



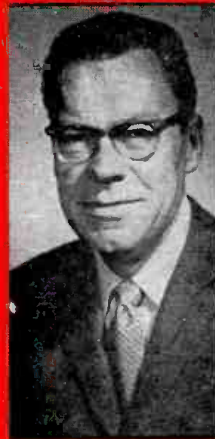
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SIOUX CITY, IOWA

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The prime-time rates for network TV next season. p19  
SPECIAL REPORT: How Clark Oil pumped up its sales. p42  
Nixon men lambaste television news again. p44  
TELESTATUS: Where the multiset TV homes are. p60



# EARL NIGHTINGALE

## On 751 Stations

Radio's most widely sponsored daily feature, now heard in fifty states, eight Canadian provinces and ten foreign countries.

Forty different classifications of advertisers build prestige and profit in their market areas with Earl Nightingale. Get your copy of Earl Nightingale's eleventh anniversary packet. Write or phone collect.

For your personally autographed copy of THIS IS EARL NIGHTINGALE, just published by Doubleday and now in its second printing, visit the Earl Nightingale Suite at the NAB Convention, 1502-04 Essex Inn, across the street from the Hilton.

RADIO DIVISION, NIGHTINGALE-CONANT CORPORATION  
6677 Lincoln Avenue, Chicago, Ill. 60645  
Phone Collect (312) 478-0050



**NOW**  
**Shoot**  
**in black and white**  
**Show**  
**in color**

In 1967 at the ABC Studios in New York there was a demonstration of a dramatic new photographic principle for color, using standard black and white film. 2x2 monochrome slides were shown in full color using a method developed for the U.S. government by Technical Operations, Inc. Viewed on system at a press showing, it promised to have exciting future applications for TV broadcasters.

Now after three years of intensive development and a field testing program, the 16mm. ABTO motion picture film process is ready for you.

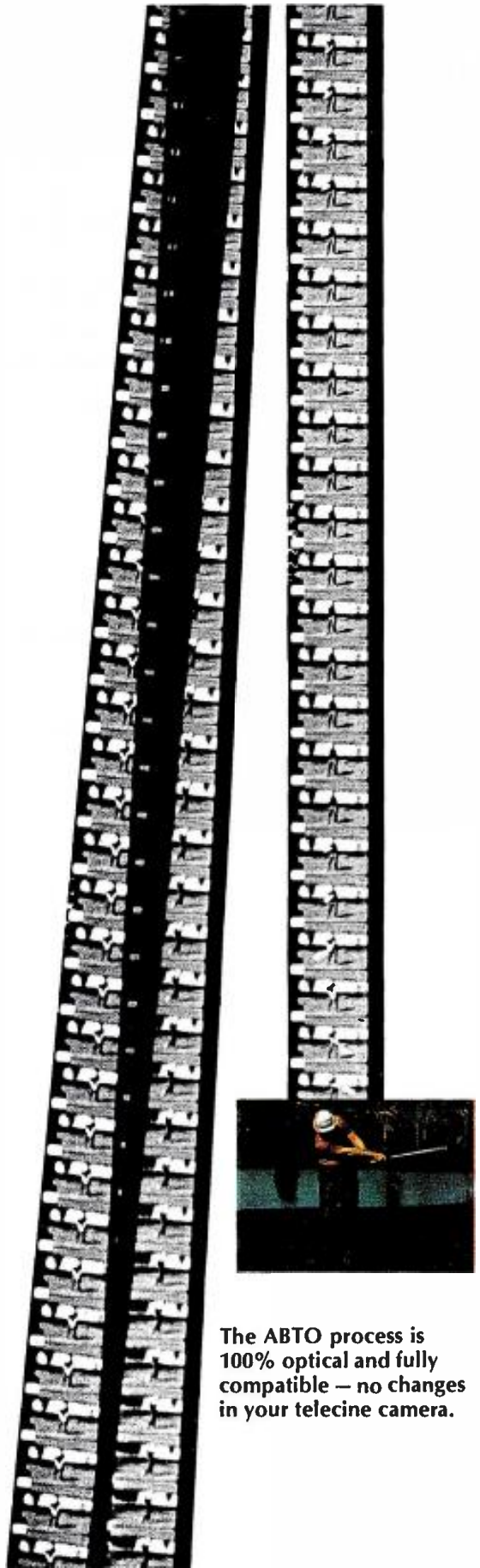
Compared with the cost of the new ABTO process your present cost of color films is double. Yet high photographic quality and color fidelity is uncompromised. There is no change required in your standard procedures. Use Plus-X film, your own film cameras and projectors, standard black and white processor.

**Hard to believe? Write for full details. Even better — come to the first public demonstration: NAB Show, Lobby of Essex Inn (just across 8th Street from the Conrad Hilton)**

**abto**.INC.

1926 Broadway, New York, N.Y. 10023 (212) 787-5000

Affiliated with: American Broadcasting Companies, Inc. and Technical Operations, Inc.



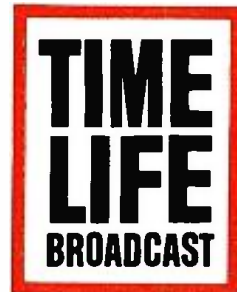
The ABTO process is 100% optical and fully compatible — no changes in your telecine camera.



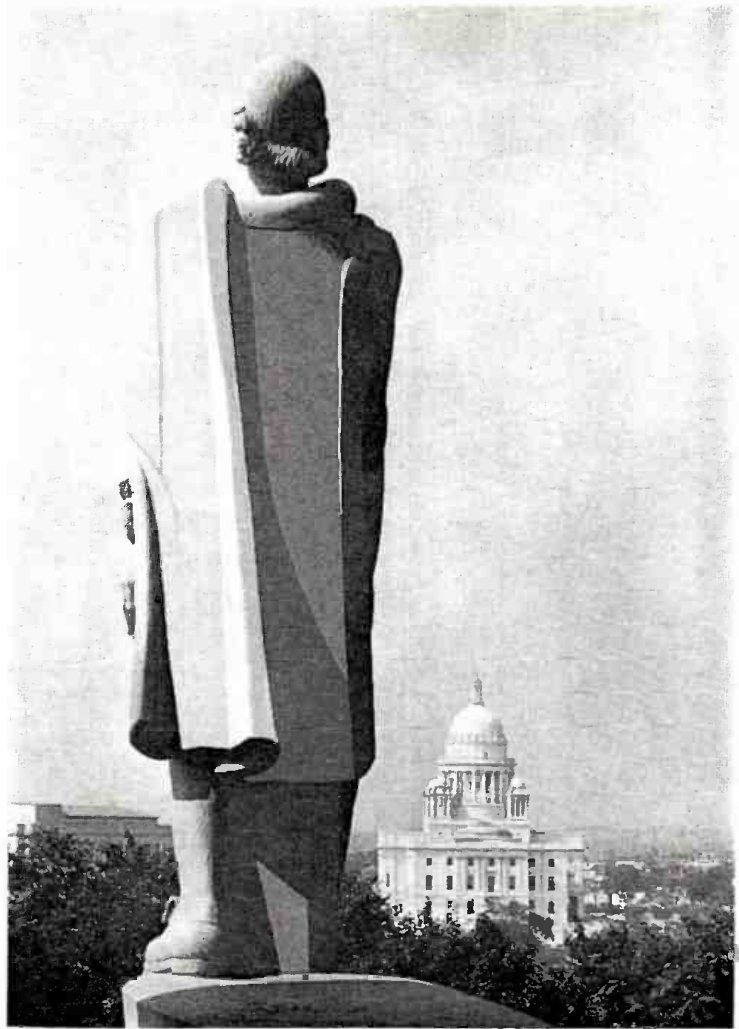
**Time-Life Broadcast  
salutes KLZ Radio/Denver,  
recipient of the 10th annual  
Broadcast Pioneers' Mike  
Award. Place: Hotel Pierre.  
Date: March 3, 1970.**

Time-Life Broadcast joins the Broadcast Pioneers in saluting KLZ Radio, which has rendered outstanding service to Denver and the Rocky Mountain West since 1922.


We are extremely proud of Hugh B. Terry, President and General Manager of the KLZ Stations, Lee Fondren, Station Manager of KLZ Radio, and the entire KLZ staff.



ROGER WILLIAMS MONUMENT, commemorating the founder of Rhode Island who, having been banished from Massachusetts, settled in Providence in 1636.



# When you think of Providence, think of WTEV

Represented by  
  
 Television, Inc.

**WTEV**

The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.\*

UP 39% - 11:00 pm to 11:30 pm Sun. thru Sat.  
 UP 32% - 9:00 am to midnight Sun. thru Sat.  
 UP 34% - 7:00 am to 1:00 am Sun. thru Sat.

\*Based on Nov. 1969 Nielsen estimates compared with Nov. 1968, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**WTEV**

Providence—New Bedford—Fall River  
 Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

**6**  
 abc

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



## FCC-bound?

Reese Taylor Jr., chairman of Nevada Public Service Commission, is getting strong endorsement for appointment to FCC as fourth Republican member to replace Commissioner Kenneth Cox, Democrat, whose term expires June 30. Native of Los Angeles, Mr. Taylor, 41, has resided in Nevada since 1965. was named chairman of three-man Public Service Commission and vice chairman of Tax Commission in 1967 for term expiring in 1973.

Public-utility commissioners have long sought representation on FCC. Mr. Taylor graduated from Stanford with honors in 1949 and got his law degree at Cornell in 1952. Nevada commission's test case on regulation of CATV systems by states was sustained by U.S. Supreme Court Feb. 2 (BROADCASTING, Feb. 9). Mr. Taylor, father of four, is son of late chairman of Union Oil Co. He specialized in labor law both in Los Angeles and in Las Vegas before his appointment.

## Collectors' item

Slow-pay problem, big one for broadcasters for long time, is getting bigger. Stations and station reps say it's worst ever. It's said to vary from agency to agency, but in general is blamed on variety of factors including slowness of advertisers—not just small ones, either—in paying their agencies, computer hang-ups in some cases, tighter watch on claimed discrepancies, on bookkeeping in general and, in some instances, just plain tendency to hold money as long as possible (perhaps to take advantage of high interest rates). Last fall stations and reps said accounts receivable were frequently as much as four months overdue (BROADCASTING, Oct. 27, 1969). Word now is that such delays are much commoner and in many cases much longer.

## For sale

Broker Howard Stark has been assigned to handle disposition of two TV stations, three AM's and three FM's to be sold in follow-up to Capital Cities Broadcasting's \$110-million acquisition of nine Triangle Publications stations (BROADCASTING, Feb. 16, 23). TV stations are WTEN(TV) Albany, N. Y., and WSAZ-TV Huntington, W. Va., Capcities' VHF outlets that have been designated for sale to make room for Triangle's

WFIL-TV Philadelphia and WNHC-TV New Haven-Hartford, Conn., under FCC's multiple-ownership rules. Radio stations are WFIL-AM-FM, WNHC-AM-FM and KFRE-AM-FM Fresno, Calif., being acquired by Capcities along with their TV affiliates in Triangle deal. Where possible, Mr. Stark and associates are dealing with local groups and in radio plan to sell AM and FM to different buyers in each case.

For Mr. Stark, it's process of helping to dismantle station group he helped to put together, since he figured in Triangle acquisitions in most of its markets. Triangle also plans to sell its remaining stations: WFBG-AM-FM-TV Altoona-Johnstown, Pa., WLYH-TV Binghamton, N. Y. Who will get that assignment remains to be decided.

## Last word?

New economic analysis of issues in FCC's so-called 50-50 network-programming proposal has arrived at commission, reportedly coming to conclusion that key elements in FCC plan don't make much economic sense and that some could be damaging to FCC's objectives. Author is Professor Robert W. Crandall of Massachusetts Institute of Technology economics department, who few years ago was retained by Justice Department to study network program-procurement practices and turned in report that was never released. New analysis is based on material gathered from networks in that study. Professor says he has distributed analysis in draft form not only within FCC but also to others who might be interested, not with intent to influence regulation but with requests for comment as matter of standard academic procedure prior to formal publication.

## Togetherness

Era of better feeling between FCC and House Commerce Committee may be developing. FCC Chairman Dean Burch is held in high regard by committee members of both parties (three Democrats went out of their way to say so publicly last week during Communications Subcommittee hearing on telephone matters). Moreover, commission is apparently at pains to heal split that developed over WIFE-AM-FM Indianapolis case in last days of Rosel Hyde's tenure as chairman. This may account for willingness of Commerce Subcom-

mittee on Investigations to let FCC take lead, for time being anyway, in investigation of WIFE owner Don Burdon. FCC last week voted to conduct formal investigation before hearing examiner.

FCC and subcommittee are also conducting concurrent investigations of alleged kickbacks extracted from performers on TV variety shows (BROADCASTING, Feb. 2). In speech last week (see page 33), Representative Lionel Van Deerlin (D-Calif.) interjected thought that twin probes "may blow the lid off."

## Forgotten art

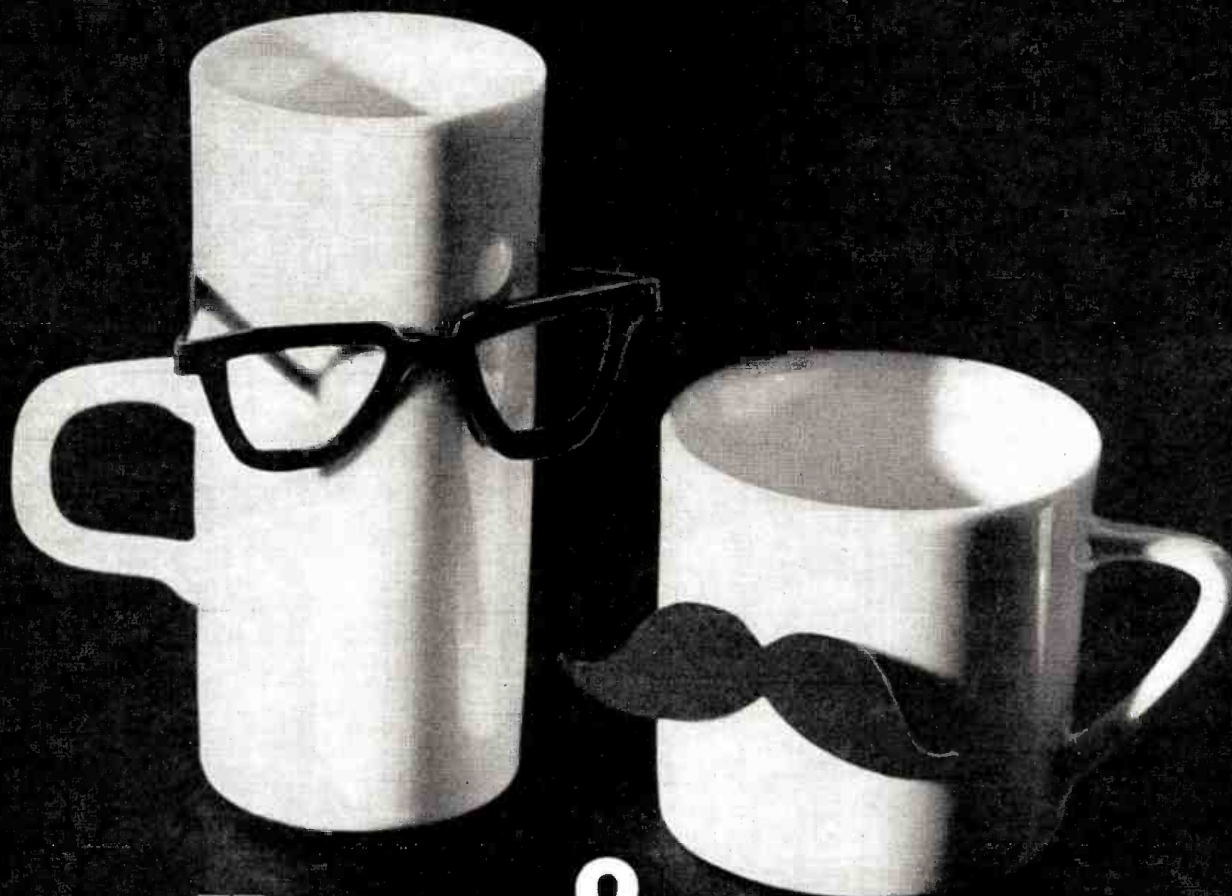
New campaign announced last week by United Church of Christ and National Association for the Advancement of Colored People to force broadcasters to hire, and if necessary train, employees from racial and ethnic minorities (see page 27) may run counter to federal law. Section 506, inserted in Communications Act in 1946 after musicians' union had imposed featherbedding payrolls on networks and stations, forbids coercion of broadcasters to take on any more employees than are needed for operation. That section is being quoted to clients by some communications lawyers.

## Switch in sight

FCC may be moving away from use of community-survey question in license-renewal applications. Staff is preparing memorandum suggesting that question be scrapped for renewal applicants—though not for new or transfer-and-assignment applicants—in favor of question Commissioner Kenneth A. Cox has long favored. It would require broadcaster to list 10 most important issues in his community and what he has done about them. Suggestion will probably attract support of some commissioners, though not of Commissioner Robert T. Bartley, dedicated believer in present question.

What's more, Mr. Bartley may get support from outside commission if he opposes change. Present effort to draft primer to clarify community-survey question has aroused interest of public and academic groups, which have endorsed at least concept of question, with its requirement the broadcaster make extensive survey of community leaders and public.

# Washington's Waker-Uppers



## Harden & Weaver

A HAPPY MORNING HABIT WITH WASHINGTONIANS  
FOR TEN YEARS...MONDAY THRU SATURDAY, 6 TO 10 AM

# WMAL RADIO

THE EVENING STAR BROADCASTING CO., 4461 CONNECTICUT AVE., N.W., WASHINGTON, D.C. 20008

Nat'l. Reps. McGavren-Guild-PGW Radio, Inc.

Advertisers and agencies taking first good look at 1970-71 prime-time television prices find them mostly up from year ago but big spread between top and bottom prime-time minute tag varies from \$24,000 to \$69,000. See . . .

## Wide range in 70-71 commercials . . . 19

Eleven new shows will highlight 1970-71 prime-time schedule on ABC-TV. New offerings include 'Barefoot in the Park,' 'The Odd Couple' and 'The Immortal.' Nine shows will be dropped and six others will be moved. See . . .

## ABC fits its final pieces into jigsaw . . . 20

Last legal barrier barring pay TV falls as Supreme Court refuses to review lower court's decision upholding FCC's authorization of the service. Question now is whether pay-TV operators will gamble on public acceptance. See . . .

## End of the road for pay-TV opponents? . . . 23

Suit brought by ABC vice president charging ABC regional manager with taking bribe for recommending WKTR-TV Kettering (Dayton), Ohio, for affiliation, forces network to put Dayton affiliation up for grabs. See . . .

## ABC affiliation in Dayton clouded . . . 26

United Church of Christ and National Association for the Advancement of Colored People join forces to accelerate integration of minorities into broadcast hiring and programming. See . . .

## Double trouble on minorities . . . 27

Following nod from Supreme Court, state regulatory commissioners waste no time in asserting authority over cable-television as National Association of Regulatory Utility Commissioners recommends model CATV statute. See . . .

## Regulators move fast on CATV . . . 32

SPECIAL REPORT examines shot in arm Clark Oil & Refining Co., independent gasoline retailer, received when it went virtually 100% into TV in 1963. Since then, company's sales have jumped 15% each year. See . . .

## Clark Oil finds out TV really works . . . 42

Touchy relations between government and news media are further strained as Chief Justice Burger denounces behavior of CBS News film crew and Vice President Agnew attacks coverage of 'Chicago 7' trial. See . . .

## Nixon men hit again at TV news . . . 44

At conference of National Association of Television Program Executives, network affiliates fret over schedules, specials and prime-time movies and independent groups express concern over lack of syndicated product. See . . .

## An unhappy look at programming . . . 53

National Telesystems Corp., Los Angeles—joint venture of Dick Clark Enterprises and International Video Corp.—unveils equipment-product package for CATV costing about 50 cents per month per CATV subscriber. See . . .

## A syndicator eyes the big CATV market . . . 54

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### Broadcasting

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# What do they call the Program Director behind his back?

Would you believe, "investment counselor"? We do, and so should everyone who is part of station management. For isn't that in reality his primary responsibility, and value. On his experience and judgement rests the burden to recommend programming that will help increase the profits of his company.

Buying film, therefore, is more than showmanship expertise. It's evaluating product as a return on investment.

No mean matter. The bigger the investment, the tougher the decision.

Feature films are the toughest. There is no question they are still the best TV staple for station programming. But, which of



those lists available at any one time is the **right one** for you?

The MGM/7 list of 145 titles brings a Program Director's acumen to the highest pitch. It's a great and unique list of first run and off-net titles, plenty of color and loaded with star values. And not, logically, an inexpensive purchase. But, the MGM TV representatives have understood both sides of the Program Director's job and have been able to present the **investment values** of MGM/7 as well as the **showmanship values**. If you can buy these features in your market, then let us show you why they are your best buy. The Program Directors at these stations were convinced:

KABC Los Angeles • KGO San Francisco • WNBC N.Y. • WGN Chicago • KHJ Hollywood, Calif. • KTVI St. Louis • WOR N.Y. • WRC Washington, D.C. • WTAE Pittsburgh • WTIC Hartford • WTVJ Miami • WXYZ Detroit • WHIO Dayton • WBNS Columbus • WBAY Green Bay • WAST Albany/Schen. • KWGN Denver • KMJ Fresno • KPRC Houston-Galveston • KOVR Sacramento/Stockton • WAPI Birmingham • KVOZ Bellingham, Wash. • WEAR Pensacola • WKBW Buffalo • WKYC Cleveland • WJRT Flint • WLOS Asheville • WTPA Harrisburg • KGBT Harlingen-Weslaco, Texas • WSYR Syracuse • CFTM Montreal, Canada • CJIC Sault Ste. Marie, Canada



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



## Shaker out at ABC

Theodore F. Shaker, group vice president in charge of all ABC Television operations except TV network, resigned Friday (Feb. 27) in surprise move reportedly stemming from disagreement at high management level over what he considered "a matter of principle."

He said his future plans were not firm, but that he was considering forming his own TV-station representation company after vacation in Florida and Europe. Resignation was effective immediately.

Mr. Shaker has been responsible for ABC-TV Spot Sales, which he founded; ABC-owned TV stations division, ABC Films and ABC International. No successor was named in announcement of resignation, which was made by Simon B. Siegel, ABC Inc., executive vice president.

Mr. Shaker—who moved to ABC from CBS-TV in 1961, became president of ABC-owned TV stations in 1962 and group vice president in 1966—said that "my association with ABC, or more importantly, with the people at the company has been most rewarding."

## What it costs on ABC

Price tags ABC-TV has hung on its new fall schedule (see page 19) began to circulate among agencies late Friday (Feb. 27). In night-by-night summary below, first price is cost per commercial minute during 28-week period from mid-September to end of March; second figure is one-minute price on annual average basis.

Sunday—*Young Rebels*, \$40,000 and \$34,000; *FBI*, \$65,000 and \$54,000; *Sunday Movie*, \$56,000 and \$51,000.

Monday—*Young Lawyers*, \$43,000 and \$38,000; *Silent Force* \$46,000 and \$41,000; *NFL Football*, \$65,000 (no annual average).

Tuesday—*Mod Squad* \$51,000 and \$45,000; *Movie of Week*, \$58,000 and \$51,000; *Marcus Welby M.D.*, \$66,000 and \$58,000.

Wednesday—*Courtship of Eddie's Father*, \$45,000 and \$39,000; *Make Room For Granddaddy*, \$54,000 and \$47,000; *Room 222*, \$54,000 and \$48,000; *Johnny Cash*, \$60,000 and \$52,000; *Dan August*, \$46,000 and \$41,000.

Thursday—*Dial Hot Line*, \$46,000 and \$40,000; *Bewitched*, \$60,000 and \$50,000; *Barefoot in the Park*, \$52,000 and \$47,000; *The Odd Couple*, \$53,000 and \$48,000; *The Immortal*, \$46,000 and \$40,000.

Friday—*Brady Bunch*, \$40,000 and \$34,000; *Nanny and the Professor*, \$41,000 and \$36,000; *Partridge Family*, \$45,000 and \$40,000; *That Girl*, \$45,000 and \$39,000; *Love, American Style*, \$44,000 and \$39,000; *Tom Jones*, \$44,000 and \$38,000.

Saturday—*Let's Make a Deal*, \$37,000 and \$33,000; *Newlywed Game*, \$40,000 and \$36,000; *Lawrence Welk*, \$45,000 and \$40,000; *Zig Zag*, \$46,000 and \$40,000.

## Starr buys KEIR(FM)

Starr Broadcasting Group Inc., New Orleans, announced Friday (Feb. 27) it will buy KEIR(FM) Dallas from William Robert Elkins for \$300,000, subject to FCC approval.

Former sale of station to group-owner Culligan Communications Corp. was approved by commission in December (BROADCASTING, Dec. 15, 1969), but deal was never consummated.

Broker handling transaction with Starr Broadcasting is Chapman Associates.

Starr, which went public year ago, now has two FM's and full complement of seven AM's under its wing.

Starr also announced increases in revenues and net income for six months ended Dec. 31:

	1969	1968
Earned per share	\$0.36	\$0.23
Revenues	1,574,433	1,454,567
Net income	163,918	105,268

## New Madison Avenue merger

Lennen & Newell Inc. has purchased Geyer, Oswald Inc., both New York, creating agency of \$177 million in worldwide billings. Combined broadcast billings of two firms will now place

## No humor seen in Dodge spot

Both sides of cops-and-robbers coin finally turned up last Friday (Feb. 27) as Wisconsin sheriffs asked Chrysler Corp. to remove TV spot portraying law officer as "buffoon." Mexican-American organizations won their fight recently to run "Frito-Bandito" out of town and off TV screens (BROADCASTING, Feb. 16).

Directors of Wisconsin Sheriffs and Deputy Sheriffs Association allege Dodge Charger spots portray "local law officer as a buffoon." Dodge spot's main character is cigar-smoking sheriff with sunglasses, southern drawl and huge country-boy belly protruding over his gun belt.

L&N among top-15 agencies (BROADCASTING, Nov. 24, 1969).

In joint statement, Adolph J. Toigo, chairman of L&N and George C. Oswald, chairman of Geyer, Oswald, said acquisition was made for cash. Mr. Toigo will continue in his post and Mr. Oswald becomes vice chairman. Mr. Toigo's son, Oliver, continues as president, and Robert B. Conroy, president of Geyer, assumes post of executive vice president of L&N.

Geyer bills about \$45 million (about one-third in broadcast) and L&N estimated \$138 million (about half in broadcast). Geyer, Oswald had its beginning in 1941 as Hixson-O'Donnell and thereafter underwent various name changes.

Among L&N's leading clients are Lorillard Corp. (Newport cigarettes), Reynolds Metals, Beech-Nut, Sterling Drug (Glenbrook Laboratories), Best Foods division of CPC International, Consolidated Cigar, Faberge and Stokely-Van Camp.

Geyer, Oswald represents such advertisers as Dolly Madison Industries (dairy products), Milani Foods Inc., John Morrell and Co. (Pet Foods), Sunsweet Growers, U.S. Gypsum, and many clients in industrial field.

## Lottery guidelines from FCC

New York state broadcasters who carry news items on relationship of state lottery to education in state, or human-interest stories on winners, would not violate federal law prohibiting broadcasts of lottery information.

However, they would run afoul of law if they carried material promoting lottery, including information as to where lottery tickets may be purchased and winning tickets drawn, and long lists of winners. Live broadcasts of actual drawing would also be illegal.

These examples were provided by FCC Friday (Feb. 27) in declaratory ruling issued in response to request of New York State Broadcasters Association and Metromedia Inc. for guidance as to kinds of material on state lottery that broadcasters could air.

U.S. Court of Appeals in New York in August upheld commission's ruling that antilottery statute and commission rules apply to state sponsored lotteries. But it also directed commission to grant petitioners' request for rulings on specific kinds of broadcasts (BROADCASTING, Aug. 18, 1969).

Court also provided guidelines of its own, which appeared to require loosening of commission's prohibition on

broadcast of lottery news and editorials. Court said that statute is intended to bar only advertisements or information directly promoting lotteries.

Other examples provided by commission:

Broadcast news reports about illegal lotteries or other illegal gambling, not including information that would aid in planning or operating illegal lottery, would be permitted.

Announcements telling how proceeds from sale of lottery tickets will be used would be permissible if part of licensee's good faith effort to inform public, but not if coupled with plea to buy tickets.

Although advertisements promoting lottery would be barred, statute would not prohibit anyone from buying time to express his views on desirability of lottery if it is issue of public importance and concern.

Broadcast of speech by public official on operation of lottery and its public service value would be permitted.

Interviews with winners would be permissible, unless repetition of such information as to number of tickets purchased and ticket holders' expectation of winning make it clear that interview is intended as promotional feature.

Editorial comment on lottery would be permissible, except where editorial format is sham to evade ban on direct promotion.

Documentary programs on lotteries and exposes of illegal lotteries would be within law, as would panel discussions on lottery and questions and comments from studio audience.

### Hellman suit turned down

New York court of appeals rejected late last week author Lillian Hellman's \$500,000 law suit against CBS for televising movie, "The Little Foxes," which is based on her play of same name.

Court held that sales contract in which she sold movie rights to play prevented only live broadcast of play, not broadcast of film version. Court ruled that Samuel Goldwyn, who bought film rights in 1940 for \$75,000, had right to sell film to CBS.

### More Chicago cable hopefuls

Chicago city council's subcommittee on finance reported Friday (Feb. 27) that half-dozen more applications for cable-TV franchises in city are in process of being filed, and that still another is expected from local group represented by Newton Minow, attorney and one-time FCC chairman.

Five bids already have been through public hearing (BROADCASTING, Jan. 12). New applicants are: Chicago Courier Cablevision Inc., Southtown Economist (newspaper owner), Century Broadcast-

### No National Open on TV

NBC official confirmed Friday (Feb. 27) that contract to televise final two rounds of National Airlines \$200,000 Open Golf Tournament in Miami March 28-29 had been dropped by "mutual consent" between advertiser and network. Airline, which is being struck by its employees, reportedly was concerned that demonstrations by strikers before TV cameras would mar four-day event.

ing Co. (FM group owner), Coaxial Communications Inc. and All-Star TV Inc., all Chicago, and Live Cable Inc. of Tulsa, Okla.

### Clarifications from Burch

FCC Chairman Dean Burch's views on two issues of continuing concern to commission were given some elaboration in four statements he issued in connection with four commission orders released Friday (Feb. 27).

In two cases, he made it clear he feels considerable uncertainty has always existed as to what commission expects of licensees in connection with requirement that they survey community needs.

In two others, in which he dissented, he said UHF stations opposing relocation of VHF transmitters on economic impact ground should be required to "go forward" with introduction of evidence in support of their contention. In both cases, commission placed burden of proof on VHF applicants.

Community-survey question was in issue in cases involving Mace Broadcasting Co.'s application for AM construction permit in Globe, Ariz., and Community Broadcasting Co. of Hartsville's application for AM in Hartsville, S. C. One VHF relocation case involved applications by educational WTVV-TV, WUSN-TV, WCIV-TV, all Charleston, S.C., which were seeking review of review-board order placing on them burden of proof on economic-impact issues.

Other involved commission's denial of request for reconsideration of order setting hearing on application of WBTW-TV Florence, S.C., to upgrade facilities and provide Fayetteville, N.C., with grade A signal.

### Kander dies

Funeral services were held Friday (Feb. 27) in Miami Beach for Allen Kander, 81, newspaper and broadcast station broker for over 40 years, who died Feb. 24 there. Mr. Kander, native of Kansas, participated in number of major newspaper transactions that included broadcast properties. Surviving are his wife, Jeanette Unger, son, two daughters, and eight grandchildren.

### Another FCC task force

New Spectrum Management Task Force to develop and carry out decentralized frequency-management program was announced Friday (Feb. 27) by FCC.

Task force, which will initially focus efforts on land-mobile radio field, will be headed by Deputy Chief Engineer Raymond E. Spence Jr.

Commission has been authorized to request funds in fiscal 1971 budget for prototype frequency-management regional center. Chairman Dean Burch announced that \$1-million congressional appropriation "hopefully will be forthcoming" for center at conclusion of January oral argument on proposals to relieve land-mobile spectrum crowding (BROADCASTING, Jan. 26).

Task force will be responsible for development of policies, standards, criteria and guidelines for nongovernment frequency management, coordination with government agencies and foreign nations, and maintenance of spectrum-occupancy data, in addition to working out details for projected national and regional spectrum-management centers.

First prototype regional center is planned for Chicago area and is scheduled to be operational by June 1972.

National center would formulate policy and provide direction for several regional centers, which would handle application processing, engineering and assignment of land-mobile frequencies.

### Number three against CBS

Third copyright-infringement suit by Broadcast Music Inc. and one of its publishers, this one Tree Publishing Co. of Nashville, has been filed against CBS in federal court in Nashville. It charges infringement in performance of "Green Green Grass of Home" on CBS-TV *Glen Campbell Show* Jan. 4 (see page 57).

### Kemper resigns

John A. Kemper Jr., chairman and member of board of Kittyhawk Television Corp., Dayton, Ohio, licensee of WKTR-TV there, resigned Friday (Feb. 27), describing himself as emotionally upset and physically exhausted from his efforts on company's behalf. ABC-TV earlier in week had Thomas O. Sullivan, one of network's station relations men, charged with accepting bribe in awarding WKTR-TV with current ABC affiliation, (see page 26). Mr. Kemper said that he felt he should resign at least until matter could be fully investigated. Mr. Kemper, 30.6% owner of Kittyhawk, also stated that he would not vote his stock until such time.





## about time...

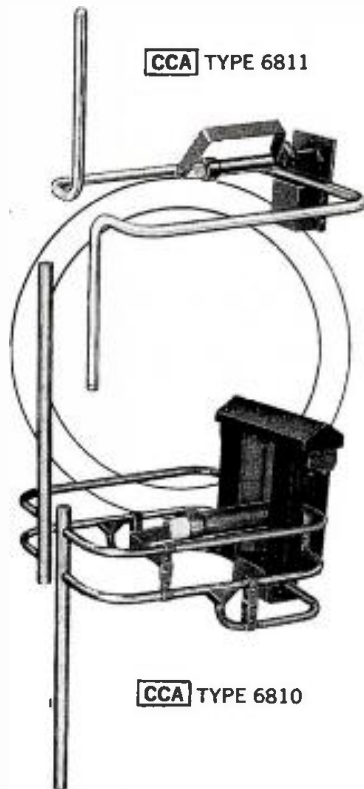
The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well, it's about time you talked to Hal Mayfield. He's WFAA-TV's National Sales Manager.

# WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.



# COMPARE... YOU'LL BUY a CCA FM Circularly Polarized Antenna



Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Thus broadcasters can economically select the best combination for their situation. Both antennas are rugged, broadband, and have excellent electrical properties. They're presently in service in all environments with exceptional results. Contact CCA and we'll provide you with technical data and a list of users.



**CCA Electronics Corp.**  
716 Jersey Avenue  
Gloucester City, N. J. 08030  
Telephone: (609) 456-1716

## Datebook

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

■Indicates first or revised listing.

### March

March 1-3—National meeting of *Mutual Advertising Agency Network*. Hilton Inn, San Diego.

March 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

■March 5—Annual stockholders meeting, *MPO Videotronics*. New York.

March 5—George Heinemann, vice president of children's programs, NBC-TV, lectures on TV in *The Christophers* series in the evening at the organization's center in New York.

March 7-8—Convention of *National TV Translator Association*. Hotel Utah motor lodge, Salt Lake City. Registration forms should be mailed to Box 1, Butte, Mont. 59701.

March 7-10—Convention, *Florida State CATV Association and Southern CATV Association*. Contact O. E. Brillante, Eau Gallie, Fla. Ramada Inn, Quality courts, Sheraton hotel, Cocoa Beach, Fla.

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

■March 9—Meeting of *Broadcast Advertising Producers Society of America*. Leslie V. Dix, assistant director of Federal Trade Commission's bureau of deceptive practices, will speak on "Emerging Concerns for the Advertising Industry." The Lambs, New York.

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

March 9-12—Spring conference, *Electronic Industries Association*. Secretary of Defense

### RAB regional sales clinics

March 23—Hotel Robert Myer, Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

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

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

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

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

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

June 11—Sheraton-Boston, Boston.

Melvin R. Laird will be speaker at annual awards dinner, March 11. Statler-Hilton hotel, Washington.

March 10—International Broadcasting Awards dinner. 10th annual competition to choose best radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Los Angeles room, Century Plaza hotel, Los Angeles.

March 10—*New York State Broadcasters Association* annual meeting and dinner, Thruway Hyatt House, Albany, N.Y.

■March 11—Public hearing of the *Canadian Radio-Television Commission* to consider TV applications, low-power relay transmitter applications, CATV applications, and applications concerning ownership and control. Skyline hotel, Ottawa.

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

March 13—*Writers Guild of America*, West 22d annual awards ball. International Room, Beverly Hilton hotel, Beverly Hills.

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

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

March 16—*International Radio and Television Society* 30th anniversary dinner and gold metal award. Waldorf-Astoria, New York.

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

March 18-20—The Contemporary World: 1970, conference sponsored by marketing & communications division of *Dick Clark Enterprises*. Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of Dick Clark Enterprises; Lou Rashmlr, president of Market Compilation and Research Bureau and specialist in college market; Chuck Barris, game show packager and producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

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

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

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

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

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

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

■March 31—Annual stockholders meeting,

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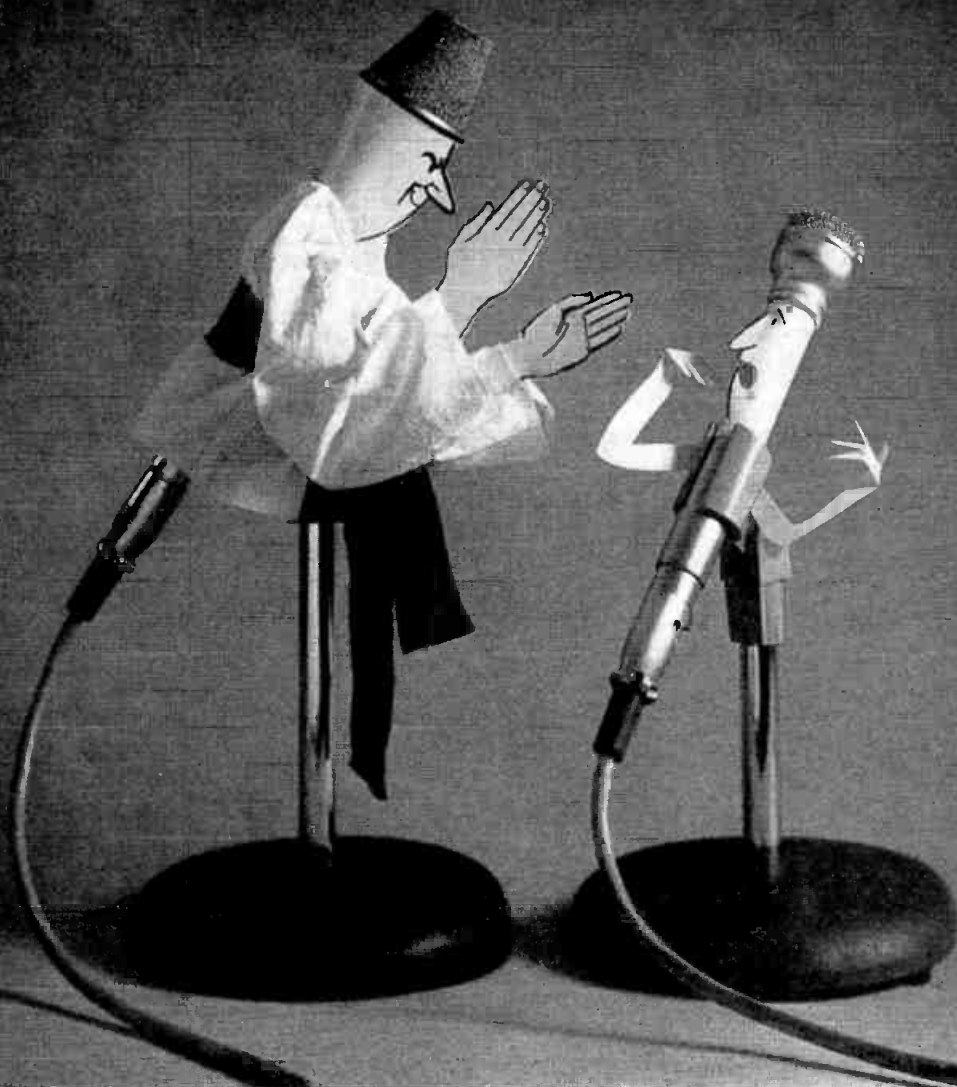
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## April

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Harumi pavilions 1-3, Tokyo.

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

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

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

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

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

and its owned-and-operated stations. Skyline hotel, Ottawa.

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

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

April 16-18—*International Radio and Television Society* college/faculty conference. Hotel Commodore, New York.

April 16-25—Twenty-first cine-meeting, *International Film, TV-Film and Documentary (MIFED)*. MIFED is international center where feature, TV and documentary films are traded on worldwide scale. Address information and bookings queries to MIFED-Largo Domodossola 1. 20145 Milan, Italy.

■ April 17-18—Region 7 Conference *Sigma Delta Chi*. Des Moines, Iowa.

■ Indicates first or revised listing.

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## OpenMike ®

### 'Only ourselves' to blame

EDITOR: I refer to "Still a Mystery of Missing Audiences," (BROADCASTING, Feb. 16), describing the furor over declines in estimates of homes using television in recent American Research Bureau reports.

While we as broadcasters have groped for a way in which to control more of our destiny, a group of power-wielding agency research directors from the "majors" have seemingly been able to obtain what they want between the covers of a rating report by offering recognition as well as major service usage.

I can vividly recall the conversation I had with one of these men who told me, not too long ago, that homes-using television levels were too high and had been too high for years. It was apparent that this was a dollar-motivated comment; the lower the HUT levels the more power he felt he would have over the cost of advertising. Scary, isn't it. But this is exactly what has happened.

We broadcasters as a group have failed ourselves. Misguidedly we fell back on the Broadcast Rating Council, a useless, wasteful, weaponless, ambiguous, self-perpetuating, secret society. We have only ourselves to blame.—Alan Henry, *vice president—group operations, Sonderling Broadcasting Corp., New York*.

### Rand report defended

EDITOR: Is there any wonder why the CATV industry and the broadcasters find it difficult to agree?

The Ford Foundation-financed report by the Rand Corp. was made "at the suggestion of FCC officials for an unbiased study of CATV" (BROADCASTING, Feb. 2).

I wasn't surprised when the pro-

CATV report was criticized by the broadcasters (BROADCASTING, Feb. 9). However, I believe I'm myopic to term a report "simplistic," "naive," "speculative," "shallow and deceptive in its view of reality" and "typical of the irresponsible attitude being propounded by CATV interests" without one valid discussion of the substantive elements of the report. Such reaction by individuals who have the power and responsibility to solve the technological impact problems of CATV upon communications within the standard of public interest is destructive of that objective.

The Rand report was an encouraging attempt to place the CATV and broadcasting interests in the proper perspective. Rather than a competitive stance it advocated a complementary relationship. Such name calling by the broadcasters was not in that spirit.—David G. Walsh, *Harvard Law School, Cambridge, Mass.*

### Suggests checking listeners

EDITOR: It is indeed interesting to note (BROADCASTING, Feb. 16) that Clark George of CBS Radio feels that dramatic programing on network radio is "completely impracticable".

I have assembled several thousand transcriptions of old-time radio shows. On Christmas and New Year's Day we presented half-hour shows over WTMJ based on excerpts from those disks. The result, which I would like to call to Mr. George's attention, was almost 200 letters.

I would suggest that network presidents do some checking with affiliate managers and that the affiliate managers do some checking with their listeners. Some surprising answers might be found.—Hugh E. Carlson, *news reporter, WTMJ-AM-FM-TV Milwaukee*.

## The process of personalization via radio-TV

The broadcast media, both television and radio, have proved to be one of the most dramatic, versatile and powerful advertising combinations the Midwest Federal Savings and Loan Association has ever used to develop the "personalization" theme that we have been projecting throughout the state of Minnesota for years.

To say that our efforts have achieved our goals would be laudable in itself. The media, however, during the extremely trying monetary crisis to which all financial institutions have been subjected, have more than fulfilled their promise as a powerful and attractive sales vehicle for Midwest Federal.

They have aided us, for instance, in completely reversing the downward trends being suffered by most banks and enabled Midwest Federal to increase its net savings during this trying period to the extent that Midwest Federal Savings and Loan was number one in the country of all savings associations for the July-December 1969 period with an increase in net savings of \$28.5 million.

I feel that this unique and happy circumstance was due in part to our over-all advertising policy and in particular to the versatility, adaptability and believability of our radio and TV advertising in the Twin Cities.

Through our agency, M. R. Bolin Co., we have been able to implement our long-term programs with topical and current events of interest to our customers and take advantage of such specials as the Minnesota Vikings trip to New Orleans and the Super Bowl game; the playoffs between the Twins and Baltimore and other high-interest activities in the Twin City area.

The versatility of radio and TV coverage, I think, has been one of the major reasons behind the continuing rise in Midwest Federal's fortunes.

Through the various publics available on Twin City radio and television air we have been able to establish a strong identification of Midwest Federal's "personalization" program for its customers. In radio drive time, for instance, our campaigns have established our identity to the general working public via consistent and continuing exposure.

Our sports sponsorship, I believe, has been one of the most successful seg-

ments in our radio and TV campaigns. Sponsorship of the Twins on radio and TV, the Vikings on radio, American Football League and National Collegiate Athletic Association football, the Minnesota Gophers basketball on radio as well as our supplementary sponsorship of such special events as the playoffs, championship high-school and college basketball and hockey games have all combined to give Midwest Federal a positive identification to our broadcast customers on a broad base.

The message of the medium has been amply demonstrated in such a variety of ways that it still surprises us at times.

As part of our "personalization" program I host a two-minute program between segments of the national *Meet the Press* program on KSTP-TV St. Paul-Minneapolis. We refer to it as Midwest Federal's "Mini-Meet the Press" and we present each week some nationally known leader in a philosophic vignette. This purely public-service program has gained such general recognition that quite often I am stopped in the Twin City streets and asked for my autograph. Quite a thrill for a savings-and-loan banker.

In some of our other TV and radio spots in the news and the NBC *Tonight Show* we stress the importance of personal attention by our personnel and illustrate it with the fact that, as president of Midwest Federal, I also am available at a desk just inside the front door of our new building. Several times people have come in while I've been on duty there, introduced themselves and said they just wanted to come in

and see for themselves that the president of Midwest Federal would be sitting there waiting on the general public.

It is this kind of "personalized" identification that has enabled Midwest Federal to continue to be one of the few savings-and-loan associations in the country to show gains rather than losses during these chaotic financial times.

And it is this specific and visible reaction by the public that has prompted Midwest Federal to purchase the radio-television rights for all Minnesota Twins baseball games for the next five years.

Times have changed rapidly in recent years and the members of the financial community who have "stayed staid" have also stayed behind in terms of customer and community needs.

We are in the era of "instant communications" and we must be prepared to deal instantly with people with a wide variety of interests.

The ability to reach out to these people and to convince them that we indeed are interested in their activities, their well-being, and their future has been amply demonstrated to us time and again via the definitive reactions we receive from our TV and radio commercials.

We use the entire gamut for Midwest Federal Savings and Loan, from 20-second spots on drive-time radio to program sponsorship on television.

We know what the media can do and the Midwest Federal Savings and Loan Association is going to utilize that media to an increasing degree in the upcoming years.



*Harold W. Greenwood Jr. is president of Midwest Federal Savings and Loan Association of Minneapolis. He began his career with Midwest Federal in 1955 and became operational manager in 1959. He was elected first vice president and general manager in 1963 and was elected president in January 1965. He is president of the Minnesota United Nations and chairman of the board of St. Mary's Junior College in Minneapolis. Mr. Greenwood lives in suburban Minneapolis with his wife and four children.*

# WGN

*...the most  
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## **WGN CONTINENTAL BROADCASTING COMPANY**

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- **Denver:** KWGN Television
- **Michigan and California:** WGN Televents, community antenna television
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WGN Continental Sales Company

\*We are proud to announce the opening of a liaison office in Tokyo's new 40-story World Trade Building to service Japan, Hong Kong, Taiwan and Thailand.





## **Troop 103 finds gold on Park Street.**

Digging into the basements and attics of families and friends, this scout troop 103 in Grand Rapids came up with the fixings for a rummage sale. One of the Fetzer radio stations in Grand Rapids came up with the crowds, by promoting this event on it's five-minute "Roundup" — a feature of coming events. Result: everyone went home happy, and the scouts had needed cash for upcoming activities. It's a nice arrangement.

It's real community communication.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac
				<b>KMEG-TV</b> Sioux City

## Wide range in 70-71 network commercials

NBC and CBS offer prime-time TV minutes as high as \$69,000, low as \$24,000—ABC is yet to come

Advertisers and their agencies got their first good look at 1970-71 prime-time television prices last week and found them generally up from a year ago but with a big spread between top and bottom.

They could buy a prime-time commercial minute in next fall's lineup for as little as \$24,000 or as much as \$69,000, they discovered as they examined the asking prices being circulated by CBS-TV and NBC-TV, based on new fall schedules announced the week before (BROADCASTING, Feb. 23).

ABC-TV officials were in the final throes of wrapping up their own 1970-71 lineup (see page 20). Until that job was officially finished, ABC's pricing, too, remained generally unspecific.

Since ABC-TV prices historically have tended to be below those of the other networks in most cases, however, it appeared likely that the biggest price tag in prime-time entertainment programming in 1970-71 would belong to *Mayberry RFD*, for which CBS-TV was reported asking \$69,000 gross per commercial minute next fall. NBC-TV's *Laugh-In* ranked next at a reported \$68,000 a minute for the fall-winter season.

Behind those two, 21 other programs—16 on CBS and five on NBC—were said to carry per-minute price tags in the range of \$60,000 and up. A year ago, 16 programs were in that category: nine on CBS, seven on NBC. (NBC's total in both years was figured on the assumption that its *Kraft Music Hall*, a so-called package show for which minute prices are not quoted, is in the equivalent of the \$60,000-a-minute range.)

Some agency sources cautioned against too direct a comparison between CBS and NBC prices because NBC's are for the fall-winter season while CBS's are for the fourth quarter but are subject to downward variations from mid-December to

mid-January and then go up for the rest of the winter period. Just how closely the CBS average for the entire fall-winter period might compare with NBC's could not be precisely ascertained.

However, the price list reported for CBS showed a much higher incidence of increases over 1969 prices for the same shows than did the list attributed to NBC.

It was estimated, for instance, that among the holdover shows on CBS's 1970-71 schedule, almost three-fourths carry higher asking prices now than they did a year ago when selling of the 1969-70 season started; almost one-fourth are down from a year ago and the rest are unchanged. Among NBC's holdover shows, it was estimated, about half are unchanged in price from a year ago, about one-third have been priced upward and the rest priced downward.

Among those with prices lower now

### Singer sponsors 'Wizard'

Singer Co., New York, is spending an estimated \$2 million for sponsorship and promotional support of "The Wizard of Oz" presentation over NBC-TV on March 15 (6-8 p.m.). Singer's efforts include in-store promotion; the establishment of a Singer-endowed Judy Garland Memorial cottage at the Motion Picture Country House and Hospital in Los Angeles and an on-the-air promotion campaign spotlighting a Norman Rockwell portrait of Miss Garland as she appeared in the film.

The feature has played on the networks since 1959 and this marks the first time that a single company will sponsor the presentation. The agency for Singer is the J. Walter Thompson Co., New York.

than those reported a year ago are CBS's *Mission: Impossible*, which a year ago was one of TV's three top-priced shows at \$65,000 a minute but is said to be offered at \$59,000 for the coming fall; *Ed Sullivan Show*, which has dropped in ratings and is down from \$57,000 to \$52,000; *Governor and J.J.*, a new show last year, down from \$54,000 to \$52,000; and *Hogan's Heroes*, down from \$62,000 to \$51,000.

Minutes in CBS's *Friday Movies* have also been priced downward, from \$60,000 to \$57,000, according to the lists reported last week, but those in the network's *Thursday Movies* were said to have been raised from \$60,000 to \$62,000.

NBC programs whose price tags were said to have been reduced include *Julia*, down from \$60,000 to \$53,000 a minute, and *Adam-12* from \$50,000 to \$48,000. Minutes in NBC's three movies were reported unchanged from a year ago, with Saturday's pegged at \$60,000 and Monday's and Tuesday's at \$56,000.

Among the new programs for next fall, CBS's *Storefront Lawyers* and *Andy Griffith* were said to be priced in the \$61,000-a-minute range; *Interns* and the *Tim Conway Variety Hour* at about \$56,000 a minute; *Arnie* at \$55,000 a minute and *Mary Tyler Moore Show* at \$52,000 a minute.

Minute prices in NBC's new entities were reported at about \$58,000 for *Nancy*; \$49,000 for a minute in the half-hour *Red Skelton Show* (which in its 60-minute form on CBS last fall had an asking price of \$60,000 a minute); and \$46,000 in the *Don Knotts Show*, *Flip Wilson Show* and *Four-in-One*.

(*Four-in-One* is the title announced last week for the four "mini-series" to be presented at 10-11 p.m. Wednesdays, in sequences of about six one-hour programs each, with specials separating

the end of one mini-series and the start of another.)

NBC's shows in the \$60,000-and-up range of minute prices were listed as *Laugh-In*, up from \$65,000 a year ago to \$68,000 for next fall; *Bonanza*, up from \$62,000 to \$65,000; *Dean Martin Show*, unchanged at \$63,000 and *Saturday Movies* and *Disney*, both unchanged at \$60,000 (and, presumably, *Kraft*.)

The list reported for CBS showed 17 programs priced at \$61,000 or more per minute, and 13 of the 14 holdovers in this group were shown with higher price tags than they carried a year ago. (Exception: *Hee Haw*, a midseason replacement not in the schedule last fall but pegged at \$61,000 for next fall.)

*Mayberry's* \$69,000 was up from \$65,000; *Hawaii Five-O* was up from \$55,000 to \$67,000; *Glen Campbell* from \$55,000 to \$66,000; *Doris Day* from \$63,000 to \$66,000; *Carol Burnett* from \$56,000 to \$65,000; *Mannix* from \$55,000 to \$65,000; *My Three Sons* from \$58,000 to \$64,000; *Gunsmoke* from \$57,000 to \$64,000.

Other CBS shows quoted at over \$60,000 a minute and said to be up from last year in price were *Lucy Show*, pegged at \$63,000 a minute; *Jim Nabors* \$62,000; *Beverly Hillbillies* \$62,000; and *Medical Center* \$61,000. *Hee Haw* is also pegged at \$61,000 for fall.

Lowest-priced entertainment show on the NBC list was said to be *High Chaparral* at \$43,000 a minute. CBS's lowest price in the entertainment area was quoted as \$50,000 a minute in *To Rome with Love*.

In news programming, CBS was said to be asking \$34,000 a minute in *60 Minutes* and \$24,000 a minute in *News Hour*, which alternates with *60 Minutes* in the Tuesday 10 p.m. period. Minutes in the Walter Cronkite evenings news show were quoted at \$36,000; in the Saturday-night Roger Mudd news program at \$27,000 and in the Sunday-night Harry Reasoner news show at \$21,000. Comparable figures for NBC programs could not be ascertained immediately.

While immediate interest centered on fourth-quarter prices, different rates apply at different seasons, with highest in the fall-winter months, lower in spring and even lower in summer. These variations may differ from network to network, however. Agency sources reported last week, for instance, that CBS was quoting not just three seasonal rates but several, based on variations in viewing habits at different times.

The varying approaches are reflected to some extent in the following night-by-night prices being quoted for CBS and NBC. For CBS programs, the first price shown is for a minute in the fourth quarter of this year; the second is the average annual per-minute rate. For NBC, three prices are shown: the

first is fall-winter, the second is spring and the third is summer. All represent gross rates per minute, covering both time and program charges.

CBS

Sunday—*Hogan's Heroes*, \$51,000 for fourth quarter, \$43,000 annual average; *Ed Sullivan* \$52,000 and \$44,000; *Glen Campbell* \$66,000 and \$57,000; *Tim Conway* \$56,000 and \$49,000.

Monday—*Gunsmoke* \$64,000 and \$53,000; *Lucy* \$63,000 and \$53,000; *Mayberry* \$69,000 and \$59,000; *Doris Day* \$66,000 and \$58,000; *Carol Burnett* \$65,000 and \$54,000.

Tuesday—*To Rome with Love* \$50,000 and \$42,000; *Mary Tyler Moore* \$52,000 and \$44,000; *Hee Haw* \$61,000 and \$51,000; *Governor and J.J.* \$52,000 and \$45,000; *CBS News Hour* \$24,000 and \$21,000 (alternate *60 Minutes* \$34,000 and \$31,000).

Wednesday—*Storefront Lawyers* \$61,000 and \$51,000; *Beverly Hillbillies* \$62,000 and \$52,000; *Medical Center* \$61,000 and \$52,000; *Hawaii Five-O* \$67,000 and \$56,000.

Thursday—*Family Affair* \$63,000 and \$53,000; *Jim Nabors* \$62,000 and \$52,000; *Thursday Night Movies* \$62,000 and \$52,000.

Friday—*Interns* \$56,000 and \$48,000; *Andy Griffith* \$61,000 and \$53,000; *Friday Night Movies* \$57,000 and \$48,000.

Saturday—*Mission Impossible* \$59,000 and \$50,000; *My Three Sons* \$64,000 and \$53,000; *Green Acres* \$54,000 and \$45,000; *Arnie* \$55,000 and \$46,000; *Mannix* \$65,000 and \$54,000.

NBC

Sunday—*Disney* \$60,000 for fall-winter; \$40,000 spring, \$38,000 summer; *Bill Cosby* (sponsored by Procter & Gamble, no minute prices quoted); *Bonanza* \$65,000, \$48,000 and \$36,000; *Bold Ones* \$50,000, \$44,000 and \$40,000.

Monday—*Red Skelton* \$49,000, \$34,000 and \$30,000; *Laugh In* \$68,000, \$52,000 and \$43,000; *Monday Night Movies* \$56,000, \$48,000 and \$43,000.

Tuesday—*Don Knotts* \$46,000, \$33,000 and \$28,000; *Julia* \$53,000, \$39,000 and \$33,000; *Tuesday Night Movies* \$56,000, \$48,000 and \$43,000.

Wednesday—*Virginian* \$46,000, \$31,000 and \$27,000; *Kraft Music Hall* (sponsored by Kraft, no minute prices quoted); *Four-in-One* \$46,000, \$38,000 and \$34,000.

Thursday—*Flip Wilson* \$46,000, \$33,000 and \$28,000; *Ironsides* \$52,000, \$42,000 and \$37,000; *Nancy* \$58,000, \$43,000 and \$36,000; *Dean Martin* \$63,000, \$56,000 and \$41,000.

Friday—*High Chaparral* \$43,000, \$28,000 and \$26,000; *Name of the Game* \$49,000, \$41,000 and \$36,000; *Bracken's World* \$46,000, \$38,000 and \$34,000.

## ABC fits its final pieces into jigsaw

### Network's TV schedule includes 11 new shows as nine oldies disappear

The final pieces of the 1970-71 prime-time network television schedules were being moved into place late Thursday (Feb. 26) as ABC-TV officials were reported virtually set on a lineup that would introduce 11 new shows, delete nine now on the schedule and move six others.

In the new ABC schedule circulated to some agencies but still not officially announced as of last Thursday night, Monday night is completely new with two new entertainment shows leading into the introduction of regularly scheduled prime-time professional football at 9 p.m.; Thursday is virtually all new, Friday is thoroughly reshuffled and Wednesday, Saturday and Sunday acquire at least one new hour show each. Only Tuesday night remains unchanged.

The new shows:

*Young Rebels*, a Revolutionary War

Saturday—*Andy Williams* \$50,000, \$36,000 and \$34,000; *Adam-12* \$48,000, \$38,000 and \$33,000; *Saturday Night Movies* \$60,000, \$48,000 and \$45,000.

## Mahoney sees need for becoming involved

A new role was marked out last week for advertising and marketing people. They have to try to be social philosophers thinks David J. Mahoney, president and chief executive officer and just-named chairman of the board of Norton Simon Inc., Fullerton, Calif. Mr. Mahoney, in a speech scheduled to be delivered Friday (Feb. 27) in Los Angeles in acceptance of his being chosen "man of the year" by the Western States Advertising Agencies Association, drew a parallel between government's problems and those of advertising and marketing executives.

"There is little chance of a marketing campaign being successful if it only reaches the national media, with no local support," he said. "At the same time," he pointed out, "there isn't a marketing man in the world who would hire 50 local agencies and tell each one to conduct their own campaign." According to Mr. Mahoney, "success results from the combination of approaches. We must fuse together what works in centralism and what works in



story at 7-8 p.m. EST Sunday; *Young Lawyers*, described as a drama featuring a group of law students working on legal problems in the ghettos, on Monday at 7:30-8:30 p.m., followed by *Silent Force*, the story of an anti-crime unit fighting the Mafia at 8:30-9; Danny Thomas in the previously announced *Make Room for Granddaddy* on Wednesdays at 8-8:30 and *Dan August*, a police action story, Wednesdays at 10-11.

Also, all on Thursdays, *Dial Hot Line*, a fictionalized version of the popular call-in programs, starring Vince Edwards of *Ben Casey* fame, at 7:30-8:30; *Barefoot in the Park*, featuring an all-black cast in a comedy series based on the stage hit of the same name, at 9-9:30; *The Odd Couple*, also based on a Broadway comedy, at 9:30-10, and *The Immortal*, a science fiction spin-off of a *Movie of the Week* episode, featuring Christopher George as a young man who is immortal and whose blood can make others immortal.

Also on Friday, *Partridge Family*, story of a young rock band and on Saturdays, *Zig Zag*, a crime detection drama starring Ralph Bellamy, George Maharis and Inger Stevens at 9:30-

10:30.

To make way for the new entries, which total 17 half-hours, the following are being dropped: *Land of the Giants* (currently seen Sunday at 7-8), *It Takes a Thief* (Monday 7:30-8:30); *Englebert Humperdinck Show* (Wednesday 10-11); *Pat Paulsen Show* (Thursday 7:30-8); *Paris 7000* (Thursday 10-11); *Flying Nun* (Friday 7:30-8); *Ghost and Mrs. Muir* (Friday 8:30-9); *Here Come the Brides* (Friday 9-10) and *Jimmy Durante Presents the Lennon Sisters* (Saturday 9:30-10:30).

In addition, movies currently scheduled Monday nights will be replaced, at least for the duration of the football season, by the Monday-night pro games.

Slated for new time periods are *Courtship of Eddie's Father*, moving from Wednesday 8-8:30 to Wednesday 7:30-8; *Brady Bunch*, from Friday 8-8:30 to Friday 7:30-8; *Nanny and the Professor* from Wednesday 7:30-8 to Friday 8-8:30; *That Girl* from Thursday 8-8:30 to Friday 9-9:30; *Tom Jones* from Thursday 9-10 to Friday 10-11; and *Love American Style*, now at 10-11 Friday, is cut to a half-hour and moved to Friday at 9:30-10.

The new lineup was reported unof-

ficially to be as follows: (N signifies new program and NT a new time period; all times are eastern):

Sunday—*Young Rebels* (N) 7-8; *FBI* 8-9; *Sunday Night Movie* 9-11. Monday—*Young Lawyers* (N) 7:30-8:30; *Silent Force* (N) 8:30-9; professional football 9-11 (N).

Tuesday (unchanged)—*Mod Squad* 7:30-8:30; *Movie of the Week* 8:30-10; *Marcus Welby MD* 10-11.

Wednesday—*Courtship of Eddie's Father* (NT) 7:30-8; *Make Room for Granddaddy* (N) 8-8:30; *Room 222* 8:30-9; *Johnny Cash Show* 9-10; *Dan August* (N) 10-11.

Thursday—*Dial Hot Line* (N) 7:30-8:30; *Bewitched* 8:30-9; *Barefoot in the Park* (N) 9-9:30; *Odd Couple* (N) 9:30-10; *The Immortal* (N) 10-11.

Friday—*Brady Bunch* (NT) 7:30-8; *Nanny and the Professor* (NT) 8-8:30; *Partridge Family* (N) 8:30-9; *That Girl* (NT) 9-9:30; *Love American Style* (NT) 9:30-10; *This is Tom Jones* (NT) 10-11.

Saturday—*Let's Make a Deal* 7:30-8; *Newlywed Game* 8-8:30; *Lawrence Welk* 8:30-9:30; *Zig Zag* (N) 9:30-10:30. (Half-hour from 10:30-11 remains station time).

localism—just as marketing people have done for years.”

Advertising and marketing executives, he indicated, “must learn to think in basic ways about the problems of our time.” He added, speaking for media men: “We cannot escape history any more than we can ignore the implications of the future. We have to see the interrelationship between things. We are truly, as John Donne said, involved in mankind.”

Norton Simon Inc. is the parent company of Talent Associates Ltd., TV program producers, and of McCall Publishing Co. publishers of *McCall's*, *Redbook* and *Saturday Review* magazines. In the past, Mr. Mahoney served as president and chief executive officer of Canada Dry Corp. Earlier, he was executive vice president of Colgate-Palmolive Co., and president of Good Humor Corp.

## U.S. Media sets up West Coast branch

U.S. Media International, New York, probably the most prominent company in the new business of providing independent media-buying services, with more than a reported \$100 million a year in billings, has opened a division on the West Coast, U.S. Media West. The new division, based in Los Angeles and headed by parent company execu-

tive vice president Dennis Holt, formerly with RKO General's station representative firms, already has announced some \$1.5 million in billings out of West Coast clients.

Norman King, president of U.S. Media International, revealed his company's expansion at the monthly meeting of the Advertising Club of Los Angeles. Mr. King emphasized that he considers his firm to be merely an extension of the media departments of advertising agencies—an extension that, because it concentrates solely on the job of media buying, makes the media buys quicker and more efficiently.

“We are sort of a floating media department, something like a floating crap game,” he explained.

Asked later, in a question-and-answer session, whether U.S. Media International made its more efficient buys in broadcasting via rate gouging, Mr. King replied: “I believe any rate card is just the beginning of an economic dialogue.” But he also added that he can't and doesn't discriminate against stations with absolutely fixed rate cards.

## BAC to serve as host for advertising seminar

An overview of broadcast advertising in the 1970's will be the theme of an all-day national seminar in Chicago April 3 on the eve of the National Associa-

tion of Broadcasters convention there. The seminar was announced by Harry Smart, president of the Broadcast Advertising Club of Chicago. Mr. Smart is vice president of Blair Television there.

The BAC in earlier years has held similar national seminars just prior to the convention on such subjects as cable television and the communications explosion. Chairman of this year's symposium is Peter F. Ryan, vice president, Harrington, Righter & Parsons, and co-chairman is Jacob A. Evans, vice president, Television Bureau of Advertising.

Hubert H. Humphrey will be keynote speaker and Arthur Godfrey will be luncheon speaker. Willard F. Walbridge, NAB board chairman and new senior vice president for corporate affairs of Capital Cities Broadcasting Co., will be moderator of the opening session on billings and pricing trends. The panel will feature top agency, advertiser, network and station executives.

Other panel sessions with top experts will cover technology and paperwork problems, computer time-buying and trends in the buying and selling of time. Key spokesmen for the specialized time-buying agencies also have agreed to participate. All sessions will be held at the Conrad Hilton hotel. Registration will be \$20. BAC address: 18 South Michigan, Chicago 60603.

## Kershaw sees troubles for both TV and print

Commercial clutter in TV, a waning impact by print media and the threat of government inroads on advertising were decried last week by Andrew Kershaw, president of Ogilvy & Mather and board chairman of Ogilvy & Mather (Canada) Ltd.

Television is allowing more commercials to occupy the same amount of time, permitting public anger to mount up, he said in a speech to the Canadian Club of Toronto.

"But the print media are in even a worse predicament," he noted. "We hear virtually no complaints about the national advertising they carry . . . but we have evidence to support the belief that the relative power of print as a medium of sales communications is declining."

We are currently embarking on the destruction of the freedom to advertise, Mr. Kershaw maintained, because "we now allow our governments to decide that it should not be lawful to advertise what it is lawful to manufacture and tax." The odds are only seven to three in favor of advertising still existing in 1980, he said.

### Agency appointments:

▪ Nalley's Fine Foods, Tacoma, Wash., a division of W. R. Grace & Co., has consolidated its entire account of more than \$1 million at Honig-Cooper & Harrington Advertising, San Francisco. The agency will handle Nalley's entire line of food products. Approximately 50% of Nalley's advertising budget is spent on spot television. The balance

goes to radio, magazine, newspaper and outdoor advertising.

▪ Orleans Packing Co. has appointed Arthur Meyerhoff Associates, both Chicago, as its agency. 1970 billings are expected to be \$400,000 divided among TV, magazines and newspapers.

▪ STP Corp., Des Plaines, Ill., maker of automotive additives, has named Vitt Media International Inc., New York, to buy all TV and radio, spot and network in U.S. and Canada. Billings are estimated between \$7 million and \$8 million. Agency is Media Buyers Inc., Des Plaines, house agency for STP.

▪ Public Campaigns Inc. has appointed SFM Media Service Corp., New York, to handle all media services for New York Democratic gubernatorial candidate Howard Samuels. The Samuels campaign is expected to make heavy use of broadcast, with most of the budget going into spot TV. Howard Samuels was the first client of the New Public Campaigns Inc., an agency specializing in political advertising and a subsidiary of David Oksner & Mitchell, New York. SFM Media Service is an independent media service formed last fall.

### Cigarette talks delayed

The Senate-House conference on cigarette-advertising legislation, scheduled for last week, was postponed because of the press of Senate business. The primary issue in the conference is a Senate bill that would ban all broadcast cigarette advertising by Jan. 1, 1971, and would permit the Federal Trade Commission to impose health warnings in cigarette advertising as of July 1, 1971. No new date for the conference has been set.

### Rep appointments:

▪ WPAW(AM) Syracuse, N.Y.: Pro Time Sales, New York.

▪ WSPA-AM-FM Spartanburg, S.C.: McGovern-Guild-PGW Radio, New York.

▪ KBNO(FM) Houston: RKO Radio Representatives, New York.

▪ KFMX(FM) San Diego: Avery-Knodel, New York.

▪ WMSL-TV Huntsville-Decatur, Ala.: Meeker Co., New York (national) and Busby, Finch & Woods, Atlanta (regional).

▪ WCFR Springfield, Vt.; KIUL Garden City, Kan.: AAA Representatives, New York.

### Also in advertising:

**Media-department move** ▪ Ogilvy & Mather's media department, having run out of space at the 2 East 48th Street office in New York, has moved a few blocks away to 1180 Sixth Avenue.

**New Dallas office and contact** ▪ AAA Representatives, New York, has appointed Erle Racey, former vice president with Tracy-Locke and Grant Advertising, to handle sales in the southwest starting March 1. Mr. Racey's office will be at 12037 Arbargee Circle, Dallas 75230.

**Expansion** ▪ An expansion program for Studio Center (formerly D'Arcy Sound Studios), Norfolk, Va., for 1970 has been announced by Warren M. Miller, president. The program centers around the renovation of a newly acquired two-story building at 200 West 22nd Street. The building's two floors will be converted into two new studios and control rooms. The investment in the four-track facilities will total \$185,000.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 15, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 15	Total dollars week ended Feb. 15	1970 total minutes	1970 total dollars
	Week ended Feb. 15	Cume Jan. 1-Feb. 15	Week ended Feb. 15	Cume Jan. 1-Feb. 15	Week ended Feb. 15	Cume Jan. 1-Feb. 15				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ . . . . .	\$ 137.9	\$ 777.5	\$ 338.5	\$ 2,013.6	89	\$ 476.4	505	\$ 2,719.1
Monday-Friday 10 a.m.-6 p.m.	1,874.3	11,736.6	3,318.7	22,103.2	1,889.5	12,158.5	865	7,082.5	5,137	45,998.3
Saturday-Sunday Sign-on-6 p.m.	1,299.9	7,434.7	1,081.9	14,787.1	669.0	5,789.2	303	3,050.8	1,899	28,011.0
Monday-Saturday 6 p.m.-7:30 p.m.	249.4	1,636.5	913.6	5,904.7	529.2	5,101.2	75	1,692.2	482	12,642.4
Sunday 6 p.m.-7:30 p.m.	108.0	873.3	237.9	2,852.9	327.9	2,065.0	18	673.8	144	5,791.2
Monday-Sunday 7:30-11 p.m.	6,184.2	36,001.8	8,385.0	52,587.9	7,852.6	50,436.1	449	22,421.8	2,808	139,025.8
Monday-Sunday 11 p.m.-Sign-off	170.9	1,031.8	339.5	2,301.7	703.4	4,024.5	98	1,213.8	620	7,358.0
<b>Total</b>	<b>\$ 9,886.7</b>	<b>\$ 58,714.7</b>	<b>\$14,414.5</b>	<b>\$101,315.0</b>	<b>\$12,310.1</b>	<b>\$ 81,588.1</b>	<b>1,897</b>	<b>\$36,611.3</b>	<b>11,595</b>	<b>\$ 241,617.8</b>

# End of the road for pay-TV opponents?

## Supreme Court leaves intact ruling affirming FCC authorization of pay service

After 18 years of controversy and debate, legal action and bureaucratic delay, the future of pay television is in the hands of the entrepreneur—and the public.

The last legal barrier to the establishment of a nation-wide pay-television service fell last week. The Supreme Court, with Justice William O. Douglas dissenting, refused to review a lower court's decision upholding the commission's order authorizing such a service.

What remains to be seen is the readiness of potential pay-television operators to gamble on the public's willingness to pay for over-the-air television service.

Although the commission has been open to applications for pay-TV authorizations since September, when it issued technical standards for pay-TV systems (BROADCASTING, Sept. 8, 1969), it has received none.

However, with the legal basis of pay television now free of challenge, Zenith Radio Corp. hopes to announce within the next two or three months the filing of a pay-TV application which would involve the use of its Phonevision pay-TV system. Applications with stations are under way in the three major markets—New York, Los Angeles and Chicago.

It was Zenith that in 1952 initiated and became the principal backer of the effort to persuade the commission to authorize pay television. Joseph Wright, Zenith's chairman, last week expressed the company's gratification with the decision after the 18-year struggle.

He also said the decision permits Zenith to step up preparations for the commercial introduction of its Phonevision subscription system. "We can now take major steps toward getting this new service on the air."

Zenith and Teleglobe Pay-TV System Inc., another long-time supporter of subscription television, have applied to the commission for approval of their respective pay-TV equipment. Both utilize devices to scramble and unscramble pictures broadcast by the pay-TV stations.

The Zenith system was used in the only over-the-air pay-TV test conducted in the U.S.—over RKO General Inc.'s WHCT(TV) Hartford, Conn., from 1962

to 1968.

Solomon Sagall, president of Teleglobe, saw the high-court action as "ushering in a new era in television broadcasting." He said Teleglobe is negotiating with TV broadcasters for franchises in "several major markets" and hopes to see pay TV start early next year. Mr. Sagall noted that 89 markets, with 47-million TV homes, qualify for over-the-air pay TV under the FCC rules.

"It is my firm conviction," he said, "that pay TV, in order to succeed, will have to develop a program format of its own." He said he saw Broadway and off-Broadway theater as program sources for pay TV.

Arthur Levey, president of Skiatron Electronics and Television Corp., another long-time subscription-TV adherent, called the decision "a clear signal" for the theater owners to become part of the pay-TV industry. He called pay TV a "natural extension" of theater presentation.

The pay-TV opponents who carried the fight to the Supreme Court were the National Association of Theatre Owners and the Joint Committee Against Toll TV, who have been opposing pay television since 1952.

What was to have been the theater owners' principal fall-back position in Congress appears to have already collapsed. The House Commerce Com-

mittee, which over the years has chilled commission interest in pay television, has made it clear it will not report out any of the score of pending bills to outlaw pay television. It is considering a resolution urging the commission to tighten up the pay-TV restrictions it has written to guard against siphoning of free television programming, principally sports.

However, it appeared last week that pay-TV opponents may try a new approach in Congress—one geared to the consumerism issue that is becoming increasingly popular on Capitol Hill.

Their object would be legislation requiring the commission to regulate pay-TV operations as common carriers and to set a ceiling on their earnings. If, say, a 7% limit were established, the theory goes, interest in establishing pay-TV operations will wither.

The commission rules providing for pay-television service are designed to strike a balance between what the commission regards as the need for protection of free television, on the one hand, and the increased diversification of service and competitive spur to free television that a pay system might provide, on the other.

The rules are based on the assumption that films and sports will be the mainstay of pay-TV programming, but they restrict the use of both. A pay-TV station could devote no more than 90% of its time to such programming, on the theory that pay television is intended to provide at least a minimal amount of cultural programming.

In addition, pay-television stations could not carry commercials or series-type programs with interconnected plots (programming now seen on free television). And the stations involved would be required to carry the minimum amount of free-television time specified in commission rules—up to 28 hours weekly.

But the principal rule aimed at limiting the restriction on the amount of free television available in a market is one that limits subscription-television operations to communities served by at least four commercial stations, in addition to the pay-TV operation. And only one subscription authorization would



Zenith's Wright



# IN MARCH

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

SUNDAY/MARCH 1



**NBC Experiment In Television** (5:00-6:00) "This Is Al Capp" profiles the famed satirist. Other Experiments: March 8, 15, 22.

TUESDAY/MARCH 3



**First Tuesday** (9:00-11:00) Segments on American expatriates; French mime Marcel Marceau; and Brazil's Stone Age Indians.

SATURDAY/MARCH 7



**NCAA Basketball Championship** (2:00) First round (doubleheader). March 14: regional finals (2:00, doubleheader). March 19: semi-final (7:30). March 21: play-off (4:00) and consolation game (2:00). All games are *live!*

TUESDAY/MARCH 10



**Winnie The Pooh And The Honey Tree** (7:30-8:00) Disney's first TV special! An animated musical about A. A. Milne's Pooh, "bear of very little brain." Sebastian Cabot narrates.

FRIDAY/MARCH 13



**Three Boys On Safari** (7:30-8:30) Come along, as a mother and her three sons search for the offbeat in a modern, changing Africa.

FRIDAY/MARCH 13



**Neither Are We Enemies** (8:30-10:00) Original drama about a generation gap in Judea at the time of Christ. Van Heflin, Ed Begley star in the "Hallmark Hall of Fame" play.

SATURDAY/MARCH 14



**The Switched-On Symphony** (7:30-8:30) Dig the music of the '70s—from symphonic to pop. Appearing are conductor Zubin Mehta and the Los Angeles Philharmonic Orchestra; Ray Charles, Bobby Sherman, others.

SUNDAY/MARCH 15/"All-Special Night"



**The Wizard Of Oz** (6:00-8:00) "Singer Presents" the film classic. Judy Garland, Bert Lahr, Ray Bolger and Jack Haley star.

# ALL IN COLOR ON NBC/TH

Note: All times are NYT.



SUNDAY/MARCH 15/"All-Special Night"



**David Copperfield** (8:00-10:00) A new, two-hour dramatization, starring Laurence Olivier, Ralph Richardson, Michael Redgrave, Richard Attenborough and Robin Phillips.

SUNDAY/MARCH 15/"All-Special Night"



**To Confuse The Angel** (10:00-11:00) A doctor faces personal and professional crises in this "Prudential's On Stage" drama. Lee J. Cobb, Blythe Danner, Beah Richards star.

WEDNESDAY/MARCH 18



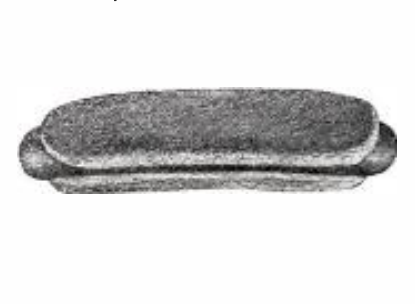
**Chrysler Presents The Bob Hope Special** (9:00-10:00) Joining Bob on this happy hour: Perry Como, Barbara Eden and Billy Casper.

WEDNESDAY/MARCH 18



**The Tennessee Ernie Ford Special** (10:00-11:00) Ernie's guests: Barbara Feldon, Eva Gabor, Joey Heatherton, Shirley Jones.

SATURDAY/MARCH 28



**Hot Dog** (11:30 a.m.-12:30 p.m.) This month's education/entertainment special goes behind the scenes to show how items like hot dogs, combs and basketballs are made.

SATURDAY/MARCH 28  
SUNDAY/MARCH 29



**1970 National Airlines Open** (Sat., 5:00-6:00; Sun., 4:00-5:30) Top golfers compete in one of the PGA tour's richest tournaments.

TUESDAY/MARCH 31



**Goldilocks** (8:30-9:00) Bing Crosby, his lovely wife Kathryn and two of their children star in a modern, captivating musical version—in animation and live action—of the classic story.

**FULL COLOR NETWORK**



be granted in a community.

Commission records as of Aug. 31, 1968, the most current available, indicated that five or more commercial channels have been allocated to 89 markets, which include 81% of the nation's TV homes. The records also indicate licenses, permits or pending applications for four or more channels in 68 of those markets, which contain 76% of all TV homes.

The theater owners, in appealing the commission's order, said a nation-wide system of pay television would unconstitutionally discriminate against low

income groups who could not afford to pay for television service. They also said the restrictions on programming violate the First Amendment prohibition against censorship.

The U.S. Court of Appeals for the District of Columbia, however, rejected the unconstitutional-discrimination argument as "insubstantial," it said it was unwilling to establish a rule that every service provided by a regulated industry must be made available to all citizens on the basis of ability to pay (BROADCASTING, Oct. 6, 1969).

And it rejected the free-speech argu-

ment on the ground that, far from restricting the kind of fare viewers could receive, the new rules would make possible a greater diversity of programming.

The court also turned aside two other major arguments on which the theater owners had relied. It said the Communications Act provides the commission with a sufficiently broad grant of authority to establish a pay-television service. And it said that the agency was not required to decide whether its licensing function might include surveillance or control over pay-television rates.

## ABC affiliation in Dayton clouded

### Bribery charge against network employe forces it to cancel pact with WKTR-TV

ABC-TV put its affiliation for Dayton, Ohio, up for grabs last week after having one of its station-relations men charged with accepting a bribe in the awarding of the current affiliation.

The bribery charge was made by Robert Kaufman, ABC vice president and general attorney, against Thomas G. Sullivan, an ABC regional manager, in a complaint filed Feb. 20. Mr. Sullivan was accused of taking a \$20,000 bribe for recommending that WKTR-TV Dayton get the ABC affiliation.

ABC, which was said to have detected signs of impropriety while preparing its legal defense against an anti-trust suit brought by WKEF(TV) Dayton charging ABC and WKTR-TV with conspiracy, gave WKTR-TV six-months notice of termination of its affiliation last week, effective Aug. 30.

At the same time the network invited both WKTR-TV and WKEF to submit new presentations in behalf of future affiliation.

WKTR-TV and WKEF are UHF stations on channels 16 and 22, respectively. They have been contending over the ABC affiliation in the four-station market since September 1968 when Avco's WLWD(TV) Dayton (ch. 2), which had been ABC's primary affiliate, switched to NBC. ABC sought but failed to get FCC intervention against the WLWD(TV) switch, and WKEF carried much of ABC's schedule under a per-program agreement until ABC signed a primary contract with WKTR-TV last November. WKEF filed its anti-trust suit charging ABC and WKTR-TV with conspiracy last December.

An ABC official submitted to FCC Chairman Dean Burch last Thursday (Feb. 26) what was said to be a full report on the bribery issue. ABC also said it had advised Chairman Burch earlier of its investigation and had noti-

fied the New York district attorney.

Louis Goldman, attorney for Kittyhawk Television, licensee of WKTR-TV, disclosed last week contents of a letter dated Feb. 16 and addressed to Ben F. Waple, FCC secretary, from John A. Kemper Jr., chairman of the board and 30.6% owner of Kittyhawk.

The letter said that on two occasions an unnamed "officer of this company" was required to make payments to Thomas Sullivan to insure "fair consideration of its application" for affiliation. A first payment of \$30,000 was made "on or about June 30, 1969" in Cincinnati, according to the letter. A second alleged payment, said to have been in New York in November 1969, is the basis of the bribery charge lodged against Mr. Sullivan.

Mr. Kemper said in his letter that Kittyhawk was advised "it would be necessary for this company to employ the services of a person described by Mr. Sullivan as a consultant." The allegedly fictitious consultant who was recipient of the \$50,000 "fee," Mr. Kemper claimed, was called L. P. Daley Jr.

The letter to the FCC also cites WKTR-TV's efforts toward serving the

Dayton community and at winning the network affiliation, including substantial sums of money said to have been invested in a presentation. Mr. Kemper said the company has suffered losses of \$1.5 million "in its continued efforts to serve the Kettering-Dayton market" since the station first went on the air in 1967.

In separate telegrams Thursday (Feb. 26) to Kittyhawk and WKEF's licensee, Springfield Television, Richard Beesmyer, ABC vice president in charge of affiliate relations, said the network's affiliation agreement with WKTR-TV would end effective at 3 a.m. (New York Time) Aug. 30, 1970."

The telegrams also said that "Kittyhawk Television Corp. and Springfield Television Corp. are being invited to submit new presentations respecting future affiliation with [ABC Television] in the Dayton-Kettering market, and that a new evaluation of the two companies and of stations WKTR-TV and WKEF will be made."

In its initial statement on the bribery charge, issued late Feb. 20, ABC announced that a full and complete investigation of possible misconduct on the part of an ABC employe, "who is not an officer or director of the company in a decision-making capacity," would be conducted by the New York law firm of Hawkins, Delafield and Wood. The announcement did not name the employe, but said he had been discharged.

The statement also reported that "ABC previously advised the [FCC] chairman of the investigation and has since advised the office of the district attorney of the county of New York. A full report will be submitted to the FCC next week."

Meanwhile, a hearing for Mr. Sullivan on the bribery complaint, originally scheduled for last Wednesday (Feb.

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### Call change to honor Graham

Call letters of WLBW-TV Miami, a Post-Newsweek station, will be changed on March 16 to WPLG-TV in memory of Philip L. Graham, controlling stockholder and publisher of *The Washington Post* and *Newsweek* Magazine at the time of his death in 1963. Mr. Graham, a resident of Florida prior to joining the *Washington Post* in the 1940's, was the eldest son of a Miami family. Post-Newsweek purchased the ch. 10 station from L. B. Wilson Inc., last October.

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25) in Manhattan criminal court, was adjourned to March 6.

WKTR-TV's role in the alleged bribery is "naturally" a matter of interest to the commission, according to agency officials. One said the commission would want to check into "all the facts" surrounding the alleged transfer of funds.

When WLWD abandoned its ABC primary affiliation in 1968, ABC appealed to the FCC for protection, but the plea was denied. In subsequent months, WKEF carried an estimated 75% of the network's programming, with the understanding—according to a WKEF spokesman—that a contract would be forthcoming.

Early last year ABC showed interest in buying WKTR-TV, but negotiations were called off after WKEF announced it would oppose the sale.

In January of this year, an Ohio district court denied WKEF's request for a temporary injunction to halt ABC's affiliation with WKTR-TV. As part of its antitrust suit, WKEF filed for the injunction claiming the affiliation switch would place it at a competitive disadvantage. But U.S. District Judge Timothy Morgan ruled that the injunction would be severely damaging to WKTR-TV, which, he noted, was in financial difficulty.

## AFTRA requests strike authority from members

The national board of the American Federation of Television and Radio Artists has asked its members in Chicago, Los Angeles and New York to call meetings for the purpose of seeking strike authorization against the TV-radio networks.

In telegrams sent on the evening of Feb. 20 to the AFTRA locals, the national board noted that the union has been negotiating for more than three months to replace contracts that expired last Nov. 15. It added that the networks have "refused to make meaningful offers on contracts now being negotiated," but said talks are continuing.

A union spokesman in New York said last week that meetings on the strike authorization proposal had not been set by the locals.

The networks and AFTRA are negotiating codes in the areas of network TV, recorded TV commercials, commercial radio, sustaining radio and staff newsmen and announcers at various network-owned stations. The impasse is said to center around wages and rates demanded by AFTRA.

Late last week came the word that the Los Angeles AFTRA local voted to authorize the national board to call a strike.

## Double trouble on minorities

### United Church, NAACP start national movement to open up broadcasting

The United Church of Christ and the National Association for the Advancement of Colored People have joined in an effort to accelerate the integration of minorities into broadcast hiring and programming. The action is being taken through the church's Office of Communication and the NAACP's Legal and Education Fund. Goals of this newest assault, according to officials, are "to bring about fair employment practices and ethnic balance in programming . . . and to help minority groups get access to the airwaves."

"The communications industry has been selected," explained Jean Fairfax, "because it sets the stage for other industries to obey or defy the law." Miss Fairfax is director of legal information and community service for the NAACP fund.

Outlining the new program with Miss Fairfax last Wednesday (Feb. 25) in New York was the Rev. Dr. Everett C. Parker, director, Office of Communication, United Church of Christ, who criticized current efforts to expand minority representation in broadcasting. Dr. Parker's principal target was the FCC.

Claiming a "third force" was needed in the battle, Dr. Parker commented: "The racial crisis is so great that private citizens and organizations no longer can wait for the dilatory tactics of indifferent governmental agencies to run their courses."

He included the FCC as an "indifferent agency."

But his criticism of the FCC didn't stop there. The FCC, he said, is "not enforcing the Communications Act. Its inertia is greater than that of most other agencies. It's uninterested and indifferent to the problem of minority employment, programming and exposure."

To stress his point, Dr. Parker cited what he called "dawdling" by the FCC in moving to enforce the fair employment practice rule that it formulated last June 4 (BROADCASTING, June 9, et seq.).

But, he was quick to add, he has "great optimism" that the FCC's new chairman, Dean Burch, "will make the FCC operate in a business-like manner." Dr. Parker reported that he and others will meet today (March 2) and tomorrow with FCC representatives to discuss the program.

Here's how the program is intended

to work:

Through regional offices of the NAACP, committees of concerned citizens will be organized to study the situation at stations in their areas. They will be asked, according to Miss Fairfax, to monitor programming and judge whether there is a fair ethnic balance. The committees then can call on the United Church to help train persons in how to negotiate with the stations to make the stations' practices more equitable to minority groups.

Miss Fairfax said "initial priority" in the investigations would be given to "radio and TV stations coming up for renewal of licenses and which are serving a high proportion of minority groups." Also targeted are "stations owned by white corporations, which purport to serve minority communities, but don't."

Dr. Parker said networks might be included in this category.

Miss Fairfax said she was sure such stations would voluntarily take a second look at their operations. If they don't, she said, lawsuits will be filed, with eventual license-revocation proceedings a possibility.

She pointed out that several stations in Atlanta are now negotiating with members of her organization (BROADCASTING, Feb. 23). A coalition of citizens groups has requested the FCC to defer action in all Atlanta license renewals while negotiations on the groups' demands go on.

The commission last week granted the groups' request for another 30 days in which to conclude their talks with the stations. Under a new cut-off rule, they would have had to file petitions to deny against the license renewals of Atlanta stations by March 1, if they decide on that course. Georgia stations are due for renewal April 1.

Dr. Parker recalled that initial efforts in this area by the Office of Communication started back in 1964 when it asked the FCC to deny a license renewal to WLBT(TV) (ch. 3) Jackson, Miss., on grounds that it did not serve the interest of blacks in that area who constitute about 45% of the population.

The station's license is now up for grabs (BROADCASTING, Dec. 8, 1969, et seq.), with its present owners, Lamar Life Broadcasting Co., allowed to operate pending establishment of an interim operation.

Dr. Parker said that "revocation of licenses is a poor way of doing it" and would be considered only as a last resort. "Negotiation is our goal," he explained.

As for locating qualified persons to enter broadcasting, Dr. Parker said "it's up to the broadcasting industry to qualify people."

# FCC calls WHDH a 'unique' case

Commission and licensee argue over whether WHDH is a 'new' or renewal applicant

The FCC and Boston Broadcasters Inc. told the U.S. Court of Appeals for the District of Columbia last week that the commission's Jan. 15 policy statement is not a hook on which WHDH Inc. can hang an argument for holding onto its license for channel 5 Boston.

WHDH two weeks ago had cited the statement as additional grounds on which the court should overturn the commission's Jan. 23, 1969, decision denying WHDH-TV's renewal application and granting the competing application of Boston Broadcasters Inc. (BROADCASTING, Feb. 23).

The statement—which was designed to ease fears among broadcasters generated by the WHDH-TV decision—asserts that in a comparative hearing involving a renewal applicant the commission will favor the incumbent if he has "substantially" served his community.

WHDH pointed out that the commission had expressly not looked at WHDH-TV's program record, and had followed criteria developed for use in comparative hearings involving new applicants only.

However, both the commission and BBI last week said WHDH is not "a regular renewal applicant"; rather, that the case is of a "suigeneris," or unique, nature that made it appropriate for the commission to treat WHDH along with BBI and two other competing applicants as a new applicant for channel 5.

They referred to the ex-parte activities on the part of WHDH principals which tainted the original decision granting WHDH's application, in 1957, and which have remained a factor in the case ever since. The commission noted that it vacated the original grant and that WHDH has been operating on a four-month license since 1962, when new applicants were invited to compete for the channel 5 facility.

WHDH, anticipating such arguments, had said that the commission had frequently referred to it as a "renewal applicant." The commission, however, said its action is in accordance with decisions in similar situations in which the appeals court has held that incumbent operators should not be given preferred status "when irregularities require that

an original grant be set aside and a new comparative hearing conducted."

The conflicting arguments on the critical questions as to whether WHDH is a renewal or a new applicant are certain to figure prominently in the court hearing on WHDH's appeal. The hearing was scheduled for March 6, but WHDH has asked for a postponement of at least three weeks because of the illness of its attorney, William Dempsey.

WHDH also figured, though indirectly, in news stories last week about a "friend" of the President's who was said to be under investigation by several government agencies. He is Henry Garfinkle, the largest beneficial stockholder (about 16%) in WHDH's parent concern, the Boston Herald-Traveler Corp., who had attended President Nixon's first "Evening at the White House," on Jan. 29.

The investigations, by the Justice Department's antitrust division, the Federal Trade Commission and two Justice Department organized-crime strike forces, were said to involve his activities as one of the nation's largest distributors of newspapers and magazines.

## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 67).

■ WKOX-AM-FM Framingham, Mass.: Sold by Richard E. Adams to Richard M. Fairbanks for stock valued at about \$1.4 million. Mr. Fairbanks owns WIBC (AM) and WNAP (FM), both Indianapolis, and WRMF-AM-FM Titusville, Fla. WKOX (AM) is a daytimer on 1190 kc with 1 kw; WKOX-FM operates on 105.7 mc with 50 kw and an antenna 465 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ WMMJ (AM) Lancaster, N. Y.: Sold by Stan Jasinski and others to Louis A. Schriver and Edward A. Mattioli for \$475,000. Mr. Jasinski is president and 45%-stockholder of Ultravision Broadcasting Co., which holds a construction permit for WUTV (TV) (ch. 29) Buffalo, N. Y. Mr. Schriver is air personality and program director for WWOL (AM) Buffalo, and Mr. Mattioli is an Akron, N. Y., attorney. WMMJ is a daytimer on 1300 kc with 1 kw. Broker: Chapman Associates.

■ WTSB (AM) Hanover, N. H.: Sold by Norman Knight to Marc Wilcox and Joseph Steinberg for \$150,000. Mr. Knight owns the Knight Quality Stations—WEIM (AM) Fitchburg, WSRB (FM) Worcester, WSAR (AM) Fall River, all

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Massachusetts; WHEB(AM) and WPFM (FM) Portsmouth, WGIR-AM-FM Manchester and WTSV-AM-FM Claremont, all New Hampshire; WQXT(AM) and WWOS(FM) Palm Beach and WCKS(FM) Cocoa Beach, all Florida. Mr. Wilcox is president of Marc, Johns & Lowe, Boston advertising agency. Mr. Steinberg is a graduate student at Harvard Business School and is in the real estate business in Boston. WTSL is full time on 1400 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

## FCC denies bid for CP; case drags on 10 years

The FCC has given the coup de grace to an application by Northern Indiana Broadcasters for a construction permit for an AM station in Mishawaka, Ind. The fact that it took 10 years for the case to run its course irked Chairman Dean Burch as much as the result, to which he dissented.

In a separate statement, he noted that the case began in 1960 and ended on Jan. 21, 1970, after an initial decision, a supplemental initial decision, a second supplemental decision, a decision of the review board, a memorandum opinion and order of the review board, and a last denial of review by the commission—in one paragraph. The order was released last week.

"The case has suffered a not too uncommon agony through the tortuous processes of the commission procedures," said Mr. Burch. "A less hardy applicant, I would venture to guess, would have given up long ago."

The elimination of such drawn-out proceedings, which he feels are an intolerable burden for applicant and commission alike, is one of the chairman's goals. To achieve it he has established a committee of commission staffers who will work with a group from the Federal Communications Bar Association in reviewing commission procedures and recommending ways they can be improved (BROADCASTING, Jan. 19).

Discussing the merits of the Northern Indiana case, he took issue with the commission's upholding of the review board's finding that the applicant failed to rebut the presumption that it actually proposed to serve adjacent South Bend, Ind., and not Mishawaka. "The full ramifications of the board's decisions are that Mishawaka is so much like its neighbor South Bend, that it has no independent characteristics which are not now being met," said Mr. Burch.

"I am certain that the people of Mishawaka will be gratified to know that they have no unsatisfied programming needs," he added. "I fail to see how the public interest is served by denying a first local broadcast service to Mishawaka."

## Midwest denies renewal charges

### WCCO licensee says Broadcast Bureau issued 'wholesale attacks' on its integrity

Midwest Radio-Television Inc., whose license renewal for WCCO-AM-TV Minneapolis has been set for hearing, last week told the FCC that charges made by the stations' detractors are based on the "rankest double hearsay."

Midwest, responding to opposition by Hubbard Broadcasting Inc. and the FCC's Broadcast Bureau to its efforts to forestall a hearing, said it had "overwhelmingly established that all of Hubbard's charges not only raise no substantial questions of significant fact, but are wrong." And the licensee accused the Broadcast Bureau of "wholesale attacks on the integrity of everyone having any part in the petition."

Last August Midwest filed a massive petition (BROADCASTING, Sept. 2, 1969) purporting to refute allegations made by the manager of competitive KSTP(AM) St. Paul which led to the WCCO-AM-TV renewals being designated for hearing last March. The manager alleged that the stations exercised an unfair competitive advantage because of their corporate relationship with four Minneapolis-St. Paul newspapers and

that WCCO(AM) had an unfair advantage in bidding for local professional sporting events because of its newspaper connections and ownership interests in certain teams. Midwest also attacked a third issue added by the commission—that of whether the licensee and its owners have an "undue concentration of control of the media of mass communications in the Minneapolis-St. Paul area." The commission made Hubbard a party to the hearing.

Again pressing for cancellation of the proceeding, Midwest said Hubbard and the Broadcast Bureau had failed to show significant conflicts of fact between allegations against it and its massively documented August filing, which included extensive affidavits, appendices and a study of newspaper coverage of radio-TV and sports in the St. Paul-Minneapolis area by a Boston University professor. Midwest said: "What conflicts exist are confined to collateral matters and are of no significance under the issues."

Midwest also reiterated its contention that the concentration-of-mass-

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# WCCO RADIO

**MINNEAPOLIS/ST. PAUL REPRESENTED BY CBS RADIO SPOT SALES**

Source: ARB estimates. Radio: April-May, Oct.-Nov., 1969. TV: Jan., Feb.-March, May, Oct., Nov., 1969. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

media-control should not be considered in an ad hoc hearing, but in a general rulemaking proceeding.

"There is no concentration of control anyway," the licensee added. "There are five independent and competing media operations (the St. Paul papers; the Minneapolis Star; the Minneapolis Tribune; WCCO-AM-FM and WCCO-TV)

which . . . do report and offer opinion on the news separately from each other."

In filings last January, Hubbard and the Broadcast Bureau argued that Midwest had failed to refute or explain the charges against it or to remove the need for a hearing (BROADCASTING, Jan. 12).

Midwest is 53% owned by Mid Con-

tinent Radio-Television Inc., which is in turn half-owned by Northwest Publishing Publications Inc., publisher of the *Pioneer Press* and the *Dispatch* in St. Paul. It is 47%-owned by the Minneapolis Star and Tribune Co. (also a party to the hearing), which publishes the *Minneapolis Tribune* and the *Minneapolis Star*.

## Regulators move fast on CATV

### Utilities' overseers quick to get out model controls in wake of Supreme Court nod

State regulatory commissioners, buoyed by a U.S. Supreme Court decision, are moving quickly into cable-television regulation.

Notwithstanding protests by CATV spokesmen, the executive committee of the National Association of Regulatory Utility Commissioners (NARUC) last week decided to recommend a model CATV statute that would regulate CATV systems within each state.

The move, said to be "softer" on CATV than a model statute recommended by NARUC in 1966, came after a special committee of NARUC met with a committee of the National Cable Television Association in Washington. The new legislative recommendation would put CATV under state utility jurisdiction but would make no mention of rate regulation. The 1966 model statute puts cable TV in the same class as any telephone or power utility and includes rate making authority for the state commission.

NARUC plans to circularize its pro-

posed model statute to all state legislators and utility commissions, as it did four years ago.

The NARUC executive committee adopted the recommendation of its ad hoc committee following a meeting between that committee and the Utilities Relations Committee of the NCTA. Benjamin J. Conroy Jr., Communications Properties Inc., Austin, Tex., is the chairman of the NCTA committee. The NARUC committee is headed by Reese Taylor, chairman of the Nevada Public Service Commission.

It was the Nevada commission that won the U. S. Supreme Court decision upholding the state's right to regulate CATV (BROADCASTING, Feb. 9).

This was followed shortly by the action of Vermont imposing its utility regulation on CATV (BROADCASTING, Feb. 16). Other states that have imposed regulation over cable TV are Connecticut and Rhode Island. Rhode Island, however, does not impose rate regulation on the cable systems.

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### WLBT offers time to would-be successors

Lamar Life Broadcasting Co., former licensee and temporary operator of WLBT(TV) Jackson, Miss., last week offered to broadcast the positions of four other competing applicants for the channel 3 facility. Two of the applicants have accepted the offer.

Lamar, which presented a statement of its own last Monday (Feb. 23), sent telegrams to the four other aspirants offering "the opportunity on one of the next succeeding four nights at the same hour to make a statement of equal duration to the public in order that they may be informed of your position in this matter."

Besides Lamar, applicants for channel 3 include Channel 3 Inc., Dixie National Broadcasting Corp., Civic Communications Corp. and Jackson

Television Inc. The other groups filed after the FCC vacated Lamar's license renewal last December and invited new applicants for channel 3, not excluding Lamar (BROADCASTING, Dec. 8, 1969). The commission's action was in accord with the directive of an appeals court decision which overturned Lamar's last renewal for the station. The court said the commission should have granted standing to groups which had opposed Lamar's renewal for WLBT on the grounds that the station had discriminated against Jackson Negroes and had violated the fairness doctrine.

A spokesman for WLBT said that Jackson Television Inc. had made arrangements to broadcast a statement and that Civic Communications Corp. had notified the station that it would accept the offer. Channel 3 Inc. and Dixie National Broadcasting Corp. have indicated they were not interested, the Lamar spokesman said.

The NARUC board also last week recommended that state utility agencies assert jurisdiction over the fees charged by telephone and power utilities for the use of their poles by CATV systems. Cable TV systems normally attach their lines to utility company poles, or use the utilities' underground conduits, for annual fees. Until a few years ago this amounted to \$1 to \$1.50 per pole; but two years ago these charges were raised to \$2 to \$2.50 and to \$3 per pole yearly.

Pole rental charges have been under attack by the cable TV industry since the beginning of the year when CATV systems in many areas were given notice that the charges would be increased.

These price hikes have been brought to the attention of the FCC. The commission late in January asked four telephone companies involved in proposed pole rate boosts to defer increases until it could resolve the question of its jurisdiction (BROADCASTING, Feb. 2).

Two weeks later, the Public Utilities Commission of California issued a show cause and restraining order against General Telephone Co. of California and Southern California Edison Co.

The California complaint was brought by the California Community Television Association, representing systems in that state.

Earlier a group of Southwest CATV systems banded together to oppose pole attachment increases by Southwestern Bell Telephone Co. Southwestern Bell had proposed to raise its present \$3 a year charge to \$5 annually over a two-year period.

The Southwestern cable group, composed of more than 200 systems, has moved to bring its case before the FCC and the Department of Justice.

Involved in the five-state area (Texas, Arkansas, Oklahoma, Kansas and Missouri) are an estimated 200,000 poles used by CATV systems that have been bringing \$600,000 yearly to the Bell affiliate. At the proposed \$5 rate, this income would amount to \$1 million.

What has alarmed CATV interests is



the open ended arrangement for pole fees. In Huntington, L. I., for example, Huntington TV Cable Inc., which is building a 500-mile CATV system for that community of 400,000, was quoted a price of \$8.88 per pole per year by the Long Island Lighting Co.

The cable firm has protested vigorously. It claims the power company has provided no justification for that rate, and has threatened to go to court. The electric company has informed the CATV system that it is reappraising the fee. Involved are about 10,000 poles.

The breadth of the pole attachment problem is hard to come by, since there are no sound estimates of the number of poles used by the 2,500 cable systems in operation. Some years ago, NCTA estimated that the average cable system encompassed 50 miles of cable. A rule of thumb says that there are 40 poles per mile of cable. This would resolve to about 2,000 poles per system, or a total of 5 million poles in use by the present operating systems.

## The FCC fee plan: Van Deerlin likes it

The FCC's proposed new fee schedule may pump new life into an agency that badly needs it, Representative Lionel Van Deerlin (D-Calif.) said last week.

In a speech prepared for delivery last Friday (Feb. 27) to the Western Educational Society for Telecommunications conference in San Francisco, the congressman, a member of the House Communications Subcommittee, devoted most of his attention to what he depicted as a long succession of recent commission failures.

These included the 1968 license renewal of WLBT(TV) Jackson, Miss., later overturned by a U. S. Court of Appeals ("a classic example of commission dereliction . . . the commission ignored overwhelming evidence of blatant racism. . ."), and the controversy surrounding broadcaster Don Burden and the renewal of his WIFE-AM-FM Indianapolis ("another example of the casual approach too frequently taken by the FCC.")

However, Representative Van Deerlin said the commission is handicapped by shortages of staff and funds. "As a direct result," he said, "there has been a growing gap between the growth in communications services regulated by the FCC and the expansion of the FCC itself. . . . [The] agency is simply out-gunned by the industry it is supposed to regulate."

The proposed fee schedule, which would bring the commission an amount almost equal to its proposed \$25 million budget for 1971 (BROADCASTING, Feb. 23), was depicted by the congressman as an effective and reasonable way to

## A closer look at Corinthian's transfer

The application for transfer of Corinthian Broadcasting Corp.'s five TV stations to Dun & Bradstreet Inc., filed with the FCC last week in connection with the proposed \$134-million merger of the two companies, offered an array of information in support of the transfer.

The application pointed out that the present Corinthian officers and organization will remain intact after the merger, with C. Wrede Petersmeyer continuing as chief executive officer. John Hay Whitney, controlling shareholder of Corinthian, will become the largest shareholder of Dun & Bradstreet, it was stated, and four of Corinthian's present directors, including Messrs. Whitney and Petersmeyer, would become directors of D&B.

It was also pointed out that, although Dun & Bradstreet does not have mass media or mass media-related business interests, it does have extensive background in the communications field

as well as experience in marketing and advertising and the operations of the two organizations would complement each other.

The application stated that the "quality operation" of the Corinthian stations would be continued and augmented as a result of its access after the merger to Dun & Bradstreet's resources and expertise in such fields as education, marketing, business and professional information, general publishing, demographics and computer sophistication.

It was also said that the two companies "engaged in most extensive special 'ascertainment' of community needs and interests," even though need for such a requirement is doubtful in view of the plan to leave the Corinthian organization intact.

The merger would not change the number of stations under common ownership, the application said and the commission has previously found common ownership of the stations to be in the public interest. Questions of "conglomerate" ownership are also not presented, it was stated.

make the commission's clout more equal to its responsibility. He mentioned specifically that the proposed annual license fees would be pegged, "logically enough," to broadcasters' rate cards.

## The FCC fee plan: NAB dislikes it

The FCC's proposed increases in fees for broadcasters announced Thursday Feb. 19 drew sharp reaction from the National Association of Broadcasters last week. NAB President Vincent T. Wasilewski, in a statement, termed the new rates "of intimidating proportions" and asked "what is to prevent their being used in a confiscatory manner?"

The commission, under pressure from the Bureau of the Budget and Congress to become self-sustaining, proposed to increase its fees to a point that will return \$24.5 million annually to the Treasury, compared with the \$4.5 million now collected (BROADCASTING, Feb. 23). The commission is allocated \$24.9 million in President Nixon's 1971 budget. A notice of proposed rulemaking to bring about the fee changes was issued Feb. 19.

Mr. Wasilewski said the proposal "actually represents an extra and discriminatory tax levied against the nation's principal news media. Broadcasters already pay an estimated \$250 million a year in federal income taxes. This tax increase would represent nearly a 10% surcharge, a surcharge to

which neither newspapers, magazines nor other competitors would be subject."

Mr. Wasilewski noted: "NAB has always opposed fees, no matter how small, because they constituted an extremely dangerous precedent." He said that in 1964, when fees were imposed, it was argued they were nominal and insignificant.

"Now that the \$150 fee for three years has been escalated to, in some instances, \$80,000 or \$90,000 for one year," he said, "what assurance is there that even these levies may not be increased threefold, fivefold or tenfold at any time?"

"Further," Mr. Wasilewski warned, "the proposal would seem to virtually ensure a growing bureaucracy, a self-justifying, self-inflating administrative army imposing yet more paperwork on the industry and using this as an excuse to further increase charges. It is ironic that the imposition of this complex set of fees will probably in itself give rise to the need for yet another bureau in the FCC to manage fees, the cost of which can be again charged back to broadcasters."

He continued: "While there may have been some rationale for fees designed to reimburse the government for the processing and administrative costs involved in license renewals, there is no rationale for the imposition of a yearly levy . . . and no relationship between the transfer fees proposed and the governmental services involved."

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radio news now offers  
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plus a revolutionary  
rate structure.

**A B or C:** Our new rate plan is incredibly simple in concept: You don't buy what you don't need.

You choose one of three separate plans according to your station's needs.

Plan A is our complete news service. Prepared newscasts. Spot inserts. Special coverage of major events. Documentary production. And public affairs.

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You get the same service as Plan A without the prepared newscasts. At about a 20% saving.

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The "Week in Review" is a concise wrap-up of the major news events of the week — world and national.

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**Not like the networks:** The networks offer a standard package, and that's it. Four minutes of news, one minute of commercials.

Stuck inexorably into your news, the commercials allow the network to reel in 90% of your profits.

Our newscasts are only four minutes long. Because we eliminate the commercial.

So now you can sell your national news to local advertisers.

How much will this cost you? Our complete coverage will cost you less than one good broadcast journalist would.

We give you sixty of them. All over the world.

In addition to this, we don't make you sign long term agreements.

Our contracts are only one year contracts.

Interested? Fill out the coupon and we'll send you specific information for your station.

Or you can call Alan Walden, our Vice President and National News Director at 212-682-9100.

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**Metromedia Radio News**



## Problems of ecology, NAB feature

### Dr. Commoner will tell broadcasters how they can help in clean-up of our living space

Barry Commoner, ecologist, professor and man worried about his environment, may well be one of the most listened to men among an impressive array of outstanding personalities scheduled for the 48th annual convention (April 5-8) of the National Association of Broadcasters at the Conrad Hilton hotel in Chicago.

At the final assembly of the convention, Dr. Commoner will be the featured speaker at a session planned to emphasize the concern and involvement of broadcasters in what many persons consider to be one of the vital issues facing the world. Dr. Commoner long has been an outstanding commentator on the wreckage man is making of his living space. The aim of the program is to emphasize the concern of broadcasters and explore what they can do to aid man in solving the problem. Dr. Commoner's talk is scheduled for the 11:30 to 1 p.m. assembly on Wednesday, April 8. Part of the program will be a slide presentation narrated by Willard Walbridge, NAB board chairman.

Dr. Commoner is professor at Washington University, St. Louis, and is characterized by *Time* magazine as the man who "probably has done more than any other U.S. scientist to speak out and awaken a sense of urgency about the declining quality of life." Only a few days ago Dr. Commoner addressed 10,000 young people at Northwestern University where the first in a series of environmental teach-ins occurred that will climax in a nationwide teach-in on April 22. "We are in a period of grace," says Mr. Commoner. "We have the time . . . perhaps a generation . . . in which to save the environment from the final effects of the violence we have done to it."

NAB officials plan the session to explore the problem and also the cost. They hope that the extent to which

broadcasters can participate in this vital struggle will be outlined. They hope that the philosophies involved, some due for a rigorous shakeup, will be examined carefully.

Some of the planning for the convention still is to be finalized. For the television program, a session concentrating on space technology is projected but definite commitments are still to be confirmed. This session, planned by William Carlisle, NAB's vice president for television, would be from 2:15 to 5 p.m. Monday.

Although the convention opens with formal meetings Monday, April 6, a number of pre-convention activities and peripheral meetings are scheduled.

At the main NAB convention speakers for luncheons are tentatively: Mayor Carl Stokes of Cleveland for Monday, and FCC Chairman Dean Burch Wednesday. Mr. Burch's appearance is confirmed. Mayor Stokes, who has been out of the country, is fairly certain to appear but not finally confirmed.

The convention will consider seriously the problem of integrated employment . . . the involvement of minority groups. At a time when some broadcasters are being attacked by license applicants who charge lack of awareness and sympathy with minority groups, the convention will have workshop sessions to explore the subject. They will be moderated by Fred Weaver, New York public-relations man who is consultant to NAB.

The workshop sessions will be held this year at 7:45 a.m. and run to 9:15 a.m. on Tuesday and Wednesday (April 7-8).

Other subjects to be discussed during these early morning eye-openers are: license renewals, broadcast financial management, training radio salesmen, the use of the computer, audience

measurement and public-service programming.

One key workshop subject is the celebration of broadcasting's 50th anniversary, a theme that will run throughout the convention and pre-convention meetings. It will be conducted by John Couric, NAB vice president for public relations.

Another workshop session, on a subject much in the public eye recently, is news operations. A panel will be moderated by J. William Roberts, president of the Radio Television News Directors Association and will include two newsmen and two management personalities, still to be selected.

Although registration for the NAB convention will open at 9 a.m. Saturday, the first programmed session will be at 3 p.m. when Ron Irion, NAB vice president for broadcast management, will be in charge.

Among other organizations planning meetings that are tied to the NAB convention are the Association of Professional Broadcasting Education and the National Association of FM Broadcasters.

The APBE meeting will be at the Pick Congress hotel Saturday, April 4, and Sunday, April 5. The keynote speech at the 2:30 p.m. session Saturday will be by Mr. Walbridge, chairman of the NAB board. The luncheon speaker Saturday will be John Macy, president of the Corp. for Public Broadcasting; and on Sunday at the luncheon Grover Cobb, former NAB board chairman, now with Gannett Co., will speak to the group.

The theme of the APBE meeting will be "A Half Century of Broadcasting: Past, Present and Future."

The National Association of FM Broadcasters will be convening at the Palmer House. Guest speaker will be FCC Commissioner Robert Bartley.

Two management radio assemblies will be held at the NAB sessions, matched to the anniversary theme of "Fifty Golden Years . . . and the Best is Yet to Come." These will be held at the Conrad Hilton, Monday at 2:30 p.m. and Tuesday at 9:30 a.m.

## Tourtellot, Brown assume Colin positions

The dropping of Ralph F. Colin from the board of CBS Inc. last month also meant that two other key positions within the organization had to be filled.

Besides being replaced on the board by Roswell L. Gilpatric (BROADCASTING, Feb. 16), Mr. Colin also has been succeeded as president of the CBS Foundation by Arthur B. Tourtellot, a director since 1968. Mr. Colin had been

a director since 1937 and president of the CBS Foundation since 1956.

And Mr. Colin's position as chairman of the conflict of interest committee of the CBS Inc. board has been filled by Dr. Courtney C. Brown, former dean of Columbia's Business School.

CBS also has dropped the services of Mr. Colin's law firm, Rosenman, Colin, Kaye, Petschek, Freund & Emil.

In addition, the CBS Foundation has announced the election of John A. Schneider, executive vice president of CBS Inc., as a director.

## NBC Radio uses film to show radio's worth

The values of network radio are underlined in a new film shown last week during a meeting in New York of the NBC Radio network affiliates' executive committee.

The film presentation was conceived and produced by the network's advertising and promotion department. It stressed that NBC Radio network affiliates rank first, second or third in

55 of the top 60 markets in the country.

Announcement was made during the meeting that the next annual convention of the NBC Radio network affiliates will be in San Francisco Oct. 18-20. Donald J. Mercer, vice president, station relations, NBC, presided at the session. James M. Caldwell, vice president and station manager, WAVE(AM) Louisville, Ky., is chairman of the affiliates committee.

## An exit door can get a little stuck

### FCC's Broadcast Bureau raises questions about withdrawal of Voice of Los Angeles

The FCC's Broadcast Bureau last week pointed out some possible obstacles to a proposed agreement reached last month on ending the comparative proceeding in which Voice of Los Angeles Inc. is seeking to supplant NBC as licensee of KNBC(TV) Los Angeles.

But the bureau saw "no grave danger" in the commission finding that Voice's reasons for wishing to withdraw meet the "extraordinary circumstances" test the commission has set for approving agreements under which new applicants drop out of comparative hearings with renewal applicants in return for reimbursement of expenses. The criterion is contained in the commission's Jan. 15 policy statement on comparative proceedings involving renewal applicants.

Implementation of the Voice-NBC agreement hinges on commission approval of NBC's reimbursing Voice \$102,460, which Voice claims is the expense it has incurred in prosecuting its application. The agreement will be void if the commission fails to approve the agreement.

The bureau said it didn't feel that a finding of "special circumstances" would "open the floodgates to such an extent that the test would become meaningless."

Voice is seeking to withdraw from the proceeding because it feels that the policy the commission said it would follow in comparative cases involving renewal applicants had adversely affected its chances of success. The policy statement asserts in such cases the commission would favor an incumbent if its programming had been "substantially" attuned to meeting the needs and interest of its area.

Another question raised by the bureau concerned an appeal which NBC had said it would file to the addition of a "character issue" against it which was sought by Voice. The bureau reasoned that the addition of the issue

raised the question of "whether one applicant can raise serious character allegations against an opponent and then dismiss his application and receive reimbursement from the very opponent whose character it has challenged."

Noting that the burden of proceeding with the character issue was placed on Voice, the bureau said an additional procedural question was posed of "whether a party can abandon the judicial obligations placed upon it by operation of law and still be reimbursed. Clearly, such an abandonment, *per se*, is hostile to the public interest."

The bureau also said there was a question as to whether all of the legal expenses of Voice's law firm, in which William G. Simon is a partner, can be allowed "in view of his dual role as principal and attorney. . . ." However, the bureau unaccountably erred in asserting that Mr. Simon is a principal or otherwise holds a financial interest in Voice. He is not listed as having any interest in Voice.

Mr. Simon is president of Fidelity Television Inc., which has filed a competing application for KHJ-TV Los Angeles, now licensed to RKO General Inc.

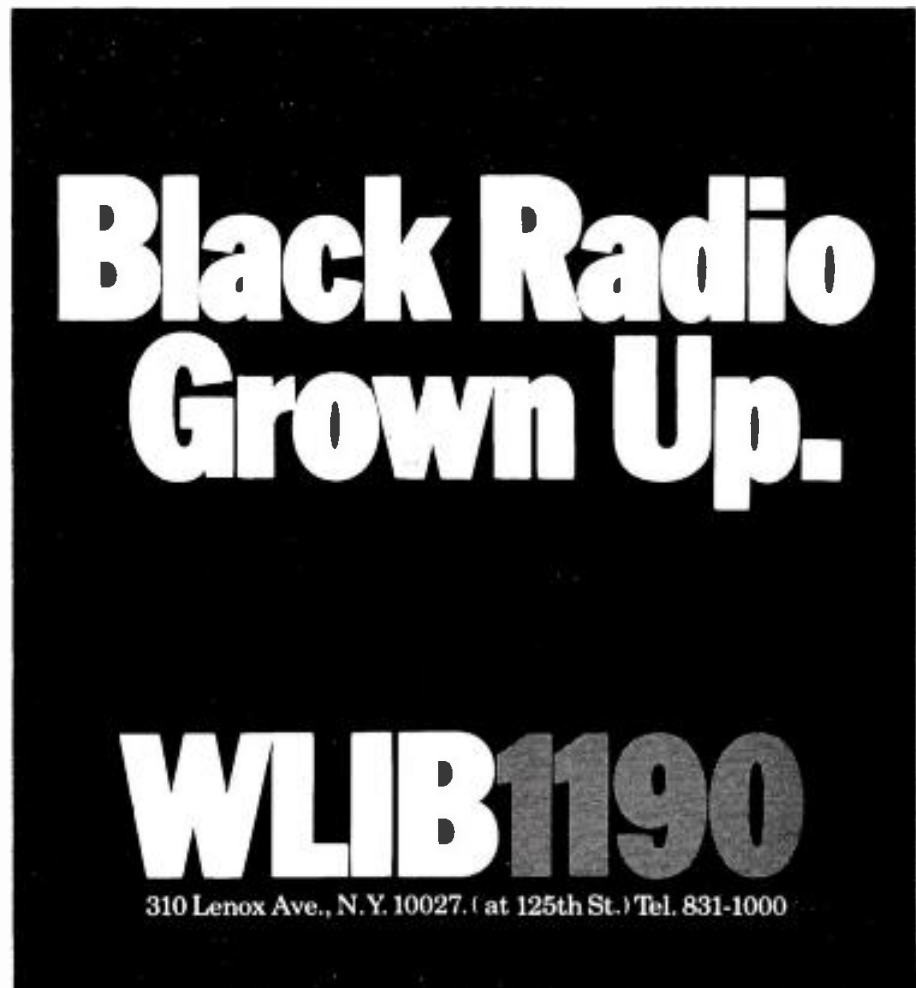
A comparative hearing was ordered for channel 4 last July after Voice, a biracial group, charged that KNBC(TV)

fails to meet community needs in its programming. If successful in its application, Voice had vowed to fill almost half of the station's broadcast day with news, public affairs and other non-entertainment programs, some specifically geared to blacks.

## TV urged to unify for self-improvement

Every segment of the television industry must extend itself to improve the quality of its product during this period of mounting outside criticism of the medium, according to Henry V. Greene, vice president of RKO General in charge of television.

He told a meeting of the Broadcasting Executives Club in Boston on Thursday (Feb. 26) that advertisers, stations and networks and producers must work together to bring to the public programming that is "more relevant, informational and educational." He stressed that these qualities can be incorporated into entertainment programs, and added: "There should be increased exploration by advertisers on the possibility of applying a 'contribution-per-thousands,' as opposed to a cost-per-thousand criterion to certain kinds of programs, as an extension of their corporate image."



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Grown Up.**

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## Storer's profits eaten up by airlines subsidiary

Storer Broadcasting Co. last week announced that the losses of its 86% subsidiary, Northeast Airlines, overshadowed nearly \$21 million in broadcast-related operating profits and resulted in a loss of \$406,428 or 9 cents per share in 1969.

The Miami-based group broadcaster also announced that Northwest Airlines would inform Storer today (March 2) whether it intends to terminate its proposed merger agreement with Northeast (BROADCASTING, Nov. 17, 1969).

Storer has signed the merger agreement and filed it with the Civil Aeronautics Board. Under one of the terms of the agreement, which is subject to reconfirmation by the board of Northwest at its board meeting today, Northwest has an option to terminate in the event Northeast's 1969 losses exceeded \$20 million before extraordinary items. The applicable losses amounted to \$21,056,000.

In 1969, Storer's net loss after extraordinary items (also attributable to Northeast Airline results) was \$2,677,910. The company's broadcast-related profits of \$20,943,303 were about \$100,000 higher in 1968, but its share of Northeast's operating losses totaled \$20,100,042 and net after taxes and extraordinary items resulted in a loss of 63 cents per share. Net income in 1968 was \$11,541,230 or \$2.75 per share.

Fourth quarter broadcast-related profits were \$7,543,330 vs. \$6,791,832 in 1968, but Northeast's losses brought the net income figure to a loss of \$5,952,018 vs. net income of \$2,462,810 in 1968.

Northeast announced last week that a combination of factors, including drastic economy moves and increased traffic partially stimulated by the National Airlines strike, are producing what is now projected to be a profitable first quarter.

Storer results for the year ended Dec. 31:

	1969	1968
Earned per share	(\$0.63)	\$2.75
Broadcasting revenues	64,641,454	65,182,787
Net income*	(2,677,910)	11,541,230

\*Includes \$1,585,917 loss net of income tax effect for minority interest of Northeast Airlines, which is required to be recognized under generally accepted accounting principles.

### Company reports:

**Columbia Cable Systems Inc.**, Westport, Conn., multiple CATV owner, reported

increased revenues, earnings and cash flow for the first fiscal quarter ended Dec. 31:

	1969	1968
Earned per share	\$0.30	\$0.32
Revenues	788,000	705,000
Net income	74,000	53,000
Cash flow*	285,000	247,000
Shares outstanding	948,810	772,455

\*Cash flow equals net income plus depreciation and amortization.

**Collins Radio Co.**, Dallas, broadcast equipment manufacturer, reported a 10% decline in revenues and a 97% decrease in net income for the first half of its fiscal year. The company also announced it will omit its second quarter dividend, previously 20 cents per share, in order to conserve cash. Collins attributed its reduced earnings to "high costs and interest expense," but added it expected an improved second half "principally due to extensive measures taken to reduce operating expenses."

For the six months ended Jan. 31:

	1969	1968
Earned per share	\$0.05	\$1.40
Sales	175,400,000	194,800,000
Net income	142,000	4,200,000

**Plough Inc.**, Memphis-based pharmaceutical firm and group owner of radio stations, reported record sales and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$2.00	\$1.85
Net sales	134,250,000	121,681,028
Net income	15,770,000	14,556,422

**Rollins Inc.**, Atlanta, a diversified company that owns 12 TV-radio stations, reported record revenues and earnings for the nine months ended Jan. 31:

	1970	1969
Earned per share	\$0.81	\$0.75
Gross revenues	89,771,011	81,311,570
Net income	6,563,971	6,087,358

**Liberty Corp.**, Greenville, S.C., parent company of Cosmos Broadcasting Corp., reported that profits in 1969 rose by 26.4% over 1968. Liberty noted that Cosmos showed "healthy gains in all phases of its operations, with total revenues and net profits being substantially improved."

For the year ended Dec. 31:

	1969	1968
Earned per share	\$1.05	\$0.83
Gross revenues	83,800,000	74,600,000
Net income	7,400,000	5,800,000

**Columbia Pictures Industries Inc.**, of which Columbia Pictures and Screen Gems are major divisions, reported increased earnings for the six months ended Dec. 27:

	1969	1968
Earned per share	\$0.55	\$0.53
Gross income	6,451,000	5,873,000
Net income	3,250,000	3,002,000

**Ameco Inc.**, Phoenix, manufacturer and installer of CATV equipment, reported declines in sales and net income for the six months ended Dec. 31:

	1969	1968
Earned per share	(\$0.30)	\$0.03
Net sales	1,953,050	2,740,935
Net income	(364,913)	32,864
Shares outstanding	1,200,000	1,200,000

**Communications Satellite Corp.**, Washington, reported improved revenues and earnings for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.71	\$0.68
Revenues	47,034,000	30,495,000
Net income	7,129,000	6,841,000

**Boston Herald-Traveler Corp.**, Boston newspaper publisher and owner of WHDH-AM-FM-TV Boston, reported increases in net revenues and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$4.94	\$4.68
Net revenues	46,387,192	41,433,197
Net income	2,833,033	2,666,343

**Telemation Inc.**, Salt Lake City, manufacturer of television and CATV equipment, reported increases in sales and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.73	\$0.61
Sales	7,213,012	4,983,093
Net income	703,823	450,729
Average shares outstanding	958,907	742,215

## Corinthian reports record sales, earnings

Corinthian Broadcasting Corp., which is transferring five TV stations to Dun & Bradstreet Inc., subject to FCC approval (see page 33) last week reported record sales and earnings for the first nine months of its fiscal year.

The company said television revenues rose by 2% for the third quarter and 4% for the nine months.

For the nine months ended Jan. 31:

	1970	1969
Earned per share	\$1.04	\$0.90
Revenues	23,714,393	17,997,413
Net income	3,516,559	3,057,472

## RCA contemplates offer totalling \$150 million

RCA Corp. is considering the possibility of raising additional capital of approximately \$150 million by a public offering of new senior debt.

The new offering was announced last week by Robert W. Sarnoff, chairman and president.

"RCA's record of vigorous growth, combined with many new developments and potentialities in the electronics and service industries in which RCA is active, makes it advisable to raise additional capital," Mr. Sarnoff stated.

"Consideration is being given by the finance committee to the issuance of intermediate term notes and long-term debentures aggregating approximately \$150 million."

An RCA spokesman said the funds would be allocated to various parts of



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If you wrote about the UN at any time during 1969, enter your story for Deadline Club's UN Award. Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. Deadline for entries is March 31, 1970. The winner will be announced on May 7, 1970.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Robert E. Dallos, Los Angeles Times, Room 4020, 866 United Nations Plaza, New York, N.Y. 10017.

**UN Award Deadline: March 31, 1970**  
**The Deadline Club of Sigma Delta Chi.**

Deadline Club Award statuette by Rube Goldberg.



the company's business and not to a specific area.

### Financial notes:

■ RKO General Inc., New York group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported record revenues of \$102,284,000 and net income of \$1,498,000 for the year ended Sept. 30. This compares with revenues of \$93,250,000 and net income of \$4,644,000 for the same 1968 period. The 1969 earnings reflect RKO General's share of the losses of Frontier Airlines — \$7,409,000. The company's operations other than Frontier, primarily its radio and TV stations, had income of \$8,898,000 vs. \$6,640,000 in

1968.

■ Kaiser Industries Corp. has filed a registration statement with the Securities and Exchange Commission seeking a secondary offering of 862,329 common shares to be offered for sale at \$17.25 per share. The shares are to be sold for the account of certain stockholders and Kaiser will receive none of the proceeds. Kaiser Industries is a diversified company and owns Kaiser Broadcasting Corp., group radio-TV station owner.

■ Kap V Films Ltd., New York, has filed a registration statement with Securities and Exchange Commission offering 110,000 shares for public sale at \$5 per share. The company provides

production, post-production and film print processing and distribution services for TV commercials and specials and for films. Of the net proceeds, \$110,000 will be used in developing film and TV productions and \$75,000 will be used to buy film editing and audio and video-tape recording equipment. Kap V Films has 215,000 common shares outstanding, of which Stephen V. Kambourian, president, owns 23.25%.

■ Technology Inc., Dayton, Ohio, has completed its acquisition of the Westwood division of Houston Fearless Corp., Los Angeles, for over \$3 million (BROADCASTING, Nov. 24, 1969). The agreement was approved by Houston Fearless shareholders last month. Tech-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 96 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Feb. 26	Closing Feb. 19	Closing Feb. 12	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	33½	35½	35½	39½	33½	4,888	166,192
Atlantic States Ind.		O	5½	5½	5½	15½	5½	1,789	10,287
Capital Cities	CCB	N	35½	35½	31½	37½	26	5,804	189,210
CBS	CBS	N	44½	44½	43½	59½	41½	26,129	1,142,360
Corinthian	CRB	N	32½	30½	30½	37½	20	3,384	107,442
Cox	COX	N	24½	21½	20½	24½	21	2,893	130,908
Gross Telecasting	GGG	A	16	16	16½	24½	14½	805	12,880
Metromedia	MET	N	19½	18½	18½	53½	16½	5,603	91,049
Pacific & Southern		O	16	14	18	26½	13½	1,635	35,153
Reeves Telecom	RBT	A	7½	7½	8	35½	7½	2,253	19,714
Scripps-Howard		O	21	20½	20½	31½	20½	2,589	55,634
Sonderling	SDB	A	32½	29½	29½	47½	25½	985	26,595
Starr Broadcasting		O	15½	17	16½	18½	6½	338	6,169
Taft	TFB	N	26½	25½	25	43½	25	3,585	90,916
								<b>Total</b>	<b>62,680</b>
									<b>\$ 2,084,509</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	21½	21½	22½	49½	21½	13,462	297,779
Bartell Media	BMC	A	10½	10½	11½	22½	8½	2,292	27,137
Boston Herald-Traveler		O	40	42	42	71	27	574	22,960
Chris-Craft	CCN	N	10½	9½	8½	24½	8½	3,450	31,050
Combined Communications		O	13½	13½	14½	16	8½	1,798	26,071
Cowles Communications	CWL	N	7½	7½	8	17½	7½	3,969	34,729
Fuqua	FQA	N	17½	21½	22½	47	17½	5,219	116,123
Gannett	GCI	N	27½	28	27½	29½	24½	7,117	195,718
General Tire	GY	N	18½	19½	17½	34½	17½	17,914	335,888
Gray Communications		O	6½	6½	6½	12½	6½	475	3,444
Lamb Communications		O	4	4½	4½	10	3½	2,650	13,913
Lee Enterprises		O	20½	20½	20½	25	15½	1,956	41,586
Liberty Corp.	LC	N	21½	20½	19½	24½	14	6,734	119,688
LIN		O	9½	9½	9½	32½	7½	2,174	22,827
Meredith Corp.	MDP	N	32	32½	32½	59½	31½	2,781	93,442
Outlet Co.	OTU	N	15½	15½	16½	30½	15	1,366	21,162
Plough Inc.	PLO	N	82½	83½	81½	85	57½	7,892	645,171
Post Corp.		O	14½	14½	15½	40	14½	713	11,408
Rollins	ROL	N	34½	39½	39½	42½	30½	8,016	301,402
Rust Craft	RUS	A	25½	26½	25½	38½	24½	1,168	31,536
Storer	SBK	N	23	23½	25	62	19	4,221	117,513
Time Inc.	TL	N	33½	32½	29	100½	29	7,241	238,953
Trans-National Comm.		O	2½	2	1½	11½	2	1,000	2,750
Wometco	WOM	N	19½	19	19	23½	16½	5,583	100,494
								<b>Total</b>	<b>108,845</b>
									<b>\$ 2,852,277</b>
<b>CATV</b>									
Ameco	ACO	A	9½	12½	11½	16½	7½	1,200	17,400
American TV & Comm.		O	21½	21½	20½	22½	9½	1,775	36,831
Cablecom-General	CCG	A	13½	13½	14½	27½	8½	1,605	26,483
Cable Information Systems		O	2½	2½	2½	5	2	955	2,149
Citizens Finance Corp.	CPN	A	14	39½	14½	39½	11½	969	16,589
Columbia Cable		O	14½	15	15½	17½	9½	900	13,275
Communications Properties		O	8	8½	8½	17½	4½	644	5,384
Cox Cable Communications		O	22½	22½	21½	24½	11½	3,550	74,550
Cypress Communications		O	17½	17½	16½	23	10½	854	13,237
Entron		A	5½	5½	5½	10½	2	607	3,642
General Instrument Corp.	GRI	N	18½	18½	20½	43½	18½	6,028	133,339
H & B American	HBA	A	25½	26½	25½	38½	11½	5,016	134,629
Sterling Communications		O	5½	4½	6½	10½	4½	500	3,000
Teleprompter	TP	A	112½	114½	109½	133½	46	1,007	114,919
Television Communications		O	12½	13½	13½	20½	10	2,654	43,791
Vikoa	VIK	A	14½	11½	13½	35½	11½	1,815	35,393
								<b>Total</b>	<b>29,435</b>
									<b>\$ 674,611</b>

nology, which is expanding into the photographic industry, is engaged in aerospace research and manufactures products for power plants. Westwood, which will be renamed the CINTEL Corp., manufactures TV studio film processing and related equipment.

■ American Television & Communications Corp., Denver-based group CATV operator, reported a net loss of \$29,219 on revenues of \$3,792,739 for the six months ended Dec. 31. Revenues registered a 53% increase. Comparable figures were not given because ATC, which went public in March 1969, was privately held during the comparable 1968 period. Cash flow amounted to \$1,203,295 or 66 cents per share, com-

pared to \$662,635 or 44 cents per share the year before. Wholly owned ATC systems serve about 120,000 subscribers in 17 states and partially owned systems served nearly 39,000 subscribers.

■ Grey Advertising has declared a regular quarterly dividend of 12½ cents per share, payable March 16 to shareholders of record March 2.

■ Vikoa Inc., Hoboken, N.J., group CATV owner and manufacturer of CATV equipment, has announced disposition of \$9.87 million made available through a public offering (BROADCASTING, Nov. 3, 1969) and private placement of 8½% debentures with financial institutions. Of the amount, \$5.7 million was used to eliminate bank

indebtedness, \$1,925,000 was used to prepay medium term 13% indebtedness and the remaining \$2,245,000 has been set aside for debt service and working capital.

■ John Blair & Co. has declared a cash dividend of 12 cents a share on its common stock, payable May 15, 1970, to stockholders of record on April 15.

■ Visual Electronics Corp., New York, manufacturer and distributor of video and audio systems, reported a net loss of \$865,000 on sales of \$12,088,000 for the nine months ended Dec. 31. This is a decrease from net income of \$634,000 or 45 cents per share on revenues of \$17,060,000 in the 1968 period.

	Stock symbol	Ex-change	Closing Feb. 26	Closing Feb. 19	Closing Feb. 12	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Programming</b>									
Columbia Pictures	CPS	N	24¼	23	22¾	42	22¾	5,882	150,579
Disney	DIS	N	150	155¾	151	155¾	69¾	4,469	639,067
Filmways	FWY	A	11¼	13¼	13¾	13¾	11¼	1,492	21,425
Four Star International		O	3¼	2¾	2¾	10	2¾	666	1,998
Gulf and Western	GW	N	17¼	18	17	50¼	16¾	16,426	281,213
Kinney National	KNS	N	31¾	30¼	29	39½	19	5,940	168,458
MCA	MCA	N	21¾	21¾	21¾	44¾	18¾	8,297	186,683
MGM	MGM	N	23¾	22¾	21¼	44¾	21¼	5,801	126,172
Music Makers Group		O	6¾	7	7	15¾	6¾	589	4,712
National General	NGC	N	14¾	15	15¼	46¼	14¾	4,539	68,630
Transamerica	TA	N	22¾	20¾	20¾	38¾	20¾	61,869	1,314,716
Trans-Lux	TLX	A	18¾	18¾	17¾	58¾	17¾	1,020	18,197
20th Century-Fox	TF	N	17¾	16	15¾	41¾	14¾	8,169	136,831
Walter Reade Organization		O	7¾	6¾	6¾	15¾	6¾	2,342	31,617
Wrather Corp.	WCO	A	9¼	9¾	9¾	10¾	7¼	2,161	19,549
								<b>Total</b>	<b>120,473</b>
									<b>\$ 3,168,747</b>
<b>Service</b>									
John Blair	BJ	N	22¼	22¼	22½	28¼	17¾	2,667	56,674
Comsat	CQ	N	43¾	44	44	60¾	38	10,000	382,500
Creative Management		O	13	13½	14	20½	8¾	1,020	14,535
Doyle Dane Bernbach		O	21¼	19½	19¼	33	17¾	2,104	46,288
Foote, Cone & Belding	FCB	N	10½	10¼	10½	15¼	10¼	2,149	24,176
Grey Advertising		O	11¾	11¾	11¾	18¾	11¾	1,163	14,247
Movielab	MOV	A	5¾	5¾	6¼	14¼	5¾	1,407	9,146
MPO Videotronics	MPO	A	9¾	8¾	9½	22¾	7¾	548	4,521
Nielsen		O	42	42	38	42	28¾	5,240	198,376
Ogilvy & Mather		O	20	20	19	35	15½	1,090	22,890
PKL Co.	PKL	A	8¾	9¾	9¾	30¾	9	739	7,540
J. Walter Thompson	JWT	N	29	29¼	30	36	28¼	2,778	86,451
Wells, Rich, Greene		O	12½	12	12¼	18¾	7¾	1,601	11,783
								<b>Total</b>	<b>32,506</b>
									<b>\$ 879,127</b>
<b>Manufacturing</b>									
Admiral	ADL	N	11¾	11¾	11¾	21¼	11	5,150	63,654
Ampex	APX	N	38¾	39¾	41¼	49¾	32¾	10,826	409,655
CCA Electronics		O	4¾	4¾	4¾	6¾	4¾	800	3,600
Conrac	CAX	N	22¾	24¾	23¾	59¾	22¾	1,249	29,352
General Electric	GE	N	68¾	69½	70	98¾	67¾	91,025	6,667,594
Harris-Intertype	HI	N	70¾	65	63¼	80¾	61¾	6,350	399,609
Magnavox	MAG	N	34¾	31¾	31 ¼	56¾	30¾	16,561	567,214
3M	MMM	N	109¾	108¾	103¾	118¾	94	54,521	5,615,663
Motorola	MOT	N	130¾	128	122½	166	102¾	6,649	902,602
RCA	RCA	N	30¾	30¾	29¾	48¾	29¾	62,773	1,920,854
Reeves Industries	RSC	A	4¾	4	4¾	10¾	3¾	3,443	13,221
Visual Electronics	VIS	A	7¾	7¼	7¾	37	7	1,357	9,499
Westinghouse	WX	N	60	61¾	59¾	71¼	53¾	39,304	2,112,590
Zenith Radio	ZE	N	36¼	33¾	31¾	58	30¾	19,020	618,150
								<b>Total</b>	<b>317,771</b>
									<b>\$19,303,905</b>
								<b>Grand total</b>	<b>671,710</b>
									<b>\$28,662,066</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>88.90</b>	<b>87.76</b>	<b>86.73</b>				

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

Shares outstanding and capitalization as of Jan. 29  
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.



# Clark Oil finds out TV really works

**An independent marketer in competition with bigs has quadrupled sales since turning to the medium**

Television's mastery of the market place has become a matter of fact. But its use by an independent operator to survive, indeed flourish, in the rough and tumble of gasoline retailing is worth a special look.

Television has done more than help Milwaukee-based Clark Oil & Refining Co. compound its sales by about 15% every year since the company went virtually 100% into TV in 1963. It has given Clark a highly efficient tool with which to carve out new markets (an eastward thrust now, with Ohio the latest addition for a total of 11 Midwest states) and to generate almost immediate share-of-market averages when a new area is opened.

Clark Oil no longer emphasizes price. With television it sells quality. TV has helped the company escape a former identification with the bulk discounters. Television, too, has made Clark Oil attractive as a growth potential in the securities market.

Sold over the counter for about \$7 a share when the firm began using TV seven years ago, Clark Oil stock since has split twice (1966 and 1968), acquired listing on the New York Stock Exchange and sold for a 1969 high of 65¾. It currently is ranging between \$28 and \$29 a share. Considering the splits, the original \$7 investment would have been worth \$263 if sold before the market plunged last year and is worth \$114 today.

But founder Emory T. Clark has his sights on more than merely an appreciation in portfolio. Still active in the daily details of company operation, Mr. Clark, as president, is guiding the 38-year-old firm from a strong base as a successful regional marketer toward the goal of a fully integrated oil company—a crude-oil producer and distributor as well as retailer and operator of profitable and diversified industrial-chemical divisions.

Will Clark Oil shoot for the really big game, go national and fight the Standards, the Gulfs and Shells and Texacos on their own ground? Some day perhaps, Mr. Clark says, but not now. There is still too much growth to be accomplished within the Midwest, he asserts, where share of market al-

ways can be enhanced.

Mr. Clark began the company with a single gas service station in Milwaukee in 1932. His initial capital: \$14. Last year Clark Oil sales soared to another record high, \$284 million, up from some \$84 million in 1962, its last pre-television year. The move into TV came after sales had slipped a little for several years, principally because of a tired radio campaign (see table, this page).

Clark Oil now has more than 1,450 service stations in its 11-state area. It is adding new stations at a rate of about 10% a year. It has two modern refineries, participates in ownership of its own pipelines and is pushing ex-

ploration for crude oil here and abroad.

Clark Oil service stations also are unusual. They are open 24 hours, and sell only one grade of gas—the premium brand known as Clark Super 100—and motor oil. Nothing else. The gas is priced between what the majors charge for their regular and premium fuels. Neatness, courtesy and fast service are constantly stressed.

Clark Oil's present television budget is about \$2.5 million, spent entirely in spot with all buying carefully executed by one executive at the Milwaukee corporate headquarters, Nicholas Takton.

The agency is Chappel, Fiore, Endelman Inc., New York, in which Mr. Takton holds part interest. Technically Mr. Takton is employed by the agency and is on assignment to Clark Oil. A small Milwaukee service office of the agency, separate from Clark Oil, handles the paperwork.

Saturation schedules presently are running regularly on about 50 stations in 40 markets. Initially, in 1963, the list included about two dozen outlets in 20 markets and the budget was a bit over \$1 million.

The TV dollar works efficiently at Clark Oil. The firm buys premium positions only, usually prime evening spots in the top network shows, in the 10 p.m. (central time) news or perhaps 6:30 p.m. news, plus the best of weekend sports, mostly Saturday. Its sole audience target is men.

Clark Oil commercials normally are just a bit humorous and feature their producer-actor, James Walsh. Copy points relentlessly hammer one single theme that changes by the season: winter—fast starts; summer—cleaner engines and power.

Mr. Takton, on behalf of Clark Oil, is recognized as one of the shrewdest timebuyers in spot television (despite his metallurgical-engineering schooling), a keen but respected negotiator and one of the most knowledgeable practitioners in the business at either the client or agency level. "He is tough, man, and I mean tough, but absolutely fair" is the capsule comment of one TV sales manager who competes in a medium-sized, multiple-station market for the

## Clark's sales with radio-TV use

Clark Oil & Refining Co.'s sales have grown steadily since becoming involved with the broadcast media about 15 years ago, especially since moving completely into TV in 1963:

	Sales (Rounded to Nearest Million Dollars)	Earnings After Taxes
1956	\$ 66.7	\$ 2.5
1957	73.4	1.4
1958	76.9	1.4
1959	88.5	2.1
1960	87.7	1.9
1961	87.6	0.5
1962	84.4	0.05
1963	90.9	1.5
1964	104.8	2.1
1965	140.9	8.6
1966	155.8	9.6
1967	175.2	11.5
1968	243.9	12.1
1969	284.0	13.0

## How TV budget grew

Estimates of Clark Oil's spending in television, in part from TVB/LNA-Rorabaugh:

1961	\$ 25,990
1962	20,370
1963*	1,159,800
1964	1,393,700
1965	1,447,230
1966	1,642,170
1967	1,623,100
1968	2,105,500
1969	2,500,000

\* Budget went virtually 100% into TV in 1963.



Clark Oil's lavishly-styled musical production number "Parade" commercial still gets frequent airing. But initially it was made specifically to capture fast share-of-market position in Cleveland when some 50 stations were opened at about the same time.

Produced as usual by James Walsh (but one of the few spots in which Mr. Walsh personally does not star as the slightly clumsy Mr. Average American), the commercial also is unique in that it is one of the few spots mentioning the fact Clark Super 100 gas costs less than other premium brands. Clark normally uses TV to sell quality, not price.

The commercial voice-over runs in a "Music Man" fast-talking salesman's style with appropriate music: "I know what you're thinking—you don't need another gas station in this town, no sirree, and that's why we're here. Clark is

unique. I said unique. And as sure as little green apples you'll agree because Clark doesn't sell just one, two or three kinds of gasoline, we purvey only premium. Clark with a capital C and that rhymes with P and that stands for premium. And that means power. Power for only a couple cents more a week, about two-bits more a week, one thin quarter, and friends that's unique. And if you can't afford that, you should be driving a horse and buggy and that's a fact."

After only eight weeks on the air in Cleveland, the new Clark Oil stations had already achieved 90% of the average gallonage expected of them, a phenomenal accomplishment to gasoline marketers who rate getting a share-of-market the toughest, long-range battle in their business. Even with fewer stations, Clark Oil normally has become the top premium-brand seller in most markets where it operates.

Clark Oil business.

The schedules usually are heavy and long-running by comparison with the short bursts of today's spot-TV market. Clark Oil normally uses flights of three-out-of-four weeks or six-out-of-eight weeks for a cumulative total of about 39 weeks of the year's 52. The buy usually is an equal mix of minutes, 30's and 20's over a given week.

Mr. Takton knows ratings inside out, but he doesn't necessarily buy by them. He feels prudent professional judgment of station, market and program situations can often produce a better result than playing numbers. He has little use for the agency practice of putting the newest people into timebuying. To Clark Oil that is where the money goes and that is where the most critical control must be exercised.

Mr. Clark discusses television with the canny reservation to be expected of a self-made businessman who has parlayed \$14 into a sales volume of \$284 million through nearly four blood-sweat-tear-filled decades: "It is hard to measure, with so many factors involved—quality of product, station service and so forth. The marketing people tell me television is doing a great job for us. I don't know for sure, but we will continue to use it as long as it is."

However, Mr. Takton is anything but reserved in his appreciation of television as a medium. "I don't have to tell you what television does," he says. "It's a fantastic medium. It sits there and reaches a lot of people. It reaches them with sound and sight and color. The distinctive orange Clark pump is

on the screen, front page, all by itself. Match that with creative commercials and tight buying and you have it."

Recalling 1955 and his first work at Clark Oil, Mr. Takton notes there was no advertising then, only a small local newspaper ad, perhaps, when a service station opened and gave away free tumblers. He soon began a campaign, though, picking radio for a Clark Super 100 jingle made by Bill Walker Musical Productions, Chicago.

Heavy saturation spot radio soon became the formula for many years, he says, with Tatham-Laird, Chicago, the agency for much of the time. Clark Oil used 100 spots a week in most markets, 300 a week in Chicago, with a well-known comedy campaign called Fizbee and the Chief. Hollywood's Mel Blanc was the voice. Sales rose steadily for several years, then sagged a bit. Mr. Takton admits the theme wore thin with the years as fresh story situations became harder to find.

January 1963 brought dramatic and radical change at Clark Oil: total commitment to TV.

A new agency, Papert, Koenig, Lois Inc., New York, was turning out some documentary-type commercials for Clark Oil with Mr. Takton buying the time. Frederic Papert, agency president, was the idea man with Robert Fiore as art director. Michael Chappell became copy supervisor and subsequently Bernard Endelman became the account man.

"For a gas company, we felt they should put all their eggs in one basket and get a little weight rather than

spreading it around," one agency principal recalls. Another relates: "One thing we did for Clark was to get them out of print and radio. We told them if they wanted to compete they should get to the mass audience and entertain. To be successful they had to find out the expenditures of every competitor and simply outspend them in those markets. Then some day they could go back and adjust."

Mr. Takton remembers that early in the TV campaign he felt the use of a strong, continuing personality or Clark spokesman was vital. Casting sessions at PKL where the agency's TV production chief, James Walsh, acted out ideas for talent hopefuls soon produced the man—Mr. Walsh.

Thus began the sequence of Clark Oil's highly successful humorous commercials starring Mr. Walsh. Eventually he left PKL and ultimately formed his own production firm in New York with Clark Oil still his client.

In one commercial Mr. Walsh portrays a bumbling father, head-of-household character who is always able to start his car with Clark gasoline despite his fumbling and the crisis of the hour. One such crisis has Mr. Walsh being chased by a bear.

Another spot has Mr. Walsh in a Goldfinger role, driving an intricate car of which James Bond would be proud.

One recent commercial that shows Clark's starting power "is like always having your car in a garage" has Mr. Walsh starting his car in a garage and driving away, with the building in tow.

Mr. Takton says that the winter themes of the commercials came easily.

The commercials always stress that Clark Super 100 with not one but two duPont anti-icers means fast starts. "We floundered with summertime for a couple of years," he admits, until the company capitalized on DMA-4, an ingredient used by many gasolines, which helps make engines run cleaner.

For four years now Clark Oil has run its summer clean-engine theme and linked it to the idea of better power. Mobil last year went the same route, petroleum marketers observe, but this year Clark Oil will tie in the timely air-pollution angle too.

In early 1967 Messrs. Chappell, Fiore and Endelman left PKL. And with Mr. Takton as an equal partner ("It was logical to include him as he was doing all the buying," the partners explain), they formed the present agency handling the Clark Oil account. The account shifted from PKL soon after the new agency opened.

The cost of Clark commercials runs from \$10,000 to \$60,000 a minute, depending on complexity. The average

now is around \$40,000. The minute is sliced to produce the 20's and 30's and all are always used together in a mix because Mr. Takton feels each contributes a unique part of the total Clark Oil ad concept. Though a careful and thorough planner, Mr. Takton also is flexible. He can make a fast opportunity buy at 4 p.m. for that night's 10 o'clock news if a station should suddenly call to fill a drop out.

Clark Oil's television strategy in its new Ohio market, especially Cleveland, is Mr. Takton's pride. "In the summer of 1968 we began buying land around Cleveland and at the end of the year we opened 42 stations at one time. We made the great "parade" commercial—it is not a "Music Man" take-off, it's just a parade—and ran it on all Cleveland stations for the first eight weeks of 1969, a total of 22 prime minutes a week combined. At the end of the period, sales came immediately within 90% of the total average gallonage we had expected. That's really advertising power."

Clark Oil now has 60 stations in Cleveland. Yet the gas-station saturation is a drop in the bucket for a market that size. TV made the difference, he feels. The same holds true for Chicago. There Clark Oil takes second place in premium sales only to the historic giant, Standard of Indiana, with 1,100 stations against Clark's 225.

Clark Oil's entrance into TV probably would not have been so complete had it not been for missionary work by Jacob Evans, Chicago-based vice president of Television Bureau of Advertising.

Early in 1963, just a few weeks after the first Clark commercials had hit the air. Mr. Evans remembers a phone call from Milwaukee. Mr. Takton, his voice squeaking in excitement and enthusiasm, said: "Jake, it works! It works!"

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

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## Programming

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# Nixon men hit again at TV news

## Vice President blasts coverage of Chicago 7; Chief Justice annoyed by move to cover talk

Relations between the news media and the federal government, already strained, have been subjected to new pressures. No less a figure than Chief Justice Warren E. Burger has denounced the "disrespectful and outrageous" behavior of a CBS News film crew that sought to record a speech he was about to deliver to the American Bar Association's mid-winter meeting in Atlanta.

And Vice President Spiro T. Agnew, who has already demonstrated his effectiveness as the administration's chief critic of the news media, charged the press and television with paying too much attention to the "clowns" and "kooks" in American society.

The Vice President, in a political speech in Atlanta on Feb. 21, the same night that the Chief Justice spoke in that city, talked of the "drivel disseminated by the liberal news media" and said there was a "need for a strong voice to penetrate the cacophony of seditious drivel emanating from the best-publicized clowns of our society and from their fans in the fourth estate." This was his answer to the "liberal news media's" request that he "lower" his voice.

On Thursday, in a speech to the National Governors Conference in Washington, he returned to the theme while denouncing the conduct of the defendants in the recently concluded Chicago 7 trial, and the attention they received. He called on the governors and other elected officials to whip up public opinion behind a campaign "to force these bizarre extremists from their pre-emptive positions on our television screens and on the front pages of our newspapers."

But it was the comments of the chief justice, recorded by the CBS News crew and reported by a WSB-TV Atlanta correspondent who interviewed him, that appeared most striking. The Vice President's attitude toward the media—which President Nixon has never disavowed—has been known since his two speeches last November accusing the media of a liberal and anti-administration bias.

Chief Justice Burger had barred television coverage of a speech he was to deliver in Washington last month, contending that television is likely "to latch on to a speaker's most lurid phrase" (BROADCASTING, Feb. 9). But

he was testy and angry when he found the CBS crew preparing to film him in Atlanta.

At one point during his confrontation with CBS newsman Phil Jones he turned to ABA officials and asked: "Don't you want me to call somebody to remove him?"

Later, he telephoned CBS President Frank Stanton to complain about the CBS crew's behavior. Dr. Stanton was out of the country last week and unavailable for comment. But CBS News President Richard Salant, in answer to a reporter's question, and Gordon Manning, vice president and director for news, in a memorandum circulated within CBS, made it clear they believed Mr. Jones had behaved professionally.

The Chief Justice's annoyance apparently stemmed from the fact that he had made it clear he would not permit television or radio coverage of his speech. Mr. Jones knew of the ban, but he hoped to persuade the Chief Justice to relent.

Mr. Jones said later he had covered the Chief Justice when he spoke to the



ABA convention in Dallas, in August. Mr. Burger had barred mikes and cameras then, too, but was prevailed upon to change his mind. He didn't in Atlanta.

After the microphone was placed on the podium, and turned on, the Chief Justice asked: "You're planning to cover this?"

When Mr. Jones replied that he was, the Chief Justice said: "Then good night."

Mr. Jones, persisting, asked why he could not cover the speech, and the Chief Justice said: "Come to my office sometime when you've got an hour or two and I'll be glad to discuss it with you."

"You don't regard it as a public speech tonight?"

"I don't care to discuss the subject with you," the Chief Justice replied.

Mr. Jones tried again. "Well, we are charged with covering the news."

At this point, the Chief Justice looked about for someone to remove Mr. Jones, then said: "I would suggest it might be better if you did not pursue the matter any further." "If there is something that conflicts with your instructions, why don't you call your superiors?" he said.

Finally, Mr. Jones said he would leave if the Chief Justice would tell him why he couldn't cover the speech.

"Because you didn't make any advance arrangements, that's why," the Chief Justice snapped. And he made it clear he was the only one with whom arrangements could be made.

The microphone was removed. But the Chief Justice appeared to be still annoyed by the encounter the next day, when Carolyn Linden, a reporter for WSB-TV Atlanta telephoned him at his hotel and—to her surprise—reached him easily.

She had hoped for a television interview. She didn't get that, but she did obtain the only comment the Chief Justice has since made on the incident.

She said he explained that he objected to television coverage because the lights hurt his eyes. He also said that since he regarded the function as a non-public one he limited news coverage to the press.

But, referring to the CBS crew, he said: "Who do they think they are? They have no option on my face or voice."

He said their conduct was "disrespectful and outrageous. The media better find they have to have people who can take care of basic manners."

He also told Miss Linden that he felt the proper place for a television interview was in Washington. But if he ever granted one, he said, it would be "NBC first, then ABC, and CBS last." Miss Linden said the Chief Justice did not know at the time that WSB-TV is an

NBC affiliate.

The incident provoked different responses from two groups of broadcast newsmen, the Radio Television News Directors Association and the Georgia Association of Newscasters.

J. W. Roberts of Time-Life Broadcasting Inc., president of RTNDA, said he would write to the Chief Justice in hopes of obtaining a statement regarding coverage of his appearances and, possibly, arranging a meeting to discuss the matter.

"We believe in talk first, blast later, if necessary" he said.

The RTNDA board of directors met with Vice President Agnew in December with the aim of obtaining a statement from him to ease the public pressure on broadcasters his speeches had generated. However, that effort failed. The Vice President said he would issue such a statement when he felt the broadcast newsmen were heeding his criticism (BROADCASTING, Dec. 22, 1969).

Meanwhile, the president of the Georgia Association of Newscasters has already written the Chief Justice about the Atlanta incident, and in a letter expressing more bite than balm.

Jim Lee, of WBML(AM) Macon, noting that the Chief Justice had permitted print journalists to cover his speech, said that, as Chief Justice, "any remarks you make before an association or group are of interest to the people throughout the nation and we must respectfully question the right of one in such a position to bar coverage of such talks by the media."

He also questioned the Chief Justice's assertion that the broadcast media have no option on his face or voice. "We respectfully submit that when you accepted your exalted position, your face and your voice became news

wherever presented or heard in your official capacity."

And as for the Chief Justice's comment that television lights hurt his eyes, Mr. Lee commented that Mr. Burger had not complained when he appeared before cameras with President Nixon after his appointment as Chief Justice.

Nor did that touch of sarcasm indicate the extent of Mr. Lee's feeling. He said Mr. Burger's refusal to permit broadcast coverage raised "a grave question" as to the Chief Justice's ability to render an impartial judgment in cases involving broadcast news.

## Ichord says media were gulled by Chicago 7

News coverage of the "Chicago Seven" trial was generally so distorted that it played into the hands of "self-styled revolutionaries," according to the chairman of the House Internal Security Committee.

Representative Richard H. Ichord (D-Mo.) said last week that the defendants and their lawyers "attempted deliberately to make a mockery of our judicial system. That the defendants, with the connivance of their attorneys, ostensibly succeeded in doing so, is in no small degree due to the co-operation they received from a large segment of our communications media."

The congressman did not imply that this "co-operation" was deliberate. He did charge that "a large segment of the communications media permitted itself to be fully exploited, by obscuring the reprehensible nature of the behavior of the defense, while demeaning the court and the prosecution."

This kind of coverage, he said, simply served the purposes of the defendants, five of whom were convicted of crossing state lines to incite riots at the 1968 Democratic Convention. These defendants, the congressman said, regard "the law as a 'class' tool which must be 'exposed'." According to Representative Ichord, the media generally created the kind of image the defendants wanted by casting aspersions upon the government's conduct of the trial.

"It was the kind of reporting that lends credence to the charges now increasingly heard that the communications media is failing in its responsibilities to the public," he said.

Representative Ichord credited the media with "increased sensitivity" to the charges leveled at them in recent months, but said no real reform has yet begun. And, he said, "[the] malaise of the communications media in its preoccupation with aberrant behavior is . . . so deep-seated that I fear that reform will be slow in coming, unless the media is made to feel the widespread public revulsion to its conduct."



Chief Justice Burger

# CATV's solid front on copyright jarred

## Pennsylvania operators reaffirm opposition to fees on off-air signals

That solid CATV-industry front generally favoring the cable-TV provisions in the proposed new copyright bill now before the Senate Judiciary Committee, may be cracking.

The Pennsylvania Community Television Antenna Association is planning to see its congressional delegation in Washington soon to voice opposition to the broad scope of the copyright proposals recommended by Senator John McClellan (D-Ark.) and his subcommittee on trademarks, patents and copyright (BROADCASTING, Dec. 15, 1969).

This is the second time Pennsylvania cable-TV operators have objected to the idea of general copyright liability; they took the same position in opposition to last year's staff agreement worked out by the National Cable TV Association and the National Association of Broadcasters (BROADCASTING, June 2, 1969 et seq.). That agreement finally fell apart when the NAB joint board voted it down.

The Pennsylvania position was reaffirmed by the board of that state's CATV state association in January. At that time the Pennsylvania state association board noted its earlier position that off-the air TV signals should not be subject to copyright fees.

It said, however, that certain changes might be made in the proposed CATV section that would make the legislation acceptable. These points, according to George Barco, Meadville, Pa., CATV owner and legal counsel to the association, include: (1) No copyright liability should be imposed on the use of TV signals receivable off-the-air with home antennas, or where they would be receivable except for terrain factors; (2) television is so important to the public that all areas should be eligible to receive programs from three network, three independent and one non-commercial stations without requiring copyright royalties, even if some of this package must be brought in by microwave; (3) where microwave is used to bring in TV programs that normally would not be received in the CATV community—beyond the three-plus-three-plus-one condition—copyright payment is acceptable; (4) where CATV systems originate programing, copyright fees are also acceptable.

One of the issues between the views

of the Pennsylvania group and those of what Mr. Barco called the "big city developers" is that of distant signals. Cable-TV operators who want to operate in the major markets, Mr. Barco commented, want to carry not only the local TV stations, but also some stations from outside the area; thus they are willing to pay for copyright rights. But, Mr. Barco stressed, if it's diversity that is desired, the "big city" cable-TV systems should engage in local origination.

Although the proposed copyright bill has the general support of the NCTA board, several provisions have already been the subject of criticism by some cable operators. Two of these objections have become known following a series of NCTA-sponsored seminars held earlier this year. They involve opposition to the bill's provisions that would require cable systems to honor the sports blackout provisions adhered to by TV stations, and the exemption from copyright fees for those CATV systems that are non-profit or owned by local governmental entities.

## Jencks raps Johnson for varying news views

FCC Commissioner Nicholas Johnson was taken to task last week by Richard W. Jencks, president of the CBS Broadcast Group, who indicated that Mr. Johnson publicly defended the news media for resisting government's encroachment on their freedom and at the same time condoned the FCC investigation of news programing.

Mr. Jencks' remarks were in response to Mr. Johnson's speech in Washington on Jan. 12, in which the latter asserted that the news media had "an absolute right" under the First Amendment to reject subpoenas by the government for a reporter's notes and unused television films (out-takes).

Mr. Jencks, who is an attorney, wondered whether Commissioner Johnson included the FCC within the meaning of the word "government". He cited several instances of what he regarded to be government encroachment against CBS and questioned whether Commissioner Johnson had spoken up to defend the network against government incursions.

Mr. Jencks pointed to the FCC's request for security out-takes on CBS News' coverage of the freedom march in Marks, Miss., in 1968, apparently instigated at the suggestion of a Mississippi congressman; the commission's staff investigation of alleged bias in the CBS News documentary, *Hunger in America*, and the commission's proceedings into the broadcast of a "pot party" by the CBS-owned WBBM-TV

Chicago.

Mr. Jencks contended that contrary to Mr. Johnson's public posture of defending freedom of the airwaves, he was not aware the commissioner had defended the network in these or other instances.

In a parting shot, Mr. Jencks observed that the opinion may be held in some quarters, perhaps even by Mr. Johnson, that CBS should appreciate that there has been some retreat by the FCC from its prior policies and that the commission had dismissed charges that the network has slanted the news. But, Mr. Jencks suggested, much regulation would be too much to satisfy other news media.

## CBS denies charges on Haiti coverage

What was CBS's role in an abortive plot to invade Haiti in 1966? According to three accounts—Gene Grove in a new monthly called *Scanlan's* Andrew St. George in the *London Sunday Telegraph*, and Gus Constantine in the *Washington Star*—CBS News became involved with Haitian exiles smuggling guns out of this country and later found itself filming a documentary of an invasion attempt.

The *Star* account said a House Investigations Subcommittee staff report (referred to last week as a "memo" by a staff member) charges that CBS contributed nearly \$80,000 to the invaders. Other accounts say the exact amount is unclear. The subcommittee has been investigating the case for almost a year, but has held no public hearings and made no formal charges.

CBS News has denied the allegations. An official statement of denial was issued Feb. 16 following publication of the story by Mr. St. George. Network officials reaffirmed this denial last week following publication of the *Scanlan's* story written by Mr. Grove.

In its official statement, CBS News acknowledged that in the mid-1960's it was "interested in exile activities in the Miami area, Caribbean invasion plots conceived by exile groups and gun-running from the United States." CBS News, the statement says, "approved in general an investigation into these activities" but "found no satisfactory way of penetrating such operations." Reporter-producer Jay McMullen was assigned to find a way.

"CBS News, of course, had no interest in the political positions of those involved in the project," the explanatory statement notes, "nor in whether the project would succeed or fail, but only in documenting the operation so that the American people could see and judge events for themselves. . . ."

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## Right of subpoena stressed for newsmen

Cooperation is urged by attorney but fishing expeditions are decried

There is no easy answer to the mass media's mounting problems with subpoenas for news films, tapes and files in controversial court cases and the media would be well advised to cooperate more readily at least in those instances where any exclusive information they might have would be of serious consequences in a proceeding.

This was the advice last week of one of the country's better known communications attorneys, Don H. Reuben of Chicago, expressed at a meeting of the Chicago chapter of Sigma Delta Chi, national journalistic society.

Mr. Reuben is a specialist in libel and other law affecting the broadcasting or publishing of news. The client list of his firm, Kirkland, Ellis, Hodson, Chaffetz & Masters, includes NBC, WGN Continental Broadcasting Co., a group owner, and the Tribune Co.'s newspapers, *Chicago Tribune* and *Chicago Today*.

Mr. Reuben also announced he has effected a cooperative arrangement with counsel for Field Enterprises Inc., publisher of the *Chicago Sun-Times* and the *Chicago Daily News* and whose broadcast interest is WFLD-TV Chicago, to undertake a concerted plan at every possible government and judicial level to mitigate the subpoena headache that has been especially serious in Chicago ever since the Democratic convention disorders there in 1968.

The detailed extent of the Chicago subpoena demands has been kept under wraps in large part because of secrecy requirements imposed by the federal grand jury there. The grand jury's indictments evolved into the explosive "Chicago 7 conspiracy" trial just recently completed. Many subpoenas concerned that case.

Mr. Reuben disclosed that he and a Tribune Co. official met with U.S. Attorney General John Mitchell in early January and again soon after with another top Justice Department representative to alert them to the serious implications of the subpoena trend and the department indicated it would give the issue careful review. The New York Black Panther case subpoena storm apparently broke before top Justice Department review action could trickle down to staff, he said. The department since has modified policy (BROADCASTING, Feb. 9).

Mr. Reuben agreed that the present proliferation of subpoenas from numerous sources for news data to be used

in court trials or special investigations can have a serious debilitating effect upon a station or newspaper simply because of the man-hours and expense required to comply. In the extreme, he warned, the subpoena process could be abused and employed to suppress news or punish a station or paper just by "temporarily putting them out of business" and demanding large numbers or the entire staff to appear at court.

However, Mr. Reuben said, the media are foolish to arbitrarily oppose any and all subpoenas, particularly in the critical public climate today. The use of the "First Amendment" argument also is often faulty, he said.

The U.S. Constitution has an equally important Fifth Amendment, he said, which gives a defendant the right to subpoena witnesses to support his case and the same Constitution also establishes the judicial and secret grand jury processes that include the subpoena power. The goal is to enable the courts to learn the truth, he said, suggesting this has merit as much as does a free press.

Mr. Reuben said he could not understand a station or newspaper that would refuse to cooperate in a case where it had possession of vital information that could really make or break a case. The rash of fishing-expedition subpoenas is another matter, he agreed.

Long-range reasoned negotiation with judicial and government officials is the route Mr. Reuben likes best. He would fight the subpoena issue out in a court suit only as an ultimate necessity, he indicated, "because you must remember the odds—it's risky and you might lose."

Mr. Reuben was surprised former U.S. Attorney General Ramsey Clark had expressed such public alarm about the present Justice Department posture in the question. He wondered if Mr. Clark said it all had become a serious issue when the department had been under his direction.

### KING admonished

FCC has notified KING-TV Seattle that it was in apparent violation of the fairness doctrine in its coverage of a school-budget item that was an issue in the election last November.

The commission said only the affirmative side of the issue had been presented, adding that the station had an "obligation to encourage and implement presentation of contrasting viewpoint."

The station, in response to the complaint, had said it considered the issue noncontroversial and the opponent's viewpoint nonrepresentative.

## Ottinger defends sources of newsmen

Congressman fears return of McCarthyism as result of new mood in Washington

Representative Richard L. Ottinger (D-N. Y.) plans to introduce a bill that would protect newsmen from government efforts to tap their confidential information or the sources of that information.

The congressman, a member of the House Communications Subcommittee, said last week that his bill is "a direct response to the attorney general's recent attempts to subpoena the notes, tape recordings and photographs of the working press. It is also a direct response to the attorney general's attempts to achieve the same goals by pressure tactics, such as telephone calls from FBI agents."

The bill, titled the "Newsmen's Privilege Act," applies to any information or source used by an individual in his capacity as newsmen. It would generally prohibit any governmental unit—court, grand jury, agency, congressional committee, or any other—from requiring a disclosure of information or identification of sources.

The privilege would not apply if the information in question had been made public by the newsmen; or if the source in question had provided information on the details of a grand-jury or other proceeding which is required to be secret under U. S. law; or if an individual is sued for defamation and must base his defense upon the source of the allegedly defamatory information.

Representative Ottinger said in a statement that the government is creating an atmosphere reminiscent of the days when the late Senator Joseph McCarthy began producing lists of "card-carrying Communists" in government and triggered "a period of innuendo, suspicion and fear."

"In recent weeks, the style of McCarthyism seems to have returned to Washington," the congressman said. "Indeed, I would go further: Without any notice, the threat of a new McCarthyism has become very real—real enough to constitute the greatest threat to civil liberties since the darkest days of the 1950's."

Specific examples of the new mood, he said, are Vice President Spiro T. Agnew's attacks on the news media; the actions of Attorney General John Mitchell, "who seeks to rip up the Bill of Rights he has sworn to uphold and defend," and the actions of "repressive elements in both houses of Congress who, by playing upon fear and preju-

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dice, have begun to ram through measures which would wipe out basic constitutional freedoms while failing to halt the spread of crime in our society."

Representative Ottinger said that 15 states have enacted laws similar to the one he is proposing, but that they have rarely been invoked because courts and law-enforcement agencies have respected the reporter's right to guarantee that confidences will be kept.

"John Mitchell's insidious efforts to coerce the press have changed that historical pattern and it is clear to me that Congress must act," he said.

## More curbs seen on TV news coverage

### Court orders muzzles on both sides in draft-board vandalism trial

Every day in every way I find my job of covering court trials getting tougher and tougher.

The paraphrase is the lament of newsmen in Chicago, especially electronic media reporters whose activities in covering the Chicago 7 conspiracy trial were especially trying as a result of the unusually severe restrictions imposed by the court.

There were seemingly endless subpoenas for news files after every daily news conference or speeches by defendants or lawyers or who else.

Last week in another controversial federal case, to begin soon in Chicago the court announced still further restrictions, this time to curb virtually all defense and government discussions of the case outside the courtroom. The news story thus would be confined largely to only that detail dispensed in formal session before the jury. The court's intent is to stop abuse of legal process by the news media.

U.S. District Court Judge Edwin A. Robson ruled Tuesday that during a forthcoming trial of 15 defendants in a case involving vandalism at a draft board office in Chicago last summer none of the participants will be allowed to issue news releases, hold news conferences or make public comments about the trial, in or out of court, during the proceeding. The ruling affects defense and prosecution equally.

Judge Robson on March 23 will succeed Judge William Campbell as chief justice of the U.S. District Circuit for Northern Illinois. It was Judge Campbell who impanelled the federal grand jury in September 1968 to probe Democratic convention disorders and that jury's indictments resulted in the Chicago 7 trial. Judge Campbell also was the one who announced the special news

coverage restrictions governing that case, restrictions that were slightly relaxed after strong station and newspaper protest.

Judge Robson warned that any violation of his new ruling for the "Draft Board 15" case will result in contempt of court action against the offender. He particularly cited speech, news release and news conference abuses during the Chicago 7 trial to show the need for the stronger discipline. He criticized Chicago 7 defense attorney William Kunstler by name.

Judge Robson noted that under U.S. Supreme Court rulings in the murder case of Dr. Samuel Sheppard "this court may restrict extrajudicial statements concerning a pending criminal case by parties, counsel, witnesses and court personnel."

The federal judge told lawyers in the draft case to begin in early May that they "should be aware of the irreparable damage wrought to our legal system and to the dispassionate rule of law which occurs when counsel and parties engage in a strategy to inflame public passion and prejudice."

Judge Robson also rebuked a Roman Catholic priest for appearing in court as a defense lawyer in his clerical attire. He told the Rev. William C. Cunningham of Loyola University that since he had neglected to appear in lay clothing as previously requested by the court, the court now would order him to do so, further declaring the priest would perform in court and be addressed as "Mr." and not as "Father." Two of the defendants in the case are priests.

Jay Miller, head of the Chicago office of the American Civil Liberties Union, charged that Judge Robson's orders are "an unconstitutional violation of the First Amendment right to free speech."

## WNBT alerts ETV's to word in 'Soul' series

Noncommercial WNBT(TV) New York warned the other educational television stations on the Corp. for Public Broadcasting's interconnected lines last week of an obscenity in an upcoming segment of its *Soul* series.

The New York outlet plans to carry the program unaltered, but felt the other stations should be notified of the content. No comments from the interconnected stations had been received as of late last week.

"There is no obscenity in the dialogue," a WNBT spokesman said, "but there is a four-letter word in LeRoi Jones' poetry that he uses as a synonym for dope. It is the vernacular of the street, and we want to tell it just as LeRoi Jones does."

The program will be aired in New York March 12.

## Court may define limits to libel

### High court to hear case involving WIP, column by Pearson

The Supreme Court has agreed to hear two appeals that could result in decisions staking out with greater clarity the area of protection that broadcasters and publishers have against libel suits.

One of the cases involves a ruling of the U.S. Court of Appeals for the third district, which overturned a \$275,000 damage judgment against Metromedia Inc. and its WIP(AM) Philadelphia (BROADCASTING, Sept. 22, 1969).

The other appeal is from a New Hampshire supreme-court decision that newspapers may be sued for libel for stories about the private lives of public individuals.

The case involves a 1960 column by the late Drew Pearson, published in the *Concord (N.H.) Monitor*, which resulted in a \$10,000 judgment against the newspaper and the column's syndicator, the North American Newspaper Alliance.

Both cases involve the Supreme Court's 1964 First Amendment decision, *New York Times vs. Sullivan*, which held that public officials could not recover libel judgments against news media unless defamatory statements were published with "actual malice"—that is, with knowledge that the statements were untrue or with disregard of their accuracy.

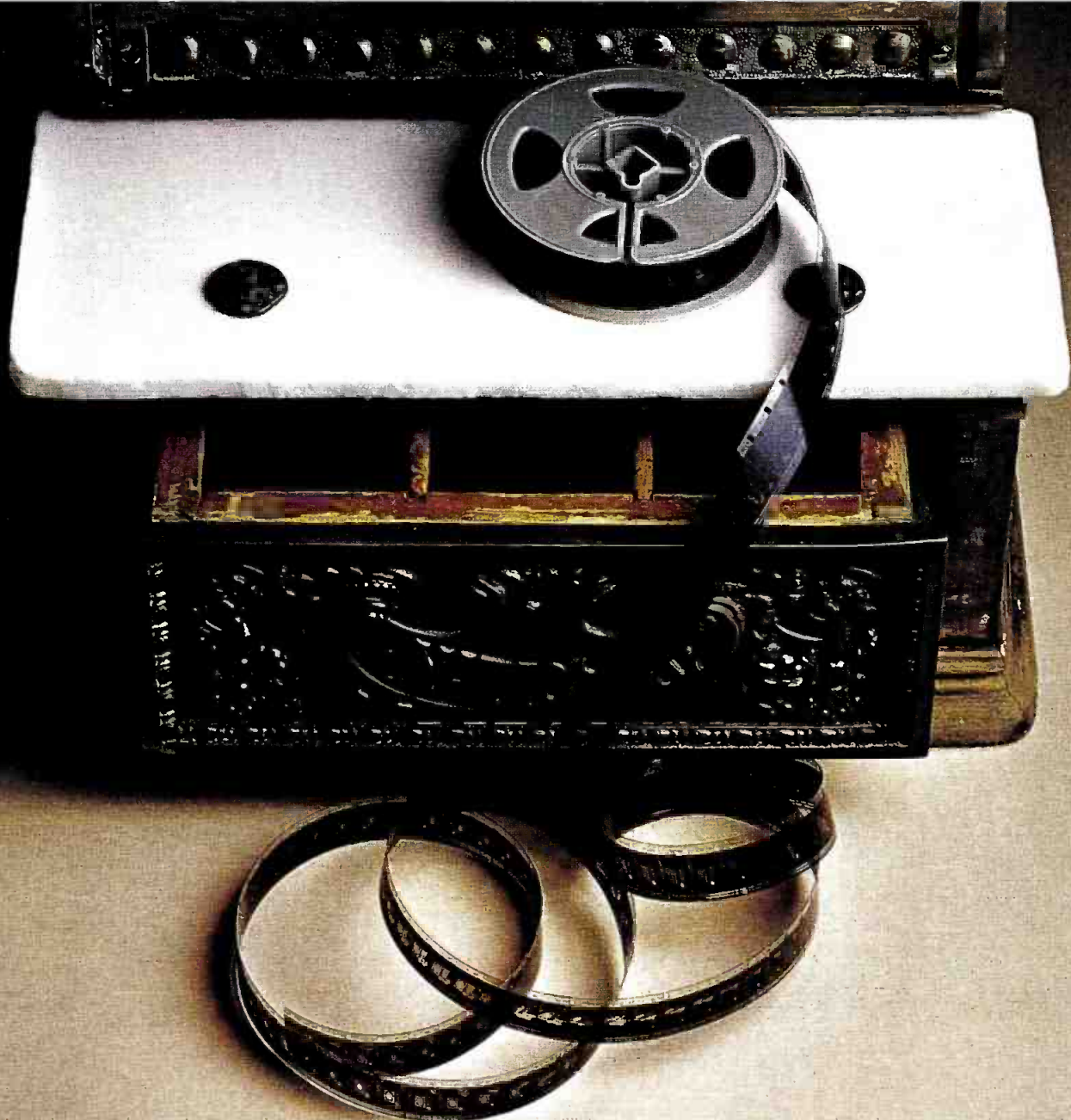
In the Metromedia case the appeals court held that the actual-malice tests applied and that the district court should have granted Metromedia's request for a directed verdict.

The Metromedia case was brought by George Rosenbloom, a Philadelphia news distributor, who was arrested in 1963 on charges of possessing obscene literature.

Although he had told the station that the Supreme Court had held that such magazines were not obscene, WIP referred to him as a distributor of obscene material." However, the appeals court held that the broadcasts under attack involved "hot news" and that broadcasters should not be held to an unrealistic standard of accuracy in such cases.

The New Hampshire case involves the suit brought by the estate of a candidate for the Democratic nomination for the senate who had been referred to in the Pearson column as "a small time bootlegger." The state court had held that actual malice need not be proved since a "purely private libel" was involved.





## KETV has made the switch to color film a commercial success.

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not processing news and documentary footage. We've even got the Kodak Silver Recovery System at work and it's paying back dividends, too.

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# An unhappy look at programing

## Affiliates and independents alike at NATPE sessions express dissatisfaction with what they have—and what they can get

The play is the thing.

And last week in Miami Beach there was little disagreement with that as top television programing executives with furrowed brows evaluated their present product against claims that TV audiences are on the decline. In and out of meetings, the talk at the Feb. 24-27 National Association of Television Program Executives conference seemed to gravitate to these problems:

Network affiliates are worried about their daytime and late-night schedules, specials and prime-time movies; the independent group owners are fretting about the lack of syndicated product.

NBC-affiliated executives were particularly concerned about the loss of local time to sell at the middle break of one-sponsor specials. Several NATPE delegates said they could accept the loss as long as the special featured an audience-getter like Bob Hope. But mediocre program fare in sponsored specials brought the greater number of complaints. Of the 100 specials NBC has asked affiliates to clear, 72 are sponsored by one firm, it was noted. "We've lost 72 commercial breaks, without the benefit of 72 show hits," one delegate said.

Although the affiliates were satisfied with the network's night-time ratings, there was "extreme concern" about audience declines for the daytime NBC schedule. And in a mini-poll of 40 NBC-affiliate program executives attending the session, it was learned that 16 stations of the 40 represented regularly pre-empt one of the network's three prime-time movie nights.

In separate CBS and ABC affiliate meetings the principal discussion was about late-night talk shows. Some pro-

gram executives of CBS affiliates said they would vote to drop the *Merv Griffin Show* if it fails to make headway in the ratings by September. Other executives felt that *Griffin* is more suitable as a daytime show. But problems ensue in using the program in that time period. It was indicated that WCOO-TV Minneapolis-St. Paul, which airs *Griffin* in the afternoon on a one-day delayed basis, spends considerable time editing out topical material and "suggestive or raw language" that might be offensive to daytime audiences. Delegates indicated, too, they would like CBS to drop one prime-time movie night, or as one said, "to get better movics." It was also noted that more last-minute specials would be aired by CBS later this spring to bolster its ratings.

NATPE delegates at the ABC session appeared slightly encouraged with ratings earned by the network's second-season schedule. The ABC affiliates indicated that the fate of the *Dick Cavett Show* will depend on its ratings on the network's owned stations.

NATPE delegates were also warned that locally produced programing intended for syndication is not a "sure ticket to profits and success." As Lew Klein, Triangle Television, noted, on a syndication panel, stations should "think small" in terms of syndication, offer a "specialized" program on a limited basis (in eight to 20 markets, not 150 as some distributors mentioned) to other stations in an effort to recoup its production costs. Mr. Klein further noted that "barter sale" of syndicated product is the current trend of local production. With this technique, he said, an advertiser underwrites a program or series, buys one or two com-

mercials in it and gives the program free to stations, thus permitting them to sell off the remaining commercial minutes to other advertisers.

Other discouraging words were heard from E. Jonny Graff, vice president-television, Avco-Embassy Pictures Corp., who noted that it takes substantial investment to enter a show or series into syndication. And he added: It is unrealistic to have "limited syndication or distribution. You've got to put money where your mouth is."

At the separate independents' meeting, the lack of syndicated product—other than game shows—was discussed. It was noted that the expense of producing hit shows at about \$200,000 per show prohibits network-caliber, first-run syndication.

In a session on video-tape production, a number of program executives said they were losing money producing commercials. Some executives, it was said, have lessened this burden by separating a station's commercial unit from its program production facilities. It was suggested that a formal cost structure be established for both functions, and that the functions be clearly defined and operated separately.

Among innovative programing disclosed is a planned "marathon" weekend top-40 music show. Leonard B. Stevens, U.S. Communications Stations, said he would soon announce details of the concept entitled "The Now Explosion." The programing will fill the hours from noon to sign-off on Saturdays and all-day Sundays, and would start in mid-March on WBMO-TV Atlanta (ch. 36).

In other activities Allen F. Sternberg, WKCT-TV Miami, reported on a tape exchange project in which it planned to bicycle sample tapes in a sequenced mailing to stations around the country. Object is to get at least 60 stations to take part. Each station would take a 15-minute or half-hour "profile" of itself from the professional programmer's interest (techniques, ideas, stations' facilities, equipment). The tapes would serve as an interchange for stations between the annual conferences.

## Program heads would scrap NBC peacock

Some NBC-TV affiliates would have the peacock's feathers plucked. They say the NBC color logo has served its usefulness and now occupies time



Mr. Klein



Mr. Graff



Mr. Stevens



(about five seconds) that could be sold commercially.

At a session for program managers of stations affiliated with NBC, NATPE conference delegates said they would like the network "to give the peacock back to the stations for use as commercial time." By a show of hands, the vote was nearly unanimous in favor of NBC dropping the bird outright or, if necessary, encouraging the network to find a way of using it in conjunction with, for example, a station's identification.

Despite the sentiment, the affiliates agreed that all they can do is to hope the network will come around to their views. Several NATPE delegates, who had previously discussed the issue with the network, said NBC officials note that the peacock is protected by copyright and that "they are not about to get rid of it."

## ASCAP gross income up despite dip overseas

Impressive gains in domestic income more than offset minor losses in foreign revenues as the American Society of Composers, Authors and publishers reported a record worldwide gross income for 1969. George Hoffman, executive assistant to ASCAP President Stanley Adams, announced the figures for 1969 at the West Coast semiannual general membership meeting, held last week in Los Angeles.

Incomes from domestic licenses scored a 17% gain, climbing to \$58,927,400 from \$50,174,417. Investment interest was up to \$1,587,800 from \$969,358 and dues income increased to \$196,800 from \$195,039, bringing to \$60,712,000 the total domestic gross.

Foreign income slipped to \$7,631,000 from \$7,763,817, a drop of about 2%. Worldwide gross thus totaled \$68,343,000, up nearly 16% from the 1968 total of \$59,102,631.

Mr. Adams discussed the society's position on lawsuits filed against it by Columbia Broadcasting System and Broadcast Music Inc. (BROADCASTING, Feb. 9). Noting that the CBS suit intends to have music licensed on actual use rather than on a percentage-of-use basis, ASCAP's president labeled the legal action as merely a part of the usual negotiations procedure.

Referring to the BMI suit, which charges that NBC and CBS paid more money to ASCAP for licensing rights than the two networks paid to BMI during the period from 1960 to 1969, Mr. Adams said that these charges were "hardly believable."

# A syndicator eyes the big CATV market

## National Telesystems hopes to offer cable 20 hours of programming a week by July 1

In a move aimed at immediately and comprehensively transforming cable TV operators from conveyors of programs into full-fledged program producers, recently-formed National Telesystems Corp. last week unwrapped a combination equipment-product package that, among other items, contains 20 hours a week of original, color, videotape program material designed specifically and exclusively for the community-antenna television industry. The package also includes a video-tape reproducer that allows playback of the programming on standard one-inch helical-scan television tape. The total package—it must be bought in its entirety, with no breakouts of programming seg-

ments permitted—is being offered to cable TV operators at an estimated cost of 50 cents a month per CATV subscriber (the price will vary according to volume purchase based on whether agreements are signed with multiple-system operators or individual systems owners).

National Telesystems, based in Los Angeles, a joint venture of Dick Clark Enterprises, Hollywood, and International Video Corp., Sunnyvale, Calif., last week held a two-day (Feb. 25-26) preview showing of its full-service package for news media and for selective major cable-systems operators. The previous week a similar showing was held in New York for several group CATV

operators, including Time Inc., Reeves Telecom Corp., and Jerrold Corp. According to National Telesystems distribution of the specially designed programs to CATV systems around the country should be ready to begin July 1. The expectation is that service initially will be to cable TV operators who in aggregate reach a minimum of 300,000 cable-TV subscribers. At an average of 50 cents per subscriber, the initial revenue generated by the cable-TV package is projected to be \$150,000 per month.

In all, the package consists of 20 hours of programming a week (three separate hour strips, one half-hour strip, two weekly hour programs, and one weekly half-hour show); 150 hours a month of recorded music (50 hours each of classical, country-and-western, and rhythm-and-blues music); and an undetermined number of program lead-ins (lead-ins on film to introduce local news, and film openings for weather, community affairs and special events); an instruction manual (including information on selection and installation of studio equipment, programming, hiring of people, and how to sell advertising on CATV systems); and a IVC-800-PB video-tape playback-only unit (the playback equipment is on a special-use basis and reverts back to National Telesystems when the cable-TV operator no longer subscribes for the product package).

Specifically the 20 hours of TV programming for the CATV systems consists of the following:



Donald F. Eldridge (l), president of International Video Corp., and Mr. Clark.

▪ *Rock Palace*—daily hour contemporary-music and dance show designed for viewers 13 to 30 and with guest artists appearing.

▪ *Everywomen's Village*—daily hour based on learning techniques used by an educational organization in the Los Angeles area with instructions offered on a wide range of subjects including travel, home decor, dancing, book reviews and the stock market.

▪ *The World of Skipper Frank*—daily hour show for children which would combine live-action and cartoons.

▪ *What's Cooking*—daily half-hour cooking show with an expert chef.

▪ *Foundations*—weekly half-hour non-sectarian discussion program about religion.

▪ *Perception*—weekly hour lecture program on such subjects as psychology, psychiatry, and philosophy.

▪ *Pittsburgh Fight of the Week*—weekly hour coverage of a professional boxing bout from Pittsburgh staged specifically for CATV subscribers.

A 31-minute video-tape presentation film of this programing material was shown at National Telesystems demonstrations in both New York and Los Angeles. Dick Clark, president of Dick Clark Enterprises, in introducing the presentation tape, pointed out that this is the first original material produced exclusively for use on CATV and that it is meant to appeal to small groups of people instead of a mass audience. He said that it was probably the only combination hardware-software package currently on the market. Selection of the programing, he reported, was based on an extensive survey commissioned by Dick Clark Enterprises and IVC to determine the specific interests of CATV subscribers. The survey was conducted by Media Research Associates, Los Angeles, which is headed by Richard (Rex) Sparger (who in 1966, as a congressional investigator, made serious charges about the validity of broadcast ratings).

National Telesystems was formed earlier this year (BROADCASTING, Feb. 9). International Video Corp., an equal partner in the new company, is a major broadcast equipment-maker turning out essentially low-cost color-TV cameras and color and black-and-white video-tape recorders for the broadcast television, cable TV, and closed-circuit TV industries. The IVC-800-PB unit included in the package being offered to cable-TV operators is designed for local or remote playback and is dial accessible. The monochrome version sells for \$3,000 and the color version for \$3,300.

Dick Clark Enterprises, the other partner in National Telesystems, has been producing television programs

for some 18 years. Currently, through Dick Clark Productions, the company is producing a new half-hour weekly musical variety series, *Get It Together*, for ABC-TV on Saturday mornings; has just produced *Dick Clark's Music Bag*, the first of what is hoped-to-be a series of six hour comedy-musical specials for Metromedia Television; and since 1957 has been producing *American Bandstand* for ABC-TV. The company also has two hour specials for possible network presentation in the works—*The Years of Rock* and *Together at Big Sur*. Dick Clark Enterprises, described as a "small conglomerate," owns and operates three radio stations: KPRO(AM) Riverside and KGUD-AM-FM Santa Barbara, both California.

Officers of National Telesystems will be announced on March 15. Most of the new company's executives and personnel will come from both Dick Clark Enterprises and International Video Corp. Offices will be at a television studio in the Hollywood area that is now being sought. Indications are that an established studio will be acquired and as much as \$500,000 will be invested in making the facility capable of turning out 20 hours of programing weekly.

According to Mr. Clark, National Telesystems hopes to eventually produce 40 hours of weekly programing for the CATV industry. Projected cable-TV programs are expected to have as subject matter college wrestling and boxing, hunting and fishing action, legal information, consumer protection, pet care, advice about children, and lessons about how to play sports and games.

IVC also is offering cable-TV operators complete CATV equipment packages designed for color originations.

## New syndication firm goes under Taft banner

Rhodes Productions has been formed as a television-program syndication arm of Taft Broadcasting Co., Cincinnati group owner. Jack E. Rhodes is to be president of the new firm, to be headquartered at 240 East 55th Street, New York.

Mr. Rhodes was formerly with Group W Productions as vice president and general manager, and will bring members of former sales force there to Rhodes Productions. They include John Davidson, eastern division manager; Christopher Remington, central division manager; and Will Tomlinson, western division manager.

Taft, whose holdings also include Hanna-Barbera Productions, is presently acquiring programing properties in conjunction with Rhodes.

## Equal-time filing limit endorsed

### Broadcasters say FCC revision would permit more orderly scheduling

A proposed revision in the FCC's "seven-day rule" affecting political broadcasting has the support of major broadcasting groups.

In comments filed last week, ABC, CBS, NBC, the National Association of Broadcasters and the National Association of Educational Broadcasters agreed that the proposed changes in Section 315 (equal-opportunity provision) of the Communications Act (BROADCASTING, Jan. 12) would facilitate the orderly planning of political programing by station management.

Under the proposed rule, eligible candidates would have to request air time within one week from the day the first eligible candidate appears on the air. Late-starting candidates would be required to ask for equal opportunity one week from the day they officially enter a race.

The present rule requires candidates only to submit requests for air time within seven days of "prior use" by any candidate of a station's facilities, thus permitting an equal-time petitioner to group or better time his broadcasts. The commission said its proposed revision was designed to place the candidate's 315 rights in a "reasonable time frame within reference to the date upon which his rights first arose."

ABC and CBS each added a caveat to its general support of the proposed revision. ABC said licensees should be allowed (but not required) to honor a belated request for air time, such as one from an ill or out-of-town candidate, without being vulnerable to additional demands from previous candidates.

CBS said it did not support the portion of the rule affecting late-starting candidates.

The network said it felt that in all cases the seven-day rule should be construed to commence at the time of the "first prior use" and that all candidates should be treated in the same manner.

NBC said it believed the proposed revision "would accomplish the desirable results in multicandidate races. . . . There is no sound reason for a third candidate's rights to be enlarged merely because another opponent of the candidate first using the facility has

timely asserted his own claims."

NAB found the rules change "well-advised" and noted that under the proposal, "a licensee would be better able to adjust his broadcast schedule and, consequently, would be better able to accommodate candidates who desire to use broadcast facilities in connection with their campaigns for public office."

NAEB said: "Adoption of the proposed amendment would serve the public interest, and would be of benefit to all broadcast licensees, whether commercial or noncommercial in nature." The association said the proposed change would clarify "a troublesome aspect of the existing rule, and provide a reasonable framework for requests in fulfillment of Section 315 rights. . . ."

## Residual fall-out from controversial film

The noncommercial, educational-TV pot kept boiling last week as pro and con statements continued to be issued about Alan Levin's *Who Invited US?*, the TV film documentary critical of American involvement in foreign wars. The program was not carried by five ETV stations because, it was claimed, the facts were distorted (BROADCASTING, Feb. 23).

Stations that did not carry the film included WETA-TV (ch. 26) Washington, giving rise to reports (all of which have been denied by station officials) that government pressure caused the refusal to run the National Educational Television *Net Journal* offering on Feb. 16.

William J. McCarter, vice president and general manager of the station, said last week that Mr. Levin has been invited, and has agreed to appear, when the film is shown later this month. Mr. McCarter also indicated that he planned to have some foreign-policy experts discuss the film after its showing.

Meanwhile, Washingtonians who care to see the film will be able to view it this week during a seminar on March 3 at American University. The film will be shown under the aegis of the university's Department of Communications and is aimed to acquaint students with the problems of decision-making in the broadcast media, particularly, according to Dr. Robert Blanchard, chairman of the department, on the rights and responsibilities of the station manager vs. the producer of a program.

On the panel will be Messrs. McCarter and Levin, and Leo Adde, WTOP-AM-FM-TV Washington. Dr. Blanchard will moderate.

Perhaps the most critical evaluation of Mr. Levin's work came from Samuel

## Hockey gains audience

Almost at the halfway point in its telecasts, the National Hockey League reported last week a 35% increase in ratings over the 1969 season. A 6.3 average national Nielsen rating for five games through Feb. 8 represents over 3.5 million homes, the league said. Last year's average rating for the same number of games was 4.7. Although ratings generally improve toward the end of a sports season, league officials would not predict a further increase this year because of past downward effects of good weather on hockey viewing.

P. Hayes, president of the prestigious Foreign Policy Association. Mr. Hayes, in letters to Mr. Levin and James Day, president of NET, commented that without a qualifying statement it presents a controversial viewpoint. "You are misleading the ETV stations and the public by distributing it. . . ."

Mr. Hayes questioned the educational value of the documentary and in his note to Mr. Levin termed it "without doubt the most inaccurate, distorted, one-sided presentation of foreign affairs I have ever seen." He called the program "straight propaganda," concerned not with enlightenment "but with editorializing and persuasion to your own point of view."

## TV producer scores with motion picture

Television documentary producer Warren Steibel is spreading his wings into the motion picture production field, having completed his first feature and started his second.

Mr. Steibel, who is producer of the *Firing Line* syndicated one-hour program featuring William F. Buckley Jr. and had been associated with both CBS-TV and NBC-TV documentary units from 1961 through 1965, appears to have scored with his first movie, "The Honeymoon Killers," which opened in the East three weeks ago. He noted that the film, produced at slightly more than \$200,000 with unknown actors, already has returned its production "nut." In preparation is "A Wedding at Cana," a film that Mr. Steibel regards as "controversial," inasmuch as it depicts the struggles of the liberal underground Catholic clergy with a Mafia group in New Jersey.

He said in an interview last week that he plans to continue in television with the one-hour *Firing Line* (now in 85 markets) and this fall will produce a one-hour debate at Cambridge University, England, pitting Mr. Buckley against John Kenneth Galbraith. The

program already has been bought by the CBC and probably will be aired on one of Britain's TV facilities, Mr. Steibel added. Mr. Steibel has produced documentaries in recent years for National Television.

## Gunn of WGBH(TV) will manage ETV networking

Responsibility for overseeing distribution of programs to noncommercial television stations around the country has been given to Hartford N. Gunn Jr., vice president and general manager of WGBH Educational Foundation, Boston.

Mr. Gunn will assume the post of president of the Public Broadcasting Service March 9 in Washington. PBS is an independent organization established by managers of noncommercial television stations with the help of the Corp. for Public Broadcasting (BROADCASTING, Nov. 10, 1969).

Mr. Gunn has been with WGBH for 19 years, starting as director of operations, supervising the construction of WGBH-FM in 1951 and WGBH-TV in 1954-55. He was one of the four incorporators of PBS, and a founder, the first president and now a trustee of the Eastern Educational Network.

Robert Larsen, assistant general manager at WGBH-TV, will become acting general manager when Mr. Gunn leaves Boston next week.

Mr. Gunn will make decisions on the allocation of time on an interconnected network to programs produced by regional and state networks, individual stations and programming agencies, including National Educational Television.

PBS effectively relieves NET of networking operations, although NET had done little "live" interconnection until the Corp. for Public Broadcasting had added funds to the noncommercial television field.

## All-special idea expanded at NBC-TV

Six and one-half hours of regular programming will be pre-empted by NBC-TV Sunday, March 15, from 4:30 to 11 p.m., to present five specials.

*The National Boating Test* will lead off in the first half hour, followed by *NBC Experiment in Television 5-6 p.m.* with a rerun of "Fellini—A Director's Notebook." *The Wizard of Oz* film will fill the next two hours, and a new production of *David Copperfield* will be aired 8-10 p.m. Closing out the evening will be *To Confuse the Angel*, an original drama by Loring Mandel.

The March 15 schedule is NBC's third all-special night. The first two, three-and-a-half hours each, were Nov. 12 and Dec. 18.



## TV camera will watch eclipse from U.S. jet

A color TV camera equipped with a solar optical-lens systems designed by Dr. William Glenn of CBS Labs will follow the eclipse of the sun for CBS-TV Saturday (March 7) through the windows of a special Air Force jet.

CBS was granted use of the jet by the Department of Defense only if it made available pooled network coverage of the event. NBC rejected an invitation, but ABC-TV as well as CBS-TV will be aboard the plane 40,000 feet above the earth to trace the eclipse along the East Coast of the U.S., through the special CBS camera. Broadcast time will be 1-2 p.m. EST.

NBC-TV plans live coverage from noon to 1:30, which it also plans to send live to Great Britain, Denmark, Spain and Yugoslavia. Special NBC-TV programming will originate in Miahutalan, a Mexican village, and the Okefenokee swamp, south of Waycross, Ga. Both are in the band of totality of the eclipse.

On radio, the Mutual Broadcasting System plans to cover the eclipse aboard a special plane from New York's Hayden planetarium. CBS Radio will begin coverage at noon, with its science consultant, Dr. Leonard Reiffel, as anchorman. NBC and ABC Radio plan no special coverage Saturday.

## Police chief protests Smothers TV special

Los Angeles police chief Edward M. Davis has accused NBC-TV of being "irresponsible" in presenting its Smothers Brothers special last month and has added an implied threat that such actions makes the network "highly vulnerable to stringent government regulation." In a letter dated Feb. 17 (the day after the hour special was aired) and sent to Julian B. Goodman, network president, Mr. Davis charged that the Smothers Brothers show was "pro-dope," "anti-police" and "putrid entertainment."

Part of the program included a choir of entertainers dressed in police uniforms singing songs that, Mr. Davis felt, condoned the use of drugs. "When American television encourages young people to violate felony statutes, I think you make yourselves highly vulnerable to stringent government regulation," the police official wrote. "At a time when the understaffed police forces of America need public cooperation in building rapport with the citizens of this country, it would appear that you would give greater care in allowing anti-police themes on your network."

A spokesman for NBC-TV reported

that the police chief's letter had been received in New York by Mr. Goodman, but that the network official had not yet replied.

## CBS faces second suit on music infringement

The second copyright-infringement suit by Broadcast Music Inc. and one of its publishers against CBS was filed last week in federal court in Atlanta.

The suit, by Lowery Music Co. and BMI, charged infringement in the performance of three songs on CBS-TV network programs: "Games People Play" on the *Carol Burnett Show* Jan. 5; "Don't It Make You Wanna Go Home?" on the *Glen Campbell Show* Jan. 18 and "Walk A Mile In My Shoes" on *Campbell* Feb. 1.

Lowery Music is publisher of the three songs, all written by Joe South. The suit seeks compensatory and punitive damages in an unspecified amount.

CBS-TV has been operating without a BMI license since Jan. 1 in a dispute that has also involved BMI and CBS

## Vote totals may avoid projections on TV

Merger of voting systems and network election reporting systems in certain areas of the U.S. is a strong possibility, Robert Chandler, director, election unit, CBS News, said last Monday (Feb. 23).

When this happens, Mr. Chandler told the American Management Association's 16th annual electronic data processing conference, "the networks could get out of the business of utilizing sampling and projection techniques on election night."

Mr. Chandler cited California as an area where nearly half of the counties now are using "voting machinery compatible with computers," but noted that many areas would be hesitant for cost reasons to dump their expensive voting machines for a new computerized system.

If these systems are not operating as they should, Mr. Chandler observed, it could be because they "are being applied in an old-fashioned way." He referred specifically to the practice in many areas whereby votes are not fed instantly and directly into the computer, but instead are driven miles away to be processed.

In reviewing practices and techniques used in election reporting, Mr. Chandler also observed: "I think the storage and retrieval of all vote returns, not merely those from our sample precincts, is an inevitable step."

in antitrust suits against each other and against others (BROADCASTING, Jan. 5, Feb. 9). The first copyright-infringement suit brought since BMI's Jan. 1 termination of the CBS license was filed a fortnight ago in Detroit by BMI and Jobete Music Co. (BROADCASTING, Feb. 23).

Similar suits are expected in other BMI music centers such as Nashville, Memphis and Atlanta.

## NBC plans weekly show on the environment

A weekly TV series, *In Which We Live*, is one of several new programs scheduled by NBC-TV to focus on the state of the environment. It is scheduled to begin Sunday, May 3, (5:30-6 p.m. EST).

NBC last week also announced scheduling of a one-hour NBC News special Tuesday, April 7 (7:30-8:30 p.m. EST) which, network officials report, will explain what Americans must face if they want to clean up their country.

NBC's *Today* will devote the week of April 20-24 to the environment and, rounding out the NBC programming, will be a series of four discussions of "the quality of life" slated for viewing on *Frontiers of Faith*, beginning Sunday, March 8 (1:30-2 p.m. EST).

## League promotes spots to fight pollution

Nearly 600 radio stations across the nation have been invited to program a new three-minute public service series called *Experts on Environment*. The "experts" will be representatives of corporations, trade associations or magazines willing to pay \$500 to *The Environment Monthly* for the privilege of telling the public how their organizations are helping to clean up the environment.

The interviews will be conducted by William Houseman, editor of *The Environment Monthly*, published by Environment League Inc., New York. The producer is Author's Roundtable.

Jim Pappas, head of Author's Roundtable, said Mr. Houseman expects to prepare two records a month—with 12 three-minute interviews on each disk.

Air time is not purchased and each station will decide on use of the interview. The only money involved is the \$500 fee paid to Mr. Houseman.

## Program notes:

**New fall fantasy** — A new children's series scheduled for the fall on NBC-TV is *The Bugaloos*, described as a costume-comedy-musical series starring a group of teen-aged musicians in a fantasy world. Producers are Sid and

Marty Krofft, creators of the *H. R. Pufnstuf* series now on NBC from 10 to 10:30 a.m. Saturdays. No time slot has been designated yet for new series.

**Bank series** ■ Jerry Verbel Inc., New York, is offering a 31 five-minute pre-recorded radio series designed to help commercial banks promote home improvement loans during May (Home Improvement Month). *1970 Fix-Up Facts*, produced in cooperation with the National Home Improvement Council Inc., is typified by such titles as: Add A-Room Checklist, Insulating Your Family and Re-doing Your Bathroom. The shows are being made available to banks on a "first come, first served" basis for exclusive use on local radio stations of their choice, providing they are used during May. Address: Pan Am Building, Suite 303 East 200 Park Ave., 10017.

**Worldwide stench** ■ CBS Radio will deal with the environmental-pollution problem starting today (March 2) in a six-part, six-day series on conditions in six different countries. The two-and-a-half-minute reports will come from Morley Safer in Great Britain, Andrew Adams in Japan, Jack Sheahan in Germany, Tom Fenton in France, David Levy in the U.S.S.R., and Gerald Miller in Italy. They will be fed to owned stations and affiliates this week for broadcast at will Monday through Saturday.

**Starring Trini Lopez** ■ Four Star Entertainment Corp. reports it is distributing in the U.S. a one-hour color special, *I Dream of Trini*. The program stars Trini Lopez and was produced in New York and on locations throughout the U.S.

**Knicks playoff package** ■ TNC Networks, a division of Trans National

Communications Inc., New York, has announced its capture of exclusive radio broadcast rights, outside the New York City area, for the New York Knicks basketball playoff games, and is now offering a spring sports package for stations throughout the northeast. TNC plans call for the broadcast of every playoff game except those that may emanate from the West Coast. Address: Two Pennsylvania Plaza, 10001.

## From radio to TV

KFI Films Inc., New York, reports it will produce a weekly, half-hour animated series, *The Bickersons*, which will be placed into syndication for the fall. Phil Rapp, creator of the original radio series of the same name, will write and direct the sound track. Ralph Bakshi will be executive producer.

## BookNotes

*"Annenberg: A Biography of Power,"* 1970, by Gaeton Fonzi. Weybright & Talley, New York. 246 pp. \$7.95.

A powerful, secretive man; the head of a vast communications empire; a man who craved, and never achieved, acceptance—even after his appointment as ambassador to Great Britain; a man who, for all his wealth and power, never understood what journalism is supposed to be. These are facets of the portrait of Walter Annenberg painted in this book by a senior editor of *Philadelphia* magazine. The book is detailed, crisply written, and consistently unfriendly.

Parts of Mr. Annenberg's empire have been put on the trading block (BROADCASTING, Feb. 16, 23), but the book's force is hardly diminished by that development. *Annenberg* is less a biography than a critique, and the critique—whether one agrees with it or not—has as much to do with the gen-

eral subjects of journalism and private power as with a man named Walter Annenberg.

*"Journalism in a Free Society,"* by Verne E. Edwards Jr., William C. Brown Co., Dubuque, Iowa. 287 pp. \$6.95.

The author, chairman of the journalism department at Ohio Wesleyan University and equipped with a solid newspaper background, aims at inspiring "belief in press freedom's real meaning, more intelligent evaluation of press performance, and belief in journalism's standing among civilized mankind's highest callings." Print and broadcast journalism are treated as synergistic rather than separate media, with emphases on newspapers and aspects of freedom of the press. Included are chapters on the history of American journalism, news reporting, news edit-

ing, the role of advertising, legal pitfalls, and criticisms of the press. There are forwards by CBS President Frank Stanton and former newspaper publisher and National Association of Broadcasters president (1938) Mark Ethridge.

*"A Handbook for the Advertising Agency Account Executive."* Published in cooperation with the American Association of Advertising Agencies by Addison-Wesley Publishing Co., Reading, Mass. 524 pp. \$15.

This book brings together articles by more than 70 advertising agency specialists on matters they felt newcomers in agency client-service work should know. The project was initiated in 1964 by a committee of the board of the American Association of Advertising Agencies as a means of giving young account representatives a better understanding of agency functions. In all, 23 subjects were covered, ranging from "Principles of Account Management" to, in radio-TV, "Media," "Television Commercial Production" and "Broadcast Business Affairs."

Published in individual booklets as coverage of each subject was completed, the works proved so popular among agencies that they not only were used to indoctrinate newcomers but were distributed to all employees and made required reading in some agencies. In book form, they constitute what AAAA calls the first textbook written and published by the advertising agency business. AAAA has pledged its share of the royalties to the AAAA Educational Foundation, to further research in marketing and advertising.

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## Local programs honored at NATPE meeting

WMAQ-TV Chicago won two awards and two Avco stations, WLWD(TV) Dayton and WLWT(TV) Cincinnati, both Ohio, one each in the third annual "program excellence" competition held by the National Association of Television Program Executives. Award winners were announced and the program shown on the concluding day (Feb. 27) of the NATPE's seventh annual conference in Miami Beach (see page 53). Nine awards were given for locally produced shows. Syndicated programs are not permitted in the competition.

Also winning awards were WCPO-TV Cincinnati for a weekly series, *The Len Mink Show*, in the variety-series category; WSPD-TV Toledo, Ohio, for the daily *Weather With Venner* show in the sports/weather category (also cited for good use of graphics), and KING-TV Seattle for *Let's Catch a Wish*, a weekly series starring life-size puppets and hostess Linda, in the children's category.

There were two awards in the documentary category: WWL-TV New Orleans, in the 26th-market-and-below bracket, for *My House*, about ignorance in the slums, and to WLWT Cincinnati, in the top-25 market range, for *Whose Home This Holy Land?*, which is a study of the Middle East. WLWD's winning show was in the "interview" classification: a *Phil Donahue Show* episode called "A Plea for Safety," which was about safety in driving. (*Donahue* is now in syndication but was local during the time for which it was cited).

WMAQ's winning shows were *Three for Illinois* (semi-dramatization of three little-known episodes in state history) in the education classification, and *New Performers 1969*, a high-school musical comedy, in a tie for the performing arts award with WCKT(TV) Miami, whose *Showcase Sacri-Farce* was a musical protest revue.

### Promotion tips:

**Drug education** ■ WTIC(AM-FM-TV), Hartford, Conn., plans to print and distribute the "Stamford Drug Curriculum," a 96-page study guide that begins the drug-education process in the fourth grade and continues it through high school. The station said it has received requests for the curriculum from 38 states, the District of Columbia and the Virgin Islands, as well as three foreign countries.

**Wins the game** ■ Richard W. Ridge,

promotion manager of WXIX-TV Cincinnati, has won a national contest sponsored by CBS Enterprises for best promotion of the syndicated program *The Game Game*. Winning over 39 other stations, WXIX-TV's campaign was judged superior on the basis of newspaper ads, publicity, TV and radio promos, as well as billboard and taxi advertising.

**To raise attendance** ■ One-minute commercials have begun on WHN(AM) New York, which carries Yankee games, highlighting various players talking in unrehearsed "bull sessions." Twelve spots will be aired six days a week for the next 10 weeks on WHN, and other New York area radio stations will be added as the season opening draws near. WHN, which also may benefit from the Yankees promotion by gaining audience for the broadcasts of the games, is running the spots at no charge. The Yankees will buy the time on other stations.

**Quitters win** ■ Tony Visk, promotion director of WPRO-FM Providence, R.I., has created a promotion campaign for Bond Furniture City of Johnson, Warwick and Artic, all Rhode Island, where

20% discounts are now available for those who quit smoking.

**Another for Hallmark** ■ Directors Guild of America has honored Fielder Cook as best television director of the year for his handling of "Teacher, Teacher," an original play presented on the *Hallmark Hall of Fame* series on NBC-TV. Runners-up for the TV award were Joel Banow for his direction of the first manned landing on the moon for CBS-TV; Paul Bogart for "Shadow Game" on the *CBS Playhouse*; William A. Graham for "Sadbird," another *CBS Playhouse* presentation; and Daniel Petrie for "Silent Night, Lonely Night," a *World Premiere* movie.

### Anticable ammunition

The National Association of Broadcasters' new public-relations service to combat CATV has produced a packet of material for broadcasters. The kit, sent last week to all TV members by Free Television News Bureau, gives pertinent information about appropriate congressional-committee membership, status of pending copyright legislation.

# Who is heard in more homes and cars than any other Iowa station?



# WHO RADIO

*...that's who!*

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# Where the multiset TV homes are

New market-by-market tally shows only slight increase over last July's totals; biggest numbers belong to Northeast

The number of U. S. television households with more than one receiver this month has reached the 19.6-million mark. The figure is 33% of the total U. S. TV households and represents only a 1% increase over July 1969 and 2% over the January 1969 Advertising Research Foundation/Census Bureau findings.

Among A. C. Nielsen Co. territories, the Northeast continues to lead the country in multiset ownerships with 39% penetration in its TV households.

The following local market data are Carl Ally estimates as of March 1970. They are projections from Nielsen Station Index "sweep" data adjusted to regional growth patterns. The

markets listed are NSI-defined Designated Market Areas (DMA) which exclusively assign each county to a specific market.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and should not be regarded as exact mathematical values. The Carl Ally projections also have the error-possibility associated with forecasting.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report comparing Nielsen and American Research Bureau-defined television markets is to appear April 6.

	Nielsen Station Index		Carl Ally Projections	
	9/1/69 DMA Area TV Households	3/1/70 Multiset estimates %	9/1/69 DMA Area TV Households	3/1/70 Multiset estimates %
1. New York	5,753,370	45	2,560,300	
2. Los Angeles	3,261,400	38	1,245,600	
3. Chicago	2,499,460	38	945,500	
4. Philadelphia	2,103,020	41	869,100	
5. Boston-Manchester, N.H.	1,497,200	37	559,200	
6. San Francisco-Oakland	1,398,010	35	496,000	
7. Detroit	1,383,000	44	613,600	
8. Cleveland-Akron, Ohio	1,264,860	40	501,900	
9. Washington	1,022,160	37	382,400	
10. Pittsburgh	969,210	39	376,900	
Markets 1-10	21,151,690	40	8,559,500	
11. St. Louis	856,500	32	270,500	
12. Dallas-Ft. Worth	846,600	32	272,900	
13. Minneapolis-St. Paul	693,500	32	220,200	
14. Seattle-Tacoma-Bellingham, Wash.	680,960	31	212,200	
15. Houston	656,630	31	203,500	
16. Indianapolis-Lafayette-Muncie, Ind.	649,890	36	236,700	
17. Baltimore	638,330	41	264,200	
18. Atlanta	623,560	31	193,600	
19. Kansas City-St. Joseph, Mo.	590,280	30	177,400	
20. Miami-Fort Lauderdale, Fla.	577,650	35	202,300	
Market 11-20	6,813,900	33	2,253,500	
Markets 1-20	27,965,590	39	10,813,000	
21. Cincinnati	563,540	40	228,200	
22. Hartford-New Haven, Conn.	562,770	33	183,600	
23. Buffalo, N.Y. (U.S. only)	551,700	32	175,700	
24. Milwaukee	541,880	36	193,300	
25. Sacramento-Stockton, Calif.	519,620	34	174,600	
26. Memphis-Jackson, Tenn.-Jonesboro, Ark.	513,050	24	122,000	
27. Tampa-St. Petersburg, Fla.	512,390	27	138,300	
28. Portland, Ore.	495,120	34	169,500	
29. Providence, R.I.	474,450	36	170,300	
30. New Orleans-Biloxi, Miss.	456,820	33	152,600	
Markets 21-30	5,191,340	33	1,708,100	
Markets 1-30	33,156,930	38	12,521,100	
31. Nashville-Bowling Green, Ky.	444,910	22	97,300	
32. Columbus, Ohio	444,520	41	183,800	
33. Denver	426,340	34	146,700	
34. Birmingham, Ala.	422,060	24	103,400	
35. Charleston-Huntington-Parkersburg, W. Va.	403,590	26	105,100	

	Nielsen Station Index		Carl Ally Projections	
	9/1/69 DMA Area TV Households	3/1/70 Multiset estimates %	9/1/69 DMA Area TV Households	3/1/70 Multiset estimates %
36. Grand Rapids-Kalamazoo, Mich.	395,760	33	129,000	
37. Albany-Schenectady-Troy, N.Y.	388,960	31	118,800	
38. Dayton, Ohio	385,240	40	154,600	
39. Charlotte, N.C.	381,340	26	99,200	
40. San Diego	378,080	37	138,400	
Markets 31-40	4,070,800	31	1,276,300	
Markets 1-40	37,227,730	37	13,797,400	
41. Louisville, Ky.	374,760	30	112,000	
42. Oklahoma City	357,990	24	86,200	
43. Greenville-Spartanburg, S.C.-Asheville, N.C.	356,610	24	84,300	
44. Lancaster-Harrisburg-Lebanon-York, Pa.	341,320	29	100,100	
45. San Antonio, Tex.	337,170	28	93,600	
46. Wichita-Hutchinson-Ensign-Garden City-Hays-Goodland, Kan.-McCook, Neb.	335,270	25	84,500	
47. Norfolk-Portsmouth-Newport News, Va.	330,610	35	114,500	
48. Phoenix	319,880	34	109,900	
49. Orlando-Daytona Beach, Fla.	318,430	28	88,200	
50. Syracuse, N.Y.	317,810	33	104,600	
Market 41-50	3,389,850	29	977,900	
Markets 1-50	40,617,580	36	14,775,300	
51. Flint-Saginaw-Bay City, Mich.	317,450	36	115,500	
52. Greensboro-High Point-Winston Salem, N.C.	303,520	26	79,600	
53. Salt Lake City	300,530	32	94,800	
54. Tulsa, Okla.	295,950	25	72,900	
55. Wilkes-Barre, Scranton, Pa.	286,220	28	81,000	
56. Richmond-Petersburg, Va.	286,130	31	89,000	
57. Shreveport, La.	285,610	26	72,800	
58. Toledo, Ohio	283,260	36	103,300	
59. Little Rock-Pine Bluff, Ark.	274,930	22	61,500	
60. Jacksonville, Fla.	273,390	29	78,700	
Markets 51-60	2,906,990	29	849,100	
Markets 1-60	43,524,570	36	15,624,400	
61. Rochester, N.Y.	264,200	38	101,100	
62. Davenport-Rock Island-Moline, Ill.	260,790	29	75,200	
63. Omaha, Neb.	255,190	30	75,500	
64. Champaign-Springfield-Decatur, Ill.	254,380	27	67,800	
65. Knoxville, Tenn.	252,230	24	59,600	
66. Des Moines-Ames-Fort Dodge, Iowa	251,930	27	66,900	

	Nielsen Station Index		Carl Ally Projections	
	9/1/69		3/1/70	
	DMA Area TV Households	%	Multiset estimates %	Households
67. Roanoke-Lynchburg, Va.	245,730	26	64,900	
68. Mobile, Ala.-Pensacola, Fla.	245,660	26	65,100	
69. Raleigh-Durham, N.C.	244,840	28	68,500	
70. Fresno-Visalia, Calif.	243,050	26	63,800	
Markets 61-70	2,518,000	28	708,400	
Markets 1-70	46,042,570	35	16,332,800	
71. Green Bay, Wis.	238,600	30	72,400	
72. Cedar Rapids-Waterloo, Iowa	229,050	25	56,400	
73. Jackson-Greenwood, Miss.	228,400	23	52,800	
74. Johnstown-Altoona, Pa.	226,820	23	51,500	
75. Spokane, Wash.	226,680	30	66,900	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	214,350	21	46,000	
77. Lincoln-Hastings-Kearney, North Platte-Hayes, Neb.	208,880	23	48,100	
78. Greenville-New Bern-Washington, N.C.	200,290	25	49,800	
79. Chattanooga, Tenn.	199,870	26	51,200	
80. Portland-Poland Spring, Me.	194,310	27	52,700	
Markets 71-80	2,167,250	25	547,800	
Markets 1-80	48,209,820	35	16,880,600	
81. Albuquerque, N.M.	183,570	28	51,800	
82. Honolulu	181,490	27	49,300	
83. Springfield-Holyoke, Mass.	180,430	32	56,900	
84. Peoria, Ill.	171,650	29	49,100	
85. Sioux Falls-Aberdeen-Mitchell, S.D.	170,090	19	32,200	
86. Tri-Cities, Tenn.-Va.	163,570	22	36,100	
87. Fort Wayne, Ind.	157,780	33	52,600	
88. South Bend-Elkhart, Ind.	157,530	33	52,100	
89. Lansing, Mich.	153,520	36	55,700	
90. Evansville, Ind.	153,430	29	43,900	
Markets 81-90	1,673,060	29	479,700	
Markets 1-90	49,882,880	35	17,360,300	
91. Fargo-Valley City, Pembina, N.D.	150,650	20	29,400	
92. Rockford, Ill.	147,640	33	49,000	
93. Amarillo, Tex.	146,240	27	39,500	
94. Binghamton, N.Y.	143,870	24	34,700	
95. West Palm Beach, Fla.	143,720	24	35,000	
96. Monterey-Salinas, Calif.	142,960	32	45,700	
97. Augusta, Ga.	142,570	28	39,300	
98. Springfield, Mo.	141,560	18	25,300	
99. Wheeling, W. Va.-Steubenville, Ohio	140,870	35	48,700	
100. Baton Rouge	140,530	29	40,900	
Markets 91-100	1,440,610	27	387,500	
Markets 1-100	51,323,490	35	17,747,800	
101. Duluth, Minn.-Superior, Wis.	139,610	27	37,200	
102. Wichita Falls, Tex.-Lawton, Okla.	137,320	23	31,800	
103. Sioux City, Iowa	136,970	22	30,200	
104. Columbus, Ga.	136,900	28	38,100	
105. Waco-Temple, Tex.	133,480	23	31,200	
106. Columbia, S.C.	133,380	28	37,900	
107. Monroe, La.-El Dorado, Ark.	133,050	22	29,200	
108. El Paso, Tex.	132,220	32	43,000	
109. Colorado Springs-Pueblo, Colo.	128,960	32	40,900	
110. Beaumont-Port Arthur, Tex.	128,080	29	37,100	
111. Madison, Wis.	127,390	28	35,800	
112. Joplin, Mo.-Pittsburg, Kan.	126,880	19	23,700	
113. Terre Haute, Ind.	126,440	27	34,300	
114. Youngstown, Ohio	125,740	42	52,300	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	124,460	22	27,600	
116. Tucson-Nogales, Ariz.	122,250	35	42,500	
117. Lexington, Ky.	120,900	26	31,800	
118. Charleston, S.C.	119,360	31	36,500	
119. Utica-Rome, N.Y.	119,160	29	35,100	
120. Lafayette, La.	115,430	23	26,700	
121. Lubbock, Tex.	111,570	27	30,400	
122. Burlington, Vt.-Plattsburgh, N.Y.	111,460	25	28,300	
123. Columbia-Jefferson City, Mo.	111,240	19	21,700	
124. Corpus Christi, Tex.	109,580	29	32,100	
125. Montgomery, Ala.	107,870	24	25,700	
Markets 101-125	3,119,700	27	841,100	
Markets 1-125	54,443,190	34	18,588,900	
126. Western North Dakota	106,160	19	20,600	
127. Topeka, Kan.	105,780	21	22,000	
128. Austin, Tex.	103,330	24	24,500	
129. Traverse City-Cadillac, Mich.	101,060	26	26,200	
130. Erie, Pa.	99,870	29	28,900	

	Nielsen Station Index		Carl Ally Projections	
	9/1/69		3/1/70	
	DMA Area TV Households	%	Multiset estimates %	Households
131. Wausau-Rhineland, Wis.	98,710	25	24,300	
132. Eugene, Ore.	98,120	26	25,700	
133. Mason City, Iowa-Austin-Rochester, Minn.	97,280	23	22,700	
134. Macon, Ga.	96,670	28	26,800	
135. Yakima, Wash.	94,910	24	23,000	
136. Savannah, Ga.	89,740	26	23,300	
137. Odessa-Midland-Monahans, Tex.	89,350	29	26,200	
138. Chico-Redding, Calif.	88,690	23	20,700	
139. Bakersfield, Calif.	87,170	27	23,800	
140. Las Vegas	86,500	48	41,300	
141. Huntsville-Decatur, Ala.	86,390	25	21,600	
142. Wilmington, N.C.	84,490	23	19,600	
143. Boise, Idaho	83,990	25	21,300	
144. Harlingen-Weslaco, Tex.	82,830	25	20,700	
145. Tallahassee Fla.	82,440	21	17,000	
146. Santa Barbara, Calif.	79,280	31	24,700	
147. Bangor, Me.	75,960	21	15,900	
148. Beckley-Bluefield, W.Va.	73,810	27	19,700	
149. La Crosse, Wis.	73,410	23	16,600	
150. Abilene-Sweetwater, Tex.	73,310	23	16,700	
Markets 126-150	2,239,250	26	573,800	
Markets 1-150	56,682,440	34	19,162,700	
151. Alexandria, Minn.	71,870	16	11,700	
152. Albany, Ga.	70,920	24	16,900	
153. Florence, S.C.	70,310	22	15,500	
154. Reno	67,610	30	20,600	
155. Tyler, Tex.	67,130	23	15,600	
156. Meridian, Miss.	64,880	20	13,200	
157. Watertown, N.Y.	63,830	22	14,300	
158. Clarksburg-Weston, W.Va.	63,400	24	15,000	
159. Alexandria, La.	62,270	20	12,200	
160. Billings, Mont.	61,140	22	13,700	
161. Dothan, Ala.	58,800	23	13,200	
162. Fort Smith, Ark.	58,750	18	10,800	
163. Mankato, Minn.	56,100	17	9,300	
164. Great Falls, Mont.	55,730	24	13,300	
165. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	54,340	25	13,600	
166. Marquette, Mich.	51,040	19	9,600	
167. Lima, Ohio	50,870	28	14,300	
168. Idaho Falls-Pocatello, Idaho	50,320	29	14,400	
169. Columbus, Miss.	45,990	19	8,600	
170. Rapid City, S.D.	45,050	21	9,600	
171. Roswell, N.M.	43,950	27	11,900	
172. Ada-Ardmore, Okla.	43,340	17	7,300	
173. Lake Charles, La.	41,430	27	11,300	
174. Medford, Ore.	41,330	25	10,400	
175. Hattiesburg-Laurel, Miss.	40,770	23	9,300	
Markets 151-175	1,401,170	23	315,600	
Markets 1-175	58,083,610	34	19,478,300	
176. Eureka, Calif.	38,380	29	11,000	
177. Florence, Ala.	38,320	17	6,400	
178. Butte, Mont.	35,400	21	7,500	
179. Ottumwa, Iowa	34,740	14	4,700	
180. Eau Claire, Wis.	33,990	20	6,700	
181. Yuma, Ariz.-El Centro, Calif.	33,820	24	8,000	
182. Grand Junction-Montrose, Colo.	32,050	15	4,900	
183. Harrisonburg, Va.	31,440	18	5,600	
184. Casper, Wyo.	31,320	22	7,000	
185. Twin Falls, Idaho	29,980	17	5,200	
186. Panama City, Fla.	29,860	19	5,800	
187. Salisbury, Md.	27,820	26	7,300	
188. San Angelo, Tex.	27,240	26	7,000	
189. Fort Myers, Fla.	26,510	25	6,800	
190. Zanesville, Ohio	24,550	20	4,800	
191. Missoula, Mont.	23,950	17	4,000	
192. Presque Isle, Me.	23,840	19	4,600	
193. Tupelo, Miss.	21,160	18	3,900	
194. Laredo, Tex.	17,100	27	4,600	
195. Klamath Falls, Ore.	16,480	24	4,000	
196. Riverton, Wyo.	9,780	15	1,400	
197. Glendive, Mont.	4,130	13	500	
Markets 176-197	591,860	21	121,700	
Markets 1-197	58,675,470	33	19,600,000	
Nielsen Territory				
Northeast	15,234,940	39	5,921,000	
East Central	9,363,480	37	3,468,700	
West Central	10,452,110	30	3,135,000	
South	14,488,430	27	3,925,400	
Pacific	8,955,020	35	3,100,600	
Total U. S. (excluding Alaska and Hawaii)	58,493,980	33	19,550,700	

## GE says new camera greatly improves color

General Electric Co. is announcing today (March 2) the PE-400 live color TV camera, which, the company claims, will considerably improve picture quality, both outdoors and indoors.

Noting that present color TV cameras can reproduce lighting ratios of only about 40 to 1, Harry Smith, manager-marketing for GE's visual communication products department in Syracuse, N. Y., said the new camera, selling for \$80,500, has an "Auto-Trast" contrast control circuit that reproduces "over three times" the 40 to 1 range in the same picture.

He also said the camera has a built-in image enhancer with both horizontal and vertical aperture correction and a new "crispening" circuit, immunity to polarized light effects, and use of color masking on all chroma channels and "extended red" lead-oxide pickup tubes in the red and luminance channels.

Mr. Smith said the PE-400 can use both standard camera cable and the new 0.64-inch type. Shipments are to begin in April, according to GE.

## FTC targets on Magnavox policies

The Federal Trade Commission has proposed a complaint charging Magnavox Co. with illegally fixing the retail prices of its television sets and other products.

The proposed complaint charges that Magnavox has entered into agreements that prohibit its dealers from selling competing brands, and that the company sells to dealers on the condition that they display a full line of Magnavox products.

The FTC also alleged that Magnavox

has a national policy under which dealers must sell at a minimum retail price fixed by the company. It said Magnavox has denied franchises to discount houses and has strictly controlled the number and location of its franchises to eliminate competition among them.

The company was also charged with restricting its dealers by prohibiting them from issuing trading stamps and by controlling their advertising and the kinds of trade-ins they may accept for Magnavox products.

The proposed complaint gives Magnavox the opportunity to accept a consent order that would end the alleged practices and settle the case without further action.

Magnavox has denied the charges and has said it will continue present merchandising practices while the case is pending before the FTC.

## Engineers view camera at WMAL-TV Washington

Commercial Electronics Inc., Mountain View, Calif., showed its low-light-level, three-tube color TV camera to Washington consulting engineers and others last week. The model 270 camera uses the Westinghouse-developed secondary electron conduction (SEC) tubes, permitting color pictures at an f/4 lens stop at five foot candles illumination. It is now in production.

The demonstrations were held at the studios of WMAL-TV Washington. The Evening Star Newspaper Co., which publishes the *Washington Evening Star* and owns WMAL-AM-FM-TV, holds a substantial minority interest in the California firm.

A prototype of the CEI color camera was demonstrated last November dur-

ing the convention of the National Association of Educational Broadcasters (BROADCASTING, Nov. 17, 1969).

## Color-set sales show decline for first time

There were more TV sets sold in the U.S. last year than ever before, but for the first time since its advent, color TV receiver sales dropped below the previous year, according to the Electronic Industries Association's marketing-services department.

In a report issued today (March 2), the EIA report on consumer electronic products unit sales for the entire 1969 year, including imports, showed that total TV sales reached over 13.3 million sets sold, compared with over 13.2 million in 1968. Color TV sales, however, were slightly below the 6.2 million units sold in 1968.

For the first time, total radio sales passed the 50 million mark, up 9.6% for 1969 over the previous year, and sales of radio sets with FM exceeded AM-only sales. Auto-radio sales fell below the 12.5 million highwater mark made in 1968.

## Technical topics:

**New U** ■ Teldex Corp., Richardson, Tex., has designed a low-cost UHF 250 w transmitter, capable of carrying approved color TV signals. Featuring simplicity of construction and ease of maintenance, the equipment can be used for a low-powered stations or as a driver for 2 kw, 5 kw or 10 kw transmitters. Price, when set, reportedly will be in \$60,000-\$90,000 range.

**Automatic log** ■ Moseley Associates Inc., Goleta, Calif., is offering a new automatic data printer (Model ADP-220) to handle 20 operating parameters automatically with a minimum discrepancy of 0.1%. System, employing integrated circuits and modular construction, also prints significant out-of-tolerance readings in red, and sounds an aural alarm when the firm's tolerance alarm unit is employed.

**Australian made** ■ Television Equipment Associates, Bayville, N.Y., is introducing a new line of solid-state cartridge audio tape recording and playback equipment, manufactured by Consolidated Electronics Ltd., Sydney, Australia, under the name Cuemaster. Its principal feature is the heavy-duty deck construction. On record machines, full monitoring is provided.

**Reel large** ■ Tape-Athon Corp., Inglewood, Calif., has announced a new tape

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# Broadcasting

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transport unit using 14-inch reels for AM and FM broadcasting. System 1400 is playback unit, capable of holding up to 9,600 feet of tape running at 3¾-inches per second to operate continuously for 16 hours. Equipment also can operate at 7½ or 15 ips. Frequency response is rated at plus or minus 1 db over entire range of 50 to 15,000 Hz.

**TV titling** ■ Visual Electronics Corp. announces its new Datavision Display System for TV titling. Developed by CBS Laboratories Inc. exclusively for Visual, V-1000 system provides high resolution, graphic quality, alphanumeric characters that can be programmed to "roll" from bottom to top of screen or to "crawl" from right to left.

**Price list** ■ Ampex Corp., broadcast equipment manufacturers, Redwood

City, Calif., have announced a price list for firm's video products. Included in listing are videotape recorders, videotape, television cameras, monitors-receivers, television camera lenses and video accessories. Copies of list V69-28, which include model numbers and descriptions, are available from company's educational and industrial products division, 2201 Estes Avenue, Elk Grove Village, Illinois 60007.

**Six color addition** ■ Transmedia International Corp., New York TV production firm, has added six new RCA-TK-44A color cameras to the new million-dollar-plus TMI custom-designed mobile production color unit. New mobile unit functions as a complete television station control center, equipped for simultaneous transmission of live programs or

by means of video-tape recording. TMI has moved headquarters to 120 East 56th St., New York.

## EIA to honor Galvin

Robert W. Galvin, chairman and chief executive officer of Motorola Inc., will receive the Medal of Honor of the Electronic Industries Association at the association's spring conference in Washington March 9-12. He is being honored for "outstanding contribution to the advancement of the electronics industry." Mr. Galvin, son of the founder of Motorola, joined the firm in 1944, was named executive vice president in 1948, president in 1956, and to his present posts in 1964. He also was president of EIA 1966-68.

## Fates & Fortunes

### Broadcast advertising

David D. Anderson, Gordon R. Burrows and David M. Close, account supervisors, Kenyon & Eckhardt, New York, named VP's. Peter England, director of personnel and corporate services, and Howard Russo, co-group head, K&E, New York, also named VP's. Anthony Noble, programmer, Service Bureau Corp., New York, joins K&E there as data-processing manager.

Sheldon Satin, president and chief operating officer, VPI, New York, division of Chicago-based Electrographic Corp. which is engaged in TV commercial production and print services, named chief executive officer of division. He succeeds George Tompkins who resigns to go into home entertainment field. Mr. Tompkins will continue as consultant to Electrographics Corp. with assignments in audio-visual area.

John Hartigan, with Katz Radio Sales, Detroit, appointed manager of Katz Radio's San Francisco office. Mr. Hartigan is succeeded in Detroit by David E. Richey, assistant director of media planning, Campbell-Ewald, Detroit.

Frazier Purdy, VP, New York office, and Russell H. Hare, VP and creative director, Detroit office, Young & Rubicam, both appointed associate creative directors. Robert H. Elgort, copy supervisor with Y&R, New York, named VP and appointed associate creative director.

Betty Freedman, former creative group head, Kenyon & Eckhardt, New York, joins Grey Advertising there as VP.

Arthur J. Dunne, with Kenyon & Eckhardt, New York, joins Boston office

of Reach, McClinton & Co. as VP and account supervisor.

Aleline L. Jason, former PR director of Knudson-Moore, advertising agency in Stamford, Conn., joins Penny Barker Inc., New York advertising and PR firm, as VP.

Walter C. Reisinger, VP-corporate advertising and promotion for Anheuser-Busch, St. Louis, also appointed corporate-relations officer for firm.

Eleanor S. Hargrave, media director, Philadelphia office of Basford Inc., joins The Harry P. Bridge Co. agency there in same capacity.

John Turner, formerly with WBNF-AM-FM-TV Binghamton, N.Y., returns as merchandising director.

John R. Wilson, general manager, Rollin's WBEE(AM) Harvey, Ill., appointed sales manager of Rollins broadcasting division, Atlanta-based group owner. Broadcast holdings include 12 radio and TV stations and national radio sales operation. He is succeeded as general manager of WBEE by William A. Manney, station's sales manager.

Benjamin R. Okulski, sales manager, WABC-TV, New York, appointed to similar position, KGO-TV San Francisco. Both are ABC-owned stations.

Russell Wittberger, regional sales manager, WEMP(AM) Milwaukee, appointed general sales manager.

Alfred Kronquest, local TV sales manager, WHEC-TV Rochester, N. Y., appointed TV sales manager.

Irene Runnels, former general manager, KKDA(AM) Grand Prairie, Tex., joins Dawson Communications Inc., Dallas, as director of regional advertising for company's KLYX(FM) Clear Lake City,

and KXXX(FM) Dallas, both Texas; and KMOD(FM) Tulsa and KXLS(FM) Midwest City, both Oklahoma.

David F. Dunaway, former assistant advertising manager, Continental Steel Corp., Kokomo, Ind., joins George

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Johnson Advertising, St. Louis, as account manager.

**James Wyer**, account supervisor, Autographics Corp., Minneapolis, marketing, advertising and sales-promotion firm, appointed account - group manager. **Larry Vannelli**, former copy chief with Autographics, appointed creative supervisor.

**Steve Sturman**, senior research group supervisor, William Esty Co., New York, joins Dancer-Fitzgerald-Sample there as research group supervisor.

**Robert J. Foltz**, producer, J. Walter Thompson Co., Chicago, joins Clinton E. Frank Inc. there in same capacity.

**William Le Monds**, producer-director, WTTI-TV Milwaukee, appointed to newly created position of sales-production coordinator. He will be responsible for preparation of commercial programing and commercial business.

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## Media

**W. F. de Tournillon**, station manager, Grayson Enterprises' KLBK-TV Lubbock, Tex., named executive VP and general manager of Grayson Enterprises, group owner, and Texas Key Broadcasting Co. Grayson Enterprises operates stations KLBK-AM-FM-TV Lubbock, KMOB-TV Manahans-Odessa, and KWAB(TV) Big Spring, all Texas. Texas Key operates KTXS-TV Sweetwater, Tex.

**Dean H. Fritchen**, director of marketing, Metromedia Inc., New York, named VP.

**David Brody**, manager, systems operations division, The Jerrold Corp., Philadelphia, named VP.

**Peter V. Taylor**, general manager, WJIB(FM) Boston, appointed to same position at KFOG(FM) San Francisco. He will also continue as general manager of FM division of Kaiser Broadcasting, owner of both stations. He is succeeded in Boston by **Edward T. Dolan**, account executive with WJIB.

**Bob Huth**, manager of Katz Radio Sales, San Francisco, joins KWG(AM) Stockton, Calif., as general manager. In addition to his duties as general manager, he also becomes national sales manager of KWG and KEGL(AM) Santa Clara, Calif., both Barnes Enterprises stations.

**George Lipper**, assistant city manager, Dubuque, Iowa, joins KDTH(AM) there as general manager. He succeeds **Robert Woodward Jr.**, VP of broadcasting division of Telegraph-Herald Inc. there, owner of station.

**John J. Cody**, general manager of TV sales, WHEC-TV Rochester, N. Y., also appointed assistant general manager. **Gary Sankey**, radio sales manager, WHEC(AM), also appointed assistant sta-

tion manager for radio.

**Don Perazzo**, local sales manager of KBON(AM) Omaha, appointed assistant general manager. He is succeeded by **Marvin W. Houtz**, former local sales manager of WOW-AM-FM Omaha.

**Thomas F. Cosgrove Jr.**, sales manager, CBS Radio Spot Sales office, Chicago, appointed station manager of CBS-owned WBBM-FM there.

**Arthur A. Paul**, assistant general manager for program operations, noncommercial WCNY-TV Syracuse, N.Y., joins noncommercial KVIE(TV) Sacramento, Calif., as general manager.

**Dick Palmer**, sports director, WDXI(AM) Jackson, Tenn., appointed assistant manager.

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## Programing

**Alan J. Bell**, VP and director of information services for WNEW-TV New York, named VP and director of programing and station operations for KTTV(TV) Los Angeles. **James S. Gates**, VP and program director, KTTV, resigns. Mr. Gates reactivates VTP Productions, Hollywood, of which he is president.

**Irwin Weiner**, supervisor of unit managers, ABC-TV, East Coast, appointed director of production control, East Coast. He succeeds **Michael S. Brockman**, appointed manager of daytime programing, also East Coast.

**Rod Amateau**, writer-producer of several network comedy series, and **Richard Alan Simmons**, writer-producer of network dramas, join Warner Brothers Television, Hollywood, to create new series projects.

**Gene Peterson**, assistant manager of operations, transmission facilities, CBS-TV, New York, appointed manager, sports facilities, for CBS-TV Sports there.

**Peter A. Kizer**, with KHOU-TV Houston-Galveston, joins WXYZ-TV Detroit as program director.

**Rodger Layng**, with KFAC(AM) Los Angeles, appointed program director, KFAC-AM-FM.

**Philip I. Goodman**, former assistant general manager, noncommercial WXXI-TV Rochester, N.Y., joins noncommercial WYES-TV New Orleans as director of programing.

**Gene Packard**, with KUPD-AM-FM Tempe, Ariz., appointed program director.

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## News

**Donald Coe**, with ABC News, New York, appointed director of news operations. He replaces **Robert Sammon**, who becomes director of real estate, construction and general services, ABC

Inc. **Christine Huneke**, former assistant producer for CBS News program *60 Minutes*, Los Angeles, joins ABC News as correspondent in Washington bureau.

**Ned Skaff**, assistant news director, KFI(AM) Los Angeles, appointed news director.

**Philip Nye**, news director, WKNR-AM-FM Dearborn, Mich., appointed director of news and public affairs.

**Frank Ressler**, assignment editor, WLWB-TV Miami, appointed assistant news director. He is also responsible for production of early-evening news block. **John Neuharth** and **Lloyd Beeker**, both with WLWB-TV, appointed late-night news producer-editor and producer of weekend news programs, respectively.

**Wilbur G. Landrey**, UPI general news manager for Latin America, Buenos Aires, appointed foreign editor with headquarters in New York. **Walter Logan**, UPI news editor, New York cable desk, appointed assistant foreign editor. **C. William Bell**, with UPI, Rome, appointed national news editor in Rome and chief correspondent for Italy. Mr. Bell succeeds **Ray Moseley**, who returns to UPI's Washington bureau for new assignment.

**Frank Kelley**, reporter, WNBC-TV New York, appointed head of NBC's Greenwich (Conn.) bureau, which covers Westchester (N. Y.) and Fairfield (Conn.) counties.

**Saul Halpert**, reporter, KNXT(TV) Los Angeles, appointed urban-affairs editor of station's new city-hall bureau.

**Charles Bailey**, former reporter, WWRL(AM) New York, joins WCBS-FM there as director of community affairs. He will be responsible for researching, writing and producing station's editorials as well as development of public-affairs programing.

**Ronald Holden**, news reporter, KGW(AM), Portland, Ore., joins KGW-TV there as editor and anchorman of station's nightly news program. **Ivan Smith**, current anchorman, named general-assignment reporter for KGW-TV.

**Bart Lawson**, formerly with WPIX-FM-TV New York, joins WPAC-AM-FM Patchogue, N.Y., as afternoon news coordinator and newscaster for Long Island Information Network (WPAC-AM-FM and WHRF-AM-FM Riverhead, N.Y.).

**Mike Morgan**, with KQAQ(AM) Austin, elected president of Minnesota AP Broadcasters Association.

**Fred Gage**, WLAM(AM) Lewiston, elected president, Maine AP Broadcasters Association.

**Mike Ferring**, documentary writer, WOOD-TV Grand Rapids, Mich., joins

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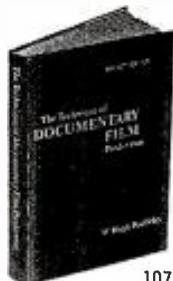
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wcco-TV Minneapolis-St. Paul as public-affairs director.

### Promotion

Charles Sinclair, editorial director of *CLIO*, New York, trade publication dealing with broadcast commercials, joins Radio Advertising Bureau there in newly created position of director of communication with responsibility for RAB's PR and communications activities.

John James, with press department, NBC-TV, West Coast, named trade-press editor. Larry Miller, recently appointed to post, resigns to take similar position with Screen Gems, Hollywood.

M. William Friis, former director of PR, advertising and sales promotion, data-services division of International Telephone and Telegraph, New York, joins information systems group, RCA, Cherry Hill, N.J. as manager of news and information.

Richard A. Rogers, with Ampex Corp., Redwood City, Calif., appointed PR representative.

### Equipment & engineering

Bart N. Locanthi, Sterling Sanders and Al Schwartz, with James B. Lansing Sound Inc., Los Angeles, all named VP's.

Joseph B. Einsidler, manager of systems division, Vikoa Construction Co., CATV systems construction subsidiary of Vikoa, Hoboken, N.J., named VP and general manager of VCC.

Sheldon I. Bernstein, marketing director, Volt Information Sciences, San Francisco, and Wilfred S. Paul, assistant controller, International Video Corp., Sunnyvale, Calif., named president and VP-operations, respectively, of International Video Institute, Sunnyvale, affiliate of IVC.

Richard Deutsch, with Channel Master, Ellenville, N.Y., named VP succeeding Philip Decker, named VP of special operations. Martin Charles is now VP, national sales manager, and Alex Ballan becomes VP, antenna operations. Ken Greiwe named VP, consumer products and international operations; Justin Resnick, VP, picture-tube operations; John O'Grady, VP, finance. Reorganization is designed to broaden Channel Master's engineering and marketing position in cathode-ray tubes, electronics and consumer-entertainment products.

F. W. Miller, assistant chief engineer, KOMO-AM-TV Seattle, appointed assistant to engineering director. His responsibilities will also include KATU(TV) Portland, Ore. Both are Fisher's Blend stations. Ralph Mifflin, maintenance supervisor, KOMO-AM-TV, appointed chief

engineer. Robert Plummer, crew chief with KOMO stations, appointed supervisor of electronic maintenance.

A. Wallace Freeman, chief engineer of WCNL(AM) Newport, N.H. and supervisor of noncommercial WVTA(TV) Windsor, Vt., also appointed chief engineer of WNHV-AM-FM White River Junction, Vt.

William J. Spaven, with Electronic Measurements Inc., power-conversion equipment manufacturer in Oceanport, N.J., appointed chief engineer.

Marvin Berke, transducer sales manager, Sonotone Corp., Elmsford, N.Y., appointed to newly created position of assistant to national sales manager.

Edwin D. Disborough, with RCA Sales Corp., Indianapolis, appointed manager, color-TV product management. He succeeds G. Lee Smith, appointed manager, southern region. Mr. Smith's office will remain in Indianapolis. Charles H. Belzer, also with RCA Sales Corp., appointed to product-management position for RCA's black-and-white TV receivers there.

Henry Hunt, with WNAC-TV Boston engineering staff, appointed engineering supervisor.

Harry Ollis, engineer-lecturer, Leeds & Northrup Co., North Wales, Pa., joins CATV division of Jerrold Electronics Corp., Philadelphia, as staff engineer.

### Deaths



Joe H. Bryant, 53, president and general manager of KCBT-AM-TV Lubbock, Tex., died Feb. 21 of heart attack while on vacation in Phoenix. Mr. Bryant began in broadcasting as

announcer at age of 15 and worked for number of stations including KFYO(AM) Lubbock, and KFRO(AM) Longview, both Texas, before beginning operation of KCBT(AM) in 1946 and KCBT-TV in 1953. He later formed Lubbock Television Cable Co., and purchased transmitter and tower facilities of KSWs-TV Roswell, N.M., to operate as satellite for eastern New Mexico. Mr. Bryant was also a founder of AP Radio and Television Association and served as VP. He is survived by his wife, Mary Lee, and one son.

Charles W. Balthrope, 58, founder and former owner of KITE(AM) Terrell Hills and owner and president of KEEZ(FM) San Antonio, both Texas, died Feb. 14 while on vacation in Las Vegas. He is survived by his wife, Mary, one son and one daughter.

Conrad Nagel, 72, actor in motion pictures and on TV, radio and stage, died Feb. 24, in New York. He was co-founder of Academy of Motion Picture Arts and Sciences and served in New York as director and officer governing performers in radio and television. Mr. Nagel had made frequent appearances on radio and TV as actor and host. In 1937 he became host of *Silver Theater* radio broadcasts and of *Radio Readers' Digest* and, in 1948, became host of *Celebrity Time*, weekly show on ABC-TV network. He was president of Associated Actors and Artistes of America and served on national board of American Federation of Television and Radio Artists. He is survived by one daughter and one son. Henry W. Edgerton, 81, who retired in

1963 from District of Columbia Circuit Court of Appeals, died Feb. 23. He participated in many broadcast court cases during his almost 30 years on bench, but wrote less than half-dozen opinions on FCC-related cases. He also wrote opinion that District of Columbia Public Utilities Commission was authorized to approve use of FM receivers in city's buses and street cars in Transit Radio Inc. case of 1951. Ruling subsequently reversed by U. S. Supreme Court.

Ernest A. Lang, 62, commercial manager of WMAR-TV Baltimore, died Feb. 20 in St. Joseph's hospital there. He is survived by his wife, Ruth, and one son.

Dave Wegerek, 33, newsman for WAGA-TV Atlanta, died Feb. 20 of cancer in Atlanta. He had undergone surgery for

cancer in summer of 1969.

Jules Munshin, 54, known mainly as film and stage actor, but also active in TV, died Feb. 19 in New York. Among his TV credits was his continuing role as Marlo Thomas's agent on ABC-TV's *That Girl*. He also did TV commercials for Jello and Cheetas, a Frito-Lay product, through Young & Rubicam.

Samuel L. Ross, 77, former program manager of WEAJ (now WNBC) New York, died Feb. 23 in Hartsdale, N.Y. He left broadcasting in 1940's to enter mutual-fund field and at his death was president of Corporate Leaders Trust Fund, New York.

John E. Mulligan, 49, announcer with WFLN-AM-FM Philadelphia, died Feb. 18 of heart attack.

## ForTheRecord®

As compiled by BROADCASTING, Feb. 17 through Feb. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### Final action

■ Tyler, Tex.—Ambassador College. Broadcast Bureau granted UHF ch. 38 (614-620 mc); ERP 350 kw vis., 35 kw aur. Ant. height above average terrain 656 ft.; ant. height above ground 505 ft. P.O. address: c/o Stanley R. Rader, 6505 Wilshire Boulevard, Los Angeles 90048. Estimated construction cost \$1,258,930; first-year operating cost \$300,000; revenue none. Geographic coordinates 32° 30' 07" north lat.; 95° 04' 25" west long. Type trans. G. E. TT-56A. Type ant. G. E. TY-106D. Legal counsel Collier, Shannon & Rill; consulting engineer Jansky & Bailey, both Washington. Principals: Board of trustees, Herbert W. Armstrong, chairman.

#### Other action

■ Review board in Washington, TV proceeding, Docs. 18559-63, granted motion for extension of time to file opposition to Broadcast Bureau's petition to enlarge issues, filed Feb. 13 by United Broadcasting Co. Action Feb. 17.

#### Rulemaking actions

■ FCC amended TV table of assignments to reserve ch. 12 at Wilmington, Del., for non-commercial educational use. Rule change effective April 3. Action Feb. 18.

■ Harrisburg, Pa.—FCC terminated rulemaking proceeding in Doc. 15598 since only remaining question was moot. TV table of assignments was amended in 1964 to change educational reservation at Harrisburg from ch. 65 to ch. 33, and CP of educational station in the area was modified to specify ch. 33 in place of ch. 65. In same action FCC deleted CP of Hudson Broadcasting Corp. for commercial WDTV(TV) on ch. 33. Proceeding had been left open for consideration of submissions on payment to

Hudson by educational interests for agreement to delete its ch. 33 permit, but in 1965 Hudson relinquished any claim. Action Feb. 18.

### Existing TV stations

#### Final actions

■ WXLT-TV Sarasota, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 13; granted mod. of CP for new station to change ERP to 277 kw vis., 52 kw aur.; change trans. and studio location to 6.5 mi. east of Venice, Fla., on state road #772; change type ant.; ant. height 580 ft. Action Feb. 13.

■ WITV(TV) Charleston, S.C.—FCC granted request for waiver of rules regarding maximum to minimum radiation in horizontal plane and granted application to make changes. Action Feb. 18.

■ KTCA-TV and KTCT-TV, both St. Paul—FCC granted request by Twin City Area Educational Television Corp. to extend special transmission authority from June 30, 1970, to April 1, 1971, to expire simultaneously with station licenses. Action Feb. 18.

■ KING-TV Seattle—FCC notified station it apparently failed to comply with the requirements of fairness doctrine in coverage of school budget item that was issue in November election. Action Feb. 20.

#### Other action

■ Office of Opinions and Review in Min-

neapolis (Midwest Radio-Television Inc.) renewal of licenses of WCCO-AM-TV, granted motion by Midwest Radio-Television Inc. and extended through Feb. 24 time to file reply to opposition of Broadcast Bureau and response of Hubbard Broadcasting Inc. to Midwest's petition for reconsideration (Doc. 18499). Action Feb. 12.

#### Action on motion

■ Hearing Examiner James F. Tierney scheduled for May 4 evidentiary hearing in the competitive proceeding between WPIX Inc. and Forum Communications Inc. for license of ch. 11 New York (Docs. 18711-12). Action Feb. 19.

#### Fine

■ KBLU-TV Yuma, Ariz.—FCC denied application by Eller Telecasting Co. of Arizona for mitigation or remission of \$500 forfeiture. Fine was assessed for failure to file copy of time brokerage contract with commission. Action Feb. 18.

#### Rulemaking petition

■ Action for Childrens Television, Newton Centre, Mass.—Requests amendments of rules to specify that there should be no sponsorship of children's programs; no performer shall be permitted to mention products during children's programs, and each station shall provide at least 14 hours a week of children's programming. Ann. Feb. 12.

(Continued on page 72)

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We don't care how you look, dress or think. But you must be honest and original to join the sales staff of either of two distinctive, experimental, exciting FM stations in two major markets. If you are under 35, discouraged by the usual broadcaster's greed, and willing to be involved, please write (don't call). J. Lansman c/o KDNA, 4285 Olive, St. Louis, Missouri; or L. Milam, c/o KTAO, Los Gatos, California 95030.

Madison, Wisc.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up, strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis. A Mid-West Family station.

Sales engineer required to assist Broadcast Sales Manager. Must be knowledgeable in AM-FM equipment, concerned with detail, aware of customer service and interested in advancing to Management. Salary open—commensurate with experience. Send resume with all details to Robert Sidwell, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

## Announcers

Western Pennsylvania full-timer in rural area needs versatile man who can handle news & sports as well as record show. Easy listening format. Send tape and resume to Box A-205, BROADCASTING.

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

Showmanship—prime requirement for our announcers. Suburban Cleveland MOR seeking a creative, production-oriented entertainer. To \$9,600 for the right man. Tape, photo, resume to: Box B-191, BROADCASTING.

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

One of New Jersey's most progressive MOR personality stations is always looking for quality in experienced personnel. Interested? Enjoy the shore? Contact us. Box B-242, BROADCASTING.

## Announcers continued

Top ten market FM going contemporary. Looking for strong young-adult personality with complete knowledge of today's sound. Send resume and tape. Salary in five figures. Box B-268, BROADCASTING.

Announcer-Salesman. Experienced. Must be good at both, for very good Carolina small market radio station. Guaranteed minimum salary-commission, \$150 weekly plus fringe benefits. Tell us all in confidence. Send tape, photo, we'll return. Box B-284, BROADCASTING.

Very successful midwest MOR adult fulltimer in major market offers opportunity for bright music man with first phone. Sports experience helpful, but not essential. \$150 per week minimum to start. Many fringe benefits. Send audition tape and resume to Box B-318, BROADCASTING.

I'm looking for a young fresh creative talent, that can be displayed concisely in an up tempo MOR format. In return I offer you excellent salary and sunshine. Box B-321, BROADCASTING.

Opportunity for creative housewife announcer who wants to do his own programing. Salary open. Western Penna., non metropolitan area. Send tape and resume to Box B-326, BROADCASTING.

Announcer. Mid-Atlantic adult operation is seeking a well-rounded announcer, capable of handling news, weather and regular board shift. Must be experienced, versatile and capable of handling production spots. \$150 per week. Box C-17, BROADCASTING.

Experienced, for Metropolitan station. Excellent opportunity for the right man. Box C-20, BROADCASTING.

Permanent opening for experienced man. New York State AM-FM. Excellent salary. Box C-32, BROADCASTING.

Top level pro for excellent time slot. East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box C-50, BROADCASTING.

Announcer. 1-3 years experience. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wis.

We're still looking for a mature DJ personality for leading MOR station in central Florida. Send tape, resume and references first letter to Bill Taylor, Program Director, WDBO, Orlando, Florida.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required. Contact Ron Clark, or Bob Hartle, WKLT, 219-356-1640.

Florida coastal R&B Negro programed station has opening for announcer age 24-35 with ambition to sell and learn management. Announcing 6-9 A.M.; sales 9-5 P.M. Will train in sales. Does not need 3rd class license. New car will be provided. \$100.00 per week guarantee and profitable commission plan. Will receive some house accounts. Call or send tape and experience to Hudson Millar, WOJV, Fort Pierce, Florida. (305-464-1400).

We need a beginner announcer that we can train for good position. 1st ticket required. Clear channel near St. Louis. 314-586-8577, or 586-8513 nights.

## Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

Chief engineer—first phone. Creative man with maintenance and production experience. Interested in good opportunity. 2500 MC transmission and production in N.Y.C. area school system. Salary dependent on qualification and experience. Box C-37, BROADCASTING.

Immediate opening for 1st ticket Chief Engineer at KCSR Radio, Chadron, Nebraska. Limited air work, maintenance all phases a must. Group insurance, profit sharing. Good salary. Multi group station. Call Jack Miller collect at 308-432-3610.

## Technical continued

Immediate opening for 1st phone engineer for AM and FM operation. No announcing. Maintenance and construction work only. Send resume to Clifford Hahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Wanted—Chief engineer for midwest, non-directional, AM-FM, board shift makes you worth more. Immediate opening. Phone 308-237-7235.

Sales engineer required to assist Broadcast Sales Manager. Must be knowledgeable in AM-FM equipment, concerned with detail, aware of customer service and interested in advancing to Management. Salary open—commensurate with experience. Send resume with all details to Robert Sidwell, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

## NEWS

News Director leading Philadelphia suburban station. Must have mature voice and delivery combined with experience, intelligence, good news judgment, and desire to dig for local news. Send tape. All info first letter. Box C-9, BROADCASTING.

Experienced news and air-man needed. Night music is Broadway and show type. Send tape and resume to WALE, P.O. Box 208, Fall River, Mass. 02722.

Newsman/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo all information 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required. Contact Ron Clark, or Bob Hartle, WKLT, 219-356-1640.

News and sports director for AM and FM operation. Must be an experienced, dedicated newsman and play by play sports caster. This is a golden opportunity for the man that can qualify. Salary and extras depend on your ability. Call Bill Lipman, Area Code 414-657-6162, Kenosha, Wisconsin.

## Programing, Production, Others

Program Director needed who can lead good announcing staff and be a member of an experienced management team. Must be long on production and music selection for a contemporary MOR AM sound, good listening FM. I prefer married man who will maintain good relations with one of Indiana's most progressive small-market communities. We've been here a long time and are highly thought of statewide. Join our staff if you're ready for real responsibility at commensurate salary. Send tape and resume immediately to Jim Kauper, WCSI-AM/FM, 501½ Washington Street, Columbus, Indiana 47201.

Cleveland's rich lakeshore suburbs looking for production-minded entertainer. Must sound major market. \$7,200-8,500 for starters. First preferred. Mike Linder, WPVL, 713 Fobes, Painesville, Ohio 44077.

## Situations Wanted Management

General Manager—radio. Seeking challenge in North-west area of United States. Currently successfully employed with high earnings. Totally qualified with background in single to multiple station markets with high competitive TV & print. Financially sound, mature, reliable, member of Pioneers. Married. Personal visit your town or mine. Resume to qualified respondent. Reply to Box B-262, BROADCASTING.

NYC FM salesman, retail and national, with promotion, music, programing, production and broadcast research background want management level position with station or group. Young, single, vet. Will relocate and/or travel. Box B-264, BROADCASTING.

Mature manager, 46, come from the ground up. 20 years experience. Can take full responsibility. Prefer West Coast, Southwest U.S.A. Top references, I am ready for action if you are. Box C-22, BROADCASTING.



## Management continued

Mature (under 45), experienced manager desires move South by late Spring. References, full particulars to qualified employers. Box C-48, BROADCASTING.

## Sales

Broadcast executive (30), eleven years experience with college degree wants sales/management position with opportunity for advancement. Presently employed by outstanding radio station, but limited potential. Box B-330, BROADCASTING.

Young man, married, six years experience all phases radio, seeking sales/production position in small market. Top references, community minded. Available after March first. Box C-5, BROADCASTING.

## Announcers

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

D.J./News, announcer, sales, third endorsed, tight board, experienced, will relocate, available now. Resume, tape on request. Box B-66, BROADCASTING.

Professionally trained broadcaster. Third endorsed. Prefer sports. Will relocate. Box B-193, BROADCASTING.

Number one FM drive personality, tight production, tight board, many dialects. Management background. Moving up. MOR format with up-tempo a must. AM or FM. Only personality station in top 50 markets, need answer. Box B-269, BROADCASTING.

Ambitious young man with excellent qualifications seeking permanent position; desires northeast area. Box B-257, BROADCASTING.

MOR night man, want small, quiet town near good library. 25, college, draft exempt, third phone. Box B-292, BROADCASTING.

Available—experienced disc jockey, copywriter, and production man is searching. Third, some college, and good voice. Consider all offers. Box C-1, BROADCASTING.

Announcer, newscaster, interviewer, bright DJ, selling sound, personable, desires some sales, wants Northeastern seaboard. Box C-10, BROADCASTING.

Experienced first phone, 23 married, draft exempt, prefer top 40 MOR. O. K. will travel. Box C-12, BROADCASTING.

Announcer, DJ, broadcasting school grad. Professional entertainer M.C. for 15 years. In early 30's, married, 2 children. Now looking for a chance in Broadcasting. Will relocate. Box C-13, BROADCASTING.

Announcer with 1st phone looking for a good job at a good station. Electronics experience and am presently employed as announcer/engineer. Please send resume. Box C-16, BROADCASTING.

Solid sound, P. M., rush hour on AM, six years' experience, tight production, third endorsed, MOR, will relocate. Box C-18, BROADCASTING.

Five years experience, refreshing voice, great knowledge of modern music, good sense of humor, New England area preferred. Box C-21, BROADCASTING.

First ticket, draft free, familyman, experienced. Looking to settle, may need financial assistance to travel, but am available now. Box C-26, BROADCASTING.

First phone with family, wife + one wants travel. Prefer Mexico, however will consider any place with flavor. If you have contacts with station outside U. S. I'm interested. Box C-27, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-28, BROADCASTING.

Professional rock personality. Medium or major market. Five years experience, two at present station. College, married, draft exempt, 23, will go "Maximum Music." Production is my forte. Several awards. Contact Box C-33, BROADCASTING.

Good top 40 screamer! 5 years experience, third, references. Box C-34, BROADCASTING.

As advertised—beginner, professionally trained, voice-overs production, good copy, adaptable, imaginative, much more! Call 305-696-2617 after 5 p.m. or write Box C-40, BROADCASTING.

## Announcers continued

Give your station a new high. Two first phone DJ's available July 10, for medium-major market top 40 rocker. Adult sounding, tight, personable. Morning man to get 'em up and afternoon drive guy to keep them high. \$175 week each. Don't drive us. We got the hair. Box C-41, BROADCASTING.

D. J. five years experience; music director for top 100 and country music. Box C-44, BROADCASTING.

Number 1 drive time MOR personality in top 20 market Available now. Call 513-825-5472.

1st phone DJ seeks top 40 rocker in Texas or Louisiana. 6 months experience. Jay Bird, P.O. Box 47852, Doraville, Ga. 404-448-2693.

First phone jock, dynamic, tight, prefer Top 40, R&B, extensive and diversified radio experience, some T.V. and sales, strong copy, production, and news, young, married, child, want challenging position to settle, will relocate anywhere for right position. Greg, 823 Cypress, Ukiah, California, (707) 462-7104.

Long on talent—Some experience, willing, eager to learn. Graduate, Institute of Broadcast Arts. Third endorsed. Pix, tape, resume. Box 932, Corona, Calif. 91720.

Morning man to wake them up or all night man who'll keep them awake. 5 years experience. 3rd. Heavy production on air and off. General-Eastern Pennsylvania. Upper New York. Phone (717) 874-2758.

Best talent buy yet! Tight shifting announcer-disc jockey needs experience. Call 213-876-7700. Write Anthony West, 7130 Hollywood Boulevard, Hollywood, California 90046.

First phone announcer looking for good job with strong top 40 station. Experience in major North Dakota. Young, married, energetic. Call David "Conrad Drake" Bennett 612-332-1551.

Femme DJ, news, 3rd, tight board, traffic, well qualified executive, experienced, full/part, dependents, everywhere. Write Pupil, Cross St. Box 57, Palestine, Ohio 45352.

Twelve years experience. All phases radio broadcasting, station management and sales. Newscaster. Expert all sports play-by-play. Reliable. Willing to relocate. P.O. Box 423, Chipley, Florida. Telephone (904) 547-5481.

Top ten personality looking for afternoon drive slot in major market. MOR or contemporary. Outstanding track record and ratings. College, first phone and family. 415-755-2102.

First phone jock-PD available now. 10 years experience, college and family: 317-893-1815.

Young jock, ambitious, creative, dedicated, third phone, strong on sports, news. Will relocate. (212) 287-8532.

3rd phone endorsed beginner, eager to learn, military completed, dependable, midwest preferred, but will consider all offers. Dennis Jacoba 1-712-323-6884.

## Technical

Maintenance engineer, persistent trouble shooter, five figures, clean air. Box C-4, BROADCASTING.

Man with experience; directionals, proofs, construction, maintenance. Licensed 25 years. Replies with offer, will be answered. Box C-6, BROADCASTING.

Got job for engineer experienced as chief, combo. Starting \$150? Call 215-743-8640.

Engineer 15 years AM directionals FM and TV. Studio, transmitter operational and maintenance. Charles Simpson, 438 N. 7th St., Sunbury, Pennsylvania 17801 (717) 286-0295.

## NEWS

Want real local news? I can get it for you. Investigative newspaperman, young at 44 with 20 years on most desks, beats including legislature. Small or large city. Family man, J-grad. Phone 805 WE-7-3704.

## Programing, Production, Others

Eastern full-charge P.D. desires return to native midlands. Twenty years experience encompasses major college basketball, football, AAA baseball, talk moderator. Box B-296, BROADCASTING.

Play-by-play, football, basketball, hockey, auto racing. Write and deliver my own commentary. College, pro experience. Now top sportsman in market, looking for bigger challenge with extensive play-by-play schedule. Stable, married, veteran. Box B-322, BROADCASTING.

## Programing, Production, Others

### continued

Major market personality wants program director position. Have successful background in top ten markets. First phone, college and administrative experience. Call 415-755-2102.

I'm ready. One of the nation's finest contemporary music directors available immediately for a PD position in a medium or major market 316-942-6364.

## Television Help Wanted

### Management

Manager needed for Pennsylvania U.H.F. operation. Sales ability a must. Send complete resume including salary requirements. Box B-177, BROADCASTING.

Top flight manager for well equipped VHF station in medium sized eastern 3-station market. A fine opportunity for successful, creative, sales oriented manager experienced in all administrative phases of TV operation. Ideal family living area. Salary \$18,000 plus. Splendid growth potential. Reply in confidence. Must have excellent references for future check with your O.K. Box B-293, BROADCASTING.

### Sales

Rep salesman for Chicago office of major television representative. Minimum 2 years station or Rep experience necessary. \$25,000.00. Rush resume to Box C-42, BROADCASTING.

### Announcers

Announcer wanted for AM-FM-TV operation in midwest, a leading group owned-NBC affiliate. Applicant must be young, eager, personable and able to work both radio & TV. 2 years min. experience. Send resume, audio or video tape and recent picture. Box B-285, BROADCASTING.

Large southeastern market seeks professional TV weather/commercial announcer. Documentary experience (writing, research) given additional consideration. Box B-329, BROADCASTING.

### Technical

Technician—experienced operation and maintenance Norelco color studio equipment and Ampex tape recorders. Opportunity for right person to get in on the ground floor with year old New York company. Looking for executive ability. Box B-197, BROADCASTING.

Television technician, first class radio, telephone license. Experienced studio operations. TR-70, TR-27 and TR-42 or equivalent. Salary commensurate with experience. Apply G. S. Driscoll, Engineering Manager, WOKR, 17 Clinton Avenue South, Rochester, N.Y. 716-546-4262.

TV transmitter engineer. Contact: Alex Giese, KGBT-TV, Box 711, Harlingen, Texas, 78550. 512-423-3910.

## NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

Newsman with a future: If you would like to move into color TV news, here's your chance. We are looking for a man who wants to grow with a network TV station in north central midwest. We are seventeen years old. Now going to a new tower, new power, to cover a rich new area. Send picture, history, tape and salary. Box B-212, BROADCASTING.

Question—can you air radio-TV news, find and write news, shoot and edit film, direct others in doing same? If so, an AM-FM-TV group in North Dakota needs you now as newsman or second in command of eight man staff or both, salary open send resume, picture, audio or video tape of film and samples of writing to Box C-47, BROADCASTING.

Experienced documentary writer/researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, PLaza 1-6692. An equal opportunity employer.

## Programing, Production, Others

Major eastern PTV station needs director to direct/switch ITV programs. Successful ITV or equivalent experience necessary. Educational background helpful. Must have sample tape, July 1. Salary 12,000+. Box B-325, BROADCASTING.

## Help Wanted continued

### Programing, Production, Others

Graphic Artist—good experience or top grad. Work will consist of design illustration, paste-up, lay-out, story boards, set design, display lettering, hotpress, type, etc. for TV, film or print. Contact Warren Lamm, KNTV, Channel 11, 645 Park Avenue, San Jose, Calif. 95114 (408-286-1111.)

Producer-writer-reporter for 10 p.m. newscast. Must know film, be able to write newsfilm scripts, plus do occasional filmed report. Send complete resume and salary requirements. Alan DePetro, WKBF-TV, Cleveland, Ohio. Equal Opportunity Employer.

### Situations Wanted Management

Program-operations manager. Presently at a leading group station. Proven background all areas. Strong local programming. Excellent references. Box B-203, BROADCASTING.

Station manager—small or medium market. I can do the job you want. Let me tell you about it. Box B-317, BROADCASTING.

TV Program Director—management, producer, director, programming pro, strong engineering background, FCC license, big on local community affairs shows, FCC and NAB regs, film and syn buys, UHF and VHF experience, 35 years old. Box C-51, BROADCASTING.

Thoroughly experienced senior producer-director with management background. Heavy sports and studio production. Seeks production manager position in medium market. Box C-52, BROADCASTING.

### Sales

Experienced, aggressive competitor, and ambitious are my qualifications. I am willing to relocate. For letter of recommendation and resume, please write to Sales, 16820 Savoie, Livonia, Michigan 48154 or call 313-261-8234.

### Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman, radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Performer wants to host and produce local low budget children's TV show. Experienced. Box C-35, BROADCASTING.

### News

Award-winning television news producer-editor in number one station in top five market desires news directorship. Currently responsible for two hours of daily news programming. "I'll make your news number one—or keep it that way by even larger numbers." Write Box B-255, BROADCASTING.

Top 20 experienced TV reporter/writer/announcer/assignment editor/producer/photographer/news editor wants news director/editor combo in southern market. Journalism-R-TV. Degree. Married, 26, Box C-30, BROADCASTING. Available July 1.

T. V. news pro available. Top reporter top-five city will exchange solid performance record for anchor and/or reporting spot in major market. Box C-31, BROADCASTING.

Competent black female reporter wants job with TV station. Journalism Masters and 1½ years experience on the air with major market television station. Contact (312) 326-1913 or Box C-36, BROADCASTING.

Sharp young newshen, college grad, good writer, seeks radio/TV reporter slot in medium market. Box C-46, BROADCASTING.

### Programing, Production, Others

Executive 20 years all categories. Family man seeks position permanently. Will travel for personal interview immediately. Available immediately. Write Ed Davis, P.O. Box 931, Lexington, Kentucky 40501.

Sports play-by-play. Want pro or college baseball, football, basketball. 20 years experience. TV-Radio. Regional network experience. Box C-15, BROADCASTING.

Producer/director with solid background (12 years) in studio, film and remote productions including news, live and filmed sports, film and VTR commercials, public affairs and variety. Will relocate for challenging commercial or PTV position. Available now. Call 912-743-8110 or write Box C-45, BROADCASTING.

## Situations Wanted continued

### Programing, Production, Others

Television Sports Director in 5th largest market, looking to relocate in another Major market. Play-by-play and sports and news anchor experience. Great warmth and rapport with viewers Video tape and resume available. Phone 313-399-0378 or write Box C-49, BROADCASTING.

### WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Complete FM equipment for new station; transmitter, monitors, antenna etc. Contact O. B. Borgen, KFIL Radio, Preston, Minnesota 55965—Phone 765-3856.

### FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

300 foot Stainless C36 tower on ground, \$1,000.00 or best offer. Call M. J. Lamb, WIMA-TV, 419-225-3010.

After converted cur production room to Stereo have a good Gates 52-CS Studicette—make offer—Frank Carman—KLUB, Salt Lake City.

For Sale: 2000 ft. 3½ inch 51.5 ohm Steatite line and hardware, one TF 6 AL antenna. Side band filter, Diplexer and two harmonic filters all tuned for Channel 6. Box B-271, BROADCASTING.

For Sale: 2 RCA TK-41C Studio Color cameras. These cameras (ser. #1078 & 1080) are in excellent condition having been manufactured in 1966 and are extensively up-dated with solid state power supplies, preamplifiers, and color bar generator. Accessories included are 50, 90, 135 mm lenses plus TV-58 single lense turret, 500 feet cable, 2 sets image orthicons and spare parts. Director of Engineering—H. Berger, P.O. Box 9, Toronto 375, Canada. 416-362-2811.

RCA BC6 audio console. TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 4½ camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Nems Clarke 10S-E phase monitor. \$300.00. Box C-23, BROADCASTING.

Metrotech series 3000 background music system. three tape decks and four channel intersperser. Suitable for FM station automation. \$3500.00. Box C-24, BROADCASTING.

RCA AVQ-10 weather radar system complete with Raydome, heater, 400 cycle power supply, VJ-B monitors, cabling and spare parts, excellent condition. Box C-25, BROADCASTING.

Tower any type, ground wire, erection. Bill Angle 919-752-3040. Box 55, Greenville, N.C.

Gates FM-1C-Transmitter, stereo, and Gates FMA-4 antenna, used 4 years, excellent condition. GE-BM-1A FM modulation, frequency monitor. WAUR. Aurora, Illinois 60507.

Tower sales, erection and maintenance, experienced, insured, references upon request. Southern Tower Service Co. P. O. Box 1387, Suffolk, Va. 23434. Phone 703-539-8365.

We have for sale equipment from several bankrupt recording and motion picture studios. Some new, some old—all low priced. Contact Mr. Lindahl, Northwestern Incorporated, 011 S. W. Hooker St., Portland, Oregon 97201 (503) 224-3456.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly, \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00 Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

## MISCELLANEOUS

### continued

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 165 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that job". \$5.00. Box A-276, BROADCASTING.

"Pop goes Biondi," 45 minute documentary reliving Dick Biondi's Chicago career. Box C-7, BROADCASTING.

### INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

First Class License in six weeks. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters. Elkins Radio License School of Atlanta offers nationally famous six week course for 1st class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

Now Elkins Institute in Seattle. FCC First Class License Course in six weeks. Theory and lab training included. Elkins Institute, 404 Dexter, Seattle, Washington 98109.

Attention Mountain States. Now in Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

## INSTRUCTIONS continued

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools March 16, April 20. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

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**Broadcasting**  
THE BUSINESSMAGAZINE OF TELEVISION AND RADIO

(Continued from page 67)

**New AM stations**

**Final action**

■ Oberlin, Ohio—Joseph P. Riccardi, Broadcast Bureau granted 1570 kc, 250 w, D. P. O. address: 1643 Cleveland Road, Sandusky, Ohio 44870. Estimated construction cost \$54,732; first-year operating cost \$42,000; revenue \$55,000. Principal; Mr. Riccardi is president and stockholder of two automobile dealerships, real estate company and land leasing company. He also has other business interests. Action Feb. 13.

**Other actions**

- Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69, granted petition for extension of time, filed February 13 by Jud Inc. Action Feb. 17.
- Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69, granted petition for extension of time, filed February 17 by Media Inc. Action Feb. 19.

**Actions on motions**

- Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.), by separate actions granted petition by Radio 900 for leave to amend application to indicate that Douglas D. Kahle and Edwin Tornberg have reduced ownership in KBND Bend, Ore., from 49% each to 42.33% each; granted petition by Harrison Radio Inc. for leave to amend application to include additional survey data and related material concerning ascertainment and evaluation of needs and data relative to the applicant's finances; and granted petition of Lankford Broadcasting Co. for leave to amend application to reflect that three partners Ray J. Richard and Stuart Lankford, will utilize loans of \$10,000 credit to each of the three partners from the Gibson County Bank, Princeton, Ind., to meet requirement to finance first year's construction and operation of proposed new station at New Albany (Docs. 18636-8). Actions Feb. 13.
- Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Don Renaut and Edwin Zalontz), AM, proceeding, on hearing Examiner's own motion ordered further hearing conference for Feb. 19 (Doc. 18528). Action Feb. 13.
- Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, denied petition by Creek County except that applicants Creek County and Tinker Area are directed either to file proposed merger agreement and associated joint petition addressed to the commissioner's review board, or file amendments to applications with hearing examiner, by February 24; that in event proposed merger agreement and petition are on file by February 24, deadline for filing amendments to application is extended five days after date of release of review board's final action thereon; and that on failure to comply with foregoing directives, Creek County and Tinker Area applicants will be in default and subject to possible dismissal of applications with prejudice (Docs. 13341-2, 13344). Action Feb. 13.

**Existing AM stations**

**Applications**

- KCOG Centerville, Iowa—Seeks CP to increase daytime power from 500 w to 1 kw; and change trans. Ann. Feb. 18.
- WDME Dover-Foxcroft, Me.—Seeks CP to increase daytime power from 250 w to 1 kw; change trans. Ann. Feb. 18.
- KTSL Burnet, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. and increase ant. height. Ann. Feb. 20.
- KLOG Kelso, Wash.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 20.
- KRSC Othello, Wash.—Seeks CP to increase daytime power from 250 w to 1 kw; and install new trans. Ann. Feb. 20.

**Final actions**

■ Chief, Broadcast Bureau, on request by Association on Broadcasting Standards Inc., extended through April 17 time to file reply comments on notice of proposed rulemaking adopted Sept. 4, 1969, in matter of amendment of rules regarding AM assignment

## Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,256	2	11	4,269	75	4,344 <sup>1</sup>
Commercial FM	2,029	0	51	2,080	130	2,210
Commercial TV-VHF	495	2	11	508	18	526
Commercial TV-UHF	128	0	54	182	127 <sup>2</sup>	311
Total commercial TV	623	2	65	690	145	837
Educational FM	377	0	19	391	45	441
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	12	117
Total educational TV	167	0	15	182	19	201

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

standards and relationship between AM and FM broadcast service (Doc. 18651). Action Feb. 17.

■ FCC denied petition by Pikes Peak Broadcasting Co., (KRDO-TV) Colorado Springs, asking for review of Broadcast Bureau's action denying reconsideration of grant of renewal applications of RKO General Inc. stations WGMS Bethesda, Md., and WGMS-FM Washington. Action Feb. 18.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WCTW, New Castle, Ind., to July 25; KWKY Des Moines to July 1; Michael Turner and Howard A. Weiss, Chapel Hill, N.C., to July 1; WEVR-TV River Falls, Wis., to August 11; WHP Harrisburg, Pa., to July 31; WABA Aguadilla, P.R., to July 23; KHEY, El Paso to June 1. Action Feb. 13.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KACY Port Hueneme, Calif., to March 15; WGMA Hollywood, Florida, to March 31; WYNK Baton Rouge to March 27; WKFR Battle Creek, Mich., to March 23; KXLW Clayton, Mo., to March 30. Actions Feb. 11.

■ KRAK Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Feb. 13.

■ WAVS Ft. Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Feb. 13.

■ KORK Las Vegas, Nev.—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 13.

■ WARO Cannonsburg, Pa. — FCC denied petition for reconsideration filed by Universal Communications of Pittsburgh directed against commission Dec. 17, 1969, action renewing station's license for short-term period ending April 1, 1971. Action Feb. 18.

■ WEEL Fairfax, Va. — FCC granted license renewal; denied Centreville, Broadcasting Co. petition to reject. Action Feb. 18.

### Fines

■ KFML Denver — FCC denied application by O'Fallon-O'Connor Broadcasting Inc. for mitigation of \$500 forfeiture assessed for employing improperly licensed operator in charge of trans. and failure to make available equipment performance measurements. Action Feb. 18.

■ WTNT Tallahassee, Fla. — FCC notified licensee of apparent liability for \$5,000 fine for operation with daytime facilities prior to sunrise. Action Feb. 18.

■ WHTC-AM-FM Holland, Mich. — FCC ordered licensee to pay \$750 fine for failing

to maintain operating power of stations within prescribed limits. Action Feb. 18.

■ WAVA Arlington, Va.—FCC ordered payment of \$1,000 fine for excessive modulation, failure to stop remote control operation when portion of remote control equipment failed, operating more than 10% below authorized power and failure to record log entries in operating logs. Action Feb. 18.

### New FM stations

#### Final actions

■ \*Cupertino, Calif. — Assurance Sciences Foundation Inc. Broadcast Bureau granted 91.5 mc. TPO 10 w. P.O. address Box 548. Mountain View, Calif. 94040. Estimated construction cost \$2,500; first-year operating cost \$600; revenue none. Principals: Herbert B. Rogers, president of non-profit corporation, et al. Action Feb. 16.

■ Panama City, Fla.—Radio Gulf Inc. Broadcast Bureau granted 98.5 mc. 100 kw. Ant. height above average terrain 345 ft. P.O. address 9722 Thomas Drive, Panama City Beach, Fla. 32401. Estimated construction cost \$50,287.48; first-year operating cost \$4,600; revenue \$18,000. Principals: Joe W. Collins, president (99.5%), and Stella H. Collins, vice president-secretary (5%). Mr. and Mrs. Collins own respective interests in WGNE(AM) Panama City Beach. Action Feb. 13.

■ \*Atlanta—Georgia State University. Broadcast Bureau granted 88.5 mc. 19.4 kw. Ant. height above average terrain 366 ft. P.O. address 33 Gilmore Street, S.E., Atlanta 30303. Estimated construction cost \$40,941; first-year operating cost \$49,691; revenue none. Principals: Board of Regents of the University System of Georgia. Action Feb. 16.

■ Dowagiac, Mich.—Dowagiac Broadcasting Co. FCC granted 97.3 mc. 3 kw. Ant. height above average terrain 108 ft. P.O. address: c/o William Kuiper, Marcellus Highway, Dowagiac 49047. Estimated construction cost \$7,850; first-year operating cost \$3,000; revenue \$5,000. Principals: William and William E. Kuiper (each 50%). Messrs. Kuiper each own 50% of WKJR(AM) Muskegon Heights. of WKPR(AM) Kalamazoo and of WDW-(AM) Dowagiac and 58% and 41.4%, respectively, of WFUR(AM) Grand Rapids, all Michigan. Action Feb. 18.

#### Other actions

■ Review board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted motion for extension of time, filed February 18 by Grenada Broadcasting Co. Action Feb. 20.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted request filed Feb. 16 by Broadcast Bureau; time for responding to petition to enlarge issues is held in abeyance for 10 days following action on joint request for approval of agreement, filed February 4. Action Feb. 19.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted Broadcast Bureau's request for extension of time, filed February 18. Action Feb. 20.

#### Action on motion

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P. A. L. Broadcasters Inc.), FM proceeding, granted motion of applicant and set certain procedural dates; rescheduled evidentiary hearing for May 19 (Doc. 17885). Action Feb. 13.

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## Rulemaking petitions

- WYMB Manning, S. C. — Requests institution of rulemaking looking toward amendment of rules to assign ch. 221A to Manning. Ann. Feb. 20.
- FCC, in notice of proposed rulemaking, proposed assignment of chs. 232A to Sioux Center, Iowa, 276A to Caruthersville, Mo., 232A to Kerrville, Tex., 228A to Bradenburg, Ky., 265A to Steamboat Springs, Colo., 237A to Drew, Miss., 272A to Weston, W. Va.; substitution of ch. 288A for 252A at Chanuate, Kan., and of 252A or 285A for 265A at Mexia, Tex.; deletion of ch. 241 from Berlin, N.H.; reinstatement of chs. 257A and 252A and deletion of ch. 255 at Boone, Iowa; and designation of class C chs. 251 and 246 at Rutland, Vt., as class B chs. Action Feb. 18.

## Rulemaking actions

- FCC amended FM table of assignments to add ch. 280A to Braddock Heights, Md.; add ch. 298 to Exmore, ch. 257A to Front Royal and ch. 280A and 292A to Luray, all Virginia. Action Feb. 18.
- FCC amended FM table of assignments to assign ch. 266 at Fredericksburg, Tex. Rule change effective April 3. Action Feb. 18.

## Existing FM stations

### Final actions

- Edwin Janss Jr. and William C. Janss, Thousand Oaks, Calif. — Broadcast Bureau granted mod. of CP to extend completion date to June 16. Action Feb. 13.
- WFMT(FM) Chicago — FCC granted amended application for assignment of license from Gale Broadcasting Co. to WFMT Inc. (formerly WGN Continental FM Co.) and to show donation of WFMT to Chicago Educational Television Association. Action Feb. 11.
- KRAB-FM Seattle—FCC granted application of Jack Straw Memorial Foundation for renewal of license for period ending Feb. 1, 1971. Action Jan. 21.

### Fine

- KOOI(FM) Jacksonville, Tex. — FCC notified licensee it has incurred apparent liability for \$500 fine for failing to maintain maintenance log, and failing to record results of tower light inspections. Action Feb. 18.

## Rulemaking action

- FCC amended rules concerning trans. performance measurements by FM's. Amendment exempts auxiliary trans. from requirements. Action Feb. 18.

## Other actions, all services

- FCC proposed increase in fees for licenses, applications and other services, totalling \$20 million. In notice of proposed rulemaking (Doc. 18802) commission asked for comments on fee schedule that would raise approximately \$24.5 million — amount of the commission's 1971 budget request. Action Feb. 18.

## Translator actions

- Twin Canyon TV Co., Barksdale, Tex.—Broadcast Bureau granted CP's for new UHF-TV translators to serve Camp Wood, Tex., on ch. 77 by rebroadcasting WOAI-TV; ch. 79 by rebroadcasting KENS-TV; ch. 81 by rebroadcasting KSAT-TV, all San Antonio, Tex. Actions Feb. 13.

## CATV

- Hearing Examiner Frederick W. Denniston in Sussex borough and Wantage township, both New Jersey, petition by Garden State Inc. to stay construction and operation of CATV distribution facilities by Continental Telephone Corp., Farmers Union Telephone Co., and Continental Transmission Corp., postponed hearing now scheduled for Feb. 13 to await further order and scheduled further prehearing conference for Feb. 20 (Doc. 18688). Action Feb. 11.
- FCC authorized Spencer Community Antenna System Inc., Spencer, Iowa, to carry distant signals of KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; K72BL (translator rebroadcasting WOI-TV Ames-

Des Moines, Iowa) Rolfe, Iowa; and K70CL (translator rebroadcasting KRNT-TV Des Moines), Fort Dodge, Iowa, on its system in Spencer. SCAS will also carry four local signals—KTVI and KCAU-TV, both Sioux City, Iowa, and KELO-TV and KSOO-TV, both Sioux Falls, S.D. Action Feb. 18.

- Alabama TV Cable Inc.—Requests distant signals from WSML-TV Huntsville-Decatur; WAAY-TV and WHNT-TV, Huntsville; and WHMA-TV Anniston, all Alabama, to Jefferson county. Homeewood, Fairfield, Midfield, Hueytown, Pleasant Grove, Irondale and Tarrant City, all Alabama (Birmingham, Ala. ARB 40). Ann. Feb. 20.

- Booth American Co. — Requests distant signals from WKNX-TV Saginaw; WKBD-TV Detroit; WKZO-TV Kalamazoo; and WOOD-TV Grand Rapids, all Michigan, to Union township, Mich. (Flint-Saginaw-Bay City, Mich. ARB 46). Ann. Feb. 20.

- Cox Cablevision Corp.—Requests distant signals from WLBW-TV and WAJA-TV Miami; WSMS-TV Fort Lauderdale; and WEAT-TV West Palm Beach, all Florida, to Avon Park, Fla. (Tampa-St. Petersburg, Fla. ARB 31). Ann. Feb. 20.

- Telecab Corp.—Requests distant signals from WCWB-TV Macon, Ga., to Columbus, Ga. (Columbus, Ga. ARB 81). Ann. Feb. 20.

- Valley Antenna Systems Inc.—Requests distant signals from WMUB(TV) Oxford, Ohio, to Piqua, Ohio (Dayton, Ohio ARB 27). Ann. Feb. 20.

- FCC authorized Top Vision Cable Co., owner of CATV system at Owensboro, Ky., to continue to carry, on temporary basis, distant signals for which it has received retransmission consent. Top Vision Cable requested renewal for six months of authority granted to it for carriage of distant signals of WPSD-TV Paducah, Ky.; WLKY-TV, WAVE-TV, and WHAS-TV all Louisville, Ky. Action Feb. 18.

## Ownership changes

### Applications

- New FM (call letters unassigned) Aurora, Ind.—Seeks assignment of CP from John W. Schuler to Dearborn County Broadcasters Inc. for purpose of corporate reorganization. No consideration involved. Ann. Feb. 18.

- WCTW-AM-FM New Castle, Ind.—Seek assignment of licenses from WCTW Inc. to Hall Communications of Indiana Inc. for \$225,000. Sellers: Walter S. Chambers Jr., president, Tom M. Green, Scott Chambers, Mrs. Adaline C. Bailey, Mrs. Harriet C. Edan and Mrs. Virginia Chambers. Sellers own 75% of *The New Castle Courier Times*. Buyer: Robert M. Hall, sole owner. Mr.

Hall owns WBVP-AM-FM Beaver Falls, Pa., WMMW(AM) Meriden, Conn.; WNBH-AM-FM New Bedford, Mass., and WICH-AM-FM Norwich, Conn. He is also buying WUSJ-(AM) Lockport, N.Y., subject to FCC approval. Ann. Feb. 18.

- KATZ(AM) St. Louis—Seeks transfer of control of Laclede Radio Inc. from Allen E. Wolin, G. Sumner Collins, and Sylvia Porter Collins, Arnold B. and Edna M. Hartley and Peggy Gilbert (as group, 100% before, none after) to Key Communications Inc. (none before, 100% after). For principals of Key, see KCOR-AM-FM San Antonio, Tex. Ann. Feb. 18.

- WAAN(AM) Waynesboro, Tenn. — Seeks assignment of CP from William Thomas Helton Jr. and Ashoke K. Ghosh to Waynesboro Broadcasting Co. for purpose of incorporation. No consideration. Principals: Mr. Helton will hold 50% interest, Mr. Ghosh 49.998% and Martha Ghosh 0.002%. Ann. Feb. 18.

- KCOR-AM-FM San Antonio, Tex.—Seek transfer of control of Inter-American Radio Inc. from Allen E. Wolin, Arnold B. and Edna M. Hartley and G. Sumner Collins and Sylvia Porter Collins (as a group, 100% before, none after) to Key Communications Inc. (none before, 100% after). Principals of Key: Mr. Wolin will own 38.34%, Mr. Hartley 5.43%, Mrs. Hartley 32.91%, Mr. Collins 4.05%, Mrs. Collins 4.06%, Mr. and Mrs. Collins jointly, 13.84% and Peggy Gilbert, 1.37%. Purpose of transfer is corporate reorganization in which stockholders of KCOR-AM-FM or KATZ(AM) St. Louis, or both, will exchange stock for Key Communications shares. Ann. Feb. 18.

- KLUR(FM) Wichita Falls, Tex. — Seeks assignment of license from Nortex Broadcasting Co. to KLUR Broadcasting Co. for \$35,000. Seller: Bobby J. Miks, sole owner. Buyers: Carl M. Adams, president (60%), William A. Wensink, vice president (25%) and William E. Wickens, secretary (15%). Mr. Adams has 67.5% interest in KNCY(AM) Nebraska City, Neb., and Mr. Wickens owns 22.5% of that station. Mr. Adams has real estate interests and owns business and financial consultant firm. Mr. Wickens is attorney and has other business interests. Mr. Wensink owns 2% of diversified electronics firm, 50% of appliance company and 33 1/3% of used car dealership. Ann. Feb. 18.

### Action

- KOOS(AM) Coos Bay, Ore.—Broadcast Bureau granted assignment of license from KOOS Inc. to Kerry Radio Inc. for \$50,000. Sellers: John W. and David S. Sackett, co-executors of estate of Sheldon S. Sackett (94.7%), et al. Buyers: James F. and Irene L. Johnson each 50%. Mr. Johnson is former acting U. S. Postmaster in Coos Bay. Mrs. Johnson is secretary-law clerk. Action Feb. 16.

a franchise.

- West New York, N.J.—West New York Cable Corp. has applied for a franchise. The estimated cost of the service will be \$5 per month plus a \$9.95 installation fee.

- Croton, N.Y. — Parent CATV (multiple-CATV owner) has applied for a non-exclusive franchise.

- Dobbs Ferry, Hastings-on-Hudson, Ardsley, and Irvington, N.Y.—Three firms have applied for a franchise: Main Street Communications (multiple-CATV owner); Parent CATV Inc. (multiple-CATV owner); and Mid-County CATV. All three firms quoted \$10 as installation fee, and estimates for monthly payments ranged from \$5 to \$6. The municipalities will receive 5% of the operators' gross income.

- Irondequoit, N.Y.—Three firms have applied for a franchise: Time-Life Cable Television, New York (multiple-CATV owner); Monroe Cablevision Inc., Rochester, N.Y. (multiple-CATV owner); and People's Cable Corp.

- Marlboro, N.Y.—Teleprompter Corp., New York (multiple-CATV owner) has been granted a franchise.

- Pomeroy, Ohio—Paul Crabtree and Associates Inc. has applied for a franchise.

- Centralia, Pa.—Carmel Television Cable Co has applied for a franchise.

- Greencastle, Pa.—American Tele-systems Inc., Bethesda, Md. (multiple-CATV owner) has applied for a franchise. The initial rate scale would be \$14.95 for installation, \$4.95 per month plus \$1.25 per each additional installation.



"A lot of people have felt that radio salesmen are superior." Russ Barry is comparing TV and radio sales, pretending to have no opinion. TV sales people are superior negotiators because TV is a demand-oriented medium, he concedes. But "radio salesmen, on the other hand—they are superior in selling the intangibles of the medium." As the equitable man that he is, and also as a former television time salesman, the general manager of CBS Radio Spot Sales concludes that "both have very distinctive strengths."

Born in Brooklyn, W. Russell Barry arrived at his corner office in the midtown CBS Radio headquarters by a circuitous route, via CBS Television Stations in Chicago. Mr. Barry has held his present post and the title of vice president, CBS Radio, for almost three years, and in that time Radio Spot Sales has seen a few changes.

Adherence to rate cards used to be so zealous, says Mr. Barry, that salesmen "were walking away from business." But people accustomed to the give and take of TV sales have brought about a relaxation of the traditionally dogmatic radio rate card. The emphasis now, says Mr. Barry, is on day-to-day business. No more developing new business only to lose it to other stations.

Which is not to say Russ Barry is not interested in new business. Radio has most of its eggs in a very few baskets—drawing most of its revenue from a few industries like the automotive and soft-drink fields. In an effort to diversify business, says Mr. Barry, he and his staff have been encouraging corporate advertisers—"big companies, especially conglomerates." This large, unexplored area could be important to CBS-owned stations, with its five all-news operations and general adult orientation. Right now, he declares, Radio Spot Sales is at the turning point: The staff has "made a tremendous amount of presentations," with "a very modest success to date," but any day now he expects the pay-off. He points out that the task of selling corporate advertisers has been complicated by the fact that the people to be dealt with are often unfamiliar with radio and must be guided "every step of the way."

Retail advertising is another area of new business about which Mr. Barry is optimistic.

He also cites the financial institutions—banks, insurance companies—as prime new-business targets.

In the opinion of Russ Barry, the search for new business in radio has in no way the urgency that it does in TV, however. "We're less subject to the whims of cigarette problems," he explains. Radio, he offers, is less subject to the whims of the economy, as well,

## Barry keeps tabs on the ever-changing spot-radio business

and a little inflation might even work to radio's advantage, as thrifty advertisers trim their TV budgets.

W. (he will make a joke about how it stands for "Wonderful," but it stands for "Walter") Russell Barry began his career only 13 years ago on the other side of the media fence. After graduation from Dartmouth in 1957, he joined Ted Bates & Co. in New York as a buyer for Colgate. He joined CBS in 1960 as an account executive for WBBM-TV, the CBS-owned station in Chicago. A year later he was an account executive at CBS Television Stations National Sales in Chicago, and then, in 1962, became national sales manager of WBBM-TV.

In 1965, Mr. Barry was appointed

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### Week's Profile

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*Walter Russell Barry Jr. — vice president, CBS Radio, and general manager, CBS Radio Spot Sales; b. March 7, 1936, Brooklyn, New York; BA from Dartmouth College, Hanover, N.H. 1957; media buyer, Colgate Household Division, Ted Bates & Co., 1957-1960; account executive, WBBM-TV Chicago, 1960-1961; account executive, CBS Television Stations National Sales, Chicago, 1961-1962; national sales manager, WBBM-TV, 1962-1965; account executive, CBS Television Stations National Sales, New York, 1965-1967; appointed to present post, 1967; m. Phyllis Longshore of Philadelphia, Oct. 24, 1956; children—Michael, 12; Sharon, 9; Craig, 4.*

account executive at CBS Television Stations National Sales in New York. In 1967 he made the move to CBS Radio and took up his present post.

Mr. Barry is a trim, vigorous man who travels an average of one week in four, but still finds time for a young family at home in Stamford, Conn., and active hobbies, like golf, tennis, paddle tennis, squash, bowling. He says he reads "a lot of trash," but adds "My tastes are upgrading," and he enjoys sports, movies and news on TV.

Managing people he considers the biggest and best part of his job—"it's the whole thing"—and he has a reputation for informal but effective leadership. He says he hates "con-men" and "phonys," and he complains that qualified people are hard to find. Mr. Barry says the kind of people he likes to have around are "smart people—that sounds dumb, but it is true. I'll accept a lot of compromises if they are smart."

Mr. Barry is a very promotion-minded broadcaster, but he likes promotion to be specific, not broad: "We've tried to put the emphasis on pieces of business." Once again he reveals himself the realistic businessman, with an eye for the paying customers. The most recent promotional project to come out of CBS Radio—a market guide to the cities served by CBS stations—he describes as uncharacteristic of himself.

The "Spot Radio Test Plan" inaugurated by CBS Radio Spot Sales at the first of the year is more up his alley. Under this plan, advertisers are offered "before" and "after" surveys around a spot schedule. "Oh, yeah, wow!" he reacts to that project, and he estimates the results at "maybe \$75,000 to date" in increased business.

An upcoming project he is equally enthusiastic about, but which is still in the planning stage, is a study of "psychographics and life styles," or an effort to "relate listenership to how people live." One psychographic approach, he explains, breaks people down into "creatives" and "passives." A creative, Russ Barry explains, would be motivated to buy by the word "new," while a passive would be moved by the word "improved." Such a study, says Mr. Barry, "involves programing approaches," as well as "how you sell your medium." Listeners attracted to news, he says, are creatives. The project, he admits, will be a big one, and very costly.

In the more immediate future, in the next month or two months, he says his concern will be pulling together a major news-radio presentation, done in a way that has never been done before. And, he adds, another more personal project of no less consequence, "I also have to do my income taxes."

# Editorials

## It doesn't compute

It takes only one reading to discern that the FCC's notice of proposed rulemaking to establish vastly higher schedules of fees is the result of sloppy staff work or a deliberate intention to conceal rationales. Nowhere does the document contain even the crudest form of statistical justification for the various schedules the commission has put out.

By the agency's own admission, broadcasting will be tapped for larger collections than any other class of licensee. Yet in the rulemaking notice broadcast revenues are quoted at less than those of other regulated businesses—one-sixth the volume of the common carriers, for example. If the value of the franchise to the licensee is to be a factor, the FCC's abacus lost some beads.

Within broadcasting itself, the fee schedules are wholly arbitrary. By the FCC's new reckoning, a UHF application or grant is worth precisely half of that of a VHF in an equivalent range of markets. A full-time 50-kw AM is worth twice as much as a daytime 50-kw AM no matter where either is located, in Two Sticks, Mont., or New York. If any formulas relating these fees to market values, contributions to society, work load at the FCC or other standards were used in the computations, they are not to be found in the notice published by the FCC.

In commenting on the rulemaking, broadcasters will have to do some arithmetic for themselves. Surely they can make a case against the disproportionate load the FCC notice is asking them to carry.

There is, however, one feature in the proposed fee system that broadcasters ought to think about twice before making up their minds how to react to it. For the first time the FCC would establish an annual license fee based on the licensee's rate card.

It remains for further analysis to decide whether the amounts of the license fees are realistic or desirable. But on principle, the establishment of a license fee may give the broadcaster an equity that now is lacking.

If the broadcaster pays the FCC a regular fee to operate on the frequency the government has assigned him, that should put an end to the argument that broadcasting gets a free ride on what are loosely called the public airways. And ending that argument would be worth a good deal.

## Frightening

With each passing deadline the practitioners of journalism are given new reasons to wonder whether they are the targets of a calculated campaign of intimidation by the Nixon administration. For television it has become obvious.

It isn't recorded in jurisprudence, as far as we are aware, when a chief justice of the United States has shattered decorum in criticizing news media. In denying TV access to his public appearances he reveals a cantankerous aversion to modernity in journalism.

It was no journalistic feat to align Chief Justice Warren Burger's attacks with those of Vice President Spiro Agnew, the administration's spokesman in the sock-the-media campaign. They made separate appearances over the George Washington-birthday weekend, and while the Vice President's remarks in paying his respects to "the drivel disseminated by the liberal news media" were prepared, the chief justice's observation, wherein he advised a CBS newsman to "mind his manners," was spontaneous.

Then Federal Maritime Commissioner Helen Delich Bentley, in addressing a regional press-association conven-

tion in Washington, questioned "extensive coverage of pronouncements and statements of malcontents." The painful rub here is that Mrs. Bentley is a journalist who literally covered the waterfront for the *Baltimore Sun* before her appointment last year.

The most revealing, if perhaps innocent, comment of all came from Tricia Nixon who was quoted by UPI writer Helen Thomas as having said, following the "amazing" effect of the Agnew barbs, that she thought the newspapers and TV had taken a second look. "You can't underestimate the power of fear. They're afraid if they don't shape up." It can only be presumed that Miss Nixon had been listening to conversation at the family dinner table.

But of all the recent comments those of the chief justice must be the most disturbing. In his final action as a judge on the court of appeals last June he wrote an opinion in the *WLBT*(TV) Jackson, Miss., renewal case that handed the FCC its most humiliating defeat, using expletives seldom seen in higher court decisions.

Serious question has been raised by attorneys in communications practice as to whether the chief justice has demonstrated a bias against journalism—particularly broadcast journalism—that might disqualify him from participation in First Amendment cases affecting the news media.

## That nagging doubt

Noncommercial broadcasters are in dispute over the rejection by five stations of a National Educational Television documentary on U.S. involvement in foreign wars. Those associated with the production and the network are charging censorship. The stations are asserting their right to make editorial judgments.

Whatever the merits on either side, the incident points to an awkward predicament that noncommercial broadcasting faces under present year-to-year federal funding. There is no evidence that political pressure forced this documentary off some stations, but there is the suspicion that it may have. If the noncommercial system were operating on a self-regenerating fund drawn from excise taxes on the sale of TV receivers, it would be less susceptible to questions about its sensitivity to hints from Washington.



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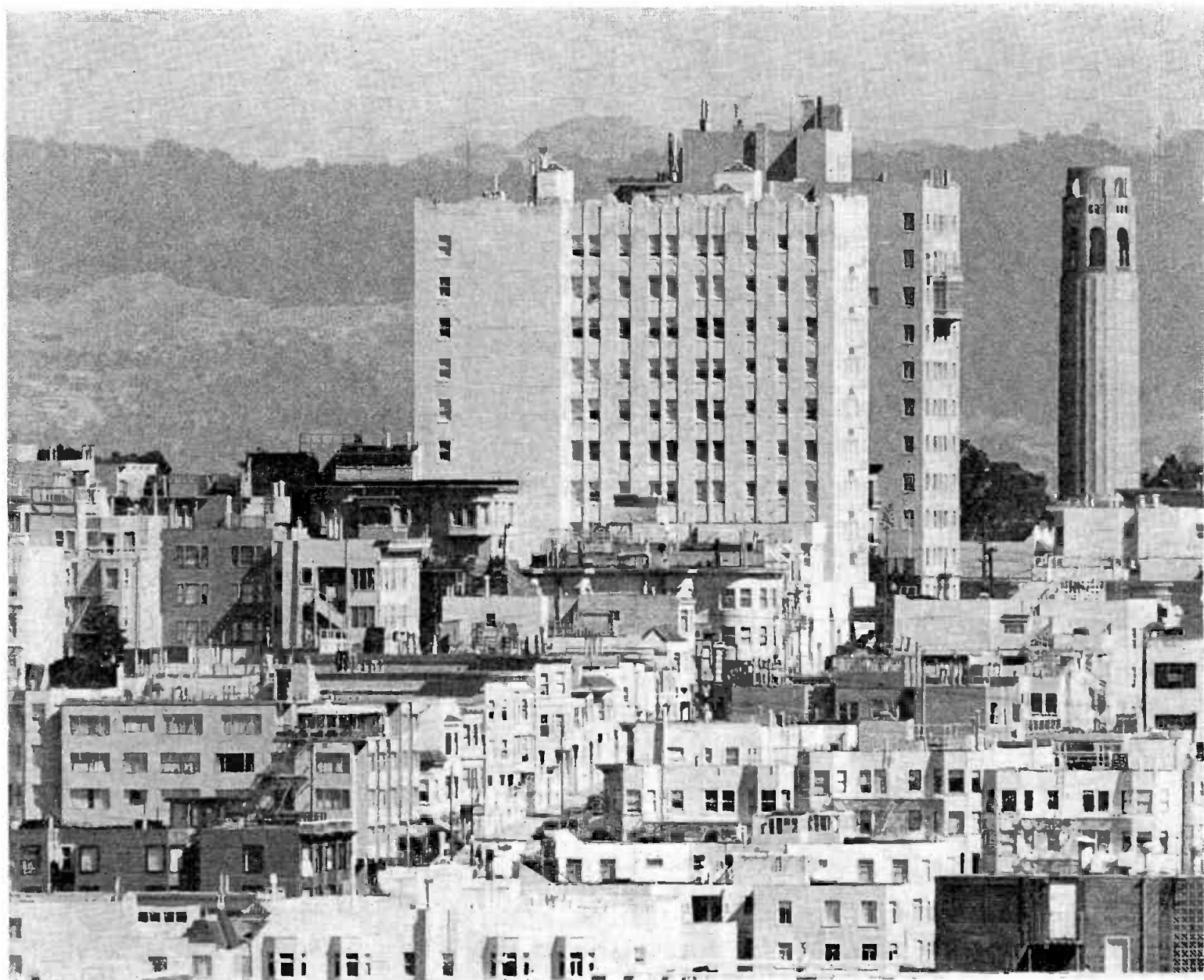
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