Corp. and extended to Sept. 24 time to file responsive pleadings to petition to enlarge issues, filed Aug. 31 by Broadcast Bureau (Docs. 18549, 18813 and 18814). Action Sept. 15.

Call letter action

■ Catholic bishop of northern Alaska, Nome, Alaska—Granted KNOM.

Existing AM stations

Applications

■ KDAC Fort Bragg, Calif.—Seeks CP to increase D power to 1 kw, change trans. to Gates BC-1G and change ant.-trans. location to 2100 East Oak street, Fort Bragg. Ann. Sept. 21.

■ KRDG Redding, Calif.—Seeks CP to change to 250 w., 1 kw-LS, U and change trans. to W.E. 443A. Ann. Sept. 14.

■ KOBQ Yuba City, Calif.—Seeks CP to change to 250 w, 500 w-LS, U. Ann. Sept. 14.

■ KGUC Gunnison, Colo.—Seeks CP to increase D power to 1 kw and install new trans., Gates BC-1G. Ann. Sept. 16.

■ WCOF Immokalee, Fla.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to RCA BTA-1R2. Ann. Sept. 14.

■ WKRO Cairo, Ill.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to Gates Vanguard II. Ann. Sept. 14.

■ WHCO Sparta, Ill.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to Gates BC-1G. Ann. Sept. 14.

■ WCYN Cynthia, Ky.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to Gates BC-500 T. Ann. Sept. 14.

■ WUNA Aguadilla, Puerto Rico—Seeks CP to change to 250 w, 1 kw-LS, U. Ann. Sept. 14.

■ WHDF Houghton, Mich.—Seeks CP to change to 1340 khz, 250 w, 1 kw-LS, U, and change trans. to Gates Vanguard II. Ann. Sept. 14.

■ KXGN Glendive, Mont.—Seeks CP to change to 250 w, 1 kw-LS, U, and install new D trans., Collins 20 V-1. Ann. Sept. 14.

■ KYLT Missoula, Mont.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to Gates BC-1G. Ann. Sept. 14.

■ KBMI Henderson, Nev.—Seeks to change to 250w, 1kw-LS, U, and change trans. to CCA 1000D. Ann. Sept. 14.

■ KOBE Las Cruces, N.M.—Seeks CP to change to 250 w, 1 kw-LS, U, and change trans. to Collins 820-D-1. Ann. Sept. 14.

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- WUSJ Lockport, N.Y.—Seeks CP to change to 250 w, 1 kw-LS, D-A-D, U. and change trans. to Gates BC-1G. Ann. Sept. 14.
- WBBZ Ponca City, Okla.—Seeks CP to change to 250 w, 1 kw-LS, U. Ann. Sept. 14.
- KIBL Beeville, Tex.—Seeks CP to increase D power to 1kw and install new trans., Gates BC-1G. Ann. Sept. 16.
- KHUZ Berger, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to Gates BC-1G. Ann. Sept. 14.
- KWMC Del Rio, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to CCA 100D. Ann. Sept. 14.
- KILE Galveston, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to Gates BC-1G. Ann. Sept. 14.
- KVOZ Laredo, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to Gates 1G. Ann. Sept. 14.
- KTMC McAlester, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to Gates BC-1G. Ann. Sept. 14.
- KTEO San Angelo, Tex.—Seeks CP to increase D power to 1 kw (1340 khz). Ann. Sept. 21.
- KVOU Uvalde, Tex.—Seeks CP to change to 250 w, 1 kw-LS, U. and change trans. to Gates BC-1G. Ann. Sept. 14.

Final actions

- WLIQ Mobile, Ala.—Broadcast Bureau granted mod. of license covering change in studio location and operate by remote control from Sheraton Battle House hotel, Mobile; conditions. Action Sept. 16.
- KIPA Hilo, Hawaii—Broadcast Bureau granted CP to change ant-trans. location to Pepeekeo Point approximately nine miles north of Pepeekeo, Hawaii. Action Sept. 18.
- KSKI Hailey, Idaho—FCC notified Radio Sun Valley Inc. license, of grant of application for renewal of license for remainder of normal license term—to Oct. 1, 1971. Action Sept. 15.
- WVLK Lexington, Ky.—FCC declared petition for clarification by Bluegrass Broadcasting Co., Lexington, in renewal of license of WVLK, "in effect a petition for reconsideration" and dismissed it as repetitious pleading. Action Sept. 15.
- WKFR Battle Creek, Mich.—Broadcast Bureau granted license covering changes; remote control from 710 Michigan Bank Building, Battle Creek. Action Sept. 11.
- WMAG Forest, Miss.—Broadcast Bureau granted CP to increase daytime power to 10 kw, DA-D and install new trans.; condition. Action Sept. 15.
- WPET Greensboro, N.C.—Broadcast Bureau granted CP to move ant-trans. site approximately 500 ft. Action Sept. 11.
- WDXI Jackson, Tenn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary D and alternate main N trans. Action Sept. 17.
- WLAC Nashville—Broadcast Bureau permitted remote control. Action Sept. 15.
- WMAD Madison, Wis.—Broadcast Bureau granted CP to change MEOV's. Action Sept. 11.

Actions on motions

- Chief, Office of Opinions and Review in Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR-AM-FM, granted petition by intervenors, Greater Philadelphia Council of Churches, et al. and extended through Sept. 25 time to file opposition to petition for reconsideration (Doc. 17141). Action Sept. 10.
- Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, on motion of applicant, continued evidentiary hearing to Sept. 28 (Doc. 18710). Action Sept. 16.
- Chief Hearing Examiner Arthur A. Gladstone in Jackson, Ala. (Radio Jackson Inc. and Vogel-Elington Corp. [WHOD]), AM proceeding, continued Sept. 21 hearing subject to further order of presiding officer (David I. Kraushaar) (Docs. 18896-7). Action Sept. 10.
- Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, on request of participants, set certain procedural date, continued prehearing conference to Oct. 5 and ordered scheduled hearing date, November 24, to remain fixed and parties to be on notice that all interlocutory procedural matters are to be complete in such time as to insure that commencement of hearing takes place as presently scheduled (Doc. 18819). Action Sept. 16.
- Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc.), renewal of license of WPRY, granted petition by applicant to accept late notice of appearance; dismissed motion by Broadcast Bureau to dismiss application (Doc. 18885). Action Sept. 8-9.
- Hearing Examiner Forest L. McClenning in Smyrna, Ga. (Laurence N. Polk Jr. [transferor], Times Journal Inc. and M. W. Kinney Jr. [trans-

feres]), transfer of control of Jonquil Broadcasting Co., licensee of WYNX, granted request of Times-Journal Inc. and extended to date to be subsequently specified, time to file proposed findings of fact and conclusion of law (Doc. 18784). Action Sept. 10.

- Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of license of KTYM-AM-FM, on request by Broadcast Bureau, postponed to Oct. 5, time to file proposed findings of fact and conclusions of law and postponed to Oct. 19, time to file reply findings (Doc. 18616). Action Sept. 15.
- Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc. [WHJB]), AM proceeding, on request by WHJB Inc., scheduled prehearing conference for Sept. 15 (Doc. 18868). Action Sept. 11.
- Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc. [WHJB]), AM proceeding, rescheduled procedural dates and set hearing for Nov. 9 (Doc. 18868). Action Sept. 16.
- Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, rescheduled prehearing conference to Sept. 21 (Doc. 18929). Action Sept. 16.
- Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Inc. [WISK]), AM proceeding, scheduled hearing for Dec. 1 (Docs. 18941-2). Action Sept. 8.

Call letter applications

- KXOA, Mediacast Inc., Sacramento, Calif.—Requests KNDE.
- WALT, Sun-Coast Radio Inc., Tampa, Fla.—Requests WQYK.

Call letter action

- KWVY, Cedar Valley Broadcasting Co., Waverly, Iowa—Granted KWAY.

New FM stations

Applications

- Venice, Fla.—Venice-Nokomis Broadcasting Co. Seeks 92.1 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 767, Venice, Fla. 33595. Estimated construction cost \$45,500; first-year operating cost \$1,500; revenue \$14,000. Principals: Larry Rhodes, president (50%), Florence Rhodes, secretary-treasurer (50%). Mr. Rhodes serves on Sarasota county (Fla.) board of County Commissioners. Ann. Aug. 5.
- Benton, Ill.—Rend Lake Broadcasting Co. Seeks 98.3 mhz, .855 kw. Ant. height above average terrain 150 ft. P.O. address 1104 Public Square, Benton 62812. Estimated construction cost \$4,250; first-year operating cost \$12,040; revenue \$12,480. Principals: Bert W. and John M. Beaty and Carroll L. and Gerald D. Ownes (each 25%). Mr. and Mrs. Ownes own law practice. J. M. Beaty is dentist. B. W. Beaty is organ dealer. Ann. Aug. 19.
- Rantoul, Ill.—Regional Radio Service. Seeks 95.3 mhz, 3 kw. Ant. height above average terrain 177 ft. P.O. address Box 115, Rantoul 61866. Estimated construction cost \$26,764; first-year operating cost \$15,932; revenue \$36,000. Principals: William R. Brown and Donald R. Williams (each 50%). Principals own respective interests in WRTL(AM) Rantoul. Mr. Brown is director of First National Bank, Rantoul, and Rantoul First Federal Savings and Loan Association. Ann. Aug. 5.
- Cedar Rapids, Iowa—Buddy Tucker Evangelistic Association Inc. Seeks 104.5 mhz, 100 kw. Ant. height above average terrain 552 ft. P.O. address 1910 Ingersoll Avenue, Des Moines, Iowa 50309. Estimated construction cost \$58,074; first-year operating cost \$37,000; revenue \$60,000. Principals: Theodore D. Tucker Jr., president, et al. Ann. Aug. 5.
- Colby, Kan.—Golden Plains Inc. Seeks 100.3 mhz, 100 kw. Ant. height above average terrain 614 ft. P.O. address Highway 25, south, 1065 South Range, Box 27, Colby 67701. Estimated construction cost \$66,431.65; first-year operating cost \$10,320; revenue \$32,285. Principals: W. A. Mosier, president, Sam W. G. Lowe, senior vice president; Dwight S. Reed, secretary-treasurer, and Edward P. Shurick, vice president (each 25%). Principals own KXXX(AM) Colby. Mr. Mosier owns 10% of Multi-Vue TV Inc., Colby CATV system and has real estate interests. Mr. Lowe is lawyer and has real estate interests. Messrs. Reed and Shurick are chairman of board and president, respectively, or H-R Television Inc. and H-R Representatives Inc., TV and radio rep firm, respectively. Ann. Aug. 5.
- Albion, Mich.—Family Radio Evangelistic Corp. seeks 96.7 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 1571 Tomlinson Road, Mason, Mich 48854. Estimated construction cost \$37,750; first-year operating cost \$5,000; revenue \$40,000. Principals: Reverend Warren J. Bolthouse, president, et al. Ann. Aug. 5.
- Sardis, Miss.—WSTR Radio Co. seeks 95.9

mhz, 7 kw. Ant. height above average terrain 180 ft. P.O. address Box 691, Route 2, Sardis 38668. Estimated construction cost \$9,575; first-year operating cost \$7,153; revenue \$11,170. Principals: Carter C. Parnell Jr., is in self-employed research in religious philosophy and American government. Ann. Aug. 5.

- Muskogee, Okla.—K Triple M Corp. seeks 106.9 mhz, 96.6 kw. Ant. height above average terrain 124 ft. P.O. address 1614 Morningside Avenue, Sioux City, Iowa 51106. Estimated construction cost \$18,150.51; first-year operating cost \$20,000; revenue \$31,500. Principals: Daniel Elliott Wolff, president (97.06%), and Edwin Charles Wolff, vice president (2.94%). E. C. Wolff owns 97% of KDVR(AM) Sioux City, Iowa. D. E. Wolff is general manager-program director and chief engineer for KDVR. Ann. Aug. 5.

Starts authorized

- WLCY-FM Tampa, Fla.—Authorized program operation on 94.9 mhz., ERP 100 kw, ant. 390 ft. above average terrain. Action Aug. 31.
- KFMA(FM) Jerome, Idaho—Authorized program operation on 92.7 mhz, ERP 3 kw, ant. 110 ft. above average terrain. Action Aug. 27.
- *WSIE(FM) Edwardsville, Ill.—Authorized program operation on 88.7 mhz, ERP 50 kw, ant. 500 ft. above average terrain. Action Sept. 2.
- KLAG-FM Algona, Iowa—Authorized program operation on 92.7 mhz, ERP 2.75 kw, ant. 195 ft. above average terrain. Action Aug. 14.
- KHBT(FM) Humboldt, Iowa—Authorized program operation on 97.7 mhz, ERP 3 kw, ant. 290 ft. above average terrain. Action Aug. 5.
- WHIC-FM Hardinsburg, Ky.—Authorized program operation on 94.3 mhz, ERP 3 kw, ant. 290 ft. above average terrain. Action July 8.
- WVSL-FM Slidell, La.—Authorized program operation on 105.3 mhz., ERP 59 kw, ant. 350 ft. above average terrain. Action Aug. 31.
- *WMEH-FM Bangor, Me.—Authorized program operation on 90.9 mhz, ERP 13.5 kw, ant. 850 ft. above average terrain. Action Aug. 25.
- WMTE-FM Manistee, Mich.—Authorized program operation on 97.7 mhz, ERP 3 kw, ant. 155 ft. above average terrain. Action July 31.
- *KBEM-FM Minneapolis—Authorized program operation on 88.5 mhz, ERP 2.15 kw, ant. 370 ft. above average terrain. Action July 29.
- *KLJC(FM) Kansas City, Mo.—Authorized program operation on 88.5 mhz, ERP 510 w, ant. 175 ft. above average terrain. Action July 31.
- *KCNT(FM) Hastings, Neb.—Authorized program operation on 88.1 mhz, TPO 10 kw. Action Aug. 25.
- WDNH(FM) Dover, N.H.—Authorized program operation on 97.5 mhz, ERP 50 kw, ant. 290 ft. above average terrain. Action July 30.
- *KRWG(FM) Las Cruces, N.M.—Authorized program operation on 90.7 mhz, 100 kw, ant. 420 ft. above average terrain. Action Sept. 4.
- WHVW-FM Hyde Park, N.Y.—Authorized program operation on 97.7 mhz, ERP 3 kw, ant. 300 ft. above average terrain. Action Aug. 14.
- WVXU-FM Cincinnati—Authorized program operation on 91.7 mhz, ERP 11 w, ant. 350 ft. above average terrain. Action July 30.
- KMWT(FM) Mineral Wells, Tex.—Authorized program operation on 95.9 mhz, ERP 3 kw, ant. 295 ft. above average terrain. Action July 9.
- KWED-FM Seguin, Tex.—Authorized program operation on 105.3 mhz, ERP 38 kw, ant. 150 ft. above average terrain. Action Sept. 8.
- WLLL-FM Lynchburg, Va.—Authorized program operation on 98.3 mhz., ERP 3 kw, ant. 240 ft. above average terrain. Action Aug. 31.
- *WVSS(FM) Menomonie, Wis.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Aug. 17.
- WEVR-FM River Falls, Wis.—Authorized program operation on 106.3 mhz, ERP 3 kw, ant. 106.3 ft. above average terrain. Action Sept. 4.

Final actions

- New Orleans—FCC denied Louis R. du Trier request for amendment of rules to assign FM ch. 285-A to Raceland, La. Action Sept. 15.
- Chanute, Kan.—Neosho County Broadcasting Inc. FCC granted 98.3 mc, 3 kw. Ant. height above average terrain 162 ft. P.O. address Box 664, Chanute 66720. Estimated construction cost \$21,209.50, first-year operating cost \$6,360; revenue \$9,650. Principals: Dale W. McCoy, president (60%), W. R. Murfin (20%), Neal W. McCoy and Everett Glenn Strange (each 10%), et al. Principals own respective interests in KCRB-(AM) Chanute. Mr. D. McCoy owns 10% of KTTR(AM) Rolla, Mo. Action Sept. 18.
- *Concord, Mass.—Concord-Carlisle Regional School District, Broadcast Bureau granted 88.3 mc, TPO 10 w. P.O. address Thoreau Street, Concord 01742. Estimated construction cost \$12,950; first-year operating cost \$5,000; revenue none. Principals: Michele G. Lombardo, school committee chairman, et al. Action Sept. 15.
- Tylertown, Miss.—Tylertown Broadcasting Co.

Broadcast Bureau granted 97.7 mc. 3 kw. Ant. height above average terrain 145 ft. P.O. address Box 451, Tyler town, 39667. Estimated construction cost \$18,204.10; first-year operating cost \$3,500; revenue \$8,500. Principals: Paul N. Pittman, president, et al. Principals own WTYL (AM) Tyler town. Action Sept. 18.

■ Henniker, N.H.—New England College. Broadcast Bureau granted 91.7 mc. TPO 10 w. P.O. address Proctor Square, Henniker 03242. Estimated construction cost \$9,910; first-year operating cost \$4,000; revenue none. Principals: William C. King, chairman, board of trustees, et al. Action Sept. 11.

■ Eagle Pass, Tex.—Eagle Pass Broadcasters Inc. Broadcast Bureau granted 92.7 mc. ch. 224, 3 kw. Ant. height above average terrain 172 ft. P.O. address 127 Kilowatt Drive, Eagle Pass 78852. Estimated construction cost \$23,000; first-year operating cost \$36,000; revenue \$36,000. Principals: E. J. Harpole, president (50%), Al Kinsall, vice president, and T. H. Bill Harrell, secretary-treasurer (each 25%). Messrs. Harpole, Harrell and Kinsall own respective interests in KEPS Eagle Pass. Messrs. Harpole and Harrell own 50% each of KVOZ Laredo, 33 1/3% each of KZZN Littlefield, both Texas, and 40% and 20% respectively, of cattle ranch. Mr. Harpole owns 99.8% of KVOU Uvalde, Tex. Action Sept. 18.

■ Bellevue, Wash.—Bellevue School District #405. Broadcast Bureau granted 89.3 mc, 10 w. Ant. height above average terrain 65 ft. P.O. address: 601 108th Avenue S.E. Estimated construction cost \$3,200; first-year operating cost \$250; revenue none. Principals: Ruth Morrell, president, board of directors, et al. Action Sept. 15.

■ Walla Walla, Wash.—ASWC Radio Committee. Broadcast Bureau granted 88.9 mhz, TPO 10 w. Ant. height above average terrain 58 ft. P.O. address Whitman College, Walla Walla 99362. Estimated construction cost \$7,690.80; first-year operating cost \$1,000; revenue none. Principals: Robert Searfoss, general manager, Associated Students of Whitman College, et al. Action Sept. 11.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, on request of applicant, changed procedural date and postponed hearing to Oct. 7 (Doc. 18529). Action Sept. 9.

■ Hearing Examiner Charles J. Frederick in North Syracuse, N.Y. (WSOQ Inc.), FM proceeding, granted petition by applicant for leave to amend application to supplement survey of community needs; ordered applicant's revised exhibit numbers 3 and 10 identified and received in evidence and ordered hearing record closed (Doc. 18667). Actions Sept. 8-9.

■ Chief Hearing Examiner Arthur A. Gladstone in Searcy, Ark. (Horne Industries Inc. and Tellum Broadcasting Co. of Searcy Inc.), FM proceeding, designated Hearing Examiner James F. Tierney as presiding officer; scheduled prehearing conference for Nov. 16 and hearing for Dec. 14 (Docs. 18989-90). Action Sept. 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Oxnard, Calif. (Albert L. Crain and Raymond I. Kandel), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Oct. 20 and hearing for Nov. 18 (Docs. 18981-2). Action Sept. 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe), FM proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for Oct. 26 and hearing for Nov. 25 (Docs. 18991-2). Action Sept. 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Donaldsonville, La. (Lafourche Valley Enterprises Inc. and Soul Broadcasting Co.), FM proceeding, designated Basil P. Cooper as presiding officer and scheduled prehearing conference for Oct. 27 and hearing for Dec. 2 (Docs. 19004-5). Action Sept. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, on request of applicants, set procedural dates and cancelled Oct. 12 hearing subject to further order of presiding officer (Docs. 18437-8). Action Sept. 9.

■ 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, rescheduled hearing for Oct. 27 (Docs. 18308 and 18793). Action Sept. 9.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, on motion by Pacifica Foundation at Sept. 4 further hearing for continuance of case so that it and National Education Foundation may pursue and complete arrangements looking towards withdrawal of National as applicant and other matters. continued hearing until or about date of final disposition by review board of matters within jurisdiction now under intense preparation by parties applicant (Docs. 18634-5). Action Sept. 8.

■ Hearing Examiner James F. Tierney in Naples, Fla. (Recreation Broadcasting of Naples Inc. and Naples Image Inc.), FM proceeding, postponed Oct. 15 prehearing conference and Nov. 18 hearing without date, to await opportune moment when presiding officer is able to issue appropriate order (Docs. 18961-2). Action Sept. 11.

■ Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Oklahoma (Oklahoma Broadcasting Co., et al.), FM proceeding, postponed Oct. 26 prehearing conference and Nov. 23 hearing, without date, to await opportune moment when presiding officer is able to issue appropriate order (Docs. 18951-5). Action Sept. 11.

Other action

■ Review board in Athens, Tenn., FM proceeding, granted request for extension of time filed Sept. 17 by Athens Broadcasting Inc., extended to Oct. 1, time to reply to exceptions to initial decision (Docs. 17617-18). Action Sept. 11.

Rulemaking petitions

■ Wade B. Sullivan Broadcasting Co., Ozark, Ala.—Request amendment of rules to add ch. 292A to Ozark. Ann. Sept. 15.

■ Robert A. Jones and Kenneth Steininger, La Grange, Ill.—Request amendment of rules to ch. 228A at Titusville; substitute ch. 224A for ch. 229 at Ocala; substitute ch. 228A for ch. 224A at Green Cove Springs, all Florida. Ann. Sept. 15.

Call letter applications

■ Redwood Empire Stereocasters, Santa Rosa, Calif.—Requests KZST(FM).

■ Freeport Broadcasting Co., Freeport, Ill.—Requests WACI(FM).

■ Sioux Falls College, Sioux Falls, S.D.—Requests *KCSF(FM).

■ Advance Inc., San Marcos, Tex.—Requests KRMH(FM).

■ Nathan Hale High School, Seattle—Requests *KNHC(FM).

Call letter action

■ St. Clair County Community College, Port Huron, Mich.—Granted WSGR-FM.

Existing FM stations

Final actions

■ WMDR(FM) Moline, Ill.—Broadcast Bureau extended time to modify CP to Nov. 14 (Doc. 18125). Action Sept. 11.

■ WJMD(FM) Bethesda, Md.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans.; ERP 27.6 kw; ant. height 310 ft. Action Sept. 11.

■ WRLM(FM) Taunton, Mass.—Broadcast Bureau granted license covering use of former main trans. Action Sept. 11.

■ WDAC(FM) Lancaster, Pa.—Broadcast Bureau granted license covering use of former main trans. and ant. for auxiliary purposes only. Action Sept. 11.

■ WLAN-FM Lancaster, Pa.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 76 ft.; conditions. Action Sept. 11.

■ *KASD(FM) Aberdeen, S.D.—Broadcast Bureau granted mod. of license covering change in trans. and ant. Action Sept. 10.

■ KVWO-FM Cheyenne, Wyo.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 3 kw; ant. height 79 ft. Action Sept. 15.

Call letter applications

■ WWPB(FM), Robert W. Sudbrink, Miami—Requests WLYF(FM).

■ WKAT-FM, SJR Communications Inc., Miami Beach—Requests WTMJ(FM).

■ WCHA-FM, Chambersburg Broadcasting Co., Chambersburg, Pa.—Requests WCHM(FM).

■ WQAL(FM) United Artists Broadcasters Inc., Philadelphia—Requests WWSH(FM).

Call letter action

■ WQDC(FM), Habco Inc., Midland, Mich.—Granted WSVF(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WTHI(AM) Terre Haute, Ind., to Dec. 15; WXOK(AM) Baton Rouge to Feb. 1, 1971; WKBX(AM)

Winston-Salem, N.C., to Oct. 26; WCLV(FM) Cleveland to March 1, 1971; *WIPR-TV San Juan, Puerto Rico, to March 11, 1971; *KWTT(TV) Tyler, Tex., to Aug. 13, 1971; WPNS(AM) Hurricane, W.Va., to Feb. 1, 1971; and WPMH(AM) Portsmouth, Va., to Dec. 15. Action Sept. 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WCMS-FM Norfolk and WRAR(AM) Rappahannock, both Virginia, to Dec. 15 and Jan. 15, respectively; KERI(FM) Bellingham, Wash., to Dec. 15. Actions Sept. 11.

■ Bethel Broadcasting Inc., Bethel, Alaska—Seeks mod. of CP to change to 580 khz, decrease power to 5 kw, and install new trans., Bauer FB-5V and operate by remote control. Ann. Sept. 21.

■ K04FU Bieber, Little Valley and Fall River Mills, all California—Broadcast Bureau granted mod. of CP to change frequency of VHF translator from ch. 4 to ch. 6; delete Fall River Mills, Calif., from principal community and make changes in ant. system; change call letters to K06OS. Action Sept. 14.

■ K13JT Hat Creek and Burney, both California—Broadcast Bureau granted mod. of CP to change input ch. of VHF translator to via ch. 6 at Bieber and Little Valley. Action Sept. 14.

■ WHAE-TV Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1971. Action Sept. 15.

■ WSJV(TV) Elkhart, Ind.—Broadcast Bureau granted CP to install auxiliary ant. at new main trans. location; granted mod. of CP to extend completion date to Jan. 16, 1971. Actions Sept. 16.

■ WCCO-TV Minneapolis—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Sept. 16.

■ K12HQ Benkelman, Neb.—Broadcast Bureau granted mod. of CP to change trans. location to in Benkelman near high school building and make changes in ant. system. Action Sept. 14.

■ KRVN Lexington, Neb.—Broadcast Bureau granted mod. of CP to specify additional MEOV's. Action Sept. 11.

■ K13KB McCook, Neb.—Broadcast Bureau granted mod. of CP to correct coordinates and make changes in ant. system of VHF translator. Action Sept. 14.

■ WOTW-FM Nashua, N.H.—Broadcast Bureau granted mod. of CP to change TPO. Action Sept. 14.

■ WCTI-TV New Bern, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 18, 1971. Action Sept. 18.

■ K071W Jamestown, N.D.—Broadcast Bureau granted mod. of CP to change trans. location to lots 5 and 6 block 2, Adkinson and Pannell, addition to city of Jamestown and to make changes in ant. system of VHF translator. Action Sept. 14.

■ KVIL-FM Highland Park-Dallas, Tex.—Broadcast Bureau granted mod. of CP to change trans. and ant., ERP to 100 kw. Action Sept. 17.

■ WSVN-TV Norton, Va.—Broadcast Bureau granted mod. of CP to change ERP to vis. 417 kw, aur. 61.7 kw; change type ant. and ant. height to 1,937 ft. Action Sept. 14.

■ WISS Berlin, Wis.—Broadcast Bureau granted mod. of CP to change D power to 250 w, change from DA to non-directional; change ant. trans. location to unnamed town road, 0.7 mile north of County road V, 1 mile west of County Road A, 2.5 miles southwest of Berlin; change studio location to "to be determined, Berlin, Wis.", operate by remote control from main studio location; change type trans. and make changes in ant. and ground systems. Action Sept. 10.

■ WI0AN Aguadilla, Puerto Rico—Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator. Action Sept. 15.

Other action, all stations

■ FCC issued volume 40 of first series of FCC reports, covering sponsorship identification, equal time, fairness doctrine, and FM frequency allocation prior to July 1, 1965. 1,173 page book (catalog number 1970 O-LT-279-022) is available from superintendent of documents, U.S. Government Printing Office, Washington, D.C. 20402, for \$6. Ann. Sept. 21.

Translator actions

■ Midnight Sun Broadcasters Inc., near Ciam Gulch Store, Alaska—Broadcast Bureau granted CP for new VHF translator to serve Kaslof and Ninihchik, both Alaska, on ch. 8 by rebroadcasting KENI-TV Anchorage, Alaska. Action Sept. 15.

■ Midnight Sun Broadcasters Inc., East Forelands, Alaska—Broadcast Bureau granted CP for new VHF translator to serve Nikishki, Alaska, on ch. 4 by rebroadcasting KENI-TV Anchorage, Alaska. Action Sept. 15.

■ Midnight Sun Broadcasters Inc., Seldovia, Alaska—Broadcast Bureau granted CP for new

(Continued on page 75)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—\$2.00 minimum.
Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.
All other classifications 35¢ per word—\$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Major Southeastern market #1 rated station needs a selling sales manager. Excellent base plus bonus, company paid profit sharing and major medical, hospitalization. Will be 50,000 watts in about 60 days. Send complete resume to Box J-28, BROADCASTING.

FM mgr. needed immediately. Top 3 market. Salary \$30,000 plus bonus. Send resume to Box J-64, BROADCASTING.

Southern Ohio stations need an assistant general manager-sales manager. Must know sales promotion and be able to handle overall station direction. Send resume with references. Box J-91, BROADCASTING.

Ownership given in N.E. station to sales producer who is selected as manager. Box J-224, BROADCASTING.

Help Wanted Sales

Top rated West Florida MOR needs good salesman for good future. Reply to Box J-244, BROADCASTING.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low, KLSS/KSMN. Mason City, Iowa.

Three station group of young broadcasters is expanding again and needs one more aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers with an interest in stations. Start at \$12,500. Must travel for interview at your expense. Call or write Michael Schwartz, 1-203-521-1550, or 998 Farmington Avenue, West Hartford, Conn.

Announcers

First phone. Contemporary MOR medium market. Nice company fringe benefits. \$125 to start. Send tape . . . resume . . . Box J-107, BROADCASTING.

Experienced DJ-announcer. Sports background helpful. Contemporary format. Must know pop music. Virginia city. Send tape, resume. Box J-147, BROADCASTING.

New Jersey MOR seeks experienced announcer who can write local news. For interview send tape and resume to Box J-169, BROADCASTING.

Experienced MOR and top forty announcer for Texas border full time station. Bilingual and sports helpful. Write Box J-179, BROADCASTING.

Pennsylvania fulltimer with easy listening format needs experienced announcer with first phone. Include tape & resume with reply. Box J-195, BROADCASTING.

Rock jock for Rock Mountain contemporary in beautiful city with great climate. Must be sharp on rock, reliable and stable. Tape and resume to Box J-199, BROADCASTING.

South Georgia's most modern contemporary station seeks talented morning man. Must have good voice and be able to take charge of production. We offer the best working conditions and equipment in the south. Send tape, resume and photo to Box J-201, BROADCASTING.

Southern California medium market mod country format needs man who knows and digs country music and can handle production. First required. Tape, resume, photo to Box J-211, BROADCASTING.

New Hampshire daytime . . . announcer to read news, do production. Five days, weekends off. Give complete details, salary requirements. Box J-242, BROADCASTING.

Medium market top 40 has immediate opening for experienced morning man, top ratings, top dollar. Send full resume and tape with air check, production and news, to Box J-246, BROADCASTING.

Announcers continued

New directional, seeking staff. On air around Dec. 1. Need two first phone-combos, and newsmen. All new equipment and production room. Experience preferred. Tapes, resume, and Pix, Manager, KMRN radio, Cameron, Missouri.

We are expanding and need experienced big voiced first ticket dj for contemporary format and news, must be capable of advancing to pd. Lyle Richardson, KUDE, Oceanside, California, 714-757-1320.

First phone announcer with big voice who is able to communicate with Mexican-American community for news department. Must be capable of news gathering, writing, editing. The finest place to live in the U.S. A once in a lifetime opportunity. Contact Lyle Richardson, KUDE, Oceanside, Calif.

Major market east coast rocker searching for night time heavy. Excellent references and stable work record required. Good opportunity for mature and dedicated pro. Send tapes, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. An EOE.

Personality . . . aggressive, thinking, intelligent. Send tape resume to Jeff Kaye, Program Director, WKBW Radio, Buffalo, New York 14209. All references will be checked.

Limited experience? Got a ticket? We'll give you your break. Rush tape and resume to WLOB, Portland, Me. 04101. Call 207-775-2336.

News director—morning dj. Call Mrs. Warren, 315-363-6050, WMCR, Oneida, N.Y.

Immediate opening—1st phone—announcer-newsmen WMIC—Sandusky, Michigan.

Suburban Cleveland MOR needs a professional who knows how to talk with—not at—an audience. We're looking for a showman who can help us pull ratings as high as our downtown competition. Above-average pay, working conditions, plus major-market exposure. Many of our grads are in the top 10. If you're ready, here's your chance. Beginners need not apply. First ticket helpful, but not necessary. Rush photo, tape, resume to: Mike Linder, WPVL, 1 Radio Place, Painesville, Ohio 44077.

Expanding our staff. Good voice with first phone wanted by newspaper affiliated MOR AM-FM stereo stations located in Indiana's lake region. WRSW AM-FM, Warsaw, Indiana 46580. Dial 219-267-3111.

Afternoon drive man for adult MOR station. Professionals only. At least three years commercial radio experience and super production ability. Send air check, complete resume and salary requirements, to Budd Clain, P.D. WSPR, Springfield, Mass. 01103. An equal opportunity employer.

1st phone . . . heavy weight network . . . MOR station resort Florida . . . afternoon drivetime . . . great opportunity . . . for stable family man . . . good pay . . . fringe benefits . . . 305-278-1420.

Small market radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person. Send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41472.

Wanted—announcer—lower Rio Grande Valley.—Contact Edgar Clinton, 345 South 7th, Raymondville, Texas.

3rd phone, immediate opening, southeastern NY state 50,000 watt FM easy listening format. Send tape, resume & photo P.O. Box 511, Beacon, N.Y. 12508.

Technical

Chief engineer—Low pressure job in adult oriented station. Best suited to an older man who knows how to keep a small station perking and wants a congenial adult atmosphere. Box J-2, BROADCASTING.

Chief engineer for AM directional \$13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to supervise good engineering staff. Send resume, references and recent picture to Box J-193, BROADCASTING.

Technical continued

Southeastern AM-FM-TV station offers above average salaries for engineers experienced in AM-FM-TV operation and maintenance. First class license necessary. First class engineer without experience will be considered. Reply must be complete with references, photograph and salary requirements. Reply Box J-194, BROADCASTING.

Southern California medium market mod country station needs chief engineer who can pull a board shift. Only top men need apply. Tape, resume to Box J-212, BROADCASTING.

Central Massachusetts station wants capable engineer with opportunity to be in charge of chain of stations. Box J-225, BROADCASTING.

New owners, new plant soon under construction, need engineer, announcer in the only AM station, non-directional, in Temple, Texas. Must have common knowledge of electronics and run a tight contemporary top-40 board. Contact Don Chaney, KTEM Radio, Box 1230, Temple, Texas 76501.

First phone man for transmitter WAMD, Aberdeen, Md. 21001.

Immediately. Chief engineer. Light air work. Capable installation, maintenance. What are your salary requirements if you qualify? Complete details first letter. P.O. Box 8901, Richmond, Virginia.

Wisconsin ABC affiliate; maintenance engineer, copy, production; play-by-play sports helpful. Fringe benefits, attractive modern facilities. Phone 715-258-5528.

Personnel wanted—Broadcast transmitter test and field engineer. CCA Electronics has immediate openings for men with experience with broadcast transmitter and radio station operation. These people will immediately be used in testing CCA broadcast transmitters and after properly trained will serve in the capacity of field service engineer as well as maintaining a percentage of their activities in the factory testing and engineering activities. Salary commensurate with experience. Send resume to the attention of Bernard Gelman, Technical Customer Liaison, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, N.J. 08030, or apply in person.

News

Newsman with some experience. Must be able to write and air radio news in station awarded all top outstate news honors 1970; rated #1 in non-metro market. Send resume and tape to Gary Schmieding, KHMO, Box 711, Hannibal, Mo. 63401.

KRVN has immediate openings for morning news man, and evening DJ. Farm station going to 50,000 watts. Light contemporary music. Require experienced men. Send complete resume, tape and salary to manager, KRVN, Lexington, Nebraska 68850.

Award winning, news-dedicated east coast rocker expanding news operation has opening for reliable, mature professional. Excellent references required. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. An EOE.

Professional newsmen, mature, able to gather, write & deliver news in small but growing market. Good living and working conditions. WETT Radio, Box M, Ocean City, Md. 21842.

News director—morning dj. Call Mrs. Warren, 315-363-6050, WMCR, Oneida, N.Y.

Major market group looking for heavy sounding news men to fill positions in Denver and Kansas City. Must be able to dig, write and report on air. Mobile news experience helpful. Send air check, resume with salary requirements to J. T. Moran, News Director, 7075 West Hampden Ave., Denver 80227.

Newsman for 50 KW radio and 3-station TV network in western Colorado. Only dedicated, mature, and professionally sounding people need apply. Join 4-man news team. Permanent position. Contact Barry Thompson, News Director, 1-303-242-5000.

Programming, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Programing, Production, Others continued

Copywriter and production. Sports play-by-play or maintenance helpful. Pepper-lanner production library. Fringe benefits, attractive modern facilities. Wisconsin year-round sports area. Phone 715-258-5526.

Need a full-time, sales-oriented, imaginative person experienced in A/V communications to create effective product promotional programs, background in copy writing and sales promotion desired. Resume in confidence to Norden Laboratories, Inc., Personnel Department, P.O. Box 80809, Lincoln, Nebraska.

Station executive, well-organized, and experienced in administration and programing, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

Situations Wanted Management

Seeking challenge, as general mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programer w/ #1 track record looking for organization ready to make money. Southwest or South. All size markets considered. Box J-15, BROADCASTING.

Attention station owners: Three men presently employed in major Eastern market seek association with a station interested in Christian format. Work as a team—chief engineer, operations manager and sales manager. Will consider any location. If interested in a good team, write Box J-78, BROADCASTING. All replies held in confidence.

Gen. mgr. offers the winning combination. Hard work, dedication, experience, and honesty plus a desire to make money. 13 years experience covers all markets, all formats. Heavy sales. Excellent references. Presently employed. . . . Box J-137, BROADCASTING.

Young aggressive general manager wants to join station or station group in management-sales. Employed in metro area of large market. Married. Check my background! Box J-140, BROADCASTING.

Manager—heavy sales success—program rating success—a real trouble shooter.—if you have signal—I'll solve the problem—top 40 my number—write Box J-155, BROADCASTING.

Happily married, 33, dedicated, extremely reliable, drive time P.D. wants assistant management in larger market, with opportunity to really learn inside of radio! Box J-209, BROADCASTING.

Combination sales manager and manager. Highly successful in developing sales and sales staff. Considering change. Medium market. Midwest or southwest. Want big potential based on performance. Box J-223, BROADCASTING.

Prudigious producer proposes position with west coast firm seeking account executive, 33, 12 years all size markets, profitious pluses, B.A., management, P.R., references. Box J-227, BROADCASTING.

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

Young positive attitude pro wants small to medium market management challenge, or major market sales with advancement. Leader with complete knowledge in management, sales and programing. Billing incentives and/or stock options. Box J-233, BROADCASTING.

Experienced—9 years in all phases of broadcasting. Ready for management, small or medium market. Good sales and sales management record. Box J-234, BROADCASTING.

Business services—personnel manager—young executive currently on corporate level with group station in Washington, D.C., 10 years broadcast experience. Will relocate. Call John Hanson, (202) 686-3133.

Country music, radio station builder manager, 20 years experience, top notch reference. Call 919-488-6683 after 9 p.m. or purchase of radio station.

Southeast only! 16 years management, sales, programing. First ticket. 36, married. Drew, 614-964-4471.

Sales

8 years broadcasting exp., 5 with major agency, 3 with national TV reps. Seeking local sales/sales mgr. position. Box J-238, BROADCASTING.

Announcers

Young, S.F. pro-trained. Married, no kids. Will relocate in western U.S. Box J-200, BROADCASTING.

Announcers continued

Best, funniest, most talented contemporary jock you ever heard is now available. Eleven years experience in getting No. 1 audiences. Mature, dedicated, available only to top markets. Box J-204, BROADCASTING.

Combo: Sportscaster/morning man, or just sports. 2 1/2 years experience. Seeks New York or Northeast. Box J-205, BROADCASTING.

Let me build your sports rating, play-by-play tv-radio. 12 years experience. College graduate; married, family. Box J-213, BROADCASTING.

Experienced, mature announcer w/first phone wants to come to Maryland or Delaware. C/W, MOR, good music. Interested in sales. Write Box J-221, BROADCASTING.

Top 40, 4 years experience, third, veteran. Box J-222, BROADCASTING.

Modern C&W, first phone, 5 years experience, some sales. Looking for good stable station. Box J-228, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-229 BROADCASTING.

Stable, tight board rock jock or upbeat MOR man. Broad knowledge of music and broadcasting. No prima donna. Associate degree, solid two years experience, all phases. Good product. Want professional atmosphere. Salary requirement \$120 per week. Available now! Call 414-873-7386, or write Box J-230, BROADCASTING.

Disjockey-newscaster. Experienced, creative, tight board, versatile, aggressive, third endorsed. Box J-236, BROADCASTING.

Disc jockey and newscaster with good voice is looking for a job. Willing to work very hard, have experience, will send tape to you. Also have knowledge of tight board. Box J-239, BROADCASTING.

No ticket, will travel. Young experienced English heavy voice, good production, N.Y.C. school grad, tape resume available. Box J-243, BROADCASTING.

Looking for a major market station with progressive outlook—I have over three years experience, do creative production looking to do creative air-shift. Call 219-743-4611.

7 yrs radio/tv personality; midwest, resume, avail. Oct. 4, R. L. Jung, Rt. 2, Lawrence, Mich. 49064, 616-674-8581.

First phone with B.A. degree and year and 1/2 experience available now. Contact Harry Harrison 817-274-7898. Single and draft deferred.

M.A. young, married, very ambitious, experienced. Wants announcing/production spot. Prefer east coast. Call Steve: 518-785-9941.

Contemporary radio . . . 12 years experience, three as pd . . . now leaving (my decision) pd position at #1 station. Background includes host of tv dance party, promoter of over 30 stage shows, mostly rock . . . Excellent personal and credit references will be included with my tape and resume. 30 years old, married, two children. Three years in present market. First phone with complete engineering knowledge. What are your programing/dj requirements? I am interested. Ron Brandon . . . 7514 Dondor Road . . . Richmond, Virginia . . . 703-270-6638.

1st phone soon . . . 3rd endorsed now . . . broadcast school grad, public contact experience, 2 yrs college, stable young family man . . . Detroit area preferred, but will consider all opportunities. Call Pete 313-581-5316.

Seeking job anywhere in U.S. Broadcast school graduate. Three months experience. Versatile. Dependable. Prefers MOR, but will do any type of format. 380 Melmore Street, Tiffin, Ohio 44883. Phone (419) 447-4686.

Quality good-music pro. First phone. 15 years all markets. Married, stable. Adult sound, AM or FM. Write directly: 24 Willoughby, Fort Wayne, Ind. 46806. All letters acknowledged.

Bill Drake—I'm ready to become a Drake jock! Ken Goodman, 40 Liberty Street, Monticello, New York 12701.

Strong rock jock with first looking for medium market afternoon drive or nighttime teen slot. Former production director and M.D. Good 18-49 numbers, very tight board. Last 2 1/2 years in top twenty markets. Call Bob Marshall, 1-612-722-5106.

Southeastern states and west coast, 27, single, unattached, broadcast school trained beginner, 3rd endorsed, 2 years college, veteran. Will relocate at own expense immediately for good C&W, MOR, news start. Dennis Heine, 9730 S. Millard, Evergreen Park, Ill. Tel.: (312) GA 2-8474.

Experienced 3rd desires station in Southeast Texas. Hank Gupton, Baytown, Texas, 713-427-6026.

Announcers continued

Eager! Willing to work—enthusiastic! Ready for top 40, rock, news-educated! Broadcast grad, experienced! Nine months on air, single, will relocate. Available now. That and more. Phone Bernie Grace, 1-603-763-5934.

All markets, all states! Dependable, hard-working broadcast school grad; 3rd endorsed. Public speaking/writing experience, B.A. plus grad school, 27, married. Available for immediate employment as your announcer/newsman. Mitch Altschuler, 120 De Haven Dr., Yonkers, N.Y. 10703.

1st phone with experience, contemporary personality, dependable, excellent references. Available immediately. Call 714-234-4966, or write: c/o R. Dare, 3825 Birch St., San Diego, Calif. 92113.

4-year pro, first ticket, good voice. Available immediately, full or part-time. S.F. Bay area only. Any format, 707-795-4455.

Professionally trained announcer, 1st phone, 5 years exp., top forty or C&W. Former program director, seeking stable position, draft-exempt. Southeast. Sonny George, 305-855-1617.

Top rated pop dj seeks gainful work anywhere in Colorado. Flexible work profile. Have done it all. Prefer top 40 dj assignment. Excellent references furnished by present employer. Reasonable compensation is all I expect. Write, wire, or phone Bud McMurray, 400 Riverview, Logansport, Ind. 46947, 219-732-1766.

Anyone east of Mississippi, humor or straight, MOR or rock, 5 yrs. experience, Navy fini, 3rd ticket, single. 301-926-6695.

Technical

Automation specialist. Seeks managerial or group chief challenge. Box J-51, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box J-184, BROADCASTING.

First class transmitter engineer, dependable, with 14 years experience in maintenance, construction, design, and supervision, seeking career opportunity with heavy responsibilities. Box J-214, BROADCASTING.

Chief engineer, announcer wants position in East. Full maintenance and program duties. Twelve years. Box J-237, BROADCASTING.

Qualified engineer seeking position in Ohio or surrounding areas. (216) 688-2395.

First class FCC license. No experience. Looking for job in technical field. Will relocate anywhere. Write Greg Crossman, 1320 O'Dell St., Bronx, N.Y.

News

13 years, college degree, want air shift, mild climate. Box J-124, BROADCASTING.

News director, topnotch leader, organizer, and professional newsmen. 31, degree. Seeking meaningful, enduring change. Major markets. Box J-202, BROADCASTING.

Masters in Political Science, 2 yrs. experience, seeks good news opportunity; can also do sports. Call 715-424-2386 after 5, or write 1711 6th Street South, Wisconsin Rapids, Wisconsin.

Good commercial/news delivery is yours if you'll give a 3rd phone trained beginner a chance. Reliable 25-year-old family man, military completed. Will relocate. Paul Dalton, 392 Chatham Drive, Fairborn, Ohio, 513-879-3517.

DJ/newscaster, 28, MOR or top 40. Northeast only. College grad. 5 years experience, third endorsed. Strong on news and production. Tight board. Articulate, versatile. Dependable, dedicated worker. Rated #1 last station. Excellent references. Available immediately. Phone 201-376-6835. Write Dick Sherman, 66A Lakeside Drive, Millburn, N.J. 07041.

Third phone college graduate, B.A. English, broadcast training, military completed, seeks radio and/or tv news opportunity. Have journalistic experience. Will relocate. J. Heitz, 26 Harman Terrace, Dayton, Ohio 45419. (513) 293-3463.

Actualities, wrapped in ear catching stories, delivered newsmen who produces on "slow days" too. News dedicated, community oriented. Join your team or lead it. Joe Healy, (303) 542-9737, 9 a.m.-noon (mdt.), Mon.-Sat.

Programing, Production, Others

Superman program director now available, from top station in top market . . . a proven, fantastic rating getter. Only top fifty market, contemporary stations need apply. Box J-203, BROADCASTING.

Situations Wanted

Programing, Production, Others

continued

Production manager of large state ETV network seeks director of production/operations or similar position. Fourteen years experience in ETV/commercial; color, film, remotes. M.A. telecommunications. Teaching credentials. CPB/SEN credits. Presently administer and supervise large, complete production staff, plus producing and directing specials. Growth potential is primary consideration. Prefer west coast, but will consider any location if position is right. Box J-210, BROADCASTING.

Major play-by-play experience, seeks new challenge. Box J-235, BROADCASTING.

Immediately, top 15 market P.D., 8 years experience first phone, college, knows music, sports, news, promotion. Draft deferred. Presently top 40, would prefer MOR. Looking for personality position not time-temp. Salary negotiable. Will accept P.D., production, or jock. Excellent references. Steve Warren, 900 Peachtree Rd., Apt. D, Claymount, Delaware.

Television Help Wanted

Management

Director of marketing for broadcast service business seeking to expand list of television clients. Chicago base. Limited travel. \$35,000.00 salary and incentive. Contact Box J-65, BROADCASTING. Completely confidential.

Vice President operations for a 200,000 home system under construction—subsidiary of MSO. \$25,000 per annum to start. Send resume to Chairman, P.O. Box 968, Alachua, Florida 32615.

Announcers

Wanted: Weatherman-reporter, strong on-air weather presentation. Meteorology background helpful. Opportunity in medium Pacific Northwest market. Moving into new studio facilities. Send photo, tape, and resume. Reply to Box J-161, BROADCASTING.

Technical

First class engineer, strong on maintenance, for Carolina VHF station. Ampex VTRs and complete color facilities. Excellent fringe benefits including profit-sharing. Box J-206, BROADCASTING.

We need a studio engineer for an operating and light maintenance shift in Ski Country, U.S.A. Experience with Ampex VTR and G.E. Color is desirable. Send resume to Chief Engineer, KKTU, Box 2110, Colorado Springs, Colorado 80901.

All color VHF station needs technician/operator. Learn and work with the latest solid state equipment. Experience desired but will consider training ambitious beginner. Contact Bob Swayze, Chief Engineer, WJRT-TV, P.O. Box 12, Flint, Michigan 48501 or call 313-239-6611. An equal opportunity employer.

Studio maintenance engineer for NYC-UHF station. Must be thoroughly experienced and familiar with GE & AMPLEX color broadcast equipment. Union scale with salary commensurate with experience. Send resume to: Fred M. Samuel, Chief Engineer, WXTV Channel 41, 641 Main St., Paterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

Audio-Video engineer for new educational electronic music and videotape studio. Must have experience and be able to make repairs to professional audio and helical scan V.T.R.'s. Apply Howard White, Director of Audio-Visual Services, Oberlin College, Oberlin, Ohio 44074.

News

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-380, BROADCASTING.

Central New York television station has an immediate opening for strong on air personality with news background. Must be able to hold down number two position on strong news team. Send resume and VTR or audio tape and photo to Program Manager, WKTV, P.O. Box 2, Utica, N.Y. 13503. An equal opportunity employer.

Programing, Production, Others

Promotion director for major northeast VHF. Looking for ambitious man on the way up. Experienced in all phases of promotion. Box J-245, BROADCASTING.

Programing, Production,

Others continued

Producer/director, top 10 market, group owned station. Must be exceptionally strong in direction of major newscasts. Equal opportunity employer. Box J-247, BROADCASTING.

Production manager, for active PTV station. Degree and minimum four years experience all phases live, film, VTR production; good administrator. Contact Mr. Ayers, WDCN-TV Nashville, (615) 292-6605.

Wanted: Continuity director for key NBC outlet in capital city. Must be thoroughly familiar with all department functions and must be strong on development of creative commercials. Good salary plus company benefits. Write Jack Hoskins, Program Manager, WICS TV, 2680 East Cook, Springfield, Illinois.

Immediate opening for experienced producer-director. If you want a creative challenge with a station that still believes in live programing . . . then we want you. If you have a wide range of experience and think of yourself as ready to move up, send us complete details, including references we can contact, in your first letter. We're a full color VHF CBS network affiliate in an exciting, growing, cosmopolitan market. Write Tom Jones, Director of Operations, WJIM Television, Lansing, Michigan. If you're really anxious, call (517) 372-8282.

Television

Situations Wanted Management

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Executive material. 25 years broadcast experience. Strong sales, account development, programing, personnel management. Interested relocating Nov. 1. Top 100 TV markets preferred. Box J-241, BROADCASTING.

Broadcaster with operations and engineering background desires full management responsibility. Experienced in planning, budgeting, construction, procurement, staffing and operations. Box 90202, Atlanta, Georgia 30344.

Technical

Former director of engineering and operations desires return to broadcasting. Experience in VHF, UHF, construction, remote and live color (ten years). Box J-208, BROADCASTING.

Experienced and progressive chief engineer desires change, well versed in AM, FM, VHF, UHF, color and remotes. Box 90202, Atlanta, Georgia 30344.

News

News director, now at network O&O in top five market. More awards than other stations in town combined. Wants return to smaller market, hopefully in midwest. Top references from present employer. Box J-149, BROADCASTING.

T.V. news director, aggressive, award winner. Eighteen years experience in radio-TV news. Successful anchorman, non-drinker, married. Now in midwest major market. Box J-150, BROADCASTING.

Journalism graduate, B.A., seeks position with small aggressive UHF news staff. One year experience in TV news. Draft deferment. PDE member. Hard worker, creative. Specialties—documentary production. Box J-162, BROADCASTING.

Anchor man, reporter experienced professional. Currently employed as a network Editor/producer. Want anchor slot. Box J-183, BROADCASTING.

TV field reporting job sought by newsmen with over four years experience in radio news. Presently news director of 4-man staff. College grad (BA); 25; single. Have the reporting ability, presence and voice to make transition to TV. Box J-186, BROADCASTING.

Solid news background. Anchor, director or combination. News is my business. Is it yours? Box J-188, BROADCASTING.

News or sports—College grad. (varsity athlete), 25, single, draft deferred. Combined commercial newspaper, radio and TV experience, full or part time, since 1965 (top 100 market properties). Northern Midwest, Midwest or East. Available now. Box J-207, BROADCASTING.

Programing, Production, Others

Production manager, producer-director, 12 years experience in commercial and educational TV, seeks challenging position. Excellent organizational skills, innovative and creative. Strong in documentaries. Box J-177, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

We will pay you cash, top \$\$ for 45's, LP's and tapes. Call LO7-6310, M. W. Hellen, 15 N. 13, Philadelphia, Pa. 19107.

Wanted: used UHF TV transmitter 12.5 KW or up. Box J-167, BROADCASTING.

Need microwave sound duplexing equipment RCA TSD-2B. Also, wave guide switches, couplers, and adapters for RCA TVM-1C. Box J-189, BROADCASTING.

120 to 130 foot galvanized FM tower. Self supporting or guyed. Also stereo STL system. Contact Lyle Richardson, KUDE, Oceanide, Calif.

University ITFS, 2500 MHz system, seeks donation of 2 Monochrome broadcast cameras, RCA TK-60's, American MK-4's, or GE 4PE20's. Box J-217, 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.

Turbo-jet electric cars—new-exciting Christmas promotion! \$79.50 each. For every 6 you get one free! Exclusive market protection. S.O.S. 270 North Crest Rd., Chattanooga, Tennessee. Phone 404-866-3855.

Large mobile bus with (2) marquee type signboards and interchangeable letters, 2 AC generators, 10-KWT 3500 watt pushbutton start. Ideal for any promotionally minded radio or TV station. \$3,500.00. American Searchlight Co., 1660 East 55th, Cleveland, Ohio 44103. Tel. A.C. 216-321-1795, Morton T. Myers, President.

RCA BN-16A transistorized #1B portable remote amplifier; four mike channels, remote line and separate PA outputs, VU meter, A.C. line or battery operation. Mini condition. \$350.00 or best offer. Box J-156, BROADCASTING.

1 Model 600 Fairchild Conax, \$250.00; 1 Model 1024 Magnecord stereo recorder, just like new, mounted in wood grain case, \$600.00; 1 Andrews 4-bay V-antenna, tuned to 96.3 mc., plus 400 feet rigid 1 1/2 coax, and assorted fittings. Make offer, or will consider trading for equal value. Box J-231, BROADCASTING.

Ampex 351 and 300 parts and head rebuilding service. Loan recorder available while repairing yours. All parts in stock. New and used equipment for sale. Accurate Sound Company, 1311 West Beauregard, San Angelo, Texas.

CATV complete 10 channel head-in equipment, \$1,000. 10 Conrac AV12E receivers, 10 Ameco ATSS II modulators, 2 Conrac MCU receivers, 2 Ameco CN12 distribution panels, 2 Blonder-Tongue UC-3 UHF converters, 10 Ameco BP-2 bandpass filters. All equipment used less than one year. Stanley Pope, 511 Washington Street, Cramerton, N.C. 704-824-1883.

HJ7-50 Andrews Heliax 1 1/2" air coaxial transmission cable, jacketed, 10,000 feet available, 5 2000' reels, perfect surplus test reports, available 50% of factory price; can be cut to order at tremendous savings; brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

Unused Tapecaster model 700-RPS and four tapes. \$650.00. Sol Schechter, Box 614, Kinston, N.C. (919) 527-0181.

Hewlett Packard 200AB oscillator, \$85. 400DR VTVM, \$125. Excellent, recent calibration. Nicholas, 4200 Blackthorne, Long Beach, Calif. 90808.

Ampex AG-600. Used only in home. Like new. 1 1/2 years old, \$525. 713-622-6523.

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Instructions

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Instructions continued

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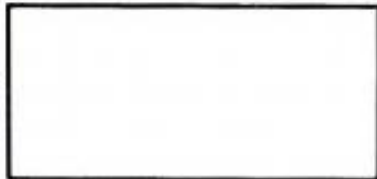
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Replies confidential

(Continued from page 69)

VHF translator to serve Homer and Seldovia, both Alaska, on ch. 12 by rebroadcasting KENI-TV Anchorage, Alaska. Action Sept. 15.

■ Midnight Sun Broadcasters, near Stariski, Alaska—Broadcast Bureau granted CP for new VHF translator to serve Happy Valley and Anchor Point, both Alaska on ch. 3 by rebroadcasting KENI-TV Anchorage, Alaska. Action Sept. 15.

■ K13J1 Flagstaff, Ariz.—Broadcast Bureau granted CP to make changes in ant. system. Action Sept. 11.

■ Community Television Project, Globe, Ariz.—Broadcast Bureau granted CP for new UHF translator to serve Globe-Miami, Ariz., on ch. 67, by rebroadcasting KAET(TV) Phoenix. Action Sept. 10.

■ K06GK Bieber, Little Valley and Fall River Mills, all California—Broadcast Bureau granted CP to change from ch. 6 to ch. 4; change call letter of VHF translator to K04GG. Action Sept. 14.

■ K05DQ Burney, Calif.—Broadcast Bureau granted CP to change principal community of VHF translator to include McArthur and Fall River Mills, both California; change trans. location approximately 500 ft. to top of Mt. Haney, Calif.; change trans.; make changes in ant. system. Action Sept. 14.

■ K03AW Glenwood Springs, Colo.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system. Action Sept. 11.

■ K03AW Glenwood Springs, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translators to KBT(TV) Denver. Action Sept. 8.

■ Rio Blanco County TV Association, Meeker, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Buford and Upper White River rural area, both Colorado, on ch. 10, by rebroadcasting KCPX-TV Salt Lake City. Action Sept. 14.

■ K11BB Hot Sulphur Springs, Colo.—Broadcast Bureau granted license covering operation of VHF translator at Hot Springs. Action Sept. 16.

■ Boulder TV Association, Boulder, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Boulder on ch. 10, by rebroadcasting KRTV(TV) Great Falls, Mont. Action Sept. 10.

■ Blacktail TV tax district, Polson, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Big Arm, Elma, Dayton and Rollins, all Montana on ch. 5 by rebroadcasting KXLY-TV, Spokane, Wash. Action Sept. 10.

■ University of New Hampshire, Conway, N.H.—Broadcast Bureau granted CP for new UHF translator to serve Conway and North Conway, both New Hampshire on ch. 70 by rebroadcasting WENH-TV Durham, N.H. Action Sept. 11.

■ W05AP Murphy, N.C.—Broadcast Bureau granted license covering new VHF translator. Action Sept. 11.

■ K02DV O'Brien Cave Junction and Bridgeview, both Oregon—Broadcast Bureau granted CP to change trans. location to Woodcock mountain, 3 miles southwest of Cave Junction, and to make changes in ant. system of VHF translator. Action Sept. 14.

■ K73AE Redmond, Ore.—Broadcast Bureau granted CP to change type trans.; increase output to 100 w and make changes in ant. system. Action Sept. 8.

■ K81AW and K79AJ both Redmond, Prineville and Madras, all Oregon—Broadcast Bureau granted CP to make changes in ant. systems of UHF translators. Action Sept. 8.

■ K12DA San Juan county, Monticello and Blanding, all Utah—Broadcast Bureau granted CP to change frequency from ch. 12 to ch. 13; change type trans. of VHF translator. Action Sept. 14.

CATV

Applications

■ Merced, Calif.—General Electric Cablevision Corp. seeks distant signal of KTXL(TV) Sacramento, Calif., to Merced (Fresno, Calif., ARB 90). Ann. Sept. 17.

■ South Haven and South Haven township, both Michigan—GT&E Communications Inc. seeks distant signal of WTTW(TV) Chicago to South Haven and South Haven township (Grand Rapids-Kalamazoo, Mich., ARB 42). Ann. Sept. 17.

Final actions

■ KWE-23 Ketchikan, Alaska—Cable Television Bureau granted license covering permit to change trans. Action Sept. 15.

■ Hawaiian Cable Vision Corp., Lahaina, Maui, Hawaii—Cable Television Bureau granted CP for new relay station to bring KIKU-TV Honolulu to Lahaina; trans. location; approx. .6 mile due south of state highway 37 and 2 miles south southwest of Keokea on island of Maui, Keokea, Hawaii. Action Sept. 9.

Wyo.	small	fulltime	70M	nego	Mich.	small	daytime	195M	65M
Miss.	small	daytime	69M	nego	South	small	CATV	22.5M	cash
N.M.	small	fulltime	110M	29%	Idaho	medium	daytime	200M	29%
MW	suburb	daytime	500M	29%	N.Y.	medium	FM	459M	29%
East	metro	FM	90M	29%	MW	metro	(2) FM	205M	nego

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■ **WDM-28** Mayfield, Ky.—Cable Television Bureau granted CP for new relay station to bring WBM-TV, WLAC-TV, WSIX-TV, all Nashville, to Mayfield; trans. location: existing Murray Cablevision tower at south edge of Murray, Ky. Action Sept. 11.

■ **WDM-24** Woodward, Okla.—Cable Television Bureau granted CP for new relay station to bring KETA(TV) Oklahoma City to Woodward; trans. location 4 miles southeast of Seiling, Okla. Action Sept. 9.

■ **KOU-30** Conway and Myrtle Beach, both S.C.—Cable Television Bureau granted license covering CP for new relay station and change ant. system. Action Sept. 9.

■ **KUX-85** Myrtle Beach, S.C.—Cable Television Bureau granted license covering permit for new relay station. Action Sept. 9.

■ **KOU-47** Conway, S.D.—Cable Television Bureau granted license covering permit to delete frequency 12800-12825 and change ant. system. Action Sept. 9.

■ **WDM-23** Parkersburg, W.Va.—Cable Television Bureau granted CP for new relay station to bring WBOY-TV Clarksburg, WDTV(TV) Weston, WTRF-TV Wheeling, all West Virginia, to Parkersburg; trans. location: south of US Rt. 50, 1 mile on Wood-Ritchie county line, Sand Hill, W.Va. Action Sept. 9.

■ **WDM-26** Parkersburg, W.Va.—Cable Television Bureau granted CP for new relay station to bring WSAZ-TV Huntington, W.Va. to Parkersburg; trans. location 1.5 miles northwest of Windy on Limestone Hill, W.Va. Action Aug. 9.

Actions on motions

■ **Hearing Examiner Frederick W. Dennison** in Sharon, Hickory township, and Sharpville, all Pennsylvania (Shenango Cable TV Inc.), CATV proceeding. Ordered respondent to distribute testimony in written form to all parties and to hearing examiner on or before Sept. 18. Hearing will proceed as scheduled on Sept. 23 (Doc. 18911). Action Aug. 10.

■ **Hearing Examiner Charles J. Frederick** in Wilkes-Barre, Pa. (Teleservice Co. of Wyoming Valley) CATV proceeding. granted motion by Taft Television Corp., licensee of WNEP-TV Scranton, Pa., and made Taft party to proceeding (Doc. 18923). Action Sept. 10.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding. designated Hearing Examiner Forest L. McClennig to preside in matter in lieu of Hearing Examiner David I. Kraushaar (Doc. 18779). Action Sept. 8.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Berwick, Foundryville and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding. designated Hearing Examiner Frederick W. Dennison as presiding officer; scheduled prehearing conference for Oct. 27 and hearing for Dec. 2 (Doc. 18986). Action Sept. 14.

■ **Hearing Examiner Jay A. Kyle** in Santa Cruz, Calif. (Teleprompter of Santa Cruz Inc.), CATV proceeding. rescheduled hearing for Oct. 20. (Doc. 18914). Action Sept. 11.

■ **Hearing Examiner Forest L. McClennig** in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding. scheduled further prehearing conference for Sept. 21 (Doc. 18779). Action Sept. 11.

■ **Hearing Examiner Herbert Sharfman** in Pine Grove, Pa. (Pine Grove TV Cable Service), CATV proceeding. terminated hearing and certified case to commission (Doc. 18926). Action Sept. 8.

Other actions

■ **Review board** in Hyde Park, N.Y.—CATV proceeding. granted motion for extension of time, filed Sept. 16 by New York Telephone Co., extended to Oct. 5 time to reply to exceptions to initial decision (Docs. 17441, 18525, 18620, 18623-24 and 18750). Action Sept. 18.

■ **Review board** in Hazleton, Pa.—CATV proceeding. denied petition for reconsideration filed June 26 by Service Electric Cable TV Inc. (Docs. 18193-18195). Action Sept. 16.

Ownership changes

Applications

■ **WOGO(AM)** New Smyrna Beach, Fla.—Seeks assignment of license from Radio New Smyrna Inc. to William Henry Brown for \$40,000. Sellers: A. J. McCreery, vice-president-secretary, et al. Buyer: William Henry Brown. Mr. Brown holds interest in WWBC(AM) Cocoa, Fla. Ann. Aug. 7.

■ **WPKM(FM)** Tampa, Fla.—Seeks sale of stock of Technico Leasing Inc. from Don E. Hofmann (33 1/3% before, none after) to T. C. Brewer (none before, 33 1/3% after). Consideration: \$3,330. Ann. Sept. 4.

■ **WRTG(FM)** Thomasville, Ga.—Seeks assignment of CP from Robert P. Singletary and Logan M. Lewis to Thomasville Broadcasting Co. for 100 shares of stock. Principals: Robert P. Singletary, chairman of board. Logan M. Lewis, vice president (each 35%). Emery T. Evans Jr., presi-

dent, and Lem Jay Clark, Jr., secretary-treasurer (each 15%). Messrs. Clark and Evans own 60% and 40%, respectively, of WLOP-AM-FM Jesup, Ga. Mr. Singletary owns tire sales firm and 33 1/3% and 6% of investment and small loans firms, respectively. Mr. Lewis owns 50% of horse breeding concern and 25% of auctioneering firm. Mr. Clark is vice president of WLOP(AM) Thomasville, Ga. Ann. Aug. 7.

■ **WAYX(AM)** Waycross, Ga.—Seeks transfer of control of Radio Station WAYX Inc. from Bettie Williams Mayo, Eva Williams Jenison and First National Bank of Columbus (Ga.), as executors of Allen M. Woodall estate (jointly 100% before, none after), to Pioneer Broadcasting Corp. (none before, 100% after). Consideration: \$200,000. Principals of Pioneer: Pioneer Airlines Inc., 100%. Pioneer Airlines: A. L. Wheeler, president (16.7%), et al. Mr. Wheeler owns 24% of WHTT(TV) Wilmington, N.C., is lawyer and owns Pennsylvania Telephone Co. Ann. Aug. 7.

■ **WJPF(AM)** Herrin, Ill.—Seeks assignment of license from Egyptian Broadcasting Co. to Greentree Broadcasting Co. for \$307,000, subject to adjustments. Seller: Robert A. Ferrari, et al. Buyers: Charles D. Powers (45%), Percy Faith (10.384%), et al. Mr. Powers has 50% interest of Century Broadcasting Co., licensee of KEXO(AM) Grand Junction, Colo.; Mr. Faith is music composer. Ann. Sept. 14.

■ **WESY(AM)** Leland, Miss.—Seeks transfer of control of Miss-Ark Broadcasting Co. from Joseph S. Zuccaro (100% before, 33 1/3% after) to A. E. Zuccaro and Marie Z. Perkins (none before, each 33 1/3% after). Consideration: \$52,000. Principals: Mr. Zuccaro owns 12.44% of WNAT(AM) and WQNZ(FM) Natchez, Miss. Messrs. Zuccaro and Perkins each own 25% of oil and coal concern. Ann. Aug. 7.

■ **WINR(AM)** Binghamton, N.Y.—Seeks assignment of license of Binghamton Press Inc. from Gannett Inc. to WUNI Inc. for sum not exceeding \$330,000. Sellers: Frank E. Gannett Newspaper Foundation Inc. (34.6%), et al. Seller owns WHEC-AM-TV Rochester, N.Y., W DAN-AM-FM Danville, Ill., and WEZY-AM-FM Cocoa, Fla. Buyer: Peggy Stone Gilbert, sole owner. Miss Gilbert has interest in Stone Representatives Inc., national radio sales representative. Ann. Sept. 14.

■ **WKBO(AM)** Harrisburg, Pa.—Seeks assignment of license from Keystone Broadcasting Corp. to Harrae Broadcasters Inc. for \$500,000. Sellers: John F. Steinman, chairman of board, et al. Mr. Steinman has interests in following: WGAL-AM-TV Lancaster, Pa.; WTEV(TV) New Bedford, Mass.-Providence, R.I.; WDEL(AM) Wilmington, Del.; WEST(AM) and WORK(AM), both Easton, Pa. Buyer: Michael M. Rae, president-treasurer, sole owner. Mr. Rae holds interest in real estate firm and WENS(TV) Pittsburgh. Ann. Sept. 14.

■ **WVDM(AM)** Sumter, S.C.—Seeks assignment of license from WFIG Inc. to Southern Broadcasting Inc. for \$45,000. Sellers: Harvey R. and Marie W. Laughter and Thomas P. and Jean Green Tisdale. Messrs. Laughter and Tisdale own 50.8% and 48.6% of WBMS(AM) Black Mountain, N.C., respectively. Buyers: Thomas E. Winstead, president-treasurer (62.5%), William C. Winstead (37.5%). Mr. W. Winstead owns restaurant concern. Ann. Aug. 7.

■ **WKBJ-AM-FM** Milan, Tenn.—Seeks sale of stock from Bryant Cunningham, deceased (26.66% before, none after), to Jack Cunningham (none before, 26.66% after). No consideration involved. Ann. July 28.

Actions

■ **WVON(AM)** Cicero, Ill.—FCC granted assignment of license from L&P Broadcasting Corp. to Globetrotter Communications Inc. for \$9 million. Sellers: Leonard Chess estate (50%) and Philip Chess, president, et al. Sellers own WSDM-FM Chicago and WNO(AM) Milwaukee. Buyers: George N. Gillett Jr., president (35.3%), Patter Palmer, vice president (29.5%), Rose P. O'Neil (13.2%), et al. Messrs. Gillett, Palmer and O'Neil own 25%, 26.2% and 36.25%, respectively, of Harlem Globetrotters basketball team. Messrs. Palmer and Gillett each own 33 1/3% of circus production firm. Mr. Palmer has numerous interests in investment and real-estate management firms and professional athletic teams. Mr. Gillett owns 33 1/3% of dairy. Action Sept. 18.

■ **WMAS-AM-FM** Springfield, Mass.—FCC granted transfer of control of Massconn Broadcasting Corp. from Roy M. Cohn (33 1/3% before, none after) to Communications Fund Inc. (49% before, 82 1/3% after). Consideration: \$90,000. Communications Fund Inc. owns KXLW(AM) Clayton, Mo. and KADI-FM St. Louis. Action April 23.

■ **WRNJ(FM)** Atlantic City, N.J.—FCC granted transfer of control of WRNJ Associates Inc. from Championship Sports Inc. (40% before, none after) and John A. Kiser (10% before, none after) to Edward R. Newman (40% before, 90% after). Consideration: \$57,200. Roy A. Cohn owns 50% of Championship Sports and he and Mr. Newman own 25% and 50%, respectively, of WBRX(AM) Berwick, Pa. Mr. Newman owns 16 2/3% of WMAS-AM-FM Springfield, Mass. Action Sept. 15.

■ **WFNL(AM)** North Augusta, S.C.—FCC granted assignment of license from Central Savannah Area Broadcasting Co. to C.S.R.A. Broadcasters Inc. for \$60,000. Sellers: Cecil H. Barnes et al. Buyers: George G. Beasley et al. Mr. Beasley has interests in WASC(AM) Sparta, S.C.; WKGX(AM) Lenoir and WFM(AM) Goldsboro, both North Carolina; WKYX-AM-FM Paducah, Ky.; WKBV(AM) Chatham, Va., and application to purchase WMOO(AM) Mobile, Ala. Ann. Sept. 9.

■ **WAMG(AM)** Gallatin, Tenn.—Broadcast Bureau granted transfer of control of Southern Broadcasters Inc. from E. F. Jones Jr. (51% before, none after) to E. D. Lewis (25% before, 76% after). Consideration: \$35,689. Principals: Mr. Lewis owns loan company, and is former minority owner of WLOM(AM) Chattanooga. Action Sept. 2.

■ **WSYB(AM)** Rutland, Vt.—FCC granted assignment of license from Philip Weiss to Vermont Radio Inc. for \$350,000. Seller: Philip Weiss, sole owner. Buyers: James Broadcasting Co., 100%. Simon Goldman, president, et al. Buyers own WDOE(AM) Dunkirk, WJTN-AM-FM Jamestown, and WGGO(AM) Salamanca, all New York; WMIT(AM) Burlington, Vt.; WWYN(AM) Erie, Pa.; WTOO(AM) Bellefontaine, Ohio. Action Sept. 15.

■ **WFHG(AM)** Bristol, Va.—Broadcast Bureau granted transfer of negative control from late W. C. Nininger (8 1/3% before, none after) to W. L. Nininger, executor of estate of W. C. Nininger (41 2/3% before, 50% after). No consideration involved. Action Sept. 14.

■ **WKOW-TV** Madison, WAOV-TV Wausau, and WXOW-TV La Crosse, all Wisconsin—FCC granted assignments of licenses to Horizons Communications Corp. for \$3 million. Sellers: N. L. Benton, Joseph L. Floyd and Edmund R. Ruben (each 33 1/3%). Sellers own BFR station group: KELO-AM-FM-TV Sioux Falls, KLDQ-FM-TV Florence and KPLO-TV Reliance, all South Dakota, and WLOL-AM-FM Minneapolis. Buyers: William Mulvey, Ed Wood and Jerry Feniger (each 33 1/3%). Mr. Mulvey is chairman of advertising agency. Mr. Wood is president of WALK-AM-FM Patchogue, and WRIV-AM-TV Riverhead, both New York. Mr. Feniger is president of advertising firm. Ann. Sept. 9.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Sept. 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ **Redlands, Calif.**—National Cablevision Corp., Pacific Palisades, Calif., has applied for a franchise.

■ **South Pasadena, Fla.**—Teleprompter Corp. of New York (group owner) has been granted a 10-year franchise with a 10-year option. This is the fourth CATV franchise for Teleprompter in the St. Petersburg-Tampa area. Others are St. Petersburg Beach, Gulfport and Hillsborough County. Service at South Pasadena is expected to start October 15.

■ **Decatur, Ill.**—The General Electric Cablevision Corp., Schenectady, N.Y., has asked to amend its franchise by making the following changes: a 10-year extension of the 15-year franchise, extending it to 25 years from the original December, 1965; a three-year period from Oct. 1, 1970 to get a system of not less than 20-channel capability in operation in a portion of the city; and a change in the payment schedule to lessen payments while the system is being installed. The company now pays 6% of its gross revenue or \$10,000 annually, whichever is greater. The amendment would lessen the payment to 6% or \$5,000 in semiannual installments until June 30, 1973.

■ **Waseca, Minn.**—Com-West CATV, Dixon, Calif., has applied for a franchise. Installation would be without charge and monthly fee \$6.

■ **Centereach, N.Y.**—Brookhaven Cable TV, Selden, N.Y., has applied for a non-exclusive franchise.

■ **Port Arthur, Tex.**—Sabine-Neches Cablevision Inc., Port Arthur Cablevision Inc. and Port Arthur TV Cable Inc. have applied for franchises. Sabine-Neches would pay \$35,000 or 5% of its gross revenue annually. Port Arthur Cablevision would pay \$20,000 or 7% of gross revenue annually. Port Arthur TV Cable would pay \$5,000 the first year, \$10,000 the second year and \$15,000 the third through the fifteenth year. The alternate would be 5% of gross revenues up to \$250,000, 6% up to \$500,000 or 7½% of gross over \$500,000.

■ **Grand Saline, Tex.**—Franchise has been granted to Communities Antennas Inc. of Tyler, Tex. The proposed rate will be about \$15 for installation and \$5.00 monthly for the first set in a home and \$1 for each additional set.

Unchanging rules and rigid organization do not rank high on Ken Oelschlager's list of favorite things. To the president of Knox Reeves Advertising, Minneapolis, constructive change is the difference between advertising agencies that are growing and those that are still stagnated in organizational bureaucracy.

"He's one hell of an innovator," Tom Kilbride says of Mr. Oelschlager and one reason why the Knox Reeves board chairman chose the former Campbell-Mithun executive last year to head his agency. An expert in creative use of broadcast advertising, Mr. Oelschlager had left the competitive firm after two decades of service with the intention of forming his own ship. Mr. Kilbride sold him instead on joining Knox Reeves.

Knox Reeves, like Campbell-Mithun and other Minneapolis agencies, had been sweating out the losses of some key accounts in the past couple of years. But now Knox Reeves, functioning under the team leadership of Kilbride and Oelschlager, is fighting back and regaining some of the billing losses after the departures of Alberto-Culver and Wheaties. From a high of \$24 million in billings about three years ago, Knox Reeves now bills about \$16 million.

It still handles a healthy hunk of the General Mills business, virtually all in television, plus other broadcast-active accounts such as Grain Belt beer, Minneapolis Gas, Farmers & Merchants Bank, certain divisions of National Car Rental, art-instruction schools and Palmer Writers School, among others. Knox Reeves also has set up and operates the complex computer-services work for all of the General Mills broadcast schedules, in cooperation with the other major agencies handling that very diversified business.

Mr. Oelschlager's principal contribution this past year has been to bring key creative people and media people out of isolation and make them working partners with top management, most of whom also have strong creative backgrounds. He has done away with a separate broadcast production department, as such, merging it with the creative department so that the creative man is completely involved with the commercial right up until the time it hits the air.

Mr. Oelschlager puts considerable emphasis upon experience and mature judgment in timebuying; he feels that function is too vital to leave to green young staff members as so many large agencies have done. "We have media buyers," he explains, "strongly broadcast-oriented, preferably with backgrounds including not only marketing

His innovations put Knox Reeves on comeback trail

and account handling but also creative."

The skills required in effective and efficient commercial scheduling, program association and other factors are just as important as the talents necessary to creation of imaginative commercials, he believes, noting: "The platform from which you speak is of some consequence." Though handling all media,

Week's Profile



Kenneth Robert Oelschlager—president, Knox Reeves Advertising, Minneapolis; b. May 4, 1924, Danube, Minn.; BA, cum laude, liberal arts, Hamline University, St. Paul, 1945; publicity writer, Northwest Orient Airlines, Minneapolis, 1946; copywriter, Colle-McVoy Advertising, Minneapolis, 1947-49; joined Campbell-Mithun Inc. there as copywriter becoming copy group head 1952 and creative director of agency's Chicago office 1954-56, returning to Minneapolis as creative group head in 1957 and becoming creative director 1959 and senior VP-general manager 1968; left Campbell-Mithun August 1969 to form own agency but in Nov. 1, 1969, joined Knox Reeves, becoming president; governor, Twin Cities Council, American Association of Advertising Agencies; member, Minneapolis Ad Club; m. Evann Jones of Minnesota Lake, Minn., June 14, 1947; children—Kurt 20, Perrie 15 and Sally 12; hobby—writing poetry.

Mr. Oelschlager explains, "our media department in the main is a broadcast department."

Effective use of radio and TV has been one key factor in Grain Belt beer's big gains in that region. Mr. Oelschlager notes. "Ten years ago, Grain Belt was a poor second to Hamm's," he says. "but now the positions have been reversed. Our commercials that relate to the youth market have been especially effective, for today advertising must not only sell, it must relate—and if it doesn't it will be turned off."

Mr. Oelschlager has ripped away other formal agency traditions, such as plans review boards that tended to stifle creative freedom. And, he says, "we've thrown out that big book of little rules that hamstring the human imagination in so many agencies." The aim is to make executives participants with the staff instead of "screens," he says.

He also has worked to expand the services of two new agency divisions, the Concept Group and Strike Force. Concept works on a fee basis for anyone who wants new product ideas developed properly up to point of introduction. Strike Force is a sort of mini-agency, doing anything necessary to help the atypical or small account become a typical big account. Both groups already have a number of major assignments, some involving broadcast now or potentially. Concept Group also is probing the subject of CATV.

Mr. Oelschlager is no newcomer to the broadcast media. As a youngster, he was completely and delightfully saturated in the worlds of radio, especially during a two-year period of illness. It helped him find his true love, writing.

"I'm convinced there is no single thing before or since that can do quite the same thing to the human imagination as radio," he says.

Similarly, he recalls, it was the true "picture writer" of radio who became the superb writers of TV commercials too, because all they had to do was fit the picture to the image. Over the years, he had ample opportunity to create material for both media—first, in 1946, as publicity writer for Northwest Orient Airlines and later as copywriter at Colle-McVoy and Campbell-Mithun.

Mr. Oelschlager joined Campbell-Mithun in 1949, working in broadcast for such accounts as Hamm's beer, American Dairy Association, Pillsbury and other accounts. Writing commercial outlines for Arthur Godfrey was especially satisfying, he recalls, because he pinpointed the highly intimate and personal nature of radio communication with the listener. It is an understanding he still brings to the task of matching broadcasting's power and industry's products.

Pressure point

Whenever broadcasters are beset by particularly troubling problems, they look to their national trade association to conjure up solutions. It is a natural reaction. They regularly pay their dues in the belief that the National Association of Broadcasters is a first line of strong defense in Washington.

Right now broadcasters have more troubles than they have ever faced before, and the solutions are slow in delivery. Not unexpectedly the NAB faces a crisis of confidence. As reported in last Monday's issue of this publication, there is general agreement among influential members that the NAB needs to be strengthened, but that is where agreement ends. These same members are in dispute about how to effect the repairs and reinforcement.

The NAB leadership acted wisely last week in deciding to meet the issues squarely and soon. The special public-relations committee has been called into session on Sept. 30 to come to a final set of recommendations based on its research of the past six months. The association's executive committee is to meet the next day, in anticipation of having firm proposals from the public-relations committee. Assuming something solid emerges there, the joint board of the association can assemble early in October to come to absolute conclusions.

If nothing else, this schedule promises a clarification of the NAB's future in time for presentation to the membership at the series of regional conferences that begin Oct. 19.

No miracle will come of this. But if the shapers of NAB policy and structure can agree on attainable goals, they will have at least restored needed stability.

Promise and fulfillment

Two years ago last Friday, Richard M. Nixon, Republican candidate for President, won the plaudits of many broadcasters when he said:

"I think I would favor less government control, not only in this field [broadcasting] but in others. I have the feeling that competition is the best control where radio and television are concerned."

Candidate Nixon did more to stimulate broadcasters' affections in this interview (BROADCASTING, Oct. 7, 1968). He defended American-plan broadcasting against what he had seen of noncommercial government systems in Europe. And he promised that if elected he would name a broadcaster to the FCC.

Since his election Mr. Nixon understandably has been preoccupied with affairs of greater urgency than broadcast regulation. But he has demonstrated acute awareness of TV's impact by going directly to the people via prime time with greater frequency than any of his predecessors.

Mr. Nixon inherited an FCC with four Democrats and three Republicans. Ten months elapsed before two new Republican appointees took over from two incumbent Republicans, but this left the 4-3 ratio unchanged. (Even today Mr. Nixon's party still does not have control because Sherman Unger, his latest nominee, is hung up in intramural politics.)

Last fall Mr. Nixon did appoint a broadcaster—Robert Wells of Kansas—fulfilling that pledge. It was a good choice. Mr. Wells has been nominated to a new seven-year term retroactive to last June 30, but he is bracketed with the blocked Unger nomination.

Whether Dean Burch, the bright, tough-minded Arizona

lawyer, is fulfilling the Nixon commitment of less government control is highly debatable. Being a lawyer, Mr. Burch is aware of recent court opinions that purport to give the FCC carte blanche in what many constitutional lawyers regard as forbidden areas under First Amendment mandates. But being also a prudent public figure who served as chairman of the Republican National Committee, Mr. Burch cannot insulate himself from the expressed views of his chief even though he may not be legally bound to them.

The GOP has had painful appointment troubles. If the Unger nomination founders in the wake of the scuttling of Indiana State Treasurer John Snyder, it could only be token lack of fortitude or slovenly staff work.

Mr. Unger did not seek the FCC appointment. Withdrawal of his nomination could injure the reputation of a promising young lawyer. It also would reflect unfavorably upon the administration when its general credibility is under severe attack.

Now who's right?

Eighteen months ago the most maligned man in television was Robert Wood, then the new president of CBS-TV, who had just fired the Smothers brothers for insubordination at the end of the first-run part of the 1968-69 season. To read the columnists and editorialists was to believe that Mr. Wood had wantonly struck down a national treasure.

In case you hadn't noticed, the Smothers brothers got back on prime-time television in the summer just ended. According to their own statements, they were given the freedom that they had claimed to be previously denied. Their shows were their very own. They were opposed by reruns.

Here, for the record, is how they ranked among some 100 evening programs in the Nielsen Television Index: 18th in the first July report, 49th in the second July report, 74th in the first August report, 67th in the second August report. Test patterns have drawn higher ratings.

Funny, but this time we haven't seen any editorials on the Smotherses.



Drawn for BROADCASTING by Sid Hix

"That cereal must have plenty of nutrients to make all that noise!"

To Form A More Perfect Union...

H & B American Corporation has combined with TelePrompter Corporation.

The merger of these two leaders of the cable television industry is a big step toward the realization of a new era of communications—broadband communications to better serve the needs of the nation... and the neighborhood.

Across the face of America, and in Hawaii too, the new TelePrompter Corporation serves almost half a million TV homes in more than a hundred cable TV systems.

One day soon, this network of systems, in combination with communications satellites and microwave links, will make possible almost undreamed of new services...

A multitude of new TV channels in every community for entertainment, information education...

Expanded opportunities for locally-originated programs to fulfill community needs...

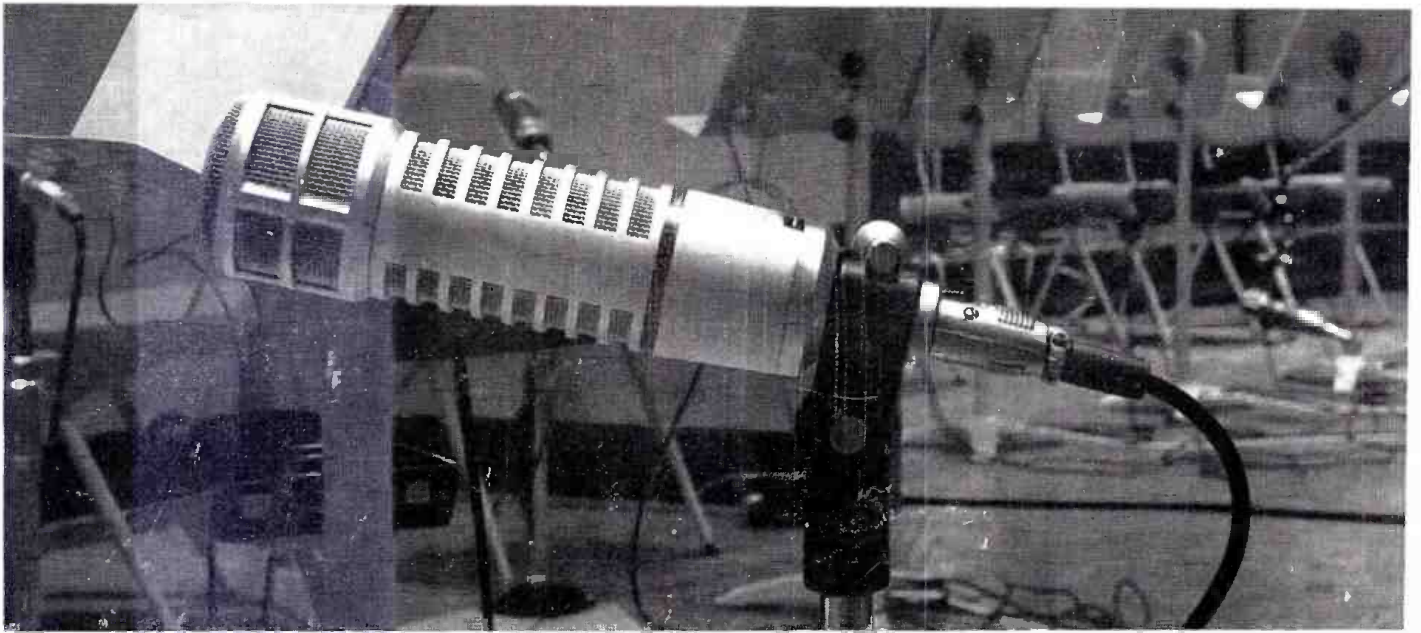
Additional interconnected national, regional and special interest networks...

New frontiers of advertising for industry...

Opportunities for facsimile newspapers reproduced in home or office, computer links for information storage and retrieval, fire and crime protection, disaster warnings, traffic control, armchair shopping, home study resources...

The amazing new world of broadband communications is happening now. And the new, nationwide TelePrompter Corporation is making it happen.



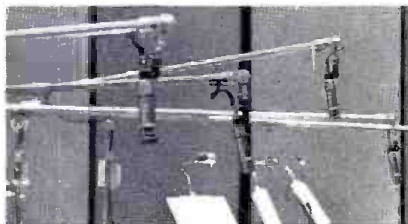


How good is the new Electro-Voice RE20 studio dynamic microphone?

Here's proof from the new scoring stage at Glen Glenn.

E-V The fine reputation of Glen Glenn Sound Company rests on their knowledge of sound... their ability to turn a full symphony orchestra into a perfect sound track for TV, the movies, or a new album. And their desire to be first with the finest.

So for their new scoring Studio M, Glen Glenn engineers asked to see the latest products in every category... tape, film, electronics, and — of course — microphones. Especially a new E-V dynamic cardioid microphone which they had seen in prototype form earlier.

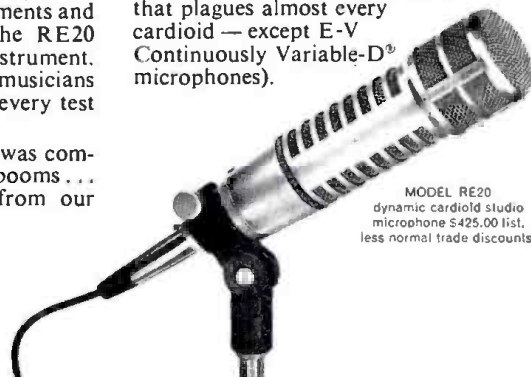


Glen Glenn put the RE20 to the test. Including days of studio experiments and actual sessions that pitted the RE20 against every type of musical instrument. Plus a searching critique by the musicians themselves. The RE20 passed every test with flying colors.

As a result, when Studio M was completed, RE20's were on the booms... almost four dozen of them from our first production run.



Since then, Glen Glenn has scheduled a number of major recordings with RE20's. And the RE20 has often been used where previously an expensive condenser was the automatic choice. Why? Because the RE20 has proved itself a significant advance in microphone design. With wide-range, peak-free response on axis (even the off-axis response is better than many other studio microphones on axis). Transient response rivals any other studio microphone, regardless of design. Directional control is uniform and predictable from every angle. Yet proximity effect is virtually eliminated (a problem that plagues almost every cardioid — except E-V Continuously Variable-D[®] microphones).



MODEL RE20
dynamic cardioid studio
microphone \$425.00 list,
less normal trade discounts.

In short, the RE20 does everything a good condenser does, and some things better. Without the complication of power supplies. Or special cables. Or shock mounts or windscreens (they're both built in). Or the need for equalization just to overcome design faults.



It's simple. It's flat. It's rugged. It's clean. With a 2-year performance warranty unmatched in the industry (it's spelled out completely on the spec sheet). The RE20. For the studio looking for better sound. Your E-V microphone specialist will gladly loan your studio an RE20 to make any tests you like. Call him today.

P. S. For full technical data on the RE20, write us today. To find out more about Studio M, write Joe Kelly, VP, Engineering, Glen Glenn Sound Company, 6624 Romaine St., Hollywood, Calif. 90038

ELECTRO-VOICE, INC., Dept. 901BR
660 Cecil Street, Buchanan, Michigan 49107

Electro-Voice[®]

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