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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Changes in the ground-rules for TV campaigning? p19

The 417 who spent \$1.7 billion in network TV. p22

A challenge to the pro-football black-outs. p44

SPECIAL REPORT: Local production's double whammy. p58

ALL TV STATIONS HAVE THEIR UPS AND DOWNS. ALMOST. BUT WBTV IS STILL FIRST IN THE TOP 50 MARKETS.

First in share of homes in the nation's Top 50 Markets from 9 am-midnight with 61% share. First in ADI share* with 51%. First in share of homes from 5-7:30 pm with 66%. First in share of homes from 7:30-11 pm with 57%.

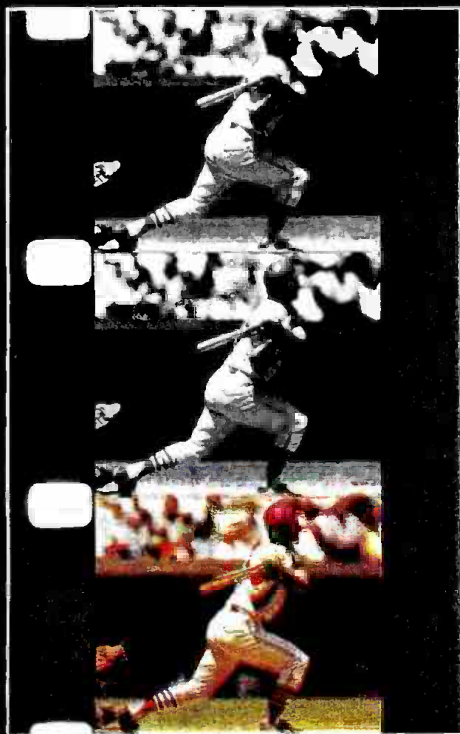
THIS PUTS US IN THE BEST POSITION TO DO SOME TOP SELLING FOR YOU.

WBTV
CHARLOTTE
Represented by

JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WWBT
JEFFERSON PRODUCTIONS

The audience figures are based on a Television Radio Age study of share of all homes viewing home market stations (*share of ADI HUT) in the Top 50 Markets, ranked by ADI TV homes, during the average quarter-hour of the time period indicated, November 1969 ARB. They are estimates only and are subject to the qualifications set forth in the survey report.

Color from black & white? You better believe it!



or your costs are double.

The new ABTO process cuts your present color film costs in half. It uses standard Plus-X film and black and white processing attaining high photographic quality and color fidelity.

**NOW... SHOOT IN BLACK AND WHITE...
SHOW IN COLOR!**

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.

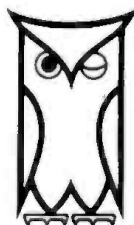
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Affiliated with: American Broadcasting Companies, Inc. and Technical Operations, Inc.

Who cares if the midwest's longest bridge is in Iowa?




If you've seen one bridge, you've seen 'em all? Not necessarily. The mile-long (mile and 1/10 to be exact) bridge spanning Lake Red Rock in southeast Iowa is quite a tourist attraction. It's just one of the majestic features of the 65,000-acre Red Rock recreation area which includes a 32-mile lake, 17,000 acres of waterfowl refuge, and a dam you wouldn't believe—on what was once Indian country. Who cares about Iowa's past, present and future? WHO Radio, *that's who!* Another reason why 3,000,000 Iowans care about, and believe in, WHO Radio.



WHO RADIO

...that's who!

DES MOINES, IOWA

1-A Clear Channel • 50,000 Watts • 

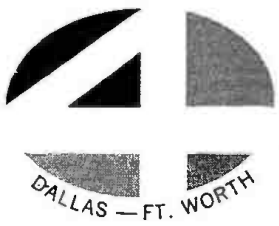
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NOON • 6pm • 10pm

COLD FRONT SWEEPING SOUTHWARD... COLLISION
 STATE GOVERNMENT... APOLLO 11... TRANSIT SERVICE
 FOR... JUDICIAL... BRAND... PISTOL
 CAL... STATE... EXT...
 MEDIC... H... BOOKS...
 CONGRESSIONAL CRITICS... OPERATION INTERCEPT
 MURDER RATE CLIMBS... DALLAS OPERA OPENS... W
 GOALS FOR DALLAS... TORNADO WARNING... TAX ST
 AGITATION... CALVIN TOSSES BOMB... PROVOKE... NE
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 IGH PRESSURE RIDGE... SOUTH TEXAS... CIVIL RIGHT



represented nationally by



Dallas-Fort Worth is continually on the grow! According to ARB's 1969 Television Market Analysis, the Dallas-Fort Worth area is the 10th largest retail sales market and the 12th largest TV market in the United States. The people of such a gigantic metropolitan area deserve nothing but the best, and Channel 4's BIG NEWS is the best!

To get your "big news" to viewers in Dallas-Fort Worth, see your H-R representative for details about our BIG NEWS.

KRLD-TV The Dallas Times Herald Station

CLYDE W. REMBERT, President

Life or death

If there is any doubt about motivation of *Life*, *Look* and *Reader's Digest* in getting General Foods to undertake those tests of magazines-versus-TV advertising effectiveness (BROADCASTING, March 16), broadcast researchers think it can be cleared up without question by look at sales figures. Compared with general magazines as whole, all three are hurting, though in varying degrees. In 1969, it was noted magazines as whole sold 7% more pages and had 25% more gross advertising revenues than five years earlier. In same span *Digest* little more than held even, maybe improving by percentage point; *Look* was down 10% in pages, up 2% in dollars, and *Life* was down 26% in pages, down 4.3% in dollars.

Fallback

Fight to ban pay TV is dying. Opponents are now working on premise that their best bet is to try for strict limitations on pay-TV service. Representative John D. Dingell (D-Mich.), author of primary ban-pay-TV bill, is drafting new bill to establish limitations (its exact content was unsettled as of late last week); he plans to distribute it to Commerce Committee members this week. At same time, National Association of Theater Owners—foremost ban-pay-TV lobby for many years—is junking its uncompromising stand in favor of new Dingell approach.

Still lurking in back of opponents' minds, reportedly, is notion that severe limitations might make pay TV bad risk for would-be entrepreneurs. However, push for total ban is abating in recognition that such bill has little chance of getting through Congress now ("Closed Circuit," March 16).

Two against pollution

Project started by Ohio State University instructor and his wife, to get all broadcasters to give up one week's air time to programs on environmental problems, has more than 650,000 signatures on petitions, couple reported last week. Goal is 20 million. Originators are William Hotchkiss and his wife Sue. They have one small child. Name of project is "Operation For Our Children—a Better America." Mr. Hotchkiss said air-time demand is negotiable. Objective is more exposure for issue. "We don't want to scare off broadcasters," Mr. Hotchkiss said. Original financing of project, little over month old, was personal, Mr. Hotchkiss said, but now donations from health associations are beginning to come in.

Main effort

Indicative of importance administration places on drug-abuse problem is call shortly to emanate from White House for conference on April 9 to develop major campaign to combat evil. Participating in ad hoc effort, to be coordinated by Charles B. (Bud) Wilkinson, special consultant to President Nixon, will be Bureau of Narcotics and Dangerous Drugs of Justice Department, National Institute of Mental Health, Department of Defense and Bureau of Customs. Advertising Council is expected to make it major campaign, with radio-TV along with print media to be asked to participate at all levels.

Incompatible

Washington communications lawyers who took flyer into major-market UHF some eight years ago have decided law practice and station operations don't mix. Welch & Morgan have retained another Washington firm, Fletcher, Heald, Rowell, Kenehan & Hildreth, to dispose of their station properties (ch. 36 KGSC-TV San Jose, Calif., on air since 1967; construction permit for ch. 24 KGSL-TV St. Louis, and CP for ch. 29 WGTC-TV Minneapolis-St. Paul). Vincent Welch and Edward Morgan jointly own control with H. Leslie Atliss Jr., Midwest broadcaster, among minority stockholders.

It's understood asking price for operating San Jose independent KGSL-TV is \$2 million; that out of pocket for construction permits amount in St. Louis to about \$350,000; in Twin Cities to about \$140,000. Welch & Morgan are Washington counsel for several so-called "strike" applicants challenging major-market station renewals.

New reruns

NBC Films is all but set to announce that it is offering 138 episodes of half-hour *Get Smart* in syndication. Once-top-rated spy spoof will be dropped by CBS-TV when current season runs out after four years network play. *Get Smart* started in fall of 1965 on NBC-TV, was dropped after 1968-69 season but picked up by CBS-TV for 1969-70.

Indicative of long-term interest of stations—and syndicators—in popular, durable television series, Firestone Film Syndication is already offering *Green Acres*, once that program goes off network. Show starts its sixth season on CBS-TV in fall. Firestone will make deal contingent on release of *Acres* series in syndication either for fall of 1971 or 1972.

Field trip

Most distinguished of foreign guests expected at annual convention of National Association of Broadcasters in Chicago April 6-8 will be Paul Bryan, Conservative, who has been called "John Pastore" of Parliament. If Conservatives win next British election, drive will be mounted to commercialize radio, just as TV was commercialized 15 years ago when Independent Television Authority was created competing with British Broadcasting Corp. Mr. Bryan, according to London speculation, would figure prominently in Conservative government, possibly as postmaster general, whose authority embraces telecommunications, including broadcasting.

One man's meat

Top officials at FCC, including all commissioners but Robert E. Lee, have sat for special briefing on CATV from Rand Corp. economist whose work has been criticized by anti-CATV broadcasters. Briefer was Dr. Lee L. Johnson, who has recommended unrestricted importation of TV signals by CATV and full copyright liability for cable systems (BROADCASTING, Feb. 2 et seq.). With him was Sanford Jaffe of Ford Foundation, which underwrote part of Dr. Johnson's Rand report.

Among key FCC staffers present at session, which was held March 12 but kept quiet until last week, were General Counsel Henry Geller and CATV Bureau Chief Sol Schildhouse. Commission sources say there may be more briefings from "disinterested" specialists.

Last gasp

Evidence of TV ratings race raging at season's end is to be found in CBS-TV's promotion on CBS-owned radio stations of television network's Thursday-night and Friday-night movies. Radio promotion of network TV programs is usually reserved for fall program introductions; current drive is part of CBS-TV effort to close NBC's narrow lead for season to date.

Modern media

Chamber of Commerce of U.S. recognizing "realities" of broadcast media in today's world, shortly will announce appointment of its first full-time radio-TV specialist. Hugh V. Guidi, WTOP Washington staffer (talk shows, specials) since 1962 and before that with WRVA Richmond, Va., and WBT Charlotte, N.C., will report to Joseph M. Gambatesa, manager, news department of Washington-based association.

Thanks, American Women in Radio & Television, for an unprecedented 3 Awards.

On March 10, the Detroit Chapter of the American Women in Radio and Television bestowed upon WWJ-TV three coveted awards. Never before has the AWRT so honored a single organization.



Charles Lord
"ONE TO WATCH"

Selected for his work on WWJ-TV's highly acclaimed "Heroin in the Suburbs" special as well as his outstanding coverage of important news events.



Jerry Blocker
"ONE TO WATCH"

Cited as NEWS • 4's weekend anchorman, host of WWJ Radio's "Block Builders," urban affairs specialist and pioneer in education and Black history.

"PUBLIC SERVICE PLUS"

WWJ-TV also was presented with a special first-of-its-kind award for "outstanding public service to the community" as exemplified by "Heroin in the Suburbs," "Medicine Today: When Hearts Are Young" and the "Profiles in Black" series.

Thanks again!

WWJ-TV/DETROIT

OWNED AND OPERATED BY THE DETROIT NEWS • NBC AFFILIATE
NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: MCGAVREN-GUILD-PGW RADIO, INC.
ASSOCIATED STATIONS: KOLD-TV TUCSON, ARIZONA WALA-TV MOBILE, ALABAMA

Senate Commerce Committee opens door to floor debate on political broadcasting by approving bill that would suspend equal time requirements for candidates for president, vice president; give congressmen discount. See . . .

Warm-up for a hot campaign . . . 19

Television Bureau of Advertising reports advertisers spent record \$1.7 billion in 1969 on network TV, and networks had 437 advertisers. Nine of network TV's top-10 clients increased their investments in 1969. See . . .

Happiness is 437 advertisers . . . 22

Radio representative firm Alan Torbet Associates, in analysis of over 1,500 campaigns, reveals that few campaigns are aimed at all listeners and that men outnumber women as exclusive target audiences. See . . .

The many targets of spot radio . . . 26

NBC's petition for license renewal of KNBC(TV) Los Angeles seeks to resolve character issue raised by Voice of Los Angeles before it decided to disengage and seeks to show programing is 'demonstrably outstanding.' See . . .

KNBC rebuts renewal charges . . . 36

Dr. Dennis Gabor, inventor of system for photographing objects from light wave patterns, will speak at NAB convention. Others are Herbert G. Klein, director of White House communications, and FCC's Dean Burch. See . . .

Holograph expert is on NAB agenda . . . 38

Closed-circuit TV firm levels suit against National Football League and three TV networks, charging they violated antitrust laws by conspiring to monopolize TV coverage of professional games. See . . .

A challenge to pro gridiron black-outs . . . 44

In connection with renewal of its WNAC-TV Boston, RKO General files pleading with FCC denying that performers have been required to kickback fees in return for television appearances. See . . .

RKO rejects charges of artist kickbacks . . . 45

Report by committee of lawyers pictures TV networks as having collaborated with Nixon Administration in weakening free speech guarantees; criticizes lack of live coverage of antiwar moratorium in Washington last November. See . . .

Did TV underplay D. C. moratorium? . . . 45

Free Television News Bureau of National Association of Broadcasters sponsors news conference at which anti-CATV broadcasters warn that CATV poses lethal threat to 'free' TV if allowed to develop unrestricted. See . . .

More criticism on copyright bill . . . 46

Trend in production of television commercials is away from expensive production companies and toward do-it-yourself approach. It's generally profitable and has become attractive to some national accounts. See . . .

The double whammy of local production . . . 58

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Broadcasting

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

Why have we broadcast editorials these past ten years?

How could we not have broadcast editorials these past ten years?

On March 18, 1960,
ten turbulent years ago,
we broadcast New York's
first television editorial.
For the same reasons, we now
maintain the largest
editorial staff and present
the greatest number of editorial
messages of any New York
television station.

WCBS-TV **2**
New York / CBS Owned

Editorials and replies regularly broadcast Monday through Friday,
6:55 and 11:25 pm. Saturday, 6:55 pm. Sunday, 11:55 am.

Space policy readied

FCC's policy statement that will shape nation's domestic communications satellite system was being reviewed by commission late last week, preparatory to its final adoption and release, probably early this week.

Statement reportedly incorporates at least major thrust of White House recommendation for competitive system (Closed Circuit, March 16). It would invite applications from virtually anyone with financial and technological capacity to establish satellite service.

Commission will also issue notice of proposed rulemaking. Those who have seen it complain of opaqueness of its language, but say it is aimed at eliminating likelihood of competing satellite applications being filed that would result in comparative hearings. Commission would establish standards for different kinds of service, and notice requests comments on financial and technical standards to be employed.

Statement and rulemaking are expected to be approved by substantial, though not unanimous, vote of commission. Commissioner Kenneth A. Cox is said to feel commission policy, by providing for privately owned, special-purpose satellites, would not encourage development of optimum communications satellite technology.

Commissioner Robert E. Lee reportedly is not entirely happy with statement either. He is said to have been impressed by studies which commission staff made before White House entered satellite picture and which pointed to single system in which Communications Satellite Corp. would have dominant role. However, he is believed ready to support new commission position if changes being made in language of policy statement meet his objections.

Postal improvisations

Postal strike that shut down mail service in New York last week created multiple inconveniences but apparently no serious disruptions in transaction of broadcasting business. Important out-of-town mail was trucked or flown to other cities for posting, important in-town mail was dispatched by messenger (less important mail was allowed to pile up) and normally heavy reliance on telephone and TWX became much heavier. In spot TV, authorities felt concentration of many film-print houses away from New York would ease problem of getting commercials out unless strike became general. Where new spots

could not be delivered it was assumed stations would re-run old ones.

But for noncommercial WNDT(TV) New York, in midst of annual fundraising campaign, mail strike couldn't have hit at worse time. About 50% of contributions "come from people who mail them in without phoning in a pledge," station spokesman said. "We're afraid that we'll lose an enormous amount when they can't act on the initial enthusiasm." Station plans to wait week or so after strike ends before mailing pledge envelopes to people who called, in hopes of preventing envelope loss in confusion. Station is hoping to raise \$150,000.

BBDO picks Hooper

BBDO, largest buyer of spot-radio time, with estimated expenditures of more than \$24 million in 1969, has decided to make C. E. Hooper's new "Total Audience Radio Hooperatings Reports" its primary rating service in its spot-radio buying.

Move by BBDO is expected to provide impetus for sale of Hooper's new service. Hooper data is to be published for top-60 markets, giving in-home and out-of-home measurements with detailed demographic breakdowns.

BBDO also subscribes to American Research Bureau's radio-rating service. Agency's support of Hooper—which will include asking representatives to submit availabilities with Hooper data—is reported to be aimed at encouraging services to provide additional demographic information.

NBC strikes back

NBC, apparently stung by Westinghouse Broadcasting Co. charges and proposals that were made at special meeting with FCC commissioners on March 13, lashed back in letter to Chairman Dean Burch

To cope with mails

Because of work stoppages in post office, delivery of this issue of BROADCASTING may be delayed. Augmenting regular distribution of 40,000 copies, special shipments have been sent to magazine's offices in New York, Washington, Los Angeles and Chicago where subscribers may pick up copies if their own are undelivered. In addition, Associated Press and United Press International were to distribute over their news wires on weekend summary of major stories contained in this issue.

on Friday (March 20).

Thomas E. Ervin, NBC executive vice president, who signed letter, called charges unfounded and proposals self-contradictory. He also said WBC conclusions, offered by Donald McGannon, WBC president, were "entirely inappropriate" to purpose of conference.

Meeting was held on WBC's complaint about NBC and CBS plans to recover increased interconnection charges by reducing network compensation to affiliates and permitting them to recoup by selling more commercial time (BROADCASTING, March 16).

Mr. Ervin also expressed concern that Mr. McGannon's comments might influence commission's deliberations in so-called 50-50 rulemaking proceeding. Mr. McGannon urged adoption of WBC proposal in that proceeding, which would prohibit major-market stations from taking more than three hours of network programming between 7 and 11 p.m. Commission is scheduled to consider matter in special meeting today (March 23).

Mr. Ervin said that WBC proposal might serve "private interests of program syndicators by creating an artificially created, reduced-competition market for them," that would not serve public interest. WBC is program syndicator.

Mr. McGannon, when informed of Mr. Ervin's letter, stood by his remarks. He said that in view of failure of meeting with commission to resolve matters, it "was not inappropriate" to make proposals.

FCC planner named

FCC has taken first step toward long-held objective of establishing office to undertake long-range planning by appointing first member of that office.

He is Kenneth R. Goodwin, 32, formerly budget examiner at Bureau of Budget, who joins commission today (March 23) as planning officer, assigned to chairman's office.

Commission, in announcing appointment on Friday (March 20), said Mr. Goodwin will assist in review and coordination of all policy research and long-range planning at commission. Eventually, planning office will be expanded to include four or five staffers.

Provision for planning office had been made in commission budget for past two years. Officials say commission had hired Mr. Goodwin before Commissioner Nicholas Johnson cited lack of planning staff in cataloging what he said before agency's failures in keeping on

top of technological developments (BROADCASTING, March 16).

Mr. Goodwin began government career with National Bureau of Standards in 1960. He joined consulting firm of Booz, Allen & Hamilton in 1966 and moved over to Budget Bureau in 1968. At Budget, he was examiner on appropriation request for commission.

Overlap is issue

FCC designated for hearing RKO General Inc.'s application to increase power and antenna height for WHCT-TV (ch. 18) Hartford, Conn., Friday (March 20). Hearing was set to determine whether resulting increased Grade B contour over two other RKO General stations would create undue concentration of control.

Commission said proposed changes would increase RKO General's UHF facility's service area by more than 50% and would increase overlap with signals of its WOR-TV New York and WNAC-TV Boston.

Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn. channel 30 facility, asked that RKO's application be designated for hearing on issues including increased overlap.

RKO argued commission should not consider competitive issue in respect to overlap since existing UHF's have been excluded from duopoly provisions of rules in order to prevent these stations from being locked into relatively inferior competitive positions.

Commission told RKO General that rules provide for case-by-case determination to ascertain what effects would accrue from major changes in UHF facilities resulting in Grade B overlap with commonly owned stations. Commission denied Connecticut's other objections.

Norm Boggs dies

Norman Boggs, 66, pioneer broadcast executive and vice president in charge of corporate projects, Golden West Broadcasters, Los Angeles, died March 20 of cancer. Mr. Boggs began his broadcasting career in 1932 at WAAF-AM Chicago, then joined WGN-AM

that city in 1937, eventually becoming manager of WGN's New York office. He joined WMCA-AM New York in 1949 and from 1951 to 1960 was sales vice president for Don Lee Broadcasting System, Los Angeles. In 1960, he joined KGIL-AM San Fernando, Calif., as part owner and president, and in 1962 was appointed general manager of Golden West Communications (CATV). He was named vice president in charge of corporate projects in March 1966. Mr. Boggs was member of board of California Broadcasters Association and served as its president from 1961 to 1962. He is survived by his wife, Claire.

Hands across border?

FCC Commissioner Nicholas Johnson's appearance before committee of Canadian Senate last week has resulted in something of international flap. Canadian Association of Broadcasters wired FCC Chairman Dean Burch Friday (March 20), protesting commissioner's action in involving himself in what association said was one side of Canadian controversial issue—concentration of control of media.

Commissioner appeared before special Senate committee on mass media to describe media concentration conditions in U. S. He saw concentration getting tighter, complimented Canadians on effort to avoid similar problem (see page 37).

Commissioner Johnson may use Canadian platform to express opinion about American broadcasting, "however denigrating" his opinion, Canadian association said. "However, we think it . . . rude and offensive when he uses that platform to take a partisan stance on Canadian broadcasting concerning which he cannot have and does not have any wide knowledge."

Moving forward

CBS lengthened lead to 2.4 over ABC-TV and 3.0 over NBC-TV in Nielsen ratings report covering 70 markets for week ended March 15. Averages were CBS 20.7, ABC 18.3 and NBC 17.7.

Three specials, NBC's "Wizard of Oz" and "Winnie the Pooh" and CBS's "Andy Griffith," headed top-10 list. Also listed were ABC's *Marcus Welby* and *Room 222*; CBS's *Family Affair*, *Mannix*, *Mayberry* and *Hawaii-Five-O* and NBC's *Laugh-in*.

Renewal set for hearing

Numerous complaints against KTRG-AM Honolulu resulted in designation for hearing of station's license-renewal application, FCC announced Friday (March 20).

Complaints accuse station employees

of using facilities in violation of personal attack rules and fairness doctrine, and use of station to promote political ambitions of David Watumull, president of Hawaiian Paradise Park Corp., licensee of KTRG.

In addition, complaints also allege that station closed down for four days to get listeners to write to FCC urging quick renewal of KTRG license, and that station facilities were used to obtain money from public through threats of character defamation.

Other issues to be settled are whether Japanese program moderated by Charles Suga was used in good faith to meet needs and interests of Hawaii's Japanese community, and whether station had retained adequate supervision and control of material broadcast.

CBS goes to WBMG (TV)

Come May 31 Birmingham TV viewers are going to be able to watch full program schedule of all three networks; CBS signed primary affiliation contract on March 19 with WBMG-TV (ch. 42) in that Alabama city, according to William P. Dubois, president. Previously, CBS shared affiliation with NBC on WAPI-TV (ch. 13). Other TV in Birmingham is WBRC-TV (ch. 6) which has ABC affiliation.

Seeks to answer Army

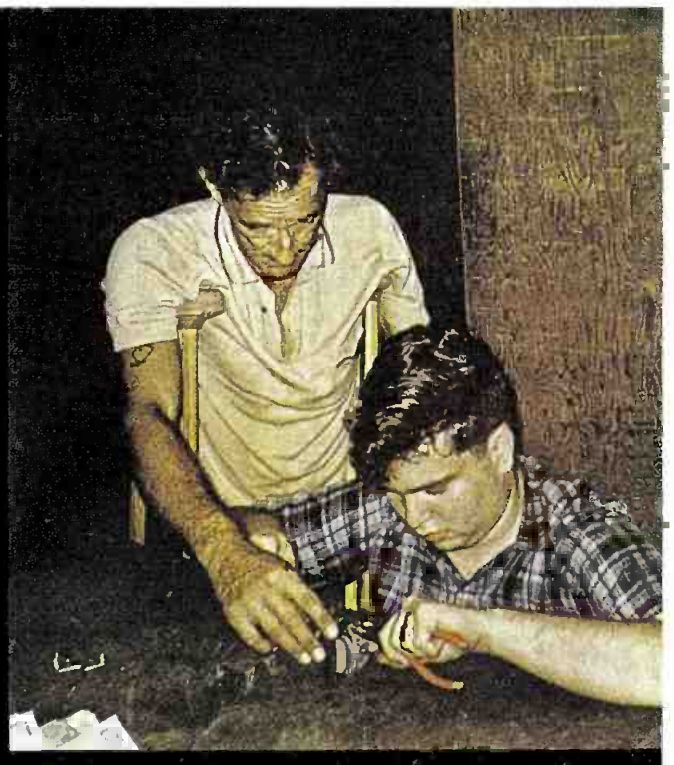
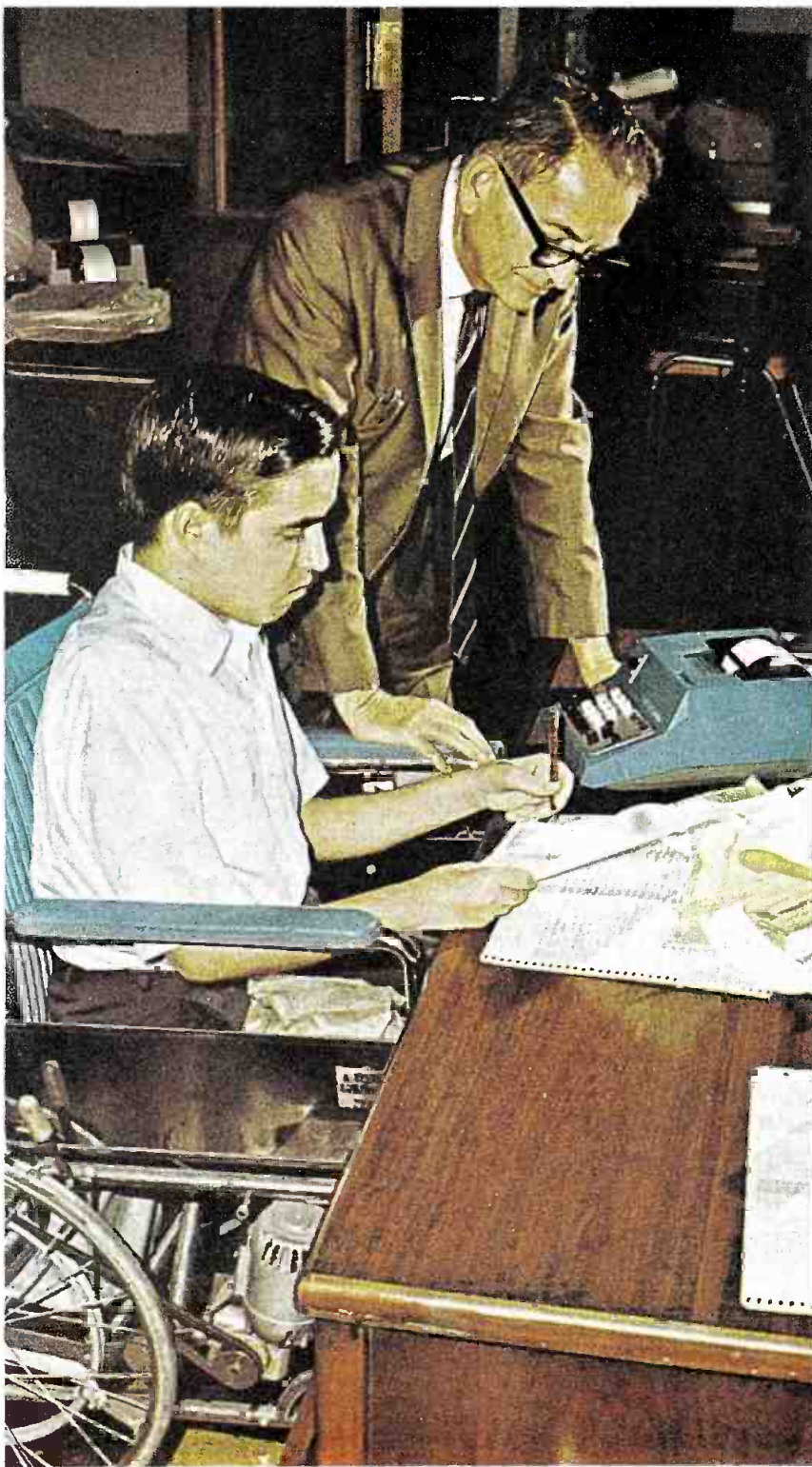
Move to force two Washington television stations to provide anti-military broadcast time under fairness doctrine was made Friday (March 20). Complaint to FCC was filed by David C. Green individually and as chairman of Peace Committee of Baltimore Yearly Meeting of Society of Friends against WRC-TV and WMAL-TV, both Washington. It is third such complaint to be filed with FCC in two months. In February anti-war groups in San Francisco and Baltimore filed similar complaints against stations there (BROADCASTING, Feb. 2, 24).

Tom and Dick return

Smothers Brothers will be back on network TV—on ABC-TV—in summer series starting July 8. ABC is announcing today (March 23) that "the Smothers Brothers Comedy Hour," featuring Tom and Dick Smothers and Pat Paulsen, will be shown Wednesdays, 10-11 p.m., time period currently occupied by *Engelbert Humperdinck Show*. Reruns of "Humperdinck" starting July 11 will be slotted in Saturday, 9:30-10:30 p.m., period now occupied by *Jimmy Durante Presents the Lennon Sisters*. Smothers Inc. is production company with Smothers Brothers, executive producers. CBS-TV cancelled "Smothers" show last year after protracted feud.

Strike threatened

National Association of Broadcasters convention equipment feature, normally exhibiting multi-million dollars worth of new hardware, was threatened Friday (March 20) when Chicago-Teamster Local 705 members approved strike beginning April 1. NAB convention is April 5 to 8 with heavy equipment due to be moved in weekend preceding.



Light work for many hands . . .

Based on the proven premise that idle skills and hidden potentials can grow into valued community resources, Storer stations have mounted impressive programs to help develop the disadvantaged into useful members of society. In Milwaukee, WITI-TV has for two years hand running captured Milwaukee Press Club's "Documentary of the Year" awards for their work in the field of vocational rehabili-

tation. Atlanta's WAGA-TV covers "What Future After Fifty?" in its regular discussion series. Radio stations WGBS, Miami, WIBK, Detroit and WJW, Cleveland, strongly support Goodwill Industries and Salvation Army programs. In Boston, WSBK-TV probes problems of alcoholism. Such typical examples of concerted and cumulative efforts by Storer stations to build national assets out of

human liabilities take a lot of doing. But in this, as in every phase of broadcast operations, Storer stations often do as a matter of routine things that community leaders consider rather special. That's why Storer stations stand out — and another reason why it's good business to do business with Storer.

BOSTON W ^S BK-TV	MILWAUKEE W ^I TI-TV	ATLANTA W ^A GA-TV	CLEVELAND W ^J W-TV	DETROIT W ^J BK-TV	TOLEDO W ^S PD-TV
MIAMI W ^G BS	NEW YORK W ^H N	LOS ANGELES K ^G BS	CLEVELAND W ^J W	DETROIT W ^D EE	TOLEDO W ^S PD



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CCA "ULTIMATE"
10 FADER STEREO or
DUAL CHANNEL MONO
CONSOLE**



We've not spared any expense in offering our completely transistorized, full capacity, ten fader stereo and dual channel mono consoles. We're using Altec faders, Altec pre-amplifiers and Altec transformer-craft switches!! A completely enclosed RF shielded metal cabinet dressed with mahogany wood and covered with handsome formica!! Switching facilities beyond your expectations!! You will understand why we call these consoles — the "ULTIMATE". Detailed literature upon request.



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Datebook

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

■ indicates first or revised listings.

March

March 21-23—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 24—Annual stockholders meeting, *Gross Telecasting Inc.* Lansing, Mich.

■ March 24—"Tuesday Night At Wednesday's," annual fund-raising party sponsored by *New York Chapter of The National Academy of Television Arts and Sciences*. Wednesday's discotheque-bar-restaurant, New York.

■ March 25—Meeting of *Sigma Delta Chi*, professional journalism society. Guest speaker is Frank Shakespeare, director of the U.S. Information Agency. National Press Club, Washington.

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 27—Management seminar sponsored by *Southern California Broadcasters Association*. Will feature panel entitled "You and the Media Service." Featured speaker is FCC Broadcast Bureau Chief George Smith. Sportsmen's Lodge, North Hollywood.

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

April

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

■ April 1-4—Combined meeting of *Southern Educational Communications Association* and *National Association of Educational Broadcasters*. Theme is "Educational Broad-

Radio Advertising Bureau's regional sales clinics

March 23—Hotel Robert Myer, Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

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

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

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

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

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

June 11—Sheraton-Boston, Boston.

casting—the *New Frontier*." Dr. Marshall McLuhan, director of center for culture and technology, University of Toronto, will speak, and William F. Buckley Jr. will appear and tape two of his *Firing Line* programs at convention.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 9—Los Angeles Advertising Women

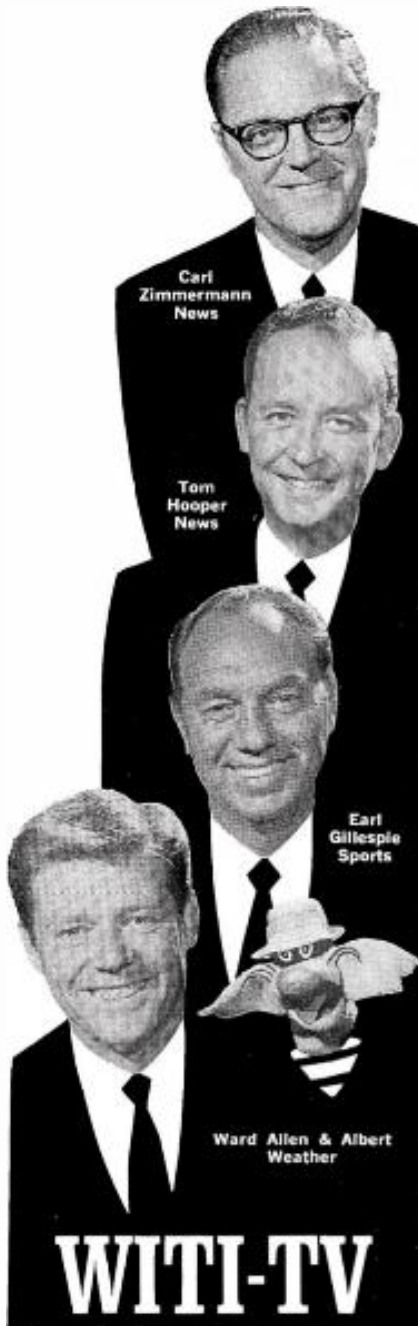
WGN

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

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 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3. Tokyo.

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

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

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

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

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

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

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

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

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

Television Bureau of Advertising regional sales clinics

April 14—Holiday Inn Downtown, Oklahoma City

April 16—Sheraton Astro World, Houston

April 20—Century Plaza, Los Angeles

April 20—Riviera Motor hotel, Atlanta

April 22—Jack Tar, San Francisco

April 22—Sam Peck motor motel, Little Rock, Ark.

April 22—Mayflower hotel, Jacksonville, Fla.

April 24—Washington Plaza hotel, Seattle

April 24—Royal Orleans, New Orleans

April 24—Red Carpet Inn, Charlotte, N. C.

April 30—Washington Hilton, Washington

May 7—Marriott motel, Boston

May 12—Midtown Tower hotel, Rochester, N. Y.

May 12—New Tower, Omaha, Neb.

May 14—Downtown motor inn, Denver

May 14—Howard Johnson New Center, Detroit

May 19—Cheshire Inn, St. Louis

May 21—Imperial House South, Dayton, Ohio

May 26—Site to be announced, Minneapolis-St. Paul

May 28—Merchants & Manufacturers club, Chicago

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*Reg. U.S. Patent Office.

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Statistics Lovers

Our business involves for the most part the use of qualitative research to help stations become number one in their market, or at least improve their position significantly. However, there are those who like statistics, so here are a few about us, since it's our eighth Birthday.

Over the past eight years, we have—

- *Had 50 clients. . . .*
- *In 37 markets. . . .*
- *33 in the U.S., 4 foreign*
- *90% of our current clients have been with us an average of 4 years.*
- *Five clients are beginning their 9th year with us.*

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We believe that the fact that we have worked with so many of our clients year in and year out proves the value of a continuing consultant relationship, on an annual renewable basis.

If you would like to know in more detail how we can help you with your problems, just call for a no obligation presentation. There's a lot more to this business than statistics.

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FM sales ammunition

EDITOR: Please send 100 reprints of the Feb. 23 special report on FM. . . .—*John David, station manager, KINK(FM) Portland, Ore.*

EDITOR: Send us 50 reprints of your special report on FM. . . .—*Thomas M. Churchill, general manager, KRFM-(FM) Phoenix.*

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

New service praised

EDITOR: The new "Changing Formats" column is an excellent idea. It makes the magazine even more the best source of information in the business.—*Bruce Dean, Seekonk, Mass.*

EDITOR: The "Changing Formats" column is great. Hope you find enough information and reader interest to keep it as a regular feature.—*Gary Fisher, Ithaca, N.Y.*

Demand, but no supply

EDITOR: The report of the Race Relations Information Center about those of us who operate soul radio stations [BROADCASTING, March 9] moved me to telephone Bernard E. Garnett in Nashville and protest his conclusions.

He makes virtually every white operator of a soul radio station out to be an opportunist out for a quick buck, with no consideration given to putting Negroes into executive positions. . . .

I have spent over \$500 in phone calls in the past 60 days trying to find a Negro news director. (The one I had thought his job was just to rip and read from our UPI machine). I have called the journalism departments at Stanford, UCLA, Cal State, San Francisco State, Fresno State, University of Nevada. No black journalism students. I have called the editor of every Negro newspaper in a 500-mile radius. Nothing.

I have spent the last six months looking for a black sales manager and at least two black salesmen. Nonexistent. Call an employment agency and tell them that you're looking for a black salesman and they won't take your order. It's discrimination to specify color when you're trying to hire someone—even though the color is the one they're trying to get you to hire.

I have yet to have a black engineer apply to me for a job. The only area where there is no shortage of blacks is

disk jockeys.

So [to those] who accuse us of exploiting our black brothers, send us men who are trained and qualified to hold down any and every job in a radio station—including my job. A small station like mine doesn't have either the time or the money to do that training. . . . There are jobs waiting for them here at KTOO—and probably at 50 other soul stations around the country.—*Cy Newman, general manager, KTOO(AM) Henderson, Nev.*

A question of a turnabout

EDITOR: It seems to me your March 9 editorial, "Up in Smoke," incorrectly impugns whoever it is that you call the "broadcast lobby." The editorial writer seems interested in dismissing a "myth," but may inadvertently create one in the process. The key lies in his statement about the "major cigarette manufacturers, reversing their course of resistance by 180 degrees," and volunteering "to abandon broadcast advertising."

Please recall this sequence of events: At House hearings last spring, both broadcasters and cigarette makers urged renewal of the 1965 cigarette law. This would have meant status quo in broadcast advertising.

Early in July, broadcasters changed course, adopting and ratifying an amendment to the National Association of Broadcasters' code to phase out cigarette advertising. Weeks later, cigarette makers announced they would like to discontinue such advertising voluntarily.

Finally, the Congress took up the intentions of both industries, calling off such advertising statutorily, at a date later than proposed by the cigarette companies and earlier than proposed by the broadcasters.—*William Kloepfer Jr., vice president-public relations, the Tobacco Institute, Washington.*

(The original statement of the editorial stands: Cigarette makers did reverse their position. Only after that did Congress move to kill broadcast advertising—on a date two years and nine months earlier than the one the broadcasters originally hoped for.)

Help for researcher

EDITOR: I am involved in writing historical profiles on broadcasting as well as researching and writing a book covering broadcasting's earlier days.

Back issues of BROADCASTING have added materially to my knowledge of radio's events. I have been reading BROADCASTING page-by-page for many years. Thank you for a fine publication.—*Jan Darryl Lowry, ABC-TV Hollywood.*

How girls can contribute to ad strategy

There are two women among the handful of people who make up the senior management of Norman, Craig & Kummel. At most agencies, they would be considered too many. At NCK they hardly seem enough.

Norman B. Norman, our chairman, and David Kaplan, our president, feel they could use a couple more girls up there besides Solita and me. (Solita Arbib is director of creative services worldwide).

The female is honored among NCK top management for two very sound reasons. Both are so obvious that they're typically overlooked, like the mailman.

First, we're aware, like most everybody else, that women not only control the wealth of the country, but control the buying of the country. Moreover, they physically get out and do the buying of the country. Therefore it is women who are the prime targets of most of our advertising. Therefore—and quite unlike most everybody else—we think women should help run the place that produces the advertising. We're not feminist, just factual. It not only takes one to know one. It takes one to cope with one.

Second, NCK believes that advertising strategy should be decided at the top. Many agency managements delegate the promulgation of strategy to lower levels. Not us. We believe that if the strategy is wrong, everything else is wrong. Especially the ads. So we assign our best brains to make sure the strategy is right. Our top agency management insists on working with top client management to hammer out strategy, the primary object of which, of course, is selling women. Therefore, around here, women are all but kicked upstairs to the management level.

And the welcome we find awaiting us at the top is because we're still girls. We haven't had to turn into guys or into mannish neuters to aspire to the ascent. We haven't had to "learn to think like men." We're appreciated for thinking like women . . . which is the very gender that most of our target audience thinks like.

We're practical about it, of course. Nobody expects all the men to rise when we enter a conference room. And what a relief, indeed, it would be if they didn't make us get into and out of crowded elevators first, in defiance of

all logistical sense. We aren't unequals, to be deferred to. But we aren't equals, either, in the sense of being alikes. We're peers, but different. Like our apples to their oranges. And because that's the way the voting stockholders like it here, we're spared a lot of pathetic sights.

Women at the office are typically criticized by men-only managements for being emotional. This too is grist for our mill. Now I certainly don't mean to imply that we ever consider the office an arena for the working out of personal emotional problems. Far from it. We're as buttoned-up a bunch of ladies as you could find. We don't even use the office—as many men use both the office and the automobile—as an instrument of aggression.

But. All advertising prepared by NCK derives from our empathy methodology. Empathy is the second of the two crucial basic components (we believe) of effective advertising . . . the other, of course, being sound strategy. The Oxford dictionary defines empathy as "the power of projecting one's personality into, and so fully understanding, the object of contemplation." I think a man probably wrote that definition. A woman might express it, and just as accurately, a little differently. She might define it as making an emotional contact and setting up an emotional communion. Empathy advertising (the brand NCK is famous for, having now reached the \$150-million mark on the strength of it) would make not only a rational appeal but also an emotional appeal. The message would come across on a people level, rather than a product level. The aim would be, as it were, to the head

via the heart.

Thus we ladies don't keep our emotions too buttoned-up at the office. We're unbuttoning them all the time for a little discreet, highly useful display. For our emotions are the counterparts of those possessed by the prospects our advertising is trying to reach.

And before you say that there are emotions and there are emotions, that a relatively high-income life on Manhattan's East Side is a far cry from life on the other side of the pickle works in Pittsburgh, that while most of the buying may be done by women, it is out of an average family income so low it would ice the marrow of the most junior copywriter; before you say that, let me say this:

One of our standing operating procedures at NCK involves a regularly recurring torture called doorbell ringing. Nobody on an executive level escapes it. Every so often — and that's often—off you go. Not to glamorous places like San Francisco and Phoenix. But to work-a-day ones, like Gary and West Memphis. And usually when the precipitation probability is high. Once there, you ring doorbells. Oh, occasionally the A homes. But mostly the B and C and D homes. Then, when the door gets answered, you probe for the housewife's opinions of the particular product or category.

After a hundred or so of these interviews in three days, a girl's emotions are back down to earth (if indeed they'd taken off for anywhere since her last trip out to reality). And that's right where we want them at Norman, Craig & Kummel.



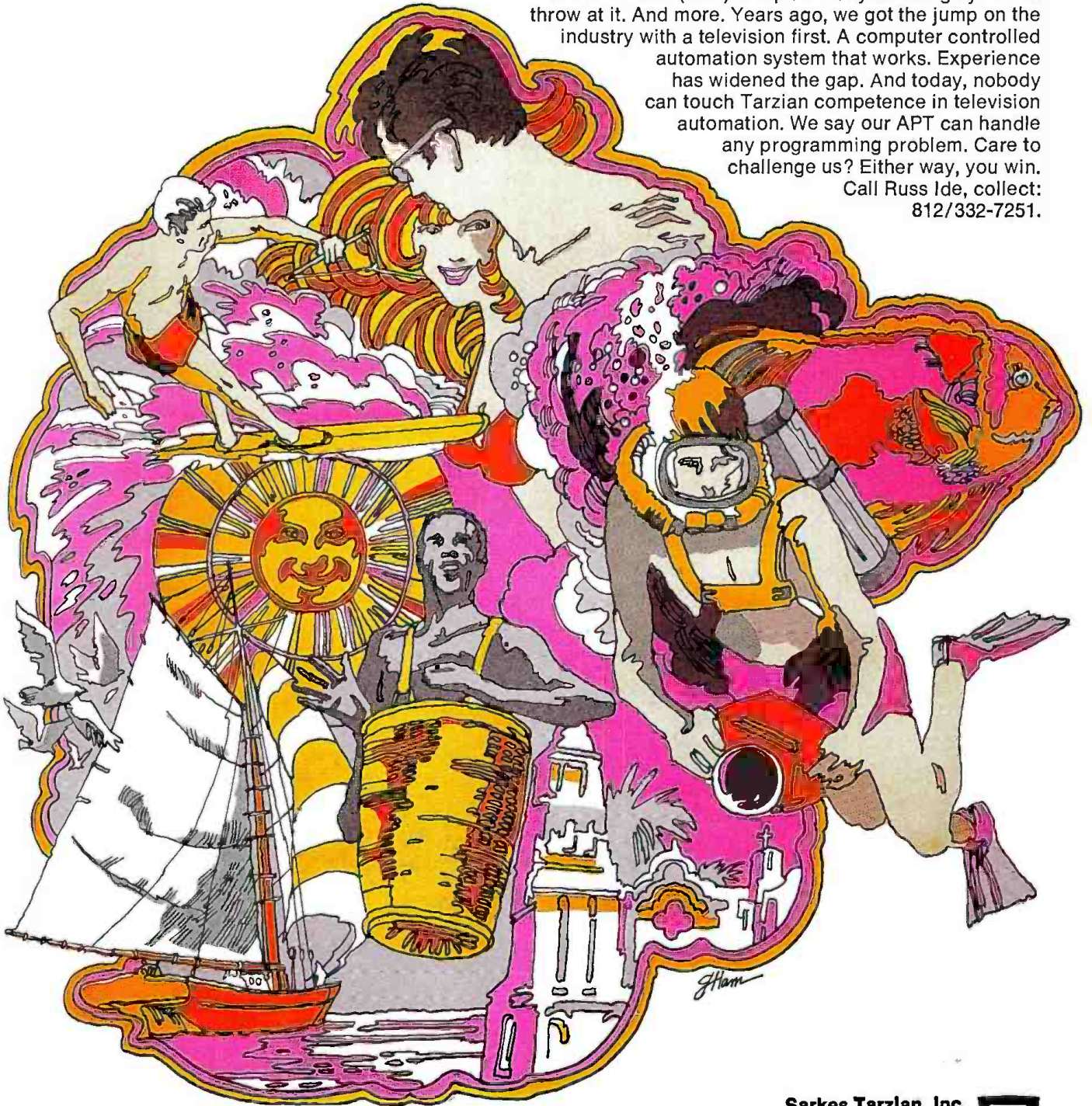
Catherine D'Alessio worked in New York as a member of B. Altman's department-store fashion department and later as a fashion consultant for NBC-TV before she joined Norman, Craig & Kummel, New York, in 1956 as executive assistant to the creative director and stylist at the agency. Subsequently she became NCK's fashion director and now supervises fashion styling and casting for all accounts, is a senior vice president and a member of the creative-plans board.

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Warm-up for a hot campaign

To Senate for action: ceilings on political advertising, end of 315 for top-job candidates, low rates for others

The Senate Commerce Committee last week set the stage for a major floor debate on political broadcasting. In a unanimous decision, the committee approved a bill that would make two crucial changes in the ground rules for campaigning on television and radio:

- The equal-time requirements of Section 315 would be suspended permanently for presidential and vice presidential campaigns. This provision would clear the way for networks and candidates to arrange whatever appearances they could agree upon. Broadcasters would be encouraged, but not required, to provide free time to significant third-party candidates.

- A discount for Senate, House and gubernatorial candidates would be written into law. It would permit the candidates to buy time at a station's lowest unit rate—the lowest price charged to any advertiser under any circumstances at any time of day. This rate would apply whether the political advertisement went on the air during prime time or before dawn.

If enacted, both provisions would amend Section 315. In the case of the equal-time exemption, an additional

sentence would be added; in the case of the discount, present language would be altered. The Communications Act now states that charges made to candidates "shall not exceed the charges made for comparable use of station for other purposes." The new language would read "shall not exceed the lowest unit rate charged by the station for other purposes."

The bill bears little resemblance to the measure that came before the committee last fall. That proposal (S. 2876), introduced by Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.) would have provided each Senate candidate with 120 minutes of prime television time and each House candidate with 60 minutes during the last five weeks before election, at 30% of regular commercial rates. It would also have allowed each candidate to purchase a 30-minute block of program time at 20% of regular rates. The bill provided for sharing of the time by all stations within a given district or state.

That bill has now been overtaken by events, but its influence is expected to be felt during Senate debate. The reason is that the committee never re-

solved one important conflict that came up during executive session. One faction, led by Communications Subcommittee Chairman John O. Pastore (D-R. I.), wants to set a ceiling on the amount of money a candidate can spend for broadcast time. Another, led by Senators Hart and Pearson, doesn't think that approach will work; it wants to limit the amount of time a candidate can buy.

The disagreement might eventually have been worked out behind closed doors, but the committee decided instead to take it before the public eye in Senate debate.

Senator Pastore offered a proposal that would prohibit candidates from spending more than an amount equivalent to five cents for every popular vote cast in the preceding election. (For example, six million votes were cast in the latest New York gubernatorial election; this would mean that candidates for that office could spend \$300,000 on broadcast time. The *New York Times* called that "a small fraction" of what Governor Nelson Rockefeller spent in his last campaign.) Broadcasters would be expected to keep in touch with a



Senator Hart



Senator Pastore



Senator Pearson

campaign coordinator who could tell them whether an individual had exceeded his limit. The FCC would issue specific regulations governing the procedure, as it does now.

Senators Hart and Pearson offered a variation on S. 2876. Under their plan, every Senate, House and gubernatorial candidate would get 15 minutes of spot time at 25% off the lowest unit rate, on every station within the district or state. Stations would be required to make this time available (the Pastore plan would not require anybody to carry anything). The Hart-Pearson plan would also set a time ceiling: no more than 60 minutes of spot time for House candidate and 120 minutes for Senate and gubernatorial candidates, and no more than 30 minutes of program time for anyone. Finally, no candidate could buy more than one hour on any one station. The 25% discount would not apply after the initial 15 minutes on a station.

Most observers expect to witness one of the most intriguing broadcast-related floor debates of recent years when this bill and the two proposed amendments reach the Senate. Section 315 alone is guaranteed to launch a good discussion in Congress; the differences between the Pastore and Hart-Pearson amendments should provoke equally spirited debate.

Forecasts of what will actually happen are highly speculative, however. Among the variables: First, the subject is much more complex than many realize—a “tangled mess,” one observer lamented. Second, party affiliation is bound to play a role, in a year when the Republicans are rich and confident while the Democrats are divided and deeply in the red.

Those who hope for passage of a political-broadcasting bill are banking on the emergence of a bipartisan feeling that “something has to be done” about the cost of political time. It was just such a feeling that got a bill through the Commerce Committee in the face

George Wallace's party stakes claim to time

The American party, formerly the American Independent party, has filed a complaint with the FCC charging ABC, CBS and NBC with refusing the party time to reply to President Nixon's Jan. 22 State of the Union message.

In a letter to FCC Chairman Dean Burch, T. Coleman Andrews Jr., national chairman of the American party, said the networks had granted equal time for the Democratic party to reply to the President's address, but that the American party had been “turned down by two networks, considered by a third network, and invited to a conference by the fourth network.”

Both ABC and CBS rejected the American party's request, and NBC said it believed “that we should decline your request for an additional special appearance at this time.”

The American party had also approached the Mutual Broadcasting System, which replied that it considered the American party's views newsworthy.

“In this context,” Mutual was quoted as saying, “we would be pleased to discuss with your representatives a presentation of your views.”

Mr. Andrews told the FCC chairman that the party's answer to the President's address would be given by former Alabama Governor George Wallace, titular head of the party, who drew over 10-million votes as candidate for the Presidency in 1968.

of some disagreement on detail.

A couple of months ago, the issue seemed to be dying. S. 2876 had limited support and no alternatives had emerged. But when it gradually became clear that there was widespread sentiment for some kind of bill, new positions began to take shape. Senator Pastore reportedly made it clear, in discussions culminating in the first executive session three weeks ago, that he wanted to see a bill that suspended 315 every four years and combined a fair discount rate with a ceiling on spending. Others who were more skeptical about the spending limitations were nevertheless able to incorporate the suspension and the new discount formula into their own proposals.

Now that the issue has been revived, the House is also a factor; most observers think it is less likely than the Senate to pass such a bill.

Also up in the air is the extent to which party affiliation will dictate votes.

The Democratic National Committee is in favor of just about anything that will ease the pressures of campaigning at a time when the party is \$8.5 million in debt, but spokesmen had no comment late last week on the Pastore proposal. The party's new chairman, Lawrence F. O'Brien, was unavailable for comment.

The Republicans, on the other hand, were not modest in setting forth their views. James N. Allison Jr., deputy chairman of the GOP national committee, said that although the Republicans had not studied the Pastore plan in any great depth, “our initial reaction is to oppose this approach.” As a practical matter, he said, spending limitations are unenforceable; on principle, voluntary action by broadcasters is preferable to government intervention.

Democratic leaders have for months been openly looking for ways to cut costs. The former party chairman, Senator Fred Harris (D-Okla.), testified vigorously last year in favor of S. 2876. And just last week, Mr. O'Brien said on NBC's *Meet the Press* that the cost of campaigning has risen to such an extent that he questions “whether the two-party system can survive.” According to Mr. O'Brien, 75% of the current Democratic debt is traceable to TV-network expenses in the 1968 campaign.

Mr. O'Brien also commented that his predecessor, Senator Harris, recently asked to buy time from the networks to put on a solicitation for funds and was turned down by one network, later identified as CBS. Reportedly, NBC agreed to sell the time and ABC did not respond.

Mr. O'Brien said he will not “stand idly by. . . . They will be hearing further from me.” At the moment, national committee sources say, Mr.

Senate action earns plaudits of Goodman

The first broadcast spokesman to issue a comment on the political-broadcasting bill voted out last week by the Senate Commerce Committee was NBC President Julian Goodman, who said: “NBC applauds the Senate Commerce Committee's action on the proposal to suspend the ‘equal-time’ restrictions for presidential and vice presidential candidates. This restriction has been a disservice to the public in limiting the broadcast presentation of major candidates and for many years we have been urging its suspension or termination.

“If the legislation is enacted, the NBC television network will make good on the undertaking I announced three years ago to make four prime-time half-hours available without charge during the peak of the campaign to the presidential and vice presidential candidates of the two major parties.

“For the past several campaigns, NBC has offered reduced rates to candidates in selling time for political advertising and we intend to continue doing so. We believe this matter of reduced advertising rates is better handled by voluntary action of individual broadcasters than by a legislative requirement that singles out broadcasting for such treatment.”



Reflecting the comments and questions of an informed community

"Conversation Piece" is a program that typifies the basic philosophy of WHIO Radio. Getting involved with the community. Getting the community to participate in return. And on the popular "Conversation Piece" talk show, audiences of the Dayton area are encouraged to do exactly that.

WHIO opens up its phone lines to air the opinions of listeners and allow them to join in interesting discussions with visiting celebrities. Appearing on the "Conversation Piece" broadcasts are famous names from the local, state and national scene who discourse on a topic of the day, often current events. The personalities heard on mike represent a cross-section of professions. The diversified inter-

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

A reflection of Dayton **WHIO Radio**

 A Communications Service of
Cox Broadcasting Corporation

O'Brien has not made any new moves. He is expected to try to negotiate a deal with all three networks.

The plan reportedly was to present a single hour-long program appealing for funds over all three networks at the same time. The time would be purchased.

Mr. O'Brien also commented last week that Senator Harris had initiated talks with the Republican National Committee on the subject of campaign costs, but they did not proceed far, he said.

The Republicans have taken only one public position on the various pro-

posals to reduce campaign costs: They opposed a proposal issued late last year by a special commission of the Twentieth Century Fund. The commission, headed by former FCC Chairman Newton Minow, proposed that broadcasters be required to set aside a series of half hours in prime time for use by presidential candidates, with the federal government paying the bill at reduced rates. The committee did not testify last year at the hearings on S. 2876.

Since the Commerce Committee itself was able to formulate a bipartisan position, advocates of the bill hope for similar success in the Senate. Even the

unresolved difference within the committee is bipartisan.

Opponents of the Pastore position argue basically that limits on campaign spending are impossible to enforce, and that the measure is an "incumbent's bill" because it fails to guarantee relatively equal exposure. Opponents of the Hart-Pearson proposal argue that it is restrictive both to the broadcaster, who has limited control over the buying process, and to the candidate, who is less able to place his spots where they would do him the most good.

The committee is expected to issue its report this week.

BroadcastAdvertising®

Happiness is 437 advertisers

That's the number of 1969 TV-network accounts that pushed the medium's total well past the '68 mark

Advertisers spent a record \$1,697,420,500 on network television in 1969, a 9.6% rise over 1968, according to the Television Bureau of Advertising which has issued a report on network TV advertisers for 1969.

Using figures supplied by Broadcast Advertisers Reports, TVB said that nine of network TV's top-10 clients increased their investments in 1960. One company, American Home Products, spent 3.6% less but still allocated \$42,144,800 to the medium. Procter & Gamble continued as the leading network-TV spender with a total of \$120,540,700 last year, an increase of 18.3% over 1968.

Network TV attracted 437 advertisers in 1969, TVB stated in its announcement for release today (March 23). Among them were 47 newcomers, led by National Cash Register with \$1,568,700.

1969 Network TV Advertisers Net Time and Program Investments

Rank	Advertiser	Expenditures
358.	ABC Ridge Press Publ.	\$ 137,500
106.	Admiral Corp.	3,135,300
162.	Adolphs Ltd.	1,469,200
422.	Aladdin Industries	26,500
39.	Alberto-Culver Co.	10,762,900
383.	Aldon Industries	93,100
188.	Allied Van Lines	1,124,800
265.	Aluminum Co. of America	428,000
432.	*Ambassador Hotels	7,400
124.	American Airlines	2,495,600
10.	American Brands	37,278,100
314.	American Can Co.	236,300
51.	American Cyanamid Co.	7,300,100
212.	American Dairy Assn.	904,800
275.	*American Enka Corp.	395,300
138.	American Express Co.	2,243,800
112.	American Gas Association	2,866,800
324.	American Heritage Pub. Co.	211,000
6.	American Home Products	42,144,800
	*New to network TV.	

Rank	Advertiser	Expenditures
343.	American Machine & Foundry Co.	173,400
55.	American Motors Corp.	6,518,200
37.	American Tel. & Tel.	10,870,000
296.	Amity Leather Products Co.	289,200
163.	Amk Corp.	1,440,900
327.	*Ampex Corp.	208,600
150.	Anderson Clayton & Co.	1,805,900
66.	Anheuser Busch	5,663,400
338.	*Arbys Inc.	185,000
403.	*Argo Industries Corp.	54,400
93.	Armstrong Cork Co.	3,618,100
345.	Arnold Schwinn & Co.	173,000
283.	Associated Brewing Co.	340,800
213.	Associated Products	897,000
104.	Assn. of American Railroads	3,174,000
244.	Aurora Plastics Corp.	578,400
277.	Avco Corp.	383,000
312.	Ball Brothers Co.	239,200
220.	Bank of America Natl. Trust & Savings Assn.	843,900
306.	Bankers Life of Des Moines	254,000
424.	*Baskin Robbins Co.	21,200
256.	*Bassett Furniture Industries	472,800
242.	Bath Industries	602,300
100.	Beatrice Foods Co.	3,206,300
49.	Beecham Group Ltd.	7,378,000
238.	Bell & Howell Co.	631,000
332.	Belmonte Electronic Corp.	191,100
341.	Bendix Corp.	174,200
248.	Benjamin Moore & Co.	562,000
153.	Benrus Watch Co.	1,741,800
396.	Beverages International	71,900
282.	Binney & Smith	345,300
334.	Bissell Inc.	189,200
169.	Black & Decker Mfg. Co.	1,365,300
27.	Block Drug Co.	14,975,400
77.	Borden Co.	4,324,500
321.	Borg Warner Corp.	225,000
144.	Milton Bradley Co.	2,006,100
2.	Bristol-Myers Co.	58,632,900
335.	*British Petroleum Ltd. London	187,200
16.	British-American Tobacco Co., Ltd.	28,414,000
132.	Brown Shoe Co.	2,338,100
310.	Brunswick Corp.	241,900
174.	Bulova Watch Co.	1,331,900
95.	Burlington Industries	3,572,600
426.	*Calif. Avocado Advisory Board	19,000
279.	Calif. Raisin Advisory Board	363,000
260.	Callaway Mills	436,700
33.	Campbell Soup Co.	1,027,700

Rank	Advertiser	Expenditures
230.	Cannon Mills	721,300
417.	*Capitol Records Distributing Corp.	32,000
397.	Carbisulphoil Co.	69,500
23.	Carnation Co.	16,970,000
50.	Carter-Wallace	7,307,200
347.	Castle & Cooke	171,100
266.	Celanese Corp.	426,600
114.	Champion Spark Plug Co.	2,807,600
198.	Chanel Inc.	1,029,900
399.	*Charms Co.	64,100
262.	Chemway Corp.	432,400
81.	Chesebrough-Ponds	4,148,400
360.	Chicago Musical Instrument Co.	135,300
19.	Chrysler Corp.	26,025,100
405.	Arnold Clark Inc.	51,800
176.	Clorox Co.	1,322,800
172.	Cluett Peabody & Co.	1,347,200
59.	Coca-Cola Co.	6,110,100
234.	Coleman Co.	662,800
3.	Colgate-Palmolive Co.	53,769,000
373.	*Collins & Aikman Corp.	114,600
219.	Combe Chemical	856,000
329.	Commercial Carpet Corp.	200,700
192.	Conn. General Life Ins. Corp.	1,107,200
166.	Consolidated Foods Corp.	1,425,200
391.	Consumers Union of U.S.	77,600
168.	Continental Insurance Cos.	1,398,300
348.	Coopers Inc.	170,200
430.	Cowles Communications	8,400
69.	C.P.C. International	5,045,700
364.	*Craig Corp.	133,200
354.	Crush International Ltd.	144,800
346.	Dale Carnegie & Assoc.	172,800
365.	Damon Creations	131,100
148.	Dart Industries	1,867,500
116.	Del Monte Corp.	2,798,000
115.	Deluxe Topper Corp.	2,805,300
257.	*Dennison Manufacturing Co.	468,800
92.	Walt Disney Productions	3,638,500
193.	Doctor Pepper Co.	1,098,200
173.	Dow Chemical Co.	1,344,200
292.	Dow Jones Co.	305,600
60.	E.I. duPont de Nemours & Co.	6,088,800
286.	Dunhill International	331,900
293.	Dynamics Corp. of America	303,600
205.	*E. S. B. Inc.	975,600
75.	Eastern Air Lines	4,407,700
32.	Eastman Kodak Co.	12,719,700
274.	Economics Lab	399,800
233.	Eldon Industries	671,400
350.	Emerson Electric Co.	157,800

Rank		Expenditures
264.	*Employers Ins. of Wausau	429,500
258.	Encyclopaedia Britannica	460,500
79.	Eversharp Inc.	4,219,900
318.	Ex-Cell-O Corp.	225,500
352.	F. & F. Laboratories Inc.	151,100
113.	Faberge Inc.	2,843,800
398.	Falstaff Brewing Corp.	68,000
275.	Father Jones Medicine Co.	111,500
317.	Fedders Corp.	231,000
366.	Field Enterprises Educ. Co.	130,300
91.	Firestone Tire & Rubber Co.	3,831,300
304.	*First National City Bank	261,800
331.	*Fisher-Price Toys	192,700
76.	Florida Citrus Commission	4,343,200
337.	Florida, State of	185,900
135.	Florists Transworld Delivery Assn.	2,263,700
13.	Ford Motor Co.	30,636,300
182.	Foremost-McKesson	1,247,400
209.	Foster Grant Co.	940,400
171.	Foster-Milburn Co.	1,348,300
170.	Foundation for Coml. Banks	1,363,700
420.	*Frank Tea & Spruce Co.	29,000
131.	R. T. French Co.	2,357,400
433.	*Frontier Airlines	3,600
227.	Fund America Cos.	748,700
145.	GAF Corp.	1,953,400
406.	E. & J. Gallo Winery	50,900
411.	*Garrity Industries	40,400
72.	General Cigar Co.	4,793,400
53.	General Electric Co.	6,098,500
342.	*General Felt Co.	174,000
5.	General Foods Corp.	49,642,300
15.	General Mills	29,172,000
7.	General Motors Corp.	40,999,000
147.	General Tel. & Elec. Corp.	1,882,200
191.	Georgia Pacific Corp.	1,112,500
12.	Gillette Co.	31,521,300
158.	Gold Seal Co.	1,504,400
280.	Gold Seal Vineyards	356,000
142.	B. F. Goodrich Co.	2,055,700
57.	Goodyear Tire & Rubber	6,476,500
111.	Grace W. R. & Co.	2,891,500
151.	Green Giant Co.	1,764,600
351.	Green Shoe Mfg. Co.	157,500
28.	Greyhound Corp.	13,915,500
369.	Grolier Inc.	120,600
123.	Gulf & Western industries	2,499,600
36.	Gulf Oil Corp.	11,019,500
298.	H. D. Lee Co.	282,800
427.	H-G Toys	13,600
276.	Haggar Co.	385,600
125.	Hallmark Cards	2,481,100
254.	Hamilton Watch Co.	475,000
216.	Hanes Corp.	877,100
291.	Harrell Corp.	307,800
379.	*Harris Intertype Corp.	102,200
368.	*Harris Trust & Savings Bank	122,700
303.	Hart Schaffner & Marx	262,600
149.	Hartford Insurance Group	1,841,800
204.	Hasbro Industries	982,000
78.	H. J. Heinz Co.	4,323,800
255.	Helene Curtis Industries	473,100
388.	Helmec Products Corp.	82,000
85.	Heublein	3,979,100
378.	Hobart Manufacturing Co.	109,200
143.	Hoffmann-LaRoche	2,015,800
251.	Holiday Inns	513,000
203.	Honda Motor Co., Ltd.	994,500
196.	Hoover Co.	1,081,400
288.	Geo. A. Hormel & Co.	316,800
297.	Household Finance Corp.	287,700
252.	*Howard Johnson Co.	501,800
199.	Ideal Toy Corp.	1,028,500
206.	Institute of Life Insurance	970,300
307.	Insurance Co. of North America	243,600
372.	Inter Bank	114,900
423.	Interco Inc.	22,200
181.	Intl. Dairy Queen	1,249,800
367.	Intl. Industries	124,000
356.	*Intl. Milling Co.	143,200
194.	Intl. Paper Co.	1,094,400
263.	Intl. Business Machines	430,100
226.	Intl. Minerals & Chem.	755,400
54.	Intl. Tel. & Tel.	6,523,900
294.	Interstate Bakeries Corp.	299,900
187.	Investor-Owned Electric Light & Power Cos.	1,128,600
301.	Jackson Brewing Co.	266,700
311.	Jacobsen Mfg.	240,700
278.	Jenos Inc.	371,200
84.	Andrew Jergens Co.	4,028,600
139.	John Hancock Mutual Life Ins. Co.	2,161,900

Network TV's biggest spenders in 1969

	1969 Investment	% change over '68
1. Procter & Gamble	\$120,540,700	+18.3
2. Bristol-Myers	58,632,900	+19.2
3. Colgate-Palmolive	53,709,000	+16.2
4. R. J. Reynolds	50,756,000	+ 9.2
5. General Foods	49,642,300	+12.5
6. American Home Prods.	42,144,800	- 3.6
7. General Motors	40,999,000	+ 3.4
8. Sterling Drug	38,196,000	+12.6
9. Warner-Lambert	37,756,900	+25.8
10. American Brands	37,278,100	+25.0

The 10 largest spenders among the newcomers

	1969 Investment
National Cash Register	\$1,568,700
E.S.B. Inc. (batteries)	975,000
Matsushira Elec. Corp. of Amer.	595,800
Samsonite Corp.	569,100
F. W. Woolworth Co.	536,900
Howard Johnson Co.	501,800
Bassett Furniture Ind.	472,800
Dennison Mfg. (buttoner device)	468,800
Employers Ins. of Wausau	429,500
American Enka Corp. (hosiery)	395,300

Rank		Expenditures
64.	Johnson & Johnson	5,846,600
21.	S. C. Johnson & Son	25,449,400
130.	Kal Kan Foods	2,371,800
175.	Kayser Roth Corp.	1,323,600
133.	Keebler Co.	2,309,600
22.	Kellogg Co.	22,343,500
179.	Kendall Co.	1,271,400
129.	Kentucky Fried Chicken Corp.	2,415,900
357.	*Kikkoman Intl. Inc.	140,400
122.	Kimberly Clark Corp.	2,561,800
414.	Kingsford Co.	34,400
402.	Kirsch Co.	58,800
328.	KMS Industries	207,300
241.	Knox Gelatine Co.	621,600
394.	*Kohner Bros.	74,100
26.	Kraftco Corp.	15,527,100
371.	*Kroehler Mfg. Co.	116,000
281.	Lane Co.	345,700
395.	Lear Jet Industries	74,000
17.	Lever Brothers	26,846,500
126.	Lewis-Howe Co.	2,453,900
141.	Libby McNeill & Libby	2,061,600
35.	Liggett & Myers Tobacco	11,059,100
290.	Lincoln National Life Ins. Co.	312,000
385.	Ling-Temco-Vought	90,000
300.	Litton Industries	269,400
20.	Loews Theatres	25,821,700
232.	Ludens Inc.	712,800
268.	MCA	417,000
222.	Magnavox Co.	834,000
353.	Marathon Oil Co.	148,500
326.	*Marriott Corp.	209,400
74.	Mars Inc.	4,499,300
165.	Louis Marx & Co.	1,432,200
305.	Masco Corp.	257,800
315.	Master Lock Co.	235,800
243.	*Matsushita Electric Corp. of America	595,800
43.	Mattel	9,609,800
71.	Oscar Mayer & Co.	4,921,000
164.	Maytag Co.	1,436,400
202.	E. J. McAleer & Co.	1,002,100
73.	McDonalds Corp.	4,758,200
359.	McGraw-Edison	137,200
412.	McGregor-Doniger	37,600
180.	Mem Co.	1,255,100
83.	Mennen Co.	4,072,100
177.	Mentholum Co.	1,284,700
418.	*Mercedes Benz of North America	31,000
62.	Merck & Co.	5,988,800
107.	Metropolitan Life Ins. Co.	3,131,400
400.	*Michaels-Stern & Co.	63,000
14.	Miles Laboratories	30,261,100
82.	Minn. Mining & Mfg. Co.	4,130,100
361.	John E. Mitchell Co.	134,200
121.	Mobil Oil Corp.	2,604,500
240.	Mogen David Wine Corp.	627,400
319.	Mohasco Industries	225,300
210.	Monroe Auto Equipment Co.	931,800

Rank		Expenditures
103.	Monsanto Co.	3,175,300
30.	Morton-Norwich Products	13,448,200
228.	Mrs. Smith's Pie Co.	735,200
410.	Murray, Arthur	40,700
101.	Mutual of Omaha Ins. Co.	3,203,900
284.	National Airlines	334,500
231.	National Assn. of Ins. Agents	714,500
381.	*National Assn. of Real Estate Boards	97,600
61.	National Biscuit Co.	6,057,900
362.	*National Bowling Council	133,600
250.	National Brewing Co.	524,400
155.	*National Cash Register Co.	1,568,700
184.	National Grape Co-op Assn.	1,223,300
224.	National Lead Co.	792,600
217.	National Union Electric Corp.	866,100
389.	*Nationwide Industries	79,600
189.	Natl. Fed. of Coffee Growers of Colombia	1,114,200
90.	Nestle Co.	3,834,800
195.	New York Life Ins. Co.	1,090,000
110.	North American Philips Co.	2,906,300
207.	North American Rockwell Corp.	950,400
374.	Northrup King & Co.	114,400
387.	Northwestern Bancorporation	83,800
48.	Norton Simon	8,021,100
47.	Noxell Corp.	8,540,900
382.	O'Brien Corp.	93,600
119.	Ocean Spray Cranberries	2,771,300
273.	Odell Inc.	399,900
320.	Olivetti Underwood Corp.	225,300
313.	Olympia Brewing Co.	236,600
377.	*Organon Inc.	110,000
386.	Outboard Marine Corp.	86,000
237.	Owens-Corning Fiberglas Corp.	634,000
308.	Ozite Corp.	243,100
136.	Pabst Brewing Co.	2,247,700
434.	Pacific Northwest Bell	2,800
105.	Pan American World Airways	3,165,800
413.	Paper Novelty Mfg. Co.	35,600
239.	Parker Pen Co.	630,400
201.	Pennwalt Corp.	1,003,900
29.	Pepsico Inc.	13,817,000
323.	Pet Inc.	214,000
154.	Peter Paul Inc.	1,638,800
25.	Chas. Pfizer & Co.	16,443,600
261.	Philadelphia & Reading Corp.	432,700
11.	Philip Morris	32,491,100
94.	Phillips Petroleum Co.	3,591,500
272.	Phillips-Van Heusen Corp.	401,000
45.	Pillsbury Co.	8,956,600
419.	Piper Aircraft Corp.	31,000
183.	Pittsburgh Plate Glass Co.	1,237,500
416.	*Pleasant Valley Wine Co.	33,800
31.	Plough Inc.	12,864,100
46.	Polaroid Corp.	6,678,800
1.	Procter & Gamble Co.	120,540,700
99.	Prudential Ins. Co. of America	3,226,800
253.	Quantas Airways	498,400
401.	Quaker City Chocolate & Confect. Co.	61,800
40.	Quaker Oats Co.	10,387,200
46.	Ragu Packing Co.	573,100
238.	Ralston Purina Co.	10,813,600
431.	Ramada Franchise Div.	8,400
24.	Rapid-American Corp.	16,758,100
56.	RCA Corp.	6,488,300
363.	Readers Digest Assn.	133,500
208.	Remco Industries	945,600
415.	Renault Inc.	34,100
197.	Revlon Inc.	1,033,400
102.	Reynolds Metals Co.	3,197,800
4.	R. J. Reynolds Industries	50,756,000
42.	Richardson-Merrell	9,854,800
384.	A. H. Robins Co.	92,600
355.	Rockwell Mfg. Co.	144,000
404.	Rothmans of Pall Mall Canada Ltd.	52,800
214.	Royal Crown Cola Co.	894,400
221.	Rubbermaid Inc.	834,500
161.	S. C. M. Corp.	1,485,800
340.	S. W. Industries	175,500
247.	*Samsonite Corp.	569,100
236.	Sandoz-Wander	634,600
152.	Savings & Loan Foundation	1,761,600
380.	F. & M. Schaefer Brewing Co.	102,000
225.	Schering Corp.	779,100
86.	Jos. Schlitz Brewing Co.	3,975,700
229.	C. Schmidt & Sons	735,200
425.	*Jacob Schmidt Brewing Co.	20,000

Rank	Expenditures
259. Scholl Mfg. Co.	442,800
178. Scott Paper Co.	1,282,900
295. Scripto Inc.	297,000
428. Seaboard Finance Co.	13,000
211. Sealy Inc.	912,500
44. Sears, Roebuck & Co.	9,238,400
333. Sentry Insurance	190,200
109. Seven-Up Co.	2,940,300
52. Shell Oil Co.	7,106,900
157. Sherwin-Williams Co.	1,525,900
408. A. & H. Shillman Co.	43,200
215. Shulton Inc.	882,900
160. Simmons Co.	1,501,200
58. Singer Co.	6,429,600
289. Skil Corp.	312,500
34. Smith, Kline & French Labs	11,594,300
127. Sperry & Hutchinson Co.	2,430,900
97. Sperry Rand Corp.	3,343,800
270. Squibb Beech-Nut	405,000
245. A. E. Staley Mfg. Co.	577,200
98. Standard Brands	3,264,100
218. Standard Oil Co. of Calif.	863,000
118. Standard Oil Co. of Ind.	2,780,200
134. Standard Oil Co. of N.J.	2,306,300
285. Standard Romper Co.	334,000
390. State Farm Ins. Cos.	78,900
349. Stella-D'Oro Biscuit Co.	158,400
8. Sterling Drug	38,196,000
271. J. P. Stevens Co.	404,900
370. Stewart-Warner	120,000
309. Stokely Van Camp	242,000
185. Strauss, Levi & Co.	1,206,100
287. Stroh Brewery Co.	321,300
89. Studebaker-Worthington Corp.	3,853,900
344. Sun Maid Raisin Growers of Calif.	173,400
140. Sun Oil Co.	2,102,800
159. Sunbeam Corp.	1,503,000
120. Sunkist Growers	2,741,600
223. Swank	815,800
80. Swift & Co.	4,197,600
407. Tastee-Freez Industries	47,700
376. *Tenneco Inc.	110,700
137. Texaco	2,247,500
65. Textron Inc.	5,788,900
235. Tootsie Roll Industries	639,600
88. Trans World Airlines	3,906,400
269. Transogram Co.	412,600
146. Travelers Insurance Cos.	1,940,300
330. Tubular Textile Mach. Corp.	196,800
392. *Turtle Wax Inc.	76,300
267. U. S. Shoe Corp.	425,200
67. U. S. Time Corp.	5,597,400
186. William Underwood Co.	1,199,200
41. Union Carbide Corp.	9,969,000
335. Union Oil Co. of Calif.	187,800
117. Uniroyal Inc.	2,787,400
68. United Air Lines	5,471,700

Rank	Expenditures
409. *United Van Lines	42,000
421. *Universal Airlines	28,000
70. Volkswagenwerk, A. G.	5,017,500
9. Warner-Lambert Pharmaceutical Co.	37,756,900
96. Waterman-Bic Pen Corp.	3,552,000
339. Wembley Inc.	183,400
200. Western Publishing Co.	1,004,500
63. Westinghouse Electric Corp.	5,863,500
190. Weyerhaeuser Co.	1,114,000
302. Wham-O Mfg. Co.	265,800
108. Whirlpool Corp.	2,961,400
316. White Consolidated Industries	234,200
299. Wilkinson-Sword	281,400
18. J. B. Williams Co.	26,302,500
322. Williamson-Dickie Mfg. Co.	223,100
167. Wolverine World Wide	1,418,900
429. *Woolmark Corp.	10,500
249. *F. W. Woolworth Co.	536,900
325. Wynn Oil Co.	210,200
128. Xerox Corp.	2,429,300
156. W. F. Young Inc.	1,545,500
393. Zale Corp.	75,200
87. Zenith Radio Corp.	3,966,400

* New to network TV
Source: Broadcast Advertisers Reports (BAR).

Calif. bill prescribes spots on drug abuse

One of the latest attacks on broadcast advertising looms in California where a bill has been introduced in the state assembly to require drug firms to allocate 25% of their advertising time to drug-abuse education.

The bill is being actively opposed by the California Association of Broadcasters, the American Association of Advertising Agencies, the American Advertising Federation, and affiliated groups.

The move in California comes at a time when voluntary campaigns to present information on drug abuse are burgeoning, particularly in television

and on radio. AAAA's position is that everybody agrees on the gravity of drug abuse but that a sustained program against it is the proper approach. Such an approach was presented to President Richard M. Nixon on March 13 by the Advertising Council. The campaign is a major project of the council, and numerous broadcasters have had special programs on the problem.

The California bill, in the very early stages of legislation, does not define drugs and raises many constitutional and jurisdictional issues. Also unclear is the meaning of the time allocation. William Campbell (R-District 50), sponsor of the bill, said he wanted legislation to require every advertiser of drugs on radio and television in California to spend 25 cents of each advertising dollar on drug-abuse education. The word "time," however, is in the original language of the bill. He has indicated he is willing to consider amendments to the bill but the industry generally believes it is bad legislation and wants no part of it, even amended.

The present bill is in the assembly's health-and-welfare committee. The assembly was to recess last Friday and will not convene until April 20.

Another buying group

Media Services Inc., Chicago, opened for business last week as a media planning and buying firm, similar to CPM Inc. which announced operation there earlier (BROADCASTING, March 16). MSI principals are Robert Powell, formerly with Campbell-Ewald, and Everett Nelson, formerly with Fuller & Smith & Ross.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 8, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 8	Total dollars week ended March 8	1970 total minutes	1970 total dollars
	Week ended March 8	Cume Jan. 1-March 8	Week ended March 8	Cume Jan. 1-March 8	Week ended March 8	Cume Jan. 1-March 8				
Monday-Friday Sign-on-10 a.m.	\$ \$		\$ 144.0 \$ 1,205.5		\$ 338.7 \$ 3,029.4		95	\$ 482.7	777	\$ 4,234.9
Monday-Friday 10 a.m.-6 p.m.	1,877.8	17,357.6	3,319.5	32,058.7	1,852.9	17,836.0	857	7,050.2	7,732	67,252.3
Saturday-Sunday Sign-on-6 p.m.	1,262.9	11,376.2	1,098.1	18,154.1	858.4	7,593.1	292	3,219.4	2,772	37,123.4
Monday-Saturday 6 p.m.-7:30 p.m.	287.3	2,429.4	913.4	8,644.7	561.5	6,764.4	82	1,762.2	723	17,838.5
Sunday 6 p.m.-7:30 p.m.	122.0	1,211.3	237.9	3,691.0	230.0	2,748.9	20	589.9	204	7,651.2
Monday-Sunday 7:30-11 p.m.	6,234.7	54,573.1	7,880.3	77,181.9	7,054.9	73,504.6	445	21,169.9	4,148	205,259.6
Monday-Sunday 11 p.m.-Sign-off	169.7	1,755.8	322.6	3,260.6	661.2	5,912.5	104	1,153.5	934	10,928.9
Total	\$9,954.4	\$ 88,703.4	\$13,915.8	\$144,196.5	\$11,557.6	\$117,388.9	1,895	\$35,427.8	17,290	\$ 350,288.8

Somebody out there liked us.

12,600,000 households* tuned in to the first LIFE-produced Alcoa Hour special—“Thirty Days to Survival.”

“Thirty Days” outrated the competition on two of the other networks. The Hughes Network clearance of 173 stations represented over 97% of U.S. television homes.

On April 8, Alcoa will bring you its second hour-special—“Cowboy!”—an in-depth video profile of the almost-forgotten modern American cowboy. What today’s cowhand does, how he

lives, how he differs from his glamorous ancestors in the Old West—that’s what this second Alcoa special is all about. Most of the same affiliates will be airing “Cowboy!” on Wednesday,

April 8, from 9:00 to 10:00 p.m., New York time. And we’re welcoming many new ones. We think somebody out there will *continue* to like us.

*Nielsen Television Index total audience estimate, subject to qualification, available on request.

Change for the better with
Alcoa® Aluminum



The many targets of spot radio

Torbet analysis of 1,506 campaigns indicates no one formula or station can be all things to the client

A new look at the diverse uses of spot radio in present-day advertising is provided in an analysis of more than 1,500 campaigns by Alan Torbet Associates, radio-station representation firm.

Though the study will surprise no one with its findings that the highest percentage of spot-radio campaigns are concentrated in drive times, it did turn up some findings that had been less obvious to its makers and other spot specialists: for instance, that fewer than 2% of all the campaigns were aimed at all listeners, that no one target audience accounted for more than about 10% of the campaigns and that men outnumber women as exclusive target audiences by a ratio of about four campaigns to three.

"The demographics study demonstrates how fractionate national radio advertising has become in terms of target audiences," said Alan L. Torbet, president of ATA. "It shows that no one format or single station can be all things to all advertisers."

In the study, ATA analyzed the most recent campaigns—1,506 in all—that the firm had handled for the 58 stations it represents in the top-100 markets. The analysis investigated four main points: time periods, target audiences by sex, targets by age groups and rating services preferred or required for justification.

"We felt that the answers to the questions about target audiences could be helpful to stations in their planning and promotion," Mr. Torbet said.

The study, he noted, covered campaigns in markets representing all geographic regions and a wide range of sizes within the top 100.

He stressed that the percentages in the report represent campaigns, not dollars, although he said that "in the main there is fairly close correlation between the number of campaigns and the national-spot dollars involved."

A total of 10.2% of the campaigns specified men aged 19-49 as the target audience. Of more than 30 target-audience specifications covered in the 1,506 campaigns, this was the largest. Tied for second were men 25-49 and women 18-49, with 8% each. (For complete list, see table right).

ATA found that 41.8% of the campaigns were aimed at men only, 29.2% at women only, 17.1% at both men and women, 7.1% at teen-agers (aged 12-17) and 1.4% at total listeners. In addition, 3.4% were directed to special-

ized audiences such as those for farm, sports and religious programing.

ATA said two-thirds (66.4%) of the campaigns specified audiences under age 50—59.3% within the 18-49 age span and 7.1% teen-agers—as against 3% specifying adults aged 50 and over as their main targets. Those calling for total adults above age 17 totaled 17%.

Drive times were the most frequently specified day-parts, named in 43.7% of the campaigns, with midday times specified by 23.3% and evening hours by 1.4%. The rest of the campaigns

Seeking the right audiences

The precision with which national advertisers pinpoint their target audiences in spot-radio campaigns nowadays is shown in the table below. So, too, at least by implication, is radio's ability to meet all those diverse requirements.

The table, compiled by Alan Torbet Associates as part of an analysis of 1,506 spot-radio campaigns, shows in descending order the extent to which the campaigns specified differing demographic breakouts—more than 30 in all—as representing their main target audiences. For instance, men aged 18-49 were the most frequently specified target group, but even so they were the target in only 10.2% of the 1,506 campaigns.

Target audience	% of campaigns
18-49 men	10.2%
25-49 men	8.0%
18-49 women	8.0%
18+ adults, both men & women	7.4%
12-17 teens	7.1%
18+ men, all ages over 18	6.0%
18-24 men	4.7%
18-34 women	4.7%
18-34 men	3.6%
18+ women, all ages over 18	3.6%
18-24 women	3.6%
25-49 women	3.3%
35-49 women	2.7%
35-49 men	2.7%
35+ women, all ages over 35	2.2%
18-49 adults, both men & women	2.2%
35+ men, all ages over 35	1.9%
25-49 adults, both men & women	1.7%
Total listeners, all ages, both sexes	1.4%
35+ adults, both men & women	1.4%
18-34 adults, both men & women	1.4%
25+ adults, both men & women	1.1%
25-34 men	1.1%
25+ men, all ages over 25	1.1%
25+ women, all ages over 25	.8%
50+ women, all ages over 50	.8%
25-34 adults, both men & women	.8%
50+ adults, both men & women	.8%
25-34 women	.3%
18-24 adults, both men & women	.3%
18-64 men	.3%
All other groups, including special audiences for farm, sports, religious and other specific programs	3.4%

specified combinations of day-parts: drive times plus midday, by 12.4%; drive and weekends, 4.7%; drive and nights, 4.3% drive plus midday plus nights, 3.3%; midday plus nights, also 3.3%; drive plus midday plus weekends, 2.5%, and nights plus weekends, 1.1%.

With few exceptions, the report said, schedules calling for evening hours were aimed at teen-agers (aged 12-17) or teen-agers plus the 18-24 age group.

ATA also reported that 56.9% of the campaigns required justification on the basis of American Research Bureau ratings. 35.1% required Pulse, 7.6% accepted both ARB and Pulse and 0.4% required justification by the C. E. Hoop-service. In some cases, ATA said, the agency preferred one rating service but would accept an alternate if the preferred service was not available in the market.

President Torbet said copies of the study would be available at the ATA suite, 2100, in the Conrad Hilton hotel in Chicago during the National Association of Broadcasters Convention there April 5-8.

Advertisers buy time on BTS music series

Broadcast Television Systems Inc., Cleveland, reported last week that Noxell Corp., Baltimore, and Vick Chemical Co., New York, on behalf of Clearasil, have signed to use spots in BTS' one-hour syndicated contemporary-music series, *Scene Seventy*, in 60 markets.

The one-hour program, which features Clay Cole as host, is offered "free" to stations, with Noxell and Vick receiving a specified number of spots in each program and the stations selling the remainder. It began in some markets earlier this month and will start in others on various date through June. The agency for Noxell is SSC&B, New York, and for Clearasil, Leo Burnett Co., New York.

Agency appointments:

- Torch Rubber Co., manufacturer of rubber footwear, has appointed Ted Barash & Co., New York, to handle a national campaign.
- Martin Oil Co., Alsip, Ill., names Van Brunt & Co., Chicago, as agency for its predominantly radio advertising campaign in a market area of 14 states and Washington. Until now, Martin has had a house agency.
- Lehigh Valley Industries Inc., New York, names Albert Jay Rosenthal & Co., Chicago, as agency for its first national advertising campaign that will include both network and spot TV. Firm has diversified operations in consumer field.

Who are they calling to tape
"Sesame Street's" scholars'
segments?
"Beat The Clock's" tribulations?
David Frost's British barbs
and banter?
"Harlem Cultural Festival's" soul
sounds?
Metromedia's "Front Page" success?



Sesame Street



Beat The Clock



David Frost



Harlem Cultural Festival



Front Page

TELE-TAPE

TELE-TAPE PRODUCTIONS

one production house to call
when you need complete
production capabilities

We're never too busy. Call us. For commercials,
Jim Hartzler. For programs, Don Redell.
Whatever your problem, just call
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New York, New York 10036
In the Midwest call Keith Gaylord,
135 S. LaSalle St., Chicago, Illinois,
(312) 332-2718



TELE-TAPE FILMS
JAM HANDY PRODUCTIONS

Children's show ad dissenters heard

Parents support ACT plan, fear dire results from commercials in tot shows

Individuals and groups, in over a dozen petitions filed with the FCC last week, voiced their approval of a proposal by Action for Children's Television that the commission ban advertising from children's TV programming.

The ACT proposal would require stations to set aside a minimum of 14 hours weekly for children's programming, and would set out a schedule for broadcasts aimed at different age groups.

In a joint filing with the commission two weeks ago, a group of broadcasters opposed the ACT proposal, arguing that the commission lacks the authority to order stations to carry any type of pro-

gramming on a sustaining basis if it can be supported by sponsorship (BROADCASTING, March 16).

Typical comments last week came from two Purdue University groups—the Married Student Tenant Council of Purdue University and the Purdue University Dames (affiliate of a national organization for the wives of students)—which charged that TV entices children to buy products that often are not the best or least expensive on the market. They also claimed that commercials interfere with program continuity, resulting in the loss of both entertainment and learning values.

Both Purdue groups charged that TV personalities who mention products on their shows mislead children and often create conflicts for them. The tenant council gave CBS-TV's Captain Kangaroo as an example.

Detrimental effects on the family were stressed by Mrs. Alcide Prosdocimi, who charged that children should not be exploited through TV because "problems of family finances are in-

volved and parental discipline is undermined when children request the purchase of certain products which are neither needed nor desired by the parent."

Other petitions claimed that TV broadcasters are mercenary. "We feel the primary goal of commercial television broadcasters in children's programming at the present time is to make money rather than to provide an entertaining, educational and worthwhile experience for children," was a comment from Albert E. and Joan M. Holliday of Camp Hill, Pa.

A public-school teacher, Norman Henry Finkelstein of Chelsea, Mass., said: "Too often, programming exists just to sell products and whose sole purpose is to provide electronic baby sitting for the convenience of busy mothers."

Still other petitioners offered suggestions for regulation of programming. Clyde W. Adams of Bakersfield, Calif., said desirable children's TV programming should be a prime public-service requirement for licensees. Philip and Ann Swayne, Perkaspie, Pa., felt that the government should regulate TV programming and advertising "as it does public utilities and businesses in the public interest." Mr. and Mrs. Swayne suggested a 50-man curriculum board comprising one representative from each state to make programming content decisions. They added: "The full import of the [ACT] petition might better be appraised after an evaluation of measurable effects on children of the program *Sesame Street*."

One of the few petitions opposing the ACT proposal filed last week was a lengthy document by Cognivision Inc., a newly formed New York corporation established to develop and produce TV programs for children.

Cognivision claimed that "... adoption of the rules suggested by ACT would be premature and unwise" because they would eliminate existing and potential funds to produce quality children's programs. It added that ACT does not offer alternative suggestions on how the price of producing children's programs is to be paid. It concluded that stations must either raise the price of advertising time for all other programs or absorb the cost.

Sagging auto sales to get broadcast boost

Top Detroit advertising agencies have banded together in a special committee effort—sparked by the local office of the Radio Advertising Bureau—to create a broadcast promotion campaign to help give a boost to the auto-market economy, including that of local dealers.

The Television Bureau of Advertising is cooperating in the venture with the RAB and promotional materials for both media are being sent out to stations nationally for their voluntary use on a free basis. The on-air materials

seek to stimulate new-car interest in a general way and give the stations an over-all promotional envelope within which to sell regular auto advertising.

Although not directly related, the campaign in a sense is a follow-up to the radio promotion developed for several years by The Katz Agency for the stations it represented and which proved highly successful. Katz is not doing its own promotion this year.

Agencies in the promotion include: BBDO, Cambell-Ewald, D. P. Brother, Grey Advertising, Kenyon & Eckhardt, MacManus John & Adams, McCann-Erickson, J. Walter Thompson, Wells Rich Greene and Young & Rubicam.



L to r; (standing) Eric Peterson, Grey; Bill Ross, Young & Rubicam; Ken Noble, McCann-Erickson; William Kennedy, Campbell-Ewald; Bob Murphy,

Campbell-Ewald; Ed Hearn, RAB; and (seated), Walter Dunn, Kenyon & Eckhardt, and Jon Stittle, Wells, Rich, Greene.

Weather dictates the spot

When it rains, it usually pours, but not always in advertising. In an unusual arrangement, Melnor Industries, Moonachie, N. J., manufacturer of lawn-sprinkler equipment, has signed for an advertising campaign on the Blair radio network, a campaign which has this proviso: When it rains, no spot-radio announcement for the sprinklers will be broadcast. For Melnor is Smith/Greenland Co., New York.

Nobody's neutral about Dodge's sheriff

Detroit officials of both Dodge and its agency, BBDO, were mystified late last week at the wire-service and newspaper prominence given to an Ohio state sheriff's complaint about the TV commercial spoof of actor Joe Higgins as the "Dodge safety sheriff."

They contend the real story is the much greater extent to which the Dodge personality is winning praise from coast-to-coast as a goodwill ambassador for peace officers and safe driving, especially as a new folk figure among youth and among police officials themselves. They claim the complaints, such as that from Ohio and an earlier protest from Wisconsin, are minor compared to the honors that are piling up as a result of the TV campaign.

They admit they are particularly puzzled that Northern sheriff groups seem to be hyper-sensitive about the character since Southern police associations are among the biggest fans of Mr. Higgins, whose TV portrayal is decidedly Southern satire.

Dodge, however, is "softening" certain aspects of the commercial content just a bit, BBDO representatives said, in view of the sensitivity in some areas. Sheriff Higgins, for example, is giving up "chomping" his cigar."

The commercial the Columbus, Ohio, protest cited was one that was intended for new-car debut last fall and will no longer be used, BBDO said. It was be-

ing phased out even before the complaints, the agency added. The commercial was the second spot of the original Higgins series, showing him with a young girl driver and her "hot" car. In the spot, after stopping her, he calls the judge who then asks him to put the girl on the phone. When she takes the phone and says, "hello, Uncle Herbert," the Dodge sheriff does a slow fade.

The "Dodge safety sheriff," a term BBDO added to designate the commercial series well before the Chicago auto show in February and before the first protest hit the headlines from Wisconsin (BROADCASTING, March 2), has become the leading commercial personality for Dodge and will not be dropped, BBDO stressed last Thursday (March 19).

His sudden and unexpected skyrocketing to national popularity has in fact completely outpaced anything Dodge has experienced before, which once again is quite a tribute to the penetrating power of television, BBDO representatives claimed, as they pointed to the records Dodge has broken over the past several years in this same department. First with Pam Austin as the Dodge Rebellion girl and then Joan Parker as the Dodge Fever girl.

Dodge continues to be a leader among Detroit auto makers in effective use of TV. BBDO representatives noted. And they claimed it was the personality spokesmen on TV, starting with Miss Austin, which helped Dodge make sharp new sales gains.

Sheriff Higgins caught fire after his

initial TV exposure last fall, the agency recalled, and use of the commercials was expanded. Originally Dodge had planned to make only limited use of the spots during the new-model introduction period.

Since then, BBDO relates, Mr. Higgins has scarcely been able to keep up with his public-appearance bookings and the auto-show circuits. He is booked solidly well into the fall, especially for local-dealer promotions and the high-school safety programs. At least a half-dozen police and sheriff groups already have made the Dodge safety sheriff a deputy or honorary sheriff, BBDO said, and as of last Thursday four more such organizations had notified the agency they were in the process of doing so within the week.

The honors usually are conferred during personal tours.

According to John Hurley, BBDO public-relations director in Detroit, "this guy is doing more real good now, recreating empathy for peace officers among the alienated young, and if that isn't all good for the police, I don't know what is."

BBDO keeps a careful check of those who are not pleased. It charts letters of complaint from the public, state by state. A current check, for example, Mr. Hurley said, showed only one each from Colorado and West Virginia, three from California, "but when you consider there are maybe 18 zillion people in California, what are three letters? Its just a practical matter that you can't please everybody."

REA selects an agency for corporate campaign

Lois Holland Callaway, New York, has been appointed to develop a corporate image campaign for Railway Express Agency Inc. While print may be used to get the campaign off the ground, heavy use of radio and television is anticipated by the new agency.

REA, which changed management last year, promotes its air-express division through Ketchum, MacLeod & Grove, but has not had a corporate advertising effort for "three or four years," according to George Lois, Lois Holland Callaway president.

While no budget or creative plans have been finalized, it is likely the campaign will introduce REA's as-yet unveiled new corporate logo. The drive will be directed toward the businessman and investor as well as the average consumer, and will probably involve "classy buys," like TV news and sports, Mr. Lois said.

Plans for REA were said to be reminiscent of the TV work Lois Holland

Callaway had done for Edwards & Hanley, New York stockbrokers.

REA has been looking for an agency for the last six months. Carl Ally, New York, and Scali, McCabe, Sloves, New York, are said to have been the runners-up.

N&L picks up sweet odors from Faberge

Faberge Inc. announced last week it was transferring four perfume brands—Tigress, Flambeau, Woodhue and Aphrodesia—from Lennen & Newell, New York, to Nadler & Larimer, also New York, in a move that would consolidate its fragrance advertising.

Nadler & Larimer already handles Faberge's products for men—Brut, Kiku, Faberge West, Straw Hat and Aphrodesia and Woodhue for Men. The four additional perfume brands billed about \$1.5 million at Lennen & Newell.

According to the Faberge announcement, the move resulted from the cos-

metic maker's increased interest in full sponsorship of network specials. A spokesman for Faberge said the decision did not, however, reflect a shift of emphasis from spot to network, and that Faberge would continue heavy use of spot TV.

Faberge was full sponsor of Sunday's (March 22) *Harry and Lena* special on ABC-TV with Harry Belafonte and Lena Horne. *It's a Man's World*, April 24, 10-11 p.m. EST, an NBC-TV special featuring Hugh O'Brian, will be sponsored exclusively by Faberge.

Word power through TV

Advertising on two NBC-TV shows is responsible for the successful sale of *The American Heritage Dictionary of the English Language*, according to the publisher, Houghton Mifflin Co., Boston. With \$200,000 and 22 commercials—11 on the *Today Show*, five on *The Tonight Show* and six on the *Saturday Tonight Show* in a pre-Christmas campaign—the publishers exceeded sales projections by 40,000 volumes.

Cigarette ad-ban bill is sent to White House

Congress last week passed and sent to the President the bill that would kill broadcast cigarette advertising.

The House passed the bill last Wednesday (March 18) by voice vote without debate, and returned it to the Senate for final approval of a minor technical provision, which was done promptly.

The bill would ban cigarette advertising from the airwaves as of Jan. 2, 1971; would permit the Federal Trade Commission to require health warnings in print advertisements as of July 1, 1971; and would require on every package the label "Warning: The surgeon general has determined that cigarette smoking is dangerous to your health."

Business briefly:

Sea & Ski Corp., Reno, will double its advertising budget for Tanfastic products for the 1970 spring-summer campaign, aiming at the youth market through local rock stations. Commercials will feature rock group, Paul Revere and the Raiders. Foote, Cone & Belding, San Francisco, is agency.

American Airlines, New York, through Doyle Dane Bernbach there, will spend \$1 million in Chicago market alone

over next 12 weeks to promote new Chicago to Los Angeles and San Francisco service. Bulk of budget goes into TV, radio and newspapers.

Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, New York, will sponsor an encore performance of the award-winning *Hallmark Hall of Fame*, "Teacher, Teacher," Saturday, May 2, 7:30-9 p.m. NYT on NBC-TV.

Montgomery Ward & Co., Chicago, plans to use spot TV in about 17 markets for various promotions in the coming months. Both 30's and 60's in color have been prepared by Edward H. Weiss & Co., Chicago. TV budget for these flights could total about \$3 million, it was estimated.

NBC Radio purchases include **Society of American Florists**, through Henry J. Kaufman & Associates, both Washington, on *Monitor*; **Fram Corp.**, Automotive Division, Providence, R.I., through Aitken-Kynett Co., Philadelphia, on *Chet Huntley's Perspective on the News* and *News on the Hour*; **Quality Courts Motels Inc.**, Silver Spring, Md., through Henry J. Kaufman & Associates Inc., Washington, on *Monitor* and *Pan American World Airways*, through J. Walter Thompson, both New York, also bought time on the network.

Colgate Palmolive Co., through Ted

Bates & Co., both New York, has purchased sponsorship for Ultra-Brite and Fab on ABC Radio's American Contemporary, Information and Entertainment networks.

Borg-Warner Corp., Chicago, through LaRoche, McCaffrey and McCall Inc., New York, will sponsor NBC-TV special *Arthur Rubinstein* in an encore telecast Sunday, April 26 (4:30-6 p.m. NYT). Borg-Warner also purchased sponsored first telecast Sept. 5, 1969.

Also in advertising:

Discount for politicals = A 25% discount on time cost to legally qualified political candidates has been adopted by WJAR-AM-TV Providence, R.I. The company's action, according to Robert J. Crohan, vice president and general manager, was prompted by an awareness of the mounting costs involved in carrying through a political campaign, and the hope of drawing into political races those candidates who otherwise would be unable to afford the costs.

Hard sell = Foote, Cone & Belding, Chicago, practices what it tells clients in a new illustrated booklet. The booklet, aimed at recruiting college graduates for advertising careers at FC&B, is a youthful hard-sell message telling advertising like it is. Agency's youngest staff members do the talking, in appropriate words and pictures.

TheMedia

Star Stations ask to appear at probe

Burden attorneys seeking "rights" at FCC inquiry into alleged violations

Star Stations Inc., which faces an FCC investigatory proceeding that could lead to revocation action against one or more of its five broadcast licenses, has asked the commission to accord it a number of rights in that proceeding.

The inquiry, announced by the commission three weeks ago, will be held in nonpublic sessions and is to be presided over by a hearing examiner with authority to subpoena witnesses and documents (BROADCASTING, March 9).

Star, which is principally owned by Don Burden, last week asked the commission to permit its representatives and counsel to attend the sessions, suggest questions that commission attorneys might ask witnesses in cross-examination, and produce witnesses and docu-

ments of its own. It also asked for permission to file proposed findings.

Failure to grant its request, Star said, would not only make it impossible for it to defend itself but would defeat the commission's aim of compiling a full record.

The stations involved are KISN(AM) Vancouver, Wash., licensed to Star Broadcasting Inc.; KOIL-AM-FM Omaha, licensed to Central States Broadcasting Inc., and WIFE-AM-FM Indianapolis, licensed to Star Stations of Indiana.

The inquiry is aimed at determining whether any of the three licensee corporations or any of their principals or employees are involved in violations of the equal-time law, statutes banning fraudulent contests and the broadcast of lottery information, and commission rules regarding the filing of contracts.

It is also intended to learn whether any of the licensees or their principals or employees made misrepresentations to the public or the commission. And it will examine the general question of whether the conduct of licensees or their principals raises questions "as to their qualifications to remain licensees."

Star said it recognized the proceeding is not an adjudicatory one in which the rights it is seeking are automatically available. But it noted that the commission has accorded licensees involved in similar proceedings "at the least" the rights it is seeking.

Star cited investigatory proceedings involving CBS-owned WBBM-TV Chicago, in 1968: the McLendon Corp., in 1963 and Northern Virginia Broadcasters in 1949. WBBM-TV had been accused of staging a marijuana party it filmed and broadcast; McLendon, of not being candid in the program proposals it made when it acquired WNUS (then WGES) Chicago, and Northern Virginia, of broadcasting lottery information.

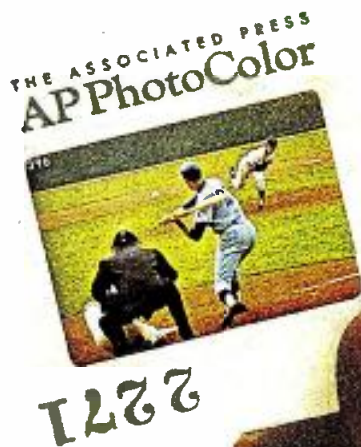
Star noted that CBS was allowed to participate in the investigatory proceeding involving WBBM-TV after contending it was at the mercy of "rumors and innuendo."

Star said it is being harmed by the notoriety resulting from the commission's action ordering the inquiry. It said employees have left and that national and local advertisers have canceled their business with its stations.

Announcing AP PhotoColor's Spring '70 Sports Package.

Available to all AP members:
240 different 35 mm color slides
of all major league teams and stars,
plus index card descriptions.

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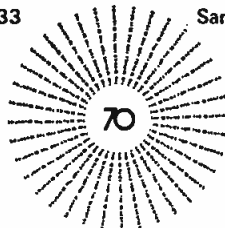
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 - How many listen to your station . . . and no other
 - What is your share of the listening audience
 - How many different people listen to your station
 - How many people listen to your station away from home
 - What is the Sex/Age breakdown of your audience
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Atlanta – Phil Mazur – (404) 892-7866



San Francisco – Jack Fawcett – (415) 391-1702
Los Angeles – Clay Braun – (213) 931-1307
Chicago – James Mulla – (312) 467-5750



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First round begins in KRON-TV case

Former cameraman says station slanted news to protect its interests

The KRON-FM-TV San Francisco renewal hearings opened March 17 in San Francisco with Albert C. Kihn as the witness for the first three days. A former KRON-TV cameraman, he is one of the two main complainants against renewal of the licenses for the station.

Mr. Kihn's testimony — presented with frequent reference to a diary he kept from 1964 through 1968—charged KRON-TV with ignoring news stories that involved the station or the newspaper and with slugging as "must go" unexciting news and documentaries that furthered the interests of one or the other or of the cable-television system in the bay area in which the *Chronicle* is interested. He also charged that at least two employees were fired by KRON-TV for writing memoranda critical of the station's policies.

Mr. Kihn said the station made no mention of the widespread rumors that the *Chronicle* would merge with the *San Francisco Examiner* in 1965 and did not carry a mention of the story until after management had made the formal announcement.

He also charged that the station ignored several labor disputes that threatened to bring pickets to the station or newspaper and that it did a "pallid" job of coverage in January 1968 when the two papers went on strike.

Mr. Kihn wrote two letters to the FCC in 1968 that figured in the commission's decision to hold the renewal hearing. It is expected to run for two months, with more than 200 witnesses now scheduled to testify before hearing Examiner Chester F. Naumowicz Jr.

There are four issues involved directly in the hearing.

- Whether the *San Francisco Chronicle* publishing company, parent of the two stations, has engaged in anticompetitive or monopolistic practices in the newspaper field in the San Francisco Bay area.

- Whether the *Chronicle* has an undue concentration of control of the media of mass communications in the area.

- Whether KRON-FM and KRON-TV have been used to "manage" or slant news and public-affairs broadcasts to advance the interests of the *Chronicle*.

- Whether in the light of evidence submitted on the first three issues and the past performance of the station, license renewals would serve the public

interest, convenience and necessity.

At a prehearing conference last week attorneys agreed that the third issue—slanting of the news—would be presented first.

There is also a peripheral fifth issue—the claim of Mr. Kihn and the other key complainant, Mrs. Blanche Streeter, a former *Chronicle* classified-advertising department employe, that they have been harassed by private detectives hired by the *Chronicle*. Both have filed invasion-of-privacy suits (BROADCASTING, March 16).

Court tells newsman he's bound to station

An Oklahoma district court judge in Tulsa issued a temporary restraining order last week to prevent one television station there from hiring a newsman away from a competitor. The decision, in effect, upheld KOTV(TV)'s contention that it had a valid contract with newsman Bill Pitcock and denied KTUL-TV's argument that the contract was invalid.

Judge William W. Means ordered KTUL-TV not to interfere with the contractual relationship between Mr. Pitcock and KOTV before Feb. 1, 1971. That date was said to be the first anniversary of a contract running for three years, but providing for reopening of negotiations at the end of each calendar year.

Bob Muth, general manager, KTUL-TV, said Mr. Pitcock had approached his station several weeks ago for a position, but said there were no openings. He told Mr. Pitcock he would let him know when a position was available. In the interim, KTUL-TV checked with its attorneys who decided that all employment contracts in Oklahoma were invalid and that the station could offer Mr. Pitcock a job. Oklahoma law reportedly provides that a person cannot be restrained from following his trade or occupation wherever or whenever he wants, regardless of whether or not he is under contract.

Mr. Pitcock confirmed this account, noting that, on advice of counsel, he never signed the formal agreement offered by KTUL-TV. He said he considered the switch because "the other corporation [part of James C. Leake group] made me an offer which would be in my best interests."

Mr. Pitcock said he will honor his contract with KOTV and planned no further legal action. Mr. Muth said: "We will follow the dictate of the court," adding that an appeal is a possibility.

WCCO fights long renewal hearing

Station claims that its newspaper connections did not help it obtain sports

Midwest Television Inc. fired off another salvo last week in its long campaign to head off what would likely be a drawn-out and costly FCC hearing on its renewal applications for WCCO-AM-TV Minneapolis—a renewed plea to the commission for an oral argument on a petition for reconsideration of the hearing order.

Midwest conceded that an oral argument is not the usual procedure in such circumstances. But it said such a proceeding would, "at best," aid the commission in deciding the case without a hearing and, "at worst," in fashioning procedures to shorten any hearing it might feel is required.

Midwest's petition, a response to a Broadcast Bureau opposition to an earlier request for oral argument, comes at a time when the commission, under the prodding of Chairman Dean Burch, is seeking ways to streamline procedures and shorten proceedings.

However, the case involves questions of considerable emotional impact at the commission level — concentration of control of media and allegations that Midwest used such concentration unfairly in competing with other broadcasters. As a result, Midwest's chances of avoiding an evidentiary hearing are hard to assess.

The concentration issue involves Midwest's ownership connection with four Minneapolis-St. Paul newspapers. The alleged unfairness stems from charges that WCCO used its newspaper connections to obtain rights to broadcast sports events.

The charges sparking the hearing were made by the manager of a competing station, Hubbard Broadcasting Inc.'s KSTP(AM) St. Paul, in a Senate hearing. Midwest originally requested oral argument in a massive petition for reconsideration, filed in August, which was designed to rebut all of the charges against it.

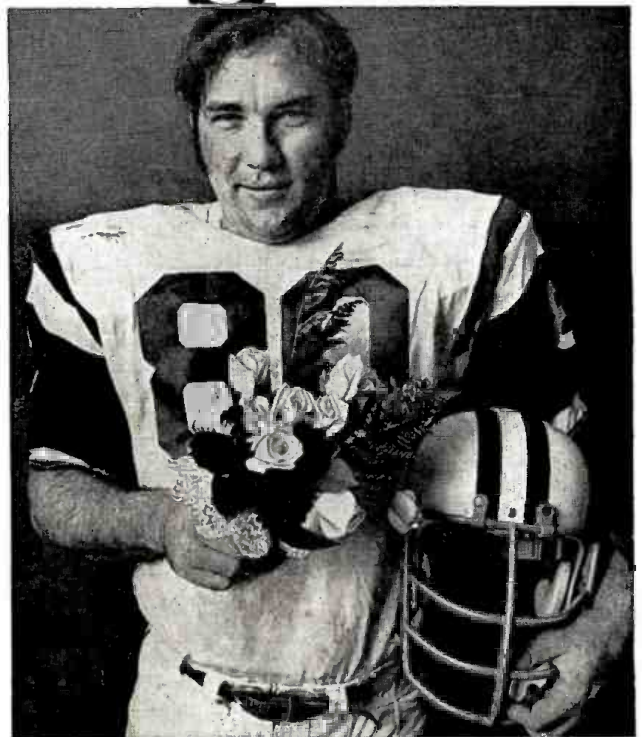
Midwest last week said the questions of law in case were not only suitable for disposition on oral argument but are "sufficiently unique and complex so that the commission could receive useful guidance from an oral presentation of the different considerations."

Midwest also said most of the questions of fact involve "subsidiary, collateral and insignificant points which raise no genuine question . . . which must be resolved in an evidentiary hearing."

The only conflict Midwest regards as

**With apologies
to the American
housewife,**

**ABC presents
Monday Night
Football**



It's not that we have anything against women. In fact, we've had a very lively love affair going with them (especially the under fifties) all season long. But we've also got our sights set on the male of the species.

And so, come September, we're playing football Monday nights. NFL Football. A pre-season kick-off game and thirteen straight weeks of top pro action with the leading teams of both conferences. What better way could there be to get to a man in prime time—or any time.

We have two more surefire shows for the head of the house on Monday night. "The Young Lawyers," taut with court-room and personal drama, and "Silent Force," a new action series about a group of highly trained specialists out to disorganize crime. Wednesdays, there's "Dan August," a hard-hitting detective series produced by Quinn Martin. And Thursdays, suspenseful, action-filled "Dial Hot Line" and "The Immortal," the story of a man running from those who would steal his secret... eternal life.

What does all this mean in the market place? It means adults under fifty. Our prime success. And your prime target. In short, it means we've balanced our fall schedule to please both men and women and meet your advertising needs. If you're looking around for the best way to reach your prime customers, look to ABC... we're to be watched.

ABC Television Network 

significant involves the failure of Midwest's counsel to submit as part of the petition for reconsideration a copy of a 1957 letter written by Henry Turnbull, then marketing vice president of Hamm's Brewery, St. Paul. The letter was written to Calvin Griffith, president of what was then the Washington Senators, in an effort to persuade him to move the team to the Twin Cities—which he later did.

The Broadcast Bureau, in opposing Midwest's petitions for reconsideration and for oral argument, said the letter undercuts testimony that Mr. Turnbull, two of his associates in 1960 and Mr. Griffith provided in affidavits which were submitted with the petition for reconsideration.

All parties involved denied that wcco's connection with the Minneapolis-St. Paul newspapers had any connection with Hamm's selection of the station as the outlet when it obtained broadcast rights to the new Minnesota Twins' games in 1960. (Midwest has argued that superiority as a broadcast medium was the reason wcco has been favored by sports teams in awarding broadcast rights.)

The Bureau also maintained that Midwest's failure to include a copy of the letter in its petition for reconsideration casts doubt on the reliability of other affidavits in the petition, indicates that other documents are being concealed and suggests that Midwest knows that the newspapers connections have helped wcco obtain rights to sports broadcasts.

Midwest, however, disputed the contention that its affidavits are "impeached" by the 1957 Turnbull letter or that the document was concealed. It noted that Mr. Turnbull said he had thought the newspapers would be helpful to wcco when he originally arrived in St. Paul—in 1957. And as to Mr. Griffith, it said the "inconsistency is technical only" and does not impeach his basic point.

Midwest said that there was no concealment of the letter since "not only did the bureau counsel know of the 1957 letter before the petition [for reconsideration] was filed, but before the petition was filed, Midwest's counsel knew that bureau counsel had the letter."

Midwest also said that if the commission believes "that the alleged misuse of counsel in not physically attaching the Turnbull letter" to the petition is bar to oral argument, "then the commission should accord counsel, as a matter of personal privilege," the opportunity for a face-to-face presentation on the matter.

The Midwest pleading was signed by Peter Shuebruk and Benito Gaguine, of the Washington law firm, Shuebruk, Blume and Gaguine.

KNBC rebuts renewal charges

Station defends NBC's handling of game shows, calls its programing 'demonstrably outstanding'

With its competitor for channel 4 Los Angeles now seeking to withdraw from the contest, NBC last week weighed in at the FCC with a hefty petition for renewal of its license for that channel.

The petition includes four volumes of attachments, one of them aimed at resolving an issue the Voice of Los Angeles raised before deciding to disengage and which the commission's Broadcast Bureau says should be resolved before the commission acts on the proposed withdrawal agreement.

This is a character issue based on alleged improprieties in connection with two game shows and one awards program. The other volumes deal with KNBC service—one related to local programing, two to network programing—and all three supporting the proposition that KNBC programing "is demonstrably outstanding."

Commission approval of the withdrawal agreement, under which NBC would reimburse Voice the \$102,460 it says it has spent in prosecuting its application, would leave for commission consideration only KNBC's license renewal.

And NBC, in urging the commission two weeks ago to delete the character-qualification issue, said it would assume the burden of meeting that issue (BROADCASTING, March 16). The network has been on notice that the commission would consider the programing matters when KNBC's license was due for renewal.

The game shows involved in the character issue are *Hollywood Squares*, an independently produced network program, and *PDQ*, a syndicated show produced at NBC's Burbank studios. The third program was the *Golden Globe Awards*, an annual presentation of awards to television and motion-picture performers by the Hollywood Foreign Press Association.

The commission had reprimanded NBC for inadequate procedures that permitted the *Hollywood Squares* producer to mislead the public as to the amount of pre-show briefings given the celebrity contestants, and for laxity in the security precautions taken in connection with *PDQ* (BROADCASTING, Oct. 14, 1968). The commission also said that the network had misled the public in several presentations of the *Golden Globe* program.

However, NBC said any shortcomings on its part were in spite of an elaborate system designed to guard "the honesty and integrity of its programing." It also said it has acted swiftly to correct any errors—and that

its department charged with devising and maintaining security was reorganized, its staff enlarged and its quality improved in November 1968, the year in which the commission's reprimands about the three programs were received.

NBC noted that the commission did not raise any question about the basic honesty of either *Hollywood Squares* or *PDQ*. NBC also pointed out that the commission acted on the *PDQ* program after the network informed it of a report the network had ordered and which recommended tighter security arrangements.

NBC said it instituted a number of remedial measures in the handling of the *Golden Globe Awards* program after a published report had raised questions about the secrecy of the winners' names prior to the 1967 program and as to whether the basis for awards were as stated by the Foreign Press Association. However, it said, "one announcement" on the 1968 program "not involving security fell short of being completely accurate, despite the fact that NBC prior to broadcast had considered that announcement and attempted to make it correct." NBC dropped the program after the 1968 presentation.

NBC's assertion as to KNBC's "demonstrably outstanding" service is based in part on statistics showing the station to be "well above average" when compared with other California stations in terms of programing "the commission or individual commissioners have treated as significant."

Based on composite-week data filed by California television stations in their latest renewal applications—the stations were due for renewal Dec. 1, 1968—KNBC broadcast more news and more total news and public affairs than any other full-time station in the state, NBC said.

It added that KNBC ranked second in the state in the total amount of news, public affairs and "other" programing (exclusive of entertainment and sports). And during the latest license period, NBC said, KNBC devoted about one third of its programing to nonentertainment material. KNBC provided 57% more local programing in prime time than the average California station, 45% more in nonprime time.

NBC also said that KNBC's performance was outstanding when compared with those of other network affiliates in the top-50 markets. In terms of news, both total and local, public affairs and other programing, as well as local programs, KNBC ranked first among 30 af-

filiates whose licenses expired in 1968, third among 59 whose licenses expired in 1969. (NBC said the station would have ranked first again but for the pre-emption of two hours of local programming for network coverage of a baseball game.)

In addition, NBC added there is the network programming. In 1967 and 1968, this included 550 specials, occupying more than 650 hours of broadcast time.

And the network also provides "a comprehensive schedule of news, public affairs and informational programming," NBC added.

In pressing for renewal of KNBC, NBC said the commission has always recognized that a licensee's over-all broadcast record must be weighed heavily in determining the consequences of specific licensee conduct. And the programs involved in the character issue, it added, involve, "at most . . . isolated errors of omission—errors now fully corrected."

NBC's application for review of the review board order providing for an inquiry into the circumstances surrounding the three shows was supported last week by the commission's Broadcast Bureau.

The bureau said it agreed with NBC's position that the board's order was contrary to a determination of the commission in designating the NBC application for hearing.

What makes FCC tick now a public concern

License challengers asked to look at agency works, with eye toward renovation

Several groups and individuals who have been active in opposing broadcast-license renewals will participate in the FCC's effort to improve the efficiency of its procedures.

The commission last week announced that it was inviting interested groups and individuals to submit written comments to, and to meet with, its Procedure Review Committee.

The committee, composed of five staff members, was appointed on Jan. 22 to review commission procedures to determine if they are fair, efficient and effective.

The committee is to coordinate its activities with a panel that the Federal Communications Bar Association established to work with it (BROADCASTING, Jan. 26).

The commission said it was opening the effort to members of the public after receiving expressions of interest from various groups and individual citi-

The Johnson gospel across two borders

FCC Commissioner Nicholas Johnson, whose concern about concentration of control of media is well known in this country, exported some of that concern to Canada last week.

He had been invited by the chairman of a special committee of the Canadian senate to testify in Ottawa. The commissioner discussed mass-media concentration in the U.S. and the lessons it provides for Canadians. And his conclusion: Time for action to reverse the trend toward media concentration in the U.S. is running out; Canadians had better move fast to avoid a similar fate.

"The rhetoric for change exists in the United States," he said, "but thus far we have seen little concrete action toward breaking up the media monopolies which rule the country. . . . The media owners have a life-and-death grip on the political life of the country, and they seem prepared to sacrifice journalistic integrity in the cause of increasing profits."

He said the mere existence of the special committee he was addressing indicated that Canada's future may not be as "bleak" as that he sees for the U.S. "But unless the the concern generated over the problem continues," he added, "I am afraid that changes are

impossible."

Commissioner Johnson also brought into the discussion Vice President Spiro T. Agnew and his attacks on media concentration in the U.S. He said he does not mean the kind of "political concern" exhibited by Mr. Agnew.

The commissioner also spoke to a nationwide, if late-night, American audience last week, in an appearance on the *Merv Griffin Show*, on CBS. His target was another one he has frequently hit—commercialism in broadcasting.

He expressed concern about the "values" being served by commercials and charged, as an example of his concern, that cigarette companies are trying to get junior high school-age youngsters "hooked" on smoking so that they will be customers all their lives.

He also wondered about the commercials on the Griffin show—how many of them are designed "to help people" and how many to sell products that people don't need or want, "that won't work, that might possibly contribute to their disease and death."

Mr. Johnson's appearance was itself commercial. He was on the program promoting his book, "How to Talk Back to Your Television Set," which is sharply critical of the television industry and provides guidance on how viewers might seek to improve it, to the extent of protesting license renewals.

zens.

These include Dr. Everett C. Parker, Black Efforts for Soul in Television, and Albert Kihn, as well as the administrative law committee of the American Bar Association.

Dr. Parker, who heads the Office of Communication of the United Church of Christ, has counseled a number of citizens across the country in filing protests against license-renewal applications. He led the successful effort to deny WLBT(TV) Jackson, Miss., a renewal of its license.

Dr. Parker, in his letter to the commission, also said that he had talked to representatives of the National Citizens Committee for Broadcasting, as well as of Protestant, Roman Catholic and Jewish organizations who had indicated an interest in participating in the committee's work.

BEST sees its role as encouraging blacks to oppose license renewals if they feel local stations are not meeting their interests. BEST has petitioned the commission to reconsider its Jan. 15 policy statement on comparative proceedings involving renewal applicants. BEST claims the policy would block black entry into broadcast ownership by giving a favored status to the present

white ownership structure.

Mr. Kihn is a former KRON-TV San Francisco cameraman. He is one of two complainants whose charges led the commission to order a hearing on the renewal applications for KRON-FM-TV (see page 33).

In issuing its invitation, the commission listed a number of cautionary notes:

- The special committee's purpose is to make recommendations regarding specific changes in procedures and cannot deal with all problems simultaneously; it would "assign priorities, devise solutions, and make its recommendations on a project-by-project basis."

- Comments should be limited to matters of procedure and to the standards related to such matters. Comments should not concern procedural matters now under consideration in formal proceedings; these should be directed to the particular proceeding.

- Comments should not touch on pending cases. Some members of the special committee serve in a decision-making capacity in adjudicatory cases, and ex-parte communication with them on matters at issue is barred by commission rules.

Holography expert is on NAB agenda

Others to be heard at Chicago luncheons include Herbert G. Klein and Dean Burch

The technicians of broadcasting, the electronic engineers that plan and control the operation of the transmitters, recorders, cameras and the hardware of the industry, will hear one of the outstanding scientists in their field at the first engineering luncheon at the National Association of Broadcasters convention in Chicago, Monday, April 6.

The speaker will be Dr. Dennis Gabor, member of the CBS Laboratories staff and widely recognized as the inventor of holography, the system of photographing objects from their light-wave interference patterns.

Last week NAB announced that Herbert G. Klein, President Nixon's director of communications, will address the Tuesday luncheon session of the convention. Plans are virtually complete for the appearance of one of the Apollo 11 astronauts at the Monday, April 6, luncheon session (at which all three astronauts will be honored) ("Closed Circuit," March 16).

FCC Chairman Dean Burch will address the Wednesday luncheon, April 8. This is attended by both management and engineering registrants.

The NAB convention and the concurrent engineering convention-seminars will be held April 5-8 in the Conrad Hilton hotel.

Dr. Gabor worked out the mathematical basis for holography in 1947. He used the principle to construct the first hologram—a three-dimensional image of an object on a glass plate. The invention eventually may make practical three-dimensional television. Dr. Gabor has made numerous mathematical contributions to the advancement of communications and color television. He was a member of the CBS team that developed electronic video recording. Only this month he was awarded the 1970 medal of honor of the Institute of Electrical and Electronics Engineers.

Dr. Edward Wenk Jr., oceanographer and presidential adviser, will be the speaker at the April 7 engineering luncheon.

Meanwhile final plans for the nine "early bird" workshops were announced last week by Dr. Harold Niven, NAB vice president for planning and development and convention program chairman. With the exception of the audience-measurement sessions, the workshops will be held Tuesday morning April 7 and repeated on Wednesday April 8. The audience-measurement workshops are to be separated into

radio and television sessions.

The workshops and their participants are:

License Renewals—John B. Summers, NAB chief counsel, moderator; Robert Rawson, chief of the renewal and transfer division, FCC; George Smith, chief of the Broadcast Bureau, FCC and Frank Fletcher of Fletcher, Heald, Rowell, Kenehan and Hildreth, communications law firm, Washington.

Minority Group Personnel for Broadcasting—Frederick S. Weaver, NAB public relations consultant of Public Relations Enterprises, New York, moderator; Duncan Whiteside, chairman of the radio and television department, University of Mississippi; Leo Martin, chairman of the radio and television department, Michigan State University and Steve Scott, director of community affairs, WFBM(AM) Indianapolis.

What Computers Can Do for Your Traffic and Sales Operations—Larry Graham, NAB assistant director of broadcast management, moderator; David H. Morris, president and general manager, KNUZ(AM) Houston and representatives of two computer firms, Broadcast Computer Services and Data Communications Corp.

Training the Local Radio Salesman—produced by the Radio Advertising Bureau and presented by Carleton Loucks, RAB vice president.

Audience Measurement—John Dimling, NAB vice president for research, and Richard Montesano, vice president for research, Radio Advertising Bureau, moderators for a panel on radio consisting of Frank Stisser of C. E. Hooper Inc., William T. McClenaghan of American Research Bureau and

Social concerns at RAB

Radio Advertising Bureau's markets advisory committee will hold a special session during the NAB convention in Chicago on April 8 on the relationship between advertising and the concern in their communities with such issues as ecology, consumerism and ethnic affairs. During the session, the committee will explore ways in which small-market stations can put to effective sales use the involvement by industries and businesses in these contemporary problems. Another item on the agenda will be a report by RAB executives on the bureau's activities in the retail and co-op advertising fields.

Laurence Roslow of The Pulse Inc. Moderator for the Wednesday panel on television will be Mr. Dimling and panelists will be William Shafer of ARB and William Miller of A. C. Nielsen.

Good News Operation Starts at the Top—J. William Roberts, president of the Radio-Television News Directors Association, moderator; James Caldwell, vice president and station manager of WAVE(AM) Louisville, Ky.; Dick Petrik, news director of KOEL(AM) Oelwein, Iowa and Jack Thompson, news director of WOC-AM-FM-TV Davenport, Iowa.

Programing Sources for Commercial Radio—Robert Mott, executive director, National Educational Radio of National Association of Educational Broadcasters, moderator; Al Hulsen, director of radio projects, Corp. for Public Broadcasting; and Richard Estell general manager, WKAR(AM) East Lansing, Mich.

Promoting Broadcasting's 50th Anniversary—Don C. Dailey, vice president and general manager, KGBX(AM) Springfield, Mo.; F. C. Strawn, president of Broadcasters Promotion Association; Joe Costantino, director of advertising and sales promotion, Avco Broadcasting Corp., Cincinnati, and Roy Benjamin, president, The Benjamin Co., New York.

Broadcast Financial Management—Ron W. Irion, NAB director of broadcast management, moderator; panelists to be announced.

11 given NAB grants for broadcast studies

The National Association of Broadcasters announced last week it will award funds to 11 college students and faculty members under its program of grants for research in broadcasting.

The program, initiated in 1966, is intended to stimulate interest in broadcast research.

Grants for each study will range up to \$1,000 each and will defray out-of-pocket costs of the projects. The 11 projects and their authors are:

Charles K. Atkin and Oguz B. Nayan, University of Wisconsin: "Television Viewing and Aggressive Behavior."

Dr. James K. Buckalew, San Diego State College: "Radio News Gatekeepers."

Joseph R. Dominick, Michigan State University: "Role of Mass Media in Socialization of Young People."

Kenneth Gompertz and Harry S. Ratner, University of Southern California, Los Angeles: "Youth: Their Attitudes Towards Broadcasting."

Dr. Bradley S. Greenberg, Michigan State University: "The Impact of TV

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national exposure for "*Thirty Days To
Survival*," the first show in this unique
new series, and they got it.*

TUESDAY JANUARY 20, 1970 7:30-8:30 P.M.

ALCOA HOUR		
AVG. AUDIENCE —	16.4	9,590,000
SHARE	24	
COVERAGE	97	
# OF STATIONS	173	
COMPETITION		
NETWORK A		
AVG. AUDIENCE —	19.9	11,640,000
SHARE	29	
COVERAGE	93	
# OF STATIONS	155	
NETWORK B		
AVG. AUDIENCE —	15.1	8,830,000
SHARE	22	
COVERAGE	86	
# OF STATIONS	135	
NETWORK C 7:30-8:00		
AVG. AUDIENCE —	14.5	8,480,000
SHARE	21	
COVERAGE	80	
# OF STATIONS	138	
NETWORK C 8:00-8:30		
AVG. AUDIENCE —	13.6	7,960,000
SHARE	20	
COVERAGE	81	
# OF STATIONS	140	

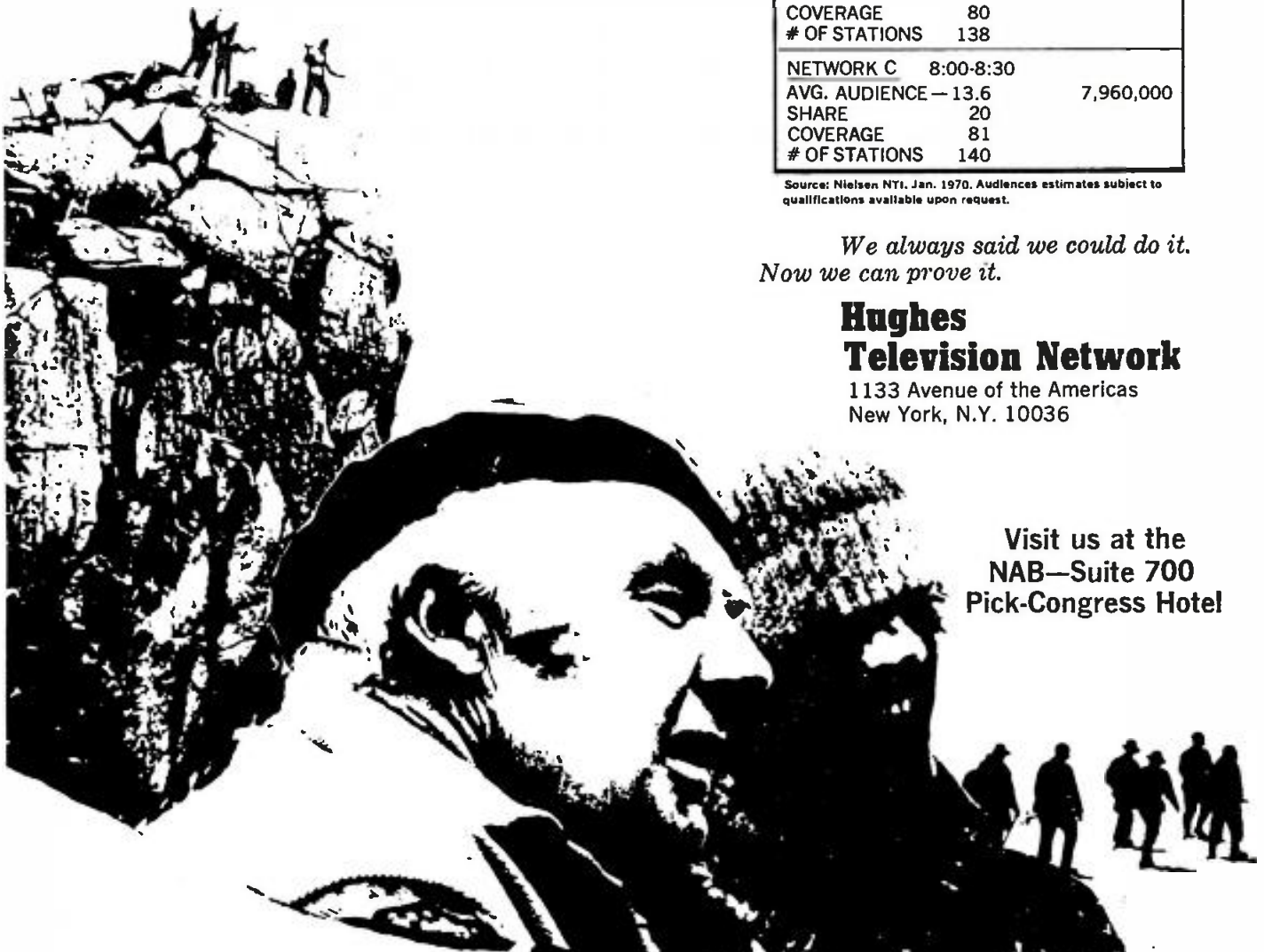
Source: Nielsen NTI, Jan. 1970. Audiences estimates subject to qualifications available upon request.

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Blacks on Children."

Philip W. Gregg, University of Oregon: "Television and the Older Generation."

Paul M. Hirsch, University of Michigan: "Radio and Dissemination of New Music."

Dr. Hope L. Klapper, New York University: "Ability of Children to Discern Reality."

Dr. Maxwell E. McCombs, University of North Carolina: "Incidental Learning from Television—Bibliography."

The Reverend Anthony J. Meyer, S.J., Woodstock College, Inter-Church Center: "Factors in Success of Black-Oriented Radio Stations."

Ronald E. Ostman, University of Minnesota: "Youth: Political Beliefs and Mass Media Behavior."

King Louie runs afoul of 1-to-a-customer plan

King Louie International Inc., licensee of KBEA (AM) Mission, Kan., and KBEY (FM) Kansas City, Mo., was told by the FCC last week it will have to wait until the commission's proposed one-to-a-customer rulemaking is resolved before it can sell both stations to Intermedia Inc.

King Louie's application for a waiver of the FCC's interim one-to-a-customer

policy to permit the sale of the stations was denied by the commission, which failed to find any "compelling reason" for a waiver grant. It said the assignment application would not be acted upon until it had determined the action to be taken on its proposed rules.

The commission also said that the radio stations' contours reach St. Joseph, Mo., where Intermedia already owns KQTV (TV). The interim policy prohibits acquisition of two or more full-time stations with an overlap of contours. The vote was 6-to-0 with Commissioner Nicholas Johnson not participating.

King Louie (Victor, Morris and Harry Lerner, Jack H. Glenn, and others) is seeking approval to sell the stations to Intermedia Inc., the broadcast subsidiary of ISC Industries Inc., for \$750,000 (BROADCASTING, Aug. 11, 1969). Paul Hamilton Jr. is president of ISC Industries and Mark L. Wodlinger is president of Intermedia.

WHTN-TV plans new office

Reeves Telecom Corp.'s WHTN-TV Huntington, W. Va., will move its Charleston (W. Va.) sales and news office to new quarters May 1, when construction on a new 2,000-square-foot office in the Charleston National Bank Building is finished. A 10-year lease signed with the

bank is expected to cost the station over \$1,000 a month.

Thomas F. Piskura, vice president and general manager of the station, said he hopes to broadcast from the Charleston office eventually.

Misleading contest charged to Denver AM

The FCC last week proposed to fine KTLK (AM) Denver \$1,000 for alleged logging violations. At the same time it admonished the station for conducting a contest that allegedly could not be won.

The commission listed a number of omissions and inaccuracies that it said it found in the station's logs during an inspection last July. The contest, which the FCC called misleading, offered a reward of \$2,000 for information as to the whereabouts of a disk jockey who was said to be missing. According to the FCC, the DJ was beyond the station's coverage area and hence undiscoverable by any listener. It was not until another Denver station threatened to expose the situation that KTLK straightened it out, the FCC said.

Action Radio, the licensee, took control of the station, formerly KTLN, in May 1969. It admitted errors, the FCC said, but attributed them to the newness of its operation and equipment.

Times-Mirror unit gets 10 Fla. CATV permits

Cable-TV franchises for Clermont and Orange City, both Florida, have been awarded to TM Communications Co., Los Angeles. This brings to 10 the number of Florida franchises awarded to the company, a wholly owned subsidiary of the Times-Mirror Co., publisher of the *Los Angeles Times*, which has bought the *Dallas Times Herald* and KRLD-TV Dallas-Ft. Worth, pending FCC approval. The TM Communications Co. also owns and operates cable-TV franchises in four Southern California communities.

Changing Hands

Announced:

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

- KLO (AM) Ogden, Utah: Sold by Cecil L. and Joyce Heftel to Richard B. Wheeler for \$300,000. Mr. Wheeler formerly had interest in KTLK (AM) Denver and KIUP (AM) Durango, Colo. KLO is full time on 1430 kc with 5 kw.
- WMOG (AM) Brunswick, Ga.: Sold by estate of Allen M. Woodall to William E. Morris for \$239,750. Mr. Morris owns WDAT (AM) Ormond Beach, Fla.

What's that station really worth?

Blackburn appraisals command respect. To buyers or sellers of a broadcast property, Blackburn's guidance provides important protection against needless risks. Our appraisals are based on accurate market surveys and analysis, potentials, deep knowledge of ever changing markets, and many other factors. A proven record of reliability stands behind each appraisal.

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▪ WCOM-FM Urbana, Ohio: Sold by Brown Publishing Co. to Philip S. Church, Kenneth Arnold and James W. Bissey for \$70,000. Clarence J. Brown Jr. is president of Brown Publishing, which publishes the *Urbana Citizen*. Messrs. Church and Arnold own CATV systems in Bellefontaine and Washington Court House, both Ohio; Mr. Church has interest in the Champaign Bowling Lanes in Urbana, and Mr. Bissey is general manager of WCOM-FM. WCOM-FM is on 101.7 mc with 3 kw and an antenna height 300 feet above average terrain. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 66).

▪ KBON(AM) Omaha: Sold by Jacob Blaustein and others to Harrison M. Fuerst and associates for \$400,000. Buyers own WSLR(AM) Akron, Ohio; WOKO(AM) Albany, N. Y., and KTLK(AM) (formerly KTLN) Denver. KBON is full time on 1490 kc with 1 kw day and 250 w night. Vote was 4-to-1 with Commissioner H. Rex Lee dissenting, Commissioner Kenneth A. Cox abstaining and Commissioner Nicholas Johnson not participating.

▪ WIOK(AM) Normal, Ill.: Sold by John R. Livingston and others to Sidney Carl Mark and Patricia Greenfield Mark for \$334,000. Buyers own KAKC-AM-FM Tulsa, Okla., and are buying KFUN(AM) Las Vegas, N. M., subject to FCC approval. WIOK is full time on 1440 kc with 1 kw day and 500 w night.

▪ WLET-AM-FM Toccoa, Ga.: Sold by Dr. Gene Cravens and Dr. H. F. Lawson to Henry O. and Betty R. McDonald and others for \$240,000. Dr. Cravens and Dr. Lawson each own 40% of WAEW-AM-FM Crossville, Tenn. Dr. Cravens also owns 50% of WDEB(AM) Jamestown, Tenn. H. O. and Betty McDonald have interest in WELP-AM-FM Easley, S. C. WLET(AM) is a daytimer on 1240 kc with 5 kw. WLET-FM is on 106.1 mc with 730 w and an antenna height of 190 feet above average terrain.

Cable television:

▪ Phillipsburg, N.J.; Brookhaven and McComb, Miss.: National Trans-Video Inc., Dallas, multiple-CATV owner, has acquired the three systems from Unicom Inc., a subsidiary of The Katz Agency, station representative firm. With the acquisition of the three cable systems, NTV owns 34 systems in the U.S. and Canada, serving over 90,000 customers. Price of the New Jersey and Mississippi transactions was not given.

FCC moves to resolve pole-fee problems

The FCC last week decided to spin off for expedited consideration the pole-attachment-fee question in its investigation on CATV channel-service tariffs.

Last week's announcement dismissed as moot the petition of the National Cable Television Association which had asked the commission to make a quick determination of the pole-attachment problem and to consider it before other questions in the CATV inquiry, particularly those issues involving channel-service tariffs (BROADCASTING, March 9).

The pole-attachment issues have been broadened by the commission to determine the policies and practices of telephone companies, electrical utilities and others on pole-line attachment, conduit agreements or arrangements with CATV operators. The commission also is concerned over whether it has jurisdiction over such agreements beyond that specified in its rule barring channel service by telephone companies directly or through affiliated CATV systems in their service area, and, if so, the extent and nature of such jurisdiction and what action, if any, the commission should take.

In January 1967, the commission designated for resolution certain pole-

attachment issues along with a number of other issues involving the lawfulness of tariffs. These issues include questions concerning the appropriate rate base, charges, earnings and ratemaking principles applicable to CATV channel service covered by tariffs on file. Substantial time is required, the commission said, in taking evidence on the tariff issues because of the nature of the issues and the number of tariffs under investigation.

The commission said that several events, occurring since the pole-attachment proceedings were first specified, require re-examination: The commission's previous ruling barring channel service by telephone companies; complaints received that certain telephone and electric utilities are proposing price hikes for pole attachments; CATV system's requests of Bell, General United and Continental telephone systems for deferral of any increases until the commission has determined its jurisdiction in the matter; the recommendation by the National Association of Utility Regulatory Commissioners to the state regulatory agencies that they exercise jurisdiction over pole attachments, and the institution by the California Public Utilities Commission of a proceeding to determine what action it should take.

The commissioners—with Nicholas Johnson absent and Commissioner Ken-

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neth Cox concurring but stating that "these matters could be handled more expeditiously through rulemaking"—ordered the hearing examiner to expedite the hearing and issue an initial decision on the pole-line attachment issue. The initial decision will be reviewed by the commission for further action.

Checks go despite mail halt

The strike that blacked out New York mail service last week came at a particularly bad time for NBC-TV affiliates. Their compensation checks from the network were due to be mailed Thursday (March 19), the second full day of the strike. But NBC officials said they surmounted the insurmountable by arranging to have the funds transferred by bank wire to each market. Don Mercer, station relations vice president, passed the good tidings to the stations Thursday—by telegram.

Nielsen cites cost as bar to instant service

A. C. Nielsen Co., Chicago, can provide television clients with instantaneous national rating in about two years, the company affirmed once again last week, but the cost would still be about double the rates for the present Nielsen ratings services.

The cost factor apparently continues to block development of such a national service, a Nielsen source indicated, since the company met with network representatives on the subject about a month ago and they did not appear receptive at this time. Instant service is now provided in New York and Los Angeles. Nielsen this year predicts about an 8% increase in sales of all its various services.

White House plan a step nearer passage

The House Government Operations Committee last week approved the Nixon administration's reorganization plan for telecommunications. The committee rejected by voice vote a resolution calling for disapproval of the plan, just as its Executive and Legislative Reorganization Subcommittee had done the preceding week (BROADCASTING, March 16).

The Nixon plan would create an Office of Telecommunications Policy in the executive branch, to serve as the President's principal adviser on telecommunications matters. Among the duties of the new office would be those now assigned to the director of telecommunications in the Office of Emergency Preparedness.

Representative Cornelius E. Gallagher (D-N. J.) filed a disapproval resolution to the plan primarily to get assurance that the new office would focus on the issue of computer privacy.

If the congressman's resolution is voted down on the House floor or if the congressman withdraws it, passage becomes automatic. The plan goes into effect automatically late in April—60 days after its issuance—unless either house vetoes it. So far, the Senate has let the plan ride.

State association secretaries to meet

Wendell Locke, executive secretary of the Missouri Broadcasters Association has been named as chairman of the meeting of executive secretaries of state broadcaster associations to be held April 29, the National Association of

Broadcasters announced last week.

The half-day session will be held in conjunction with the annual meeting of presidents of the state associations April 30 to May 1 at the Statler Hilton hotel in Washington.

Alvin M. King, NAB director of station relations who handles liaison with the associations, said the executive secretaries meeting will deal with the problems and management of state association offices.

Ford funds TV job study

A three-month Ford Foundation-sponsored \$25,000 research project is under way to evaluate employment trends and possibilities for minority groups in the communications industry—particularly as TV news cameramen. According to Elbert Sampson of the Community Film Workshop Council, conductors of the poll, subjects being studied include the impact of cutbacks in Hollywood film production on broadcasting and the growth of CATV as it might relate to future employment needs.

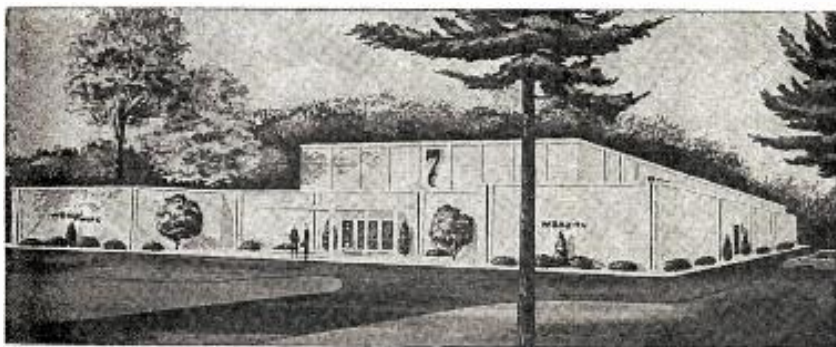
School's uncertain funds kills San Angelo TV bid

The FCC review board has affirmed a Dec. 18, 1968, initial decision that proposed the grant of a construction permit to SRC Inc. for a new channel-6 television station at San Angelo, Tex. The board denied the mutually exclusive application of San Angelo Independent School District No. 226-903, noncommercial applicant for the same unserved channel, because its financial showing was "fatally defective."

The mutually exclusive applications were designated for hearing to determine the availability of the school district's cash funds and to compare the applicants' programming proposals. The board's decision did not include the comparative issue, but denied the school district's application "because the applicant failed to establish its financial qualifications."

The board said the school district was relying upon a grant of federal aid under the Educational Television Facilities Act of 1962 and, if this became unavailable, it would then use surplus money in its maintenance fund. The board said the school district could not rely on such a grant because it failed to present "bare-bone facts—let alone reliable evidence"—that it could meet the eligibility requirements for the grant from the Department of Health, Education and Welfare.

The school district's use of surplus public money in its maintenance fund would require approval or comment by some higher school authorities, the board said. And no evidence was pre-



Forward Communications expects the completion of the two-story section of its new half-million dollar building in Wausau, Wis. in April. The structure, when fully finished, will have 13,000 square feet of ground-floor space and house WSAU-AM-TV and WIFC-FM Wau-

sau as well as the corporate offices. The company also owns WMTV(TV) Madison, Wis.; WKAU-AM and WVLE-FM, both Kaukana, Wis.; WTRF-FM-TV, Wheeling, W. Va.; KCAU-TV Sioux City, Iowa, and KVGB(AM) Great Bend, Kan., as well as several newspaper holdings.

sented in support of the school district's claim that it has the power, under Texas law, to expend public school funds to build and operate a TV station, the board concluded.

Southwest Republic Corp. owns 51% of SRC and is headed by John Kingsbury, president. Southwest also owns KHFI-AM-FM-TV Austin, Tex. (BROADCASTING, Dec. 23, 1968).

Pa. finds the funds to keep ETV network going

Relief in the form of a \$1.72 million appropriation finally found its way to the Pennsylvania Public Television Network in Philadelphia. Off the air since Jan. 1 with the last of available funds exhausted, an emergency grant of \$15,000 from the Corp. for Public Broadcasting kept National Educational Television programs on Pennsylvania's nine-station television system for the month of February and on a day-to-day basis in March (BROADCASTING, Feb. 9).

Governor of Pennsylvania Raymond P. Shafer last week signed the network's appropriation bill following resolution of the state's 14 month long fiscal dilemma. His signature puts the weekly schedule of state-produced programs back on the air.

The appropriation will be used, Eliot Goldstein, network-information coordinator said, "to operate the network interconnection; support operations of the nine stations; produce a number of cultural and public-affairs programs for the network and also to begin equipping the permanent network operations center in the Harrisburg, Pa., area.

Pennsylvania's noncommercial stations are WLVT-TV Allentown, WQLN(TV) Erie, WTRF-TV Hershey, WHYV-TV and WUHY-TV both Philadelphia, WQED(TV) and WQEX(TV) both Pittsburgh, WVIA-TV Scranton-Wilkes-Barre and WPSX-TV Clearfield.

Media notes:

Broadcast recruiting up ■ The University of Missouri, Columbia, has noted an upswing in the number of broadcast media recruiters visiting that campus in search of graduates interested in media careers. Broadcasting interests maintained last year's level of interviews there with Time-Life Broadcast and ABC News, visiting the campus for the first time and Westinghouse Broadcasting Co., all New York, doubling its interview time on campus, a university spokesman said. The university also noted that college placement offices across the nation are reporting a "... slacking off of interviewing by business and government agencies."

Programming help ■ The owners of WCMS-AM-FM Norfolk, Va., have

formed Com-Ent Inc., to manage and consult in programing decisions. The new firm will become the licensee of WCMS-FM upon FCC approval. WCMS Radio Norfolk Inc. will continue as the licensee of the AM station. Com-Ent already is directing management-consulting services for WEET(AM) Richmond, Va. Stock will be offered WCMS employees and a public offering is planned later. George A. Crump, president of WCMS Radio Norfolk Inc., is board chairman of Com-Ent, and Irvine B. Hill, executive vice president of WCMS, is president.

Citizens postpone ■ The National Citizens Committee for Broadcasting conference on "Citizens Rights in Broadcasting" scheduled for April 28 at the New York Hilton hotel has been postponed until fall. Money problems and uncertainties due to pending resignation of Chairman Thomas P. F. Hoving were cited as reasons for the delay. A specific date in the fall has not been set.

KPRS must rehire four strikers

The National Labor Relations Board has ordered KPRS-AM-FM Kansas City, Mo., to offer to reinstate four employees who had been either discharged or who

had participated in a walkout against the station. The board said the employees engaged in protected activity and had tried to improve working conditions at the station.

But the board, in affirming the rulings of its hearing examiner in the case, dismissed certain other allegations brought in the complaint against the station. The board said there was no evidence two other employees had been discharged for protected activity. The NLRB trial examiner had referred to the two discharges in connection with a fight for control of the licensee of the station, KPRS Broadcasting Corp.

CPB offers grants to educational radio

The Corp. for Public Broadcasting has announced a program of support grants, totalling \$547,500, and invited educational radio stations to apply for up to \$7,500 each to improve local broadcast services.

"The corporation believes," said John W. Macy Jr., president of CPB, "that for public radio to become a more significant and dynamic medium, the strengthening and expansion of local services must be encouraged."

Grant applications must be submitted by April 10.

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A challenge to pro-gridiron blackouts

Closed-circuit TV group says NFL, networks hold monopoly on coverage, violate antitrust

Professional football and the three television networks were named last week in an antitrust suit aimed at opening up so-called blacked-out areas to coverage by large-screen closed-circuit TV.

The suit was filed by Management Television Systems Inc. in U.S. District Court in Philadelphia, charging that the National Football League, member teams and the three TV networks had "combined and conspired" to monopolize TV coverage of pro games in violation of the antitrust laws.

ABC, CBS and NBC officials said late last week they had not seen copies of the complaint and would have no comment until they do. Officials of the NFL—the surviving organization after the merger of the National and American Football Leagues—were in Hawaii for a meeting of club owners and could not be reached immediately for comment.

E. William Henry, former FCC chairman who is president of Management Television Systems, said one purpose of the suit was to get NFL officials to "sit down and negotiate with us." In the past, he said, they have "high-handedly refused to have anything to do with us."

But he said the suit also seeks "considerable damages" that are still being estimated. At a news conference announcing the suit, he said MTS's inability to carry last January's Super Bowl games to a paying audience in New Orleans represented damages in excess of \$100,000 and that inability to carry home games in blacked-out areas would represent "far" more than that. The complaint asks for treble damages under the antitrust laws, but does not specify an amount.

Mr. Henry had indicated last January, after MTS's plan to show the Super Bowl game by closed-circuit to a potential New Orleans audience of 16,000 at \$7.50 a head had fallen through, that a lawsuit might ensue (BROADCASTING, Jan. 12).

The complaint said MTS had made a deposit on rental of the Rivergate Auditorium in New Orleans for the Super Bowl showing, but that "defendants jointly and illegally combined and conspired to have the Board of Commissioners of the port of New Or-

leans, and its members, cancel plaintiff's lease. . . ."

The complaint also charges that the football defendants, through the NFL and with the TV networks, "combined and conspired" to refuse to negotiate with MTS for closed-circuit rights to home games, playoffs and championship games in blacked-out territories and "to destroy the business of plaintiff, and to eliminate plaintiff as a competitor, in the television broadcasting of professional football sports events."

The football and network defendants are also accused of conspiring to fix prices of pro-football TV rights, permit the TV networks to monopolize TV coverage of pro football, and "allocate markets and time slots" among the networks.

"There is a major public demand for additional seats to professional football games, many of which are sell-outs," Mr. Henry said in announcing the suit. "There is also a major public interest to be served by increasing competition in this area. Such increased competition will allow the new technology of large-screen, closed-circuit color television to make increased television viewing possible."

Mr. Henry contended that a law



Mr. Henry

passed by Congress in 1961 permitted home-team blackouts of broadcast coverage, but not a blackout of closed-circuit coverage. He also distinguished between closed-circuit service such as MTS's, which brings sports, business meetings and other events into indoor arenas, and cable-television and pay-TV, which provide service into homes.

He said MTS feels it has a right to pick up and show pro football games by closed circuit without permission of the clubs or networks—and in fact had planned to do so in the New Orleans case—but also thinks it is "appropriate" to negotiate for such rights on a businesslike basis.

The suit named 16 NFL member teams among the defendants. MTS officials said these "do business" within the Philadelphia court's jurisdiction whereas others do not, but that the suit may be treated as a "class" action against the others as well.

The suit was brought in Philadelphia instead of New York—headquarters of the NFL and the defendant Giants club as well as of the networks—because the defendants are legally as liable in Philadelphia as in New York and the MTS lawyers are Philadelphia-based, Mr. Henry said. The lawyers were listed as Bruce W. Kauffman, who signed the complaint, and David H. Pittinsky, Edward F. Mannino and John M. Elliott.

MTS uses closed-circuit projection primarily for business meetings and presentations, but introduced nationwide closed-circuit color with the Frazier-Ellis championship fight on Feb. 16 and the Daytona 500 automobile race Feb. 22. And it plans to carry the World Cup soccer matches from Mexico City to U.S. closed-circuit audiences in June.

Notre Dame football again

Mutual has renewed its option for the Notre Dame football schedule and will carry Saturday games from Sept. 19 to Nov. 28 in 1970. Mutual pays an estimated \$50,000 for radio rights to the games. Ford will sponsor the pregame show with Notre Dame coach Ara Parseghian.

RKO rejects charges of artist kickbacks

But it says record firms picked up performance tabs on one syndicated program

RKO General Inc. denied last week that performers had been required to kick back fees from appearances on television programs under the company's control. It admitted, however, that it had accepted reimbursement from recording companies whose artists appeared on its syndicated *Della Heese Show*.

RKO's comments were in a pleading filed with the FCC. The company said it had abided by FCC rules in its dealings with the record companies.

RKO General's pleading was in response to a petition filed by Community Broadcasting of Boston Inc. in the three-way comparative proceeding under way for Boston channel 7, now occupied by RKO General's WNAC-TV.

Community asked the review board to enlarge the issues in the hearing to include one that would permit an investigation of kickback charges made by Gerard W. Purcell, president of the Conference of Personal Managers, East (BROADCASTING, Feb. 2).

Last fall, trade-press reports of similar charges by Mr. Purcell touched off a commission investigation of the three networks and New York City television stations that has not yet been concluded. The House Investigations Subcommittee has since initiated its own investigation of the charges ("Closed Circuit," March 2).

Mr. Purcell's charges aimed at RKO General, as specified in an affidavit accompanying Community's petition, mentioned the *Della Reese Show*, produced by RKO General, and the now-cancelled *Joey Bishop Show*, which WNAC-TV carried, as involved in the kickback practices he described.

RKO General said it had no knowledge of the alleged talent procurement practices of the *Bishop* program, which was produced by ABC-TV. It added that it could not be held responsible for business practices of every network show it carries.

As to its own policies dealing with talent procurement, RKO General submitted a copy of a letter responding to a commission inquiry for comment on the published account of Mr. Purcell's charges as they related to the company's WOR-TV New York. In it, H. V. Greene Jr., vice president for television, said the station and RKO General have policies against kickbacks and payola.

RKO General also said that all performing artists appearing on the *Della Reese Show* "are paid union scale or

more, and no talent is required to 'kick back' any portion thereof to RKO."

However, it added that some recording companies have offered to reimburse RKO "in whole or in part for payments made to the talent they have under contract." The offers were "voluntarily made," RKO said, and added a number "have been accepted by the *Della show*."

However, RKO said, an announcement was included visually and orally within the show to disclose that the artists had appeared "through courtesy of," and that "promotional consideration was furnished by," the record company.

"Obviously," that is not the kind of practice that the Communications Act defines as payola, and prohibits, RKO General said. It pointed out that payments were made directly to the company, not to any employees, and that when that occurred, the announcement that was made satisfied the Act's sponsorship-identification requirement.

Mr. Purcell's affidavit discussed kickbacks in terms of payments to "networks" and "production companies" by record companies, as well as the artist or his manager. It also said the artist lost even when the company paid, for the money involved was "almost invariably" deducted from record royalties due the artist.

Mr. Purcell added that the artist had little choice but to participate in the practice if he wanted a television appearance. He understood that "his appearance on these television shows was conditional upon the arrangement."

ABC as well as CBS and NBC and the New York stations questioned by the commission are understood to have denied any improprieties in dealing with talent, in their responses to commission investigators.

A number are said to have acknowledged reimbursement by record companies for a performer's fee on one or more occasions. But, like RKO General, they said an appropriate announcement had been made to conform with Communications Act requirements.

National Airlines hotline

National Airlines is installing a recorded hotline for use by broadcasters reporting the \$200,000 National Airlines Open Golf Tournament in Miami, March 26-29.

Sportscaster Larry O'Brien will prepare tapes to be fed through five recorders on rotary telephone lines at the Country Club of Miami. The tapes will be updated daily at 3 p.m., 4:30 p.m. and 6:30 p.m. with reports on current standings, interviews with leaders and other tourney news. Beginning at 3 p.m., March 26, the number to call is (305) 823-0330.

Did TV underplay D.C. moratorium?

Lawyers' group charges networks were cowed when they covered war protests

The television networks, whose relations with the Nixon administration are becoming increasingly strained, have been pictured as having collaborated with that administration in weakening the constitutional guarantee of free speech.

The charge involves the networks' failure to provide live coverage of the massive antiwar moratorium in Washington Nov. 13-15, on the heels of Vice President Spiro T. Agnew's sharp attack on network news operations.

Television's performance in the demonstration was criticized in the conclusions of a report by a committee of lawyers, headed by former Attorney General Ramsey Clark, who had assembled to monitor the demonstration as a task force of neutral observers.

The conclusions were based on more than 200 reports submitted by some 300 lawyer-members of the task force. But they were the product of Mr. Clark and 10 other organizers of the task force, including Adrian Fisher, dean of Georgetown University Law School, and E. Clinton Bamberger, dean of Catholic University Law School.

The authors were sharply critical of the administration, particularly the Justice Department, for allegedly interfering with demonstrators' rights of speech and assembly. They said in the days preceding the demonstration, official statements from the Justice Department "predicted—and tended to incite—violence" and, thus, deterred persons from participating in the event. And after the demonstration, "and contrary to plain fact," the authors added, "official and unofficial spokesmen for the administration sought to portray the weekend as one characterized generally by violence."

"At the very least," the report said, "this was a failure of leadership, of understanding. At worst, it was a calculated effort to mislead the public, to stifle dissent and to deny constitutional rights."

What's more, the authors said, the news media did little to counter the "mistaken impression thus created. Although the Saturday march was the largest single demonstration in our nation's history, the broadcast networks, for reasons of their own, chose to provide no live coverage, and not much of any other kind."

The report concluded that television viewers saw filmed accounts of disturb-

ances at Dupont Circle and at the Justice Department, neither of which was part of the events sponsored by the organizing group — New Mobilization Committee to End the War in Vietnam.

The report said that only "a minute fraction" of the American public was able to witness the moratorium in person, "and few if any were given adequate accounts by the news media."

To the extent that Americans gained their impressions of the demonstration from the "misleading statements" of administration spokesmen, the authors wrote: "The viability of the first Amendment in our society has been weakened. . . . If, because of false notions concerning the risks, Americans believe that large numbers of their fellow citizens cannot be permitted to petition and to assemble, those who would repress political dissent will have won a dangerous victory."

The timing of the demonstration—demonstrators were assembling in Washington on the day Vice President Agnew was flying to Des Moines to denounce networks' newsmen for what he said was their antiadministration bias—led some to speculate that concern over administration reaction was behind the networks' decision not to cover the demonstration live.

Network news officials at the time maintained their plans for filmed coverage had been made long in advance. They said that special live coverage was not merited, but that they had been prepared to pre-empt regular programming with special reports if that proved necessary.

"The fact remains," the lawyers' report concluded, "that the story was not told in the most effective way we have —by television."

News media-administration relations have shown no improvement since November. The Vice President has continued to denounce the media—at least what he regards as the liberal elements in them. And the Department of Justice has caused a sharp outcry among print and broadcast journalists by issuing subpoenas for reporters' notes and film out-takes (see story, page 49).

The lawyers' task force, which included mostly members under the age of 40, many from prestigious Washington law firms, was organized because of concern over what the report said were rumor-fed "fears that the demonstrations might be violent."

The report said the lawyers felt that what they regarded as a climate of fear would deter persons from joining in the demonstration. The corps of lawyer-monitors was intended to help participants exercise their rights of speech and assembly, the report said, by "helping, through the announced presence of the observers, to deter individual acts of violence on the part of either demonstrators or the police."

More criticism of copyright bill

D.C. news conference for 'free TV' could be duplicated in other cities

Anti-CATV broadcasters called a news conference for Washington reporters last week to assert that the unrestricted development of cable television would kill broadcast television. Other meetings with the press in other cities may be held if news developments warrant, according to the sponsor of the event—the Free Television News Bureau of the National Association of Broadcasters.

Billed as a discussion of the "discriminatory" provisions of a CATV copyright bill which was recommended last year by Senator John McClellan (D-Ark.), the conference was mostly devoted to a discussion of the threat the broadcasters said CATV poses to over-the-air "free" TV if permitted to expand indiscriminately.

The three spokesmen were William Fox, KFMB-TV (ch. 8) San Diego, who is chairman of the NAB's CATV negotiating committee; Jerry Danziger, KOV-TV (ch. 4) Albuquerque, N. M., and William L. Putnam, Springfield Television Co., whose UHF's WWLP-TV Springfield and WRLP-TV Greenfield, both Massachusetts, have been engaged in a running battle with cable TV for a decade. Mr. Putnam also is a former chairman of the All-Channel TV Society, a group of UHF broadcasters. Both Mr. Fox and Mr. Danziger represent group broadcasters (Midwest Television Inc. and Hubbard Broadcasting Inc., respectively) that have strenuously fought CATV in their markets. Jack Harris, KPRC-TV Houston, who is president of the Association of Maximum Service Telecasters, was scheduled but was unable to attend the Washington conference, although he sent a prepared statement.

Mr. Harris said that the copyright proposal (S-543) "may prove to be the most disastrous piece of legislation ever introduced so far as medium and small-market VHF and UHF broadcasters are concerned."

The CATV copyright provisions, he said, would permit "inundation" of smaller markets by distant-city signals "that would so fractionalize listening and viewing audiences as to make it impossible for local TV to compete in the marketplace."

Mr. Fox charged that the only groups that would benefit from the bill are what he called "the major-market CATV system operators."

He added that he is convinced that the carriage of distant signals by CATV systems will destroy the regular TV

broadcasting service.

Mr. Putnam noted that broadcasting is a heavily regulated industry required to operate in the public interest and that CATV is hardly regulated at all. He also made the point, mentioned by others too, that CATV has built its appeal to the public by taking programs from TV stations without payment and that it does not serve rural areas or ghettos.

Mr. Danziger cited the experience of TV stations in some of the minor markets in New Mexico where three out of four TV stations (one each in Clovis and Carlsbad and two in Roswell) have become satellites of other TV stations, thus depriving those communities of local TV services. The cause, he stated, was CATV. Others also recounted the impact of CATV on TV stations in their markets.

Throughout the conference the three broadcasters equated CATV with pay TV, and in fact at times used the terms interchangeably.

Fear was also expressed that the FCC's recent order requiring cable systems with 3,500 subscribers or more to originate programs and permitting them to sell advertising could be the foundation that would permit CATV to take programs away from broadcast TV. The order is effective Jan. 1, 1971.

Issued at the meeting was latest commentary on the copyright bill. It distinguishes between legislation and regulation.

CATV, it says, should pay copyright fees just as broadcasters do. A compulsory license, however, may be acceptable for cable systems that retransmit "truly" local stations required to be carried by FCC regulation. This would be true also, for the carriage by CATV of "outside" signals in outlying areas or in smaller markets where "an adequate volume of service may not be available from local stations." Adequacy was defined to mean the programs of the three networks, one independent and one educational station. But this must be a regulatory requirement, not a copyright provision, it said.

The document also said that broadcasters would support the exemption from all copyright liability of smaller, independently owned cable systems.

Broadcasters must, it explained, maintain copyright exclusivity for which they bargain and pay. This exclusivity should be based on predicted signal grades established by the FCC where a local station has bought a program in competition with other local stations; to the grade A contour over a "reason-

able" number of years in other instances. And there must also be a prohibition against a cable system's carrying a program from outside stations where there is a possibility that the same program subsequently may be sold to a local station.

On radio carriage, the document said that cable TV should pay normal copyright fees, except where the CATV system is required or permitted to carry radio stations pursuant to regulatory principles.

Referring specifically to regulation, that should come through amendments to the Communications Act rather than through a copyright bill, according to the statement. Cable systems should be required to carry local TV stations and provide them with no less than same-day duplication protection. Also, it urged that technical standards be imposed on CATV and that "clear and definite" limits be placed on the number of distant signals that cable systems may carry, and that neighboring cities be treated as separate markets.

It also called for regulation that would insure that popular sports, entertainment and other programs now on free TV are not siphoned off by CATV systems that begin to originate next year. Also called for were the same regulations to be applied to CATV operators that broadcasters have to live with—the fairness policy, and lottery and obscenity laws.

And, finally, the document said, any regulation should make a definite place for translators and boosters in the TV scheme of things.

The NAB's Free TV News Bureau began operation in January, under a \$10,000-plus-expenses contract approved by the TV board last year. Phil Dean and Associates, New York, is handling the job. The first activity took place early last month when the bureau sent out to all broadcasters a kit of information on the CATV situation.

It was almost a month later that the National Cable TV Association reacted.

Terming the material "inconsistent" and containing "glaring errors of fact," NCTA in mid-March issued a rebuttal that seemed to take greatest offense at a sample letter contained in the NAB kit to be used by broadcasters to warn local CATV operators that the cable-TV provisions of the recommended copyright bill are disadvantageous to both.

AP reports an addition of 115 outlets in 1969

A continuing increase in stations serviced by its broadcast department was reported last week by AP, which also counted up 145 TV stations using its Photocolor and "NewsBreak" in 1969.

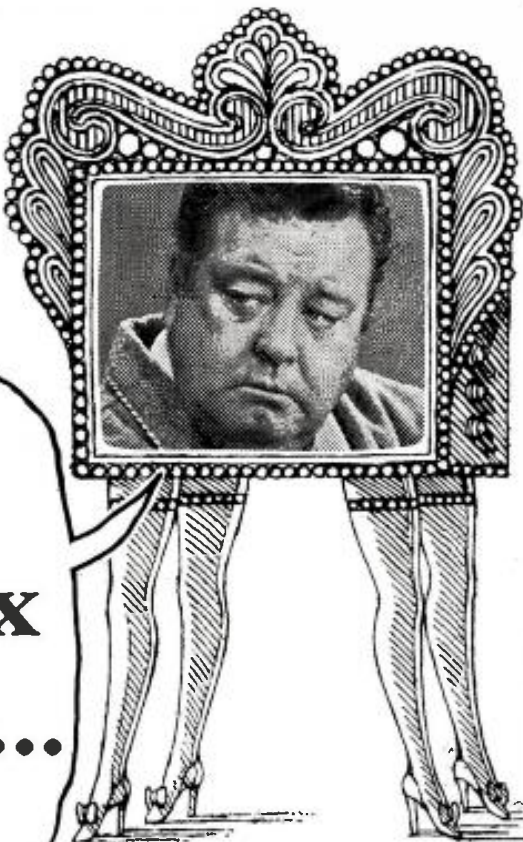
According to General Manager Wes

Gallagher's report to the AP membership, released last week, the broadcast department had a net gain of 115 stations in 1969. The report did not publish the total stations serviced, but the wire-service organization said that this number reached 3,224 at the end of 1969. Mr. Gallagher said AP's net gain of daily newspapers was 12 in that same year. AP Photocolor is a color-slide service for TV stations and NewsBreak services radio stations with tapes containing commentary and interviews. AP uses the mails for both these services.

Mr. Gallagher's report, mailed to members in advance of the annual membership meeting to be held in New

York April 20, stressed the increased flow of news around the world and the complexities this has created for AP and for other media, requiring a "call for new priorities." He outlined responsive moves such as reorganization of the general (control) desk in New York, opening of regional production centers in the U.S. and of new bureaus abroad and a continuing emphasis on investigative reporting and of adding news specialists.


Mr. Gallagher also took note of controversy in the news that "creates heated partisans." Much of this, he said, "is unpleasant and creates a yearning for a simpler world long gone."



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A quiet colloquy on news media

Washington 'debate' yields few conclusions, fewer aids as to what newsman should do with subpoena

Are the news media really doing a good enough job and, if not, how can they improve? These questions are continually being tossed about in public and private, by government officials and the media—both broadcast and print; and they produce few answers. And the debates seem to head inevitably to subjects of fairness and thoroughness in news coverage—and the privilege of confidentiality many reporters think is theirs. Invariably the discussions center more on television news, less on radio news and the print medium.

Such was the case last week when two journalists, one a former official of the Johnson administration, debated the topic, "Do the Communications Media Present an Adequate Picture of American Society Today?" The participants who found themselves often in agreement, were Philip L. Geyelin, currently editorial-page editor of *The Washington Post* and a veteran reporter formerly with *The Wall Street Journal*, and S. Douglass Cater Jr., currently guest scholar at The Brookings Institution. He has served as former national-affairs editor of *The Reporter* magazine, assistant to the secretary of the Army, consultant to the secretary of state, and special assistant to President Johnson in 1964.

The debate, held last Wednesday (March 18) in the Madison hotel in Washington, was part of a series sponsored by the American Enterprise Institute. Following formal presentations

and rebuttal by Messrs. Geyelin and Cater, an audience of journalists, Capitol Hill aides, White House representatives and professors participated in the discussion.

Answers? There were no categorical ones. Agreement? Messrs. Cater and Geyelin noted areas of serious fault in the news media. Both avoided mentioning specific improvements the media might make and both dismissed Vice President Spiro T. Agnew as the "proper and valid" critic of the media.

Mr. Cater called for the establishment of a group of "wise men, including communicators . . . a royal commission" dedicated to continually inquiring into the performance of the news media.

Mr. Geyelin opened his presentation by saying that the AEI debate question was essentially unanswerable. He declared the problem is to make the media more honest without superimposing some form of regulation. "The ills are there," he said. Whether we are "getting an adequate picture depends upon which customers [audience] we are talking about.

"Which [audience] are we talking about? We are not getting a good enough picture, but that may be impossible," he said. "Decisions have to be made and must be arbitrary—and the people in the media are human. A defense of the media is defense of a system that is the worst . . . except for all the rest," he observed.

Referring to the Vice President's criticism of the allegedly biased TV networks and broadcast ownership by newspapers, Mr. Geyelin said it was not what he said, "but that he made such a bad case." He said he saw no real threat at present from common ownership of media. Vice President Agnew in Montgomery, Ala., had criticized *The Washington Post* and *The New York Times* as monopoly institutions (BROADCASTING, Nov. 24, 1969 et seq.).

"The danger is not that the media are deaf to criticism," Mr. Geyelin continued, "but that they are too sensitive to it. The loudest voices have the biggest clout. The most durable and meaningful form of criticism will come from within," Mr. Geyelin said.

Mr. Cater, arguing for his "royal commission," raised questions about the influence of technology on the character and impact of news presentations. He said that there is a long tradition for supporting Jefferson's tolerance for "error of opinion so long as reason is

left free to combat it."

He observed that Jefferson wrote in an age when dissenters' views reached only the range of the discordant voice or the tiny circulation of the pamphlet press. If dissent made sense, it would be picked up and echoed by others. Mr. Cater posed this question: "But how does network television apply that limitation? Does TV's coast-to-coast range give the dissenter publicity advantages which the voice of reason is unable to combat? This is surely one of the most weighty issues of our age. But the public has little evidence of how seriously the networks are weighing it. Network practice appears to vacillate one way or the other as the winds of opinion blow. "Must the public sit by mutely while the networks decide how many more minutes of advertising per hour can be crammed into TV programming?"

But Mr. Cater quickly eschewed the congressional hearing as the proper forum for probing the media, and said: "Considering the Agnew outburst, I would be suspicious of a presidential commission. "He suggested that a leading school of communications, such as Columbia University, undertake the task; he would call it "A Commission to Investigate the Adequacy of Communications."

Mr. Cater thought that one of the things missing from the media is self-criticism. Mr. Geyelin agreed, but observed simply that there are built-in inhibitions. He said that commonly owned



Mr. Geyelin



Mr. Cater

newspapers and broadcast stations should more freely criticize each other; an interplay and discipline of competition he felt is lacking.

Clark Mollenhoff, special counsel to President Richard M. Nixon and a member of the audience, charged that members of the journalistic profession often "did not know their own jobs."

He declared that although newsmen are outraged over the recent rash of subpoenas issued by the Department of Justice, many do not understand that they are protected legally in only a few states. He said that in many cases, particularly when they may have evidence of crimes, they are just as liable as any other citizen to being subpoenaed. He did say, however, he believes the attorney general should use the subpoena power sparingly on newsmen and only when other sources of evidence are not available.

Mr. Geyelin, however, said that it is important in covering the social upheaval today that newsmen be able to contact sources without risk to themselves or their sources. That issue appeared to hinge on a particular case, since Mr. Geyelin insisted that in some instances, obviously when a witness to a crime, a newsman could be called upon to testify upon it in court.

Guild raps U.S. subpoenas

The Writers Guild of America East Inc. last Tuesday (March 17) criticized government issuance of subpoenas to newsmen and "urged management to maintain and fortify the position of vigilance it has already taken in this matter."

"Either the press is free of governmental supervision and intervention, or it is not free at all," said Elihu Winer, chairman of the censorship committee of the Writers Guild. Continued Mr. Winer: "The guild utterly rejects the notion that the newsman working in radio or television, licensed though such media may be by government, is in any way less covered by the First Amendment in his pursuit of the news than his colleague working for the printed press. . . ."

Attorneys try to stop subpoenas in S.F. case

A motion to quash subpoenas served on a reporter for his notes and tape recordings has been filed in one of the cases that produced the sharp reaction of newsmen early this year to what they considered an infringement of their privileges (BROADCASTING, Feb. 9).

Attorneys last week filed the motions in that case of Earl Caldwell of the *New York Times*. Mr. Caldwell had been subpoenaed to produce his notes and tape recordings of an interview with

Black Panther leaders. The first of two subpoenas was issued Feb. 2 for a federal grand-jury meeting in San Francisco. A second subpoena served last week only asked Mr. Caldwell's appearance. The motion, among other arguments, said the subpoenas intrude upon confidential associations necessary for the effective exercise of the First Amendment rights by inhibiting Mr. Caldwell's access to news sources on a confidential basis and that they are "probably based upon information obtained by the government through methods of electronic surveillance."

Anthony G. Amsterdam, Mr. Caldwell's attorney, said that his client would validate statements made by Black Panthers as printed in *The Times*.

The attorney argued that if the subpoenas are based on illicit electronic surveillance they must be quashed. Affidavits attached to the motion said Mr. Caldwell was assigned as a Negro reporter to cover the black community. Hearing on the motion was set April 3.

Broadcast critics rate poorly in Harris poll

Professional critics of television and radio differ in many ways from critics of other media, according to a survey conducted by Louis Harris and Associates for the Office of Communication of the United Church of Christ.

The results of the August 1969 survey, announced in *New York* last week, show that broadcast critics are affiliated with a religion more often than other critics, are usually Protestant, and are politically conservative or middle-of-the-road. They approve of some censorship or regulation more than other critics,

Favors protection

NBC President Julian Goodman has announced support last of a bill pending in the New York state legislature that would exempt from the contempt penalty newsmen who refused to disclose sources of information. In a letter to Assemblyman Edward F. Crawford, chairman, New York State Assembly's Committee on Judiciary, Mr. Goodman urged this privilege for newsmen "as a check to the subpoena pressure to produce unpublished material which has been brought to bear on the mass media." In a speech at the University of Texas, two weeks ago, Mr. Goodman recommended government abandonment of subpoenas on news media—and later was criticized for his stand by Senator Barry Goldwater (R-Ariz.) (BROADCASTING, March 16).

and they are less oriented toward fine arts and literature and more toward journalism and practical experience, the survey shows. They are generally against intellectualization in criticism and believe reviews are "essentially entertainment."

These differences are significant, the study concludes, because television is dominant among the media in terms of public exposure, and intensive criticism of television is thus the most significant field of criticism in society.

The survey uncovered few critics appearing on television or radio, as compared to those writing for newspapers, but the critics as a whole felt that criticism on television will be expanded, will be better and will be more influential in the future. In 10 years, the majority predicted, criticism on TV will approach or surpass the influence of criticism in newspapers.

Present criticism on television and radio was rated "poor" by most of the critics surveyed, while magazine criticism was given the highest accolades with a "pretty good" rating from most.

Question were asked of critics and their editors in 60 personal interviews in four cities and in mailed questionnaires returned by 355 out of 1,500 sent. Topics covered in the survey included educational background and training, amount of work, salaries, standards of criticism, effect on the public, and pressures on critics. The church group hopes to follow this survey with another from the general public's viewpoint.

Agnew charges media go easy on Communism

"I'll admit that Pulitzers are not won as quickly exposing the evils of Communism as they are by discrediting an American public official."

That line was delivered by Vice President Spiro T. Agnew last week, in the course of his latest attack on the news media.

He also suggested that some of the effort that goes into the "innuendos and smears" against public officials that he says are published daily "should be directed to the threats we face on the outside."

The Vice President, who was speaking at a Republican fund-raising dinner in Charlotte Amalie, St. Thomas, Virgin Islands, was focusing his attack on the war in Laos. He said that while the U.S. has 1,000 military and civilian contract personnel in that country, "how much do you read about the North Vietnamese there? They have 67,000 troops attempting to overthrow a prime minister who was their choice in a coalition government."

Still no harmony in music pacts

CBS worried court order might hinder it in future parleys with ASCAP

The snarled television music-license controversy has developed a few new kinks.

CBS, which has agreed to pay the American Society of Composers, Authors and Publishers \$5.68 million for CBS-TV's use of ASCAP music in 1969, plus \$4.8 million in additional payments for prior years, isn't challenging the figures, but doesn't like the court order settling the matter.

Its attorneys are afraid the order, entered by Judge Sylvester Ryan in U.S. Southern District Court in New York in January, will be construed as meaning the dollar figures are "reasonable," which might be used against them in future negotiations with ASCAP.

So they have appealed the order to the U.S. Appeals Court in New York, as they indicated they might during earlier go-rounds on the question (BROADCASTING, Feb. 9, Jan. 19). They claim Judge Ryan lacked power to enter the order.

They have also made what authorities call a "back-stopping" move on the issue. Because of what they call tricky technicalities regarding appealability—if Judge Ryan's order is held not to be a "final" order, for instance, it might be held unappealable at this time—they have asked the court to instruct Judge Ryan to make his order in an appealable form, if it is held not to be appealable now.

Argument on consolidation of this motion for writ of mandamus with the appeal bid has been set for April 6.

In another case, a hearing has been scheduled before Judge Ryan for April 1 to decide on interim fees to be paid by the TV networks to ASCAP while new ASCAP licenses are being developed. The networks' old licenses expired Dec. 31, 1969.

In still another suit—CBS-TV's bid to compel both ASCAP and Broadcast Music Inc. to issue licenses under which it would pay for music on a per-use rather than the customary percentage-of-revenues basis (BROADCASTING, Dec. 22, 1969 et seq.)—ASCAP has asked Judge Sidney Sugarman, chief judge of the New York Federal District Court, to assign Judge Ryan to preside over that trial. That request is due to come before Judge Sugarman on April 17.

Judge Ryan normally presides over legal issues stemming from the anti-trust consent decree governing ASCAP's operations. The CBS per-use suit, however, relies on legal precedents outside

the consent decree. There has been speculation—entirely unconfirmed—that CBS might prefer to have a "new" judge sitting on the case and that BMI, although a co-defendant with ASCAP, might too.

There is yet another pending TV music-license case—BMI's antitrust suit charging CBS, NBC and ASCAP with conspiring to destroy BMI (BROADCASTING, Feb. 9)—plus at least three copyright suits in which BMI charges CBS-TV with infringement in the use of BMI music (BROADCASTING, Feb. 23, et seq.). On those, no new developments were reported last week.

An hour for stripping offered by Metromedia

Metromedia last week began selling a new taped series, *The Gathering*, which TV stations may strip in late summer or early fall as a five-times-weekly one-hour series.

The new program will be taped at the studios of Metromedia's KTTV(TV) Los Angeles, an independent station, but will be seen on KTLA(TV) that city, also an independent outlet and Metromedia's first buyer of the show. This development was explained last week as having come about partly because of a decision by the Metromedia-owned TV outlets to continue for another 52 weeks with the 90-minute *The David Frost Show*, which is also a daily series owned by rival Group W Productions.

The Gathering, for which a pilot has been made, is being produced by Metromedia Producers Corp. in association with Allen Ludden. As described by A. Frank Reel, MPC president, the show is not a "desk-and-sofa" interview program centered on a host or a single personality but "has a permanent group cast which is flexible." The series, he explained, is a variety show that also will contain interviews. Featured in the pilot are Bell and Somerville, a team of performers; personality Ann Elder and jazz musician H. B. Barnum. These people both perform and interview guests. The series is being sold by Metromedia Program Sales.

'Sesame Street' extended

Thanks to a \$288,000 Ford Foundation grant the widely acclaimed *Sesame Street* children's TV show will extend its season four weeks, through May 29. The Ford Foundation last week also announced a one-year grant of \$356,000 to KCET-TV Los Angeles for support of *Hollywood Television Theater*, a series of dramas produced by Lewis Freedman and to be shown nationwide over the Public Broadcasting Service network, and of \$175,000 for *Soull*, a new series produced by WNBT-TV New York.

Mead-Smothers team troupes before WBC

Both criticize TV, cite changes needed in programing for the 70's

Anthropologist Margaret Mead urged the television industry last week to fashion programs that will bring people of different age groups together, both physically before the TV set and attitudinally in the way they regard issues besetting the world.

In a speech criticizing television as a contributor to a widening generation gap, Dr. Mead suggested that there be more programs on TV that would unify the family. Dr. Mead, along with TV performer Tommy Smothers, spoke before a group of executives of the Westinghouse Broadcasting Co. at its conference in Tarrytown, N. Y. The WBC conference, *Programers 70*, was held principally for the group owner's TV-station program executives.

Dr. Mead asserted that TV programs should use vocabulary and symbols that have "some meaning for everybody so that the parents aren't seeing one thing and the adolescents another and the children another." She indicated that programs appealing to differing age groups serve as "an alienating force" and "leave the children alone a great deal with nobody to correct their views and no one to tell them whether things are real or unreal."

Equally critical of television was Mr. Smothers, whose weekly *Smothers Brothers Comedy Hour* series was cancelled by CBS-TV last year after a protracted dispute. Most of his fire was directed at the networks, which, he said, were too slow to change. He said the objection of only two stations to a network program's content may be enough to "wipe it out for everyone," but that syndication programing is not subject to such sensitivity.

Mr. Smothers predicted that changes in programing in the 70's would be more likely to come from what he said must be "outside programing . . . outside outlets, through syndication."

But Mr. Smothers said he, too, was changing in the 70's. He said he is now "having to readjust" his TV values and "sometimes a great deal of compromise comes in. I'm in that position now that I have to do that, but it's not going to be a cop-out."

The performer said he would probably not go to the extremes ("brinkmanship" he called it) that he did on the CBS show. "It's going to be compromise—the way the term was intended, which means pushing to the

farthest point but not actually going to brinkmanship like I did." Mr. Smothers, who is now in independent production, said TV to become an effective vehicle for youth must contain an "edge of truth," which he defined as programming with some relevancy "to what's happening today."

Oscars will get live Latin exposure

In what may be its most ambitious undertaking since the Olympics, ABC-TV, through ABC International and ABC Films, is going to bring a live broadcast of the Academy Awards to Mexico, Canada, Brazil and Chile. In addition, 30 other countries have agreed to broadcast the presentation via video tape or film on a delayed basis. ABC says it expects some 20 additional nations to take the broadcast on a similar delay basis.

The broadcast will be the first Oscar show beamed to Brazil and Chile via satellite. Communications will be via Intelsat III, one of the Atlantic Ocean communications satellites. Land lines will carry the broadcast into Mexico and Canada. Colin Campbell, vice president of ABC Films Inc., said that the broadcast would be larger in scope than last year's Oscar ceremonies which were available to 57% of the television sets outside the United States. Mr. Campbell also noted that, on the average, the Oscar telecast, either on video tape or film, will be shown no later than one or two weeks after the actual broadcast. He attributed the delay to the fact that this year, some countries will be sharing the same film of the show.

From the technical side, the operation takes on an unusual characteristic caused by the nature of satellite transmission. Robert Trachinger, director,

broadcast operations, ABC, Hollywood, reported that the satellite would be able to transmit one video signal. While this may not seem like a problem it has become one because the broadcast is going to two countries that speak different languages. Alejandro Rey will do the Spanish broadcast that will be fed via satellite to Chile, and by land lines to Mexico, while Bibi Ferreira, Brazilian television and movie actress, will handle the commentary in Portuguese. As a result, the initial video identification of the two commentators must be made via a split screen with each referring to the other in the initial introductions.

In all, approximately 37 stations in Brazil and Mexico will be getting the broadcast while an as yet unannounced number will receive it in Chile. An additional 38 ABC International World-vision network stations in Latin America and South Korea will get the broadcast on film or tape. ABC Films has announced plans to distribute the telecast to other nations around the world including such places as Ghana, northern Nigeria and western Nigeria in Africa, Hong Kong, Singapore, Taiwan and Thailand in Asia and several European countries.

NBC keeps NCAA playoffs

With the 1970 National Collegiate Athletic Association basketball championship tournament completed last Saturday (March 21), NBC-TV has already signed a contract for 1971 and 1972 telecasts of the event. The network's previous pact also covered two years. The 1971 schedule includes three Saturday afternoon doubleheaders on March 13, 20, and 27, and the semi-final game in prime time March 25. Rights costs were not disclosed, but were expected to be up somewhat over the \$1-million estimate for the 1969-70 contract.

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Changing Formats

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

■ **KINS-FM** Eureka, Calif.—Eureka Broadcasting Co., effective March 1, added Portuguese programming between 12 noon and 2 p.m. Sunday. Previously filling this slot with middle-of-the-road music, program director Len Anderson said the change was made at the request of a KINS employe involved in the Portuguese community, who saw the need to reach this particular kind of radio audience.

■ **WCWA-FM** Toledo, Ohio—Reams Broadcasting Corp., effective March 17, increased its operation to 24 hours per

day with addition of middle-of-the-road tape service from 1 a.m. to 6 a.m. Gerry Miller, station manager-program director, said the station programs modern MOR, with 3-to-1 instrumental-to-vocal ratio.

■ **WKTM(FM)** Charleston, S. C.—KTM Broadcasting Co., effective March 2, changed from middle-of-the-road to country-and-western music programming. The station said the adoption of MOR by another FM in the market—"a station with better coverage"—greatly reduced the need for such music on WKTM. And there was a lack of C&W available on FM in Charleston, the station spokesman added:

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Program notes:

Theater and movie critiques ■ Sandy Lesberg Productions, New York, in cooperation with *Cue* magazine is developing an in-depth, half-hour weekly TV program that will present criticisms of both motion-picture and theatrical productions. The program, *Sandy Lesberg Cue in New York*, will consist of a portion in which Mr. Lesberg and a critic evaluate a current production, and a second segment in which interviews with principals and footage of the production will be shown.

Alcindor's hour ■ Stadium Productions Inc., New York, is concluding its first basketball production, *Low Alcindor—Heir Apparent*, and plans to sell the one-hour special to a sponsor for network or syndication showing. Another basketball special on the New York Knickerbockers is also planned. Stadium Productions, formed last October by Douglas M. Schustek, has recently added Herbert Ade to handle sales and promotion.

Saturday fare ■ NBC-TV will base its fall Saturday morning children's series on *Hot Dog*, slated first as the

American Rainbow hour special March 28 at 11:30 a.m. The special will star Woody Allen, Tom Smothers, Jo Anne Worley, the Youngbloods, some of whom also will be in the series. First show will examine origins of everyday items.

Spin-off ■ Filmation Studios, producers of *Archie* on CBS-TV, has sold *Sabrina and the Goolie Goolies* and *The Archie Fun House Featuring the Giant Juke Box*, two one-hour shows, to CBS for next season. The original half-hour *Archie* show has been expanded to a full hour.

Warner signs Fess Parker ■ Warner Bros. has signed Fess Parker, who has starred in TV as *Davy Crockett* and *Daniel Boone*, to a multiple motion picture and television film contract. Mr. Parker, with his own production company and staff, is to set up headquarters at Warner's Burbank studio to work on a new TV series for the 1971-72 network season and motion-picture properties.

Hitting the syndication market ■ Episodes of *Then Came Bronson*, produced by MGM-TV, have been sold to four

stations—WPIX(TV) New York, KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN(TV) Minneapolis-St. Paul. *Bronson* is on NBC-TV this season but is not returning in the fall.

Art production firm bought ■ Computer Image Corp., Denver, specializing in art work produced directly onto film or video tape from a computer source, has acquired Filmline Inc., Los Angeles. The new acquisition will be operated as a wholly owned subsidiary under its current management, headed by Filmline President Charles Bordwell. An undisclosed amount of Computer Image Corp. stock was exchanged for Filmline Inc., a producer of information films for industry and government.

Ecology special ■ *Chasing the Sun*, a Cox Broadcasting Corp. two-and-one-half hour ecology special, is scheduled for prime-time viewing in early June. The program will be narrated by former Secretary of the Interior Stewart Udall, and pre-empt prime-time programming on five Cox Broadcasting stations in Atlanta; Dayton, Ohio; Charlotte, N.C.; Pittsburgh and San Francisco.

'Sesame' sell to blacks criticized

The National Association of Black Media Producers, in its first official act since formation earlier this month (BROADCASTING, March 9, 16), has written Joan Ganz Cooney, executive producer of *Sesame Street*, saying that despite the value of the series for preschool children it is "counter-productive."

In a letter mailed last week, Tony Brown, president of the association, claimed the educational-television show is reaching white middle-class and upper-middle-class children, rather than black children, and is "increasing the educational gaps between the haves and have-nots." He blamed this particularly on poor publicity in the black communities.

The letter was mailed last Wednesday (March 18) the same day Jay Levine, a spokesman for the Children's Television Workshop, producer of *Sesame Street*, reported preliminary results of a survey that indicated that the show was being viewed in 80%-90% of all homes in New York's black communities. "We know there's penetration," said Mr. Levine. Full survey results were expected to be announced this week.

Mr. Brown sent a copy of the letter to John W. Macy Jr., president of the Corp. for Public Broadcasting, a financial backer of *Sesame*, asking that the black media producers be allowed

to help publicize the show in black areas. "We would help increase its audience," Mr. Brown claimed. Another copy of the letter went to the Ford Foundation, which provides some of the funds for the show.

Acknowledging that the "quality and intent of the program are good," Mr. Brown in his letter also claimed the stations carrying the show "have no expertise, no mechanics" for reaching the black community with publicity. "They don't understand how to motivate the black people," he said.

Last spring the people behind *Sesame Street* had noted:

"The problem of how to get disadvantaged children to watch is considered a major challenge for the workshop. Special utilizational and promotional campaigns designed and executed to build the audience each day will be mounted. . . ."

Mr. Levine emphasized that "word of mouth" is the prime publicity tool being used for *Sesame Street*. He said, too, that each month 800,000 parent-teacher guides are distributed in the black communities to help parents reinforce material seen on the program. The guides are distributed through day care centers, Headstart centers and other places.

CBS funds study of blacks on TV

A study of audience reaction to black performers in television programs and commercials is being conducted at Iowa

State University under a \$6,200 grant from CBS, the university announced last week.

The study is being conducted by questionnaires and interviews among three kinds of audiences—urban white, rural white and urban black—in Waterloo and the rural area of Hampton to find out "what effects, if any, the increased use of black performers in television has had on the viewing audiences," according to the project's director, Donald E. Wells, associate professor of journalism and mass communications.

Viewers' attitudes toward blacks and whites, feelings of alienation from society, use of TV for information and entertainment and views on how the use of black performers may be helping or hindering race relations will also be explored.

Mr. Wells said that CBS had indicated, when first approached for support, that the study would be difficult if not impossible to do, but ought to be encouraged because of the importance of the questions. CBS authorities said last week that the grant was made last summer, but could not comment on their likely use of the results until the final report is in.

ISU officials indicated that the report would be issued within three or four months.

The project was initiated by a graduate student from Biafra, Christopher Nwobodo, who is also participating in the research and will use it for his master's thesis.

House report backs land-mobile stand

Subcommittee sees need for better management of frequency spectrum

The House Small Business Subcommittee, headed by Representative John D. Dingell (D-Mich.), is about to issue a report renewing its demand that additional spectrum space be allocated to land-mobile services. The report sharply criticizes the FCC for being overly protective of UHF broadcasters at the expense of land mobile.

The report grew out of last year's hearing on land mobile, during which the subcommittee took its traditionally sympathetic position toward land-mobile pleas for more frequency space. Its conclusions are much the same as those reached in a report that followed similar hearings in 1968.

The subcommittee noted that present allocation of the 25-890 mc band was made in 1949; noted with some chagrin that UHF has 50% of that band, while land mobile gets 4.7%, and said that land-mobile's growth and technological development are leading to a crisis of the spectrum. Putting these observations together, the report concludes:

"There is no doubt that mobile communications are being impeded by poor spectrum management, and more importantly by the continued unavailability of adequate frequency spectrum for land-mobile use. . . . A prior allocation of spectrum does not provide a right to that amount of spectrum when the public interest may require the reallocation of a portion of it for other uses."

The subcommittee urges the FCC to "press forward with all possible vigor to provide adequate, additional, usable frequency spectrum for land mobile" over the short haul. It calls for prompt formulation of a program to provide for long-term needs, and urges the commission to consider not accepting any further UHF applications for channels 14-20.

Criticism of the FCC is recurrent in the report and finally leads to the conclusion that "consideration . . . must be given to whether the federal government is properly organized at this time to adequately and promptly deal with the management of the frequency spectrum." The subcommittee calls for a "comprehensive review" by an unnamed

government unit, of frequency management, and indicates that it may hold a few more hearings of its own.

Finally, the report recommends that "appropriate steps should be taken immediately to improve the management of our present frequency system, including the serious consideration of adopting a plan of regional spectrum management as well as allocation."

The subcommittee and its parent committee do not have the authority to report legislation.

The FCC is scheduled to meet next week on proposals to allocate part of the UHF band to land mobile.

Technical topics:

Mini-production center ■ Video Engineering Co., Washington, subsidiary of Riker-Maxson Corp., announced a new TV Educator Production Center that includes video-tape recorder, two viewfinder cameras, three five-inch preview monitors, line-receiver monitor, switcher-fader special effects, sync generator and associated equipment. Price is \$9,450.

Boost in price ■ GE announced price increase of 4% on its PE-2400 color TV film camera, raising the cost from \$49,393 to \$51,500. Rising costs of labor and materials was noted as the reason for the price hike.

Essex flies south ■ The communications and CATV division of Essex International Inc., Fort Wayne, Ind., has broken ground for its \$5.5-million, 59-acre plant in Chester, S.C. Scheduled to be completed in late summer, the plant will be devoted to the production of underground and overhead communications wires and cables. Served by major rail and truck lines, the factory will allow Essex to double the amount of cable it currently produces.

Memorex guests at NAB

Among the visitors to the Chicago National Association of Broadcasters convention April 5-8 will be 140 engineers and journalists from Europe. The group, including the chief engineers and journalists of major broadcasting stations and services in Western and Eastern Europe, is being flown to Chicago by Memorex Corp. Memorex is a manufacturer of video tape for broadcast and closed-circuit television, and sponsor of a technical seminar at the convention.

3M develops new tape-to-film unit

Firm hopes to put machine, at a cost under \$100,000, on market by mid-1971

3M Co., St. Paul, will display a prototype model of a new unit that will transfer color-television images to color 16mm motion-picture film during the NAB convention in Chicago.

G. Neils Johnson, marketing manager for the company's Minicom facilities in Camarillo, Calif., where the system is being manufactured, told a news conference in New York last week that the process will enable the TV industry, for the first time, "to convert economically its taped program material onto color photographic film." He observed that the film can be projected on any standard 16mm projector and broadcast film-chain equipment.

The system, including a "Chromatron" electron-beam recorder and printer, is planned for delivery by mid-1971 at a price of slightly less than \$100,000. Mr. Johnson indicated that the prime market for the unit is expected to be networks, processing laboratories, producers and station groups requiring the mass distribution of live and taped material for broadcasters and CATV, educational institutions, churches, industrial-training centers and advertisers.

Mr. Johnson noted that the widespread use of color video-taped program material is now restricted by the high cost of duplicating tape, lack of playback equipment, and either the low quality or higher cost of film transfers accomplished by kinescope recording.

Work on color-tape duplication has been under extensive development during the last few years. Ampex Corp. announced only recently the development of an experimental method of duplicating color video tapes that it said could be substantially cheaper and 10 times faster than the current one-to-one master-duplicate system (BROADCASTING, Feb. 2). Last year, the IBM Research Laboratories reported that it had developed a fast and economical method of duplicating color TV tapes. The Ampex system is understood to be related technically to the IBM system in that both methods use a master tape and a slave tape passing through a magnetic field that transfers the master's magnetic qualities to the slave tape, without impairing the master.

Herald-Traveler cites TV as its big earner

At the annual meeting of the Boston Herald-Traveler Corp. last Wednesday (March 18), President Harold E. Clancy said the company's Boston channel 5—WHDH-TV—is its most valuable property and accounts for "the great bulk" of its earnings.

The statement was in response to

questions from Boston attorneys Robert Brown and Robert Ela representing Robert F. Carney, a shareholder. Messrs. Brown and Ela sought information on the amount of WHDH-TV's contribution to revenues and earnings.

Mr. Clancy declined to reveal specific information on the ground it was "highly competitive". He did say, however, that if the company did not own the TV station it would have to guard against

going into the red. For the year ended Dec. 31, 1969, the Boston-Herald Traveler Corp. reported net income of \$2.8 million or \$4.94 per share on revenues of \$46.4 million, compared to net income of \$2.7 million or \$4.68 per share on revenues of \$41.4 million in 1968 (BROADCASTING, March 2).

The Boston Herald-Traveler also owns WHDH-AM-FM Boston, publishes two dailies and a Sunday newspaper

The Broadcasting stock index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing March 19	Closing March 12	Closing March 5	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	33	33½	34½	39½	31½	7,074	234,133
Atlantic States Ind.		O	5½	5½	5½	7	5½	1,789	9,839
Capital Cities	CCB	N	31½	33½	35½	36½	28½	5,804	208,189
CBS	CBS	N	47½	44½	44½	49½	43½	26,259	1,178,241
Corinthian	CRB	N	29½	29½	32	33½	28½	3,384	108,288
Cox	COX	N	21½	22½	23½	24½	19½	5,786	136,665
Gross Telecasting	GGG	A	16½	16½	16½	17½	15	805	13,178
Metromedia	MET	N	18½	18½	20½	20½	15½	5,603	114,133
Pacific & Southern		O	14½	15	19	23	14	1,627	30,913
Reeves Telecom	RBT	A	5½	6½	7½	15½	5	2,163	15,401
Scripps-Howard		O	21½	20½	21	20½	24	2,589	54,369
Sonderling	SDB	A	26½	28½	28½	34½	25	985	28,073
Starr Broadcasting		O	14½	15½	14	18	14	338	4,732
Taft	TFB	N	25½	25½	27½	29½	24½	3,585	97,691
						Total		67,791	\$ 2,242,845
Broadcasting with other major interests									
Avco	AV	N	22½	24	25	25½	21½	11,328	283,200
Bartell Media	BMC	A	11	13½	12½	14	10½	2,292	29,498
Boston Herald-Traveler		O	40	39	40	43	29	574	22,960
Chris-Craft	CCN	N	8½	9½	9½	11½	8½	3,500	31,920
Combined Communications		O	11½	11	14	16½	11	1,798	25,172
Cowles Communications	CWL	N	8½	9½	8½	10½	7½	3,969	35,205
Fuqua	FQA	N	18½	19	18½	31½	17½	5,219	96,552
Gannett	GCI	N	26½	27½	28½	29½	26	7,117	202,835
General Tire	GY	N	19½	19½	19½	20½	17½	17,914	353,802
Gray Communications		O	6	6½	6½	7½	6	475	3,145
Lamb Communications		O	4	4	4	6	4	2,650	10,600
Lee Enterprises		O	19½	21	21	25	19½	1,957	41,097
Liberty Corp.	LC	N	20½	19½	20½	21½	16½	6,743	136,546
LIN		O	7½	8½	9½	11	7½	2,174	20,370
Meredith Corp.	MDP	N	29½	30	32	44½	28½	2,779	88,928
Outlet Co.	OTU	N	16½	16½	16	17½	15½	1,336	21,376
Plough Inc.	PLO	N	75½	78	81½	85	75	6,788	551,525
Post Corp.		O	13	13½	14½	17½	13	713	10,339
Rollins	ROL	N	30½	31½	30½	40½	28½	8,016	244,488
Rust Craft	RUS	A	25½	26½	26½	32½	25½	1,168	30,660
Storer	SBK	N	25½	26½	27½	30½	19	4,221	115,529
Time Inc.	TL	N	35½	34	35½	43½	27½	7,241	259,735
Trans-National Comm.		O	4½	3½	2½	4½	1½	1,000	2,120
Wometco	WOM	N	19½		19	20½	17½	5,812	110,428
						Total		106,784	\$ 2,728,030
CATV									
Ameco	ACO	A	9½	9½	10½	16	8½	1,200	12,444
American TV & Comm.		O	18½	21½	21½	22½	18½	1,775	38,163
Cablecom-General	CCG	A	10½	12½	12½	23½	11½	1,605	20,062
Cable Information Systems		O	2½	2½	2½	2½	2	955	2,149
Citizens Finance Corp.	CPN	A	14½	14½	14½	17½	12½	1,904	27,608
Columbia Cable		O	14	14½	14½	15½	12½	900	13,158
Communications Properties		O	8½	8½	7½	17½	7	644	4,991
Cox Cable Communications		O	18½	21½	22	24	18½	5,786	127,292
Cypress Communications		O	14½	15	17	17½	14½	854	14,518
Entron		A	5½	6½	6½	8½	5½	1,320	8,580
General Instrument Corp.	GRL	N	19½	20½	21½	30½	17½	6,111	132,914
H & B American	HBA	A	21½	20½	23½	30½	18½	4,973	118,109
Sterling Communications		O	4½	16½	6½	7½	4½	500	3,200
Tele-Communications		O	13	13½	15	20½	10	2,704	40,560
Teleprompter	TP	A	82½	84½	104½	133½	73	1,007	104,849
Television Communications		O	12½	13½	14½	18½	12½	2,816	41,536
Vikoa	VIK	A	13½	14½	13½	27½	10½	1,815	24,049
						Total		36,869	\$ 734,182

there and has substantial interest in Entron Inc., group CATV owner.

Mr. Carney is a director and chairman of the finance committee of Foote Cone & Belding Communications Inc., New York, parent of the Foote, Cone & Belding advertising agency.

Company reports:

Citizens Financial Corp., Cleveland-based diversified financial services company and group CATV operator, reported record results—a 12% increase in revenues and an 11% increase in net income—for 1969.

Citizens, owner of Tower Communications Inc., Coshocton, Ohio, which

operates 23 cable systems with over 40,000 subscribers, also reported that 25% of its net income in 1969 was derived from CATV and 35% came from savings and loan operations. Citizens's total assets rose to \$164,412,000 in 1969 compared to \$158,468,000 in 1968.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$1.22	\$1.10
Revenues	15,056,722	13,458,034
Net income	1,324,528	1,195,828
Average shares outstanding	1,089,779	1,090,677

Note: 1968 figures restated to comply with requirements of opinions of Accounting Principles Board issued during 1969.

J. Walter Thompson Co., New York, advertising agency, last week reported

that worldwide billings gained by 16% over 1968 in 1969 while net earnings rose by 21%, both record figures.

The company noted that of its total of approximately \$740 million, \$445 million represented U.S. billings and \$295 million was international billing.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$2.57	\$2.15
Billings	739,781,000	636,759,000
Net income	6,646,000	5,465,000

Lane/Travis/Pollard Inc., Kansas City, Mo., advertising agency—and owner of Marketing Insights Inc., which provides audience measurement studies for radio stations in small markets—reported increases in gross billings and

	Stock symbol	Ex-change	Closing March 19	Closing March 12	Closing March 5	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	24	25	24 $\frac{3}{4}$	31 $\frac{1}{2}$	21 $\frac{1}{2}$	5,942	144,807
Disney	DIS	N	140 $\frac{3}{4}$	136 $\frac{3}{4}$	138 $\frac{3}{4}$	158	125 $\frac{3}{4}$	5,015	693,324
Filmways	FWY	A	12 $\frac{1}{4}$	12 $\frac{1}{4}$	13 $\frac{1}{2}$	18 $\frac{1}{2}$	11 $\frac{1}{2}$	1,700	22,950
Four Star International		O	2 $\frac{3}{4}$	2 $\frac{3}{4}$	3	4	2 $\frac{3}{4}$	666	1,998
Gulf and Western	GW	N	17	17 $\frac{1}{2}$	18 $\frac{3}{4}$	20 $\frac{3}{4}$	16 $\frac{3}{4}$	16,310	299,615
Kinney National	KNS	N	30	31 $\frac{1}{4}$	33 $\frac{1}{4}$	33 $\frac{3}{4}$	27	7,738	257,289
MCA	MCA	N	21 $\frac{1}{2}$	21 $\frac{1}{2}$	21 $\frac{1}{2}$	25 $\frac{3}{4}$	19 $\frac{1}{2}$	8,297	178,385
MGM	MGM	N	26	23	27	28 $\frac{3}{4}$	20 $\frac{3}{4}$	5,843	157,761
Music Makers Group		O	7	7 $\frac{1}{2}$	6	9	6	589	3,534
National General	NGC	N	15 $\frac{1}{2}$	16	17 $\frac{1}{2}$	20 $\frac{1}{4}$	13	4,515	78,426
Transamerica	TA	N	20 $\frac{3}{4}$	20 $\frac{3}{4}$	22 $\frac{1}{2}$	26 $\frac{3}{4}$	19 $\frac{3}{4}$	61,869	1,392,053
Trans-Lux	TLX	A	17 $\frac{1}{2}$	16 $\frac{3}{4}$	17 $\frac{3}{4}$	23 $\frac{3}{4}$	16 $\frac{1}{4}$	1,020	36,200
20th Century-Fox	TF	N	16 $\frac{1}{4}$	16 $\frac{1}{4}$	17 $\frac{3}{4}$	20 $\frac{3}{4}$	15	8,169	141,896
Walter Reade Organization		O	6 $\frac{1}{2}$	7 $\frac{3}{4}$	7 $\frac{3}{4}$	13 $\frac{1}{2}$	6 $\frac{1}{2}$	2,342	17,602
Wrather Corp.	WCO	A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{3}{4}$	10 $\frac{3}{4}$	8 $\frac{1}{2}$	2,161	19,168
							Total	132,176	\$ 3,445,008
Service									
John Blair	BJ	N	22 $\frac{3}{4}$	22 $\frac{3}{4}$	22 $\frac{1}{4}$	23 $\frac{1}{2}$	19 $\frac{3}{4}$	3,006	66,884
Comsat	CQ	N	35 $\frac{3}{4}$	35 $\frac{3}{4}$	39 $\frac{3}{4}$	57 $\frac{3}{4}$	34 $\frac{1}{2}$	10,000	397,500
Creative Management		O	12 $\frac{3}{4}$	12 $\frac{3}{4}$	12 $\frac{3}{4}$	14 $\frac{1}{2}$	9 $\frac{1}{2}$	918	11,475
Doyle Dane Bernbach		O	22	22	22 $\frac{1}{2}$	23	19 $\frac{3}{4}$	2,104	47,340
Foote, Cone & Belding	FCB	N	10 $\frac{1}{4}$	10 $\frac{3}{4}$	10 $\frac{3}{4}$	12 $\frac{1}{4}$	10 $\frac{1}{4}$	2,147	22,264
Grey Advertising		O	11	11 $\frac{3}{4}$	11 $\frac{3}{4}$	13 $\frac{1}{2}$	11	1,140	13,395
Movielab	MOV	A	5 $\frac{1}{2}$	5 $\frac{1}{2}$	6	7 $\frac{1}{2}$	5 $\frac{1}{2}$	1,407	8,442
MPO Videotronics	MPO	A	8 $\frac{3}{4}$	9 $\frac{1}{4}$	9 $\frac{3}{4}$	9 $\frac{3}{4}$	8 $\frac{1}{4}$	548	5,135
Nielsen		O	38	37 $\frac{3}{4}$	40 $\frac{3}{4}$	42	36 $\frac{1}{2}$	5,299	215,934
Ogilvy & Mather		O	21 $\frac{1}{2}$	21 $\frac{1}{2}$	21 $\frac{1}{2}$	22 $\frac{1}{2}$	18 $\frac{3}{4}$	1,090	23,697
PKL Co.	PKL	A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	12 $\frac{3}{4}$	8 $\frac{1}{2}$	739	6,555
J. Walter Thompson	JWT	N	31	29 $\frac{3}{4}$	30 $\frac{3}{4}$	36	28 $\frac{1}{2}$	2,778	84,368
Wells, Rich, Greene		O	11 $\frac{3}{4}$	12 $\frac{1}{4}$	13 $\frac{3}{4}$	13 $\frac{1}{2}$	7 $\frac{3}{4}$	1,601	21,405
							Total	32,777	\$ 924,394
Manufacturing									
Admiral	ADL	N	11 $\frac{3}{4}$	12 $\frac{1}{2}$	13	14 $\frac{3}{4}$	10 $\frac{3}{4}$	5,150	66,950
Ampex	APX	N	35 $\frac{3}{4}$	35	36 $\frac{1}{4}$	48 $\frac{1}{2}$	33 $\frac{3}{4}$	10,825	392,406
CCA Electronics		O	4 $\frac{1}{2}$	4 $\frac{3}{4}$	4 $\frac{3}{4}$	4 $\frac{3}{4}$	4 $\frac{3}{4}$	800	3,496
Conrac	CAX	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	20 $\frac{3}{4}$	32 $\frac{1}{4}$	20 $\frac{3}{4}$	1,249	25,917
General Electric	GE	N	70 $\frac{1}{2}$	71 $\frac{3}{4}$	74 $\frac{3}{4}$	77 $\frac{3}{4}$	67 $\frac{3}{4}$	91,025	6,804,119
Harris-Intertype	HI	N	66 $\frac{3}{4}$	68 $\frac{3}{4}$	68 $\frac{3}{4}$	75	61 $\frac{1}{2}$	6,351	435,044
Magnavox	MAG	N	32 $\frac{1}{2}$	33 $\frac{3}{4}$	36	38 $\frac{3}{4}$	29 $\frac{1}{4}$	16,485	593,460
3M	MMM	N	103 $\frac{1}{2}$	106	107	114 $\frac{3}{4}$	99 $\frac{3}{4}$	54,550	5,836,850
Motorola	MOT	N	119 $\frac{1}{2}$	115 $\frac{1}{2}$	121	141 $\frac{3}{4}$	110 $\frac{1}{2}$	6,649	804,529
RCA	RCA	N	30 $\frac{3}{4}$	30 $\frac{3}{4}$	32 $\frac{3}{4}$	34 $\frac{3}{4}$	29 $\frac{1}{4}$	62,773	2,055,816
Reeves Industries	RSC	A	3 $\frac{3}{4}$	4	4	5 $\frac{1}{4}$	3 $\frac{1}{4}$	3,443	13,772
Telemation		O	15 $\frac{1}{2}$	16 $\frac{1}{2}$	22	24	15 $\frac{1}{2}$	1,080	23,760
Visual Electronics	VIS	A	6 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	10 $\frac{3}{4}$	6 $\frac{1}{2}$	1,357	10,178
Westinghouse	WX	N	63 $\frac{3}{4}$	66	65 $\frac{3}{4}$	66 $\frac{3}{4}$	53 $\frac{1}{2}$	39,304	2,568,909
Zenith Radio	ZE	N	34 $\frac{3}{4}$	33 $\frac{3}{4}$	36 $\frac{1}{4}$	37 $\frac{3}{4}$	29 $\frac{1}{2}$	19,020	687,002
							Total	320,061	\$20,322,208
							Grand total	696,458	\$30,396,667
Standard & Poor Industrial Average			87.42	88.33	90.02				

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

Shares outstanding and capitalization as of March 5.
*New addition to the Broadcasting stock index.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

net income for the six months ended Jan. 31:

	1970	1969
Earned per share	\$0.10	\$0.12
Gross billings	1,849,099	873,597
Net income	21,463	10,317
Shares outstanding	215,520	83,785

Music Makers Group Inc., New York, creator of music for advertisers, producer of radio and TV programing-production packages and minority stockholder of WFEA(AM) Manchester, N.H., reported an increase in revenues but a decline in net income for the six months ended Dec. 31:

	1969	1968
Earned per share	\$0.22	\$0.25
Net revenues	1,470,468	809,437
Net income	119,362	127,559
Shares outstanding	533,923	505,000

John Blair & Co., New York, station representative, reported record earnings (per share up 18%) and revenues (up 27%) for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.65	\$1.40
Revenues	62,769,000	49,570,000
Net income	4,305,000	3,659,000
Average shares outstanding	2,604,000	2,610,000

Notes: Acquisition of City News Printing Corp. in November 1969 has been accounted for as a pooling of interests and included in both year's figures. Revenues and earnings for 1969 reflect operations of Workman Business Forms Inc., purchased in February 1969.

Gross Telecasting Inc., Lansing, Mich., owner of WJIM-AM-FM-TV Lansing and WKBT(TV) Las Crosse, Wis., reported a 9% increase in revenues and 10% gain

in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.22	\$1.12
Revenues	4,143,201	3,789,039
Net income	983,776	895,017

Teleprompter Corp., New York, group CATV owner reported that an "outstanding" fourth quarter, resulting primarily from growth in cable television properties, helped boost 1969 earnings by 139%. Revenues in the fourth quarter, ended Dec. 31, were \$3,428,838, as compared to \$1,970,777 in 1968, and earnings were doubled.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$0.98	\$0.42
Revenues	11,494,294	7,270,094
Net income	1,143,895	478,020

Downe acquires 40% ownership of Bartell

Downe Communications Inc. announced last week it had purchased an additional 159,000 shares of Bartell Media Corp., owners of WADO(AM) New York, WOKY(AM) Milwaukee and KCBQ(AM) San Diego, increasing its ownership position to around 40%.

A total of 133,000 shares were purchased for Downe by private investors at \$20 a share, partly in cash and partly in 7¼% promissory notes. Downe

bought 26,000 from Weis, Voisin, Cannon Inc. and from officers of that investment group for \$16.50 a share in cash.

Downe Communications publishes *The Ladies Home Journal* and *American Home* magazines.

Cox stockholders earn dividend of 7½ cents

Cox Broadcasting Corp. directors last Thursday (March 19) declared a regular quarterly cash dividend of 7½ cents a share on common stock, payable April 15 to stockholders of record April 1.

The dividend was announced at the sixth annual stockholders meeting in Atlanta where, reporting a slackening of revenues in the broadcasting division, Cox Broadcasting President J. Leonard Reinsch predicted a slight drop in first-quarter results from those of 1969 (BROADCASTING, Feb. 2). The firm last year earned 27 cents a share, adjusted for a two-for-one stock split in January 1970.

Stockholders of Cox Cable Communications Inc., at the same meeting in Atlanta last Thursday, heard a more optimistic report. Mr. Reinsch reported significant growth in 1969, with earnings of 37 cents a share on a 14% increase in revenues, which reached \$9.4 million. He predicted first-quarter earnings ahead of the same period last year.

With 175,000 subscribers Cox Cable is the second largest CATV operator in the nation. For 1970, the company has allocated \$1.5 million.

Financial notes:

- Board of directors of F&B/Ceco Industries Inc., Carlstadt, N.J., manufacturer of photographic equipment for the motion picture industry, has declared dividends on outstanding stock payable March 23 to shareholders of record Feb. 20. Holders of 3% preferred stock will receive a cash dividend of three cents per share, and a stock dividend of ½ of 1%; common stockholders will receive a 5% stock dividend.

- Doyle Dane Bernbach Inc. has declared a quarterly dividend of 22 cents per share on common stock payable April 15 to stockholders of record March 31.

- Communications Properties Inc., Austin, Tex., group CATV operator, reported net income of \$57,842 or 9 cents per share on revenues of \$987,291 for the three months ended Jan. 31.

- Trans National Communications Inc., New York, has agreed to acquire Atlas Financial Corp. for a 6% debenture of \$11.3 million, payable with 3 million shares of an as yet unauthorized class of special preferred stock. Atlas, a sub-

This advertisement appears as a matter of record only and no public offering is being made of these Notes.

March 19, 1970

\$11,000,000

FCB Cablevision, Inc.

a subsidiary of

Foote, Cone & Belding Communications, Inc.

Senior Promissory Notes with Warrants

This financing has been arranged privately through the undersigned.

HUBBARD, WESTERVELT & MOTTELAY, INC.

a wholly-owned subsidiary of

Merrill Lynch, Pierce, Fenner & Smith

Incorporated

subsidiary of Scientific Resources Corp., Philadelphia, buys installment obligations secured by liens on real estate. TNC has also agreed to acquire Fairchild-Pola of Arkansas Inc., Clarendon, Ark.—manufacturer of modular homes—for 200,000 TNC common shares. In addition, TNC is negotiating to acquire Trans-East Air Inc., Bangor, Me., in a 1-for-1 stock transaction. Trans-East fuels and services aircraft and operates other facilities at Bangor International Airport. TNC owns WUDO(AM) Lewisburg, Pa., and is buying WADS(AM) Ansonia, Conn., subject to FCC approval. Its other interests include the Boston Celtics basketball team, the Oakland Seals hockey team and recording and production companies.

▪ At its annual meeting May 26 Gannett Co., Rochester, N.Y., will seek approval of stockholders to increase the number of its authorized shares and approval of its merger with Federated Publications Inc., Battle Creek, Mich. (BROADCASTING, Feb. 23). If the \$52-million merger is approved, the company, will also seek approval to change its name to Gannett Federated Corp. Gannett is seeking an increase in authorized common shares from 10 million to 20 million, a boost in preferred shares from 500,000 to 2 million and an increase by 200,000 in the number of common shares available for stock options from the present 337,500.

▪ The common stock of Lee Enterprises Inc., Davenport, Iowa, was ad-

mitted to trading on the American Stock Exchange last Tuesday (March 17) under the symbol LNT. Lee is a group owner of newspapers and owns WTAD-AM-FM Quincy, Ill.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-AM-TV Mason City, Iowa, and KEYC-FM-TV Mankato, Minn. It also has interest in WKBH(AM) LaCrosse, Wis., and KFAB-AM-FM Omaha.

▪ Kinney National Service Inc., New York, owner of Warner Brothers Inc., plans a \$20 million offering of convertible subordinated debentures abroad through Kinney International Finance N.V., its wholly owned subsidiary. The debentures will be convertible after Jan. 4, 1971, into common stock of the parent company.

International

Compromise failure blocks Intelsat windup

The international conference on the future organization of the International Telecommunications Satellite Consortium, expected to wind up its month-long deliberations in Washington last Friday (March 20) but which failed to agree, plans to hold another full-fledged session some time after Labor Day.

Refusal of some delegates to accept a compromise package put forth by the Australian and Japanese delegates (BROADCASTING, March 16) forced the conference to accept a suggestion that an "intersessional working group" be established to try to work out a satisfactory document in time for the next meeting.

Various amendments offered from the floor last week attempted to change the weight of votes to be held by nations who are members of the proposed board of governors of the international body. Also in conflict was the composition of the parent body, the assembly, and its right to counter actions taken by the board and/or the director general.

The U.S. delegation announced at last Thursday's session that the proposal submitted by Australia and Japan is acceptable, but that various amendments offered by other nations in conflict with the basic recommendations are unacceptable.

The Intelsat conference began a year ago and recessed to permit committees to prepare documents on various elements of the permanent Intelsat organization. The full conference resumed last month and was expected to complete its work last week. The Australian and Japanese proposals provided among other things that the U.S.'s Communications Satellite Corp. would continue to

manage the space satellite system for six years pending transfer of the administration to a board and a director general that would represent a more international character.

Comsat has been managing Intelsat since 1964.

ABC sets up firms in Caracas and Sao Paulo

In an expansion of its worldwide operations, ABC Films Inc. has established three subsidiaries in Latin America. They are ABC Films Latinoamericana, S.A., and ABC Films de Venezuela, both located in Caracas, and ABC Films do Brasil Ltda., with headquarters in Sao Paulo.

In making the announcement, Kevin O'Sullivan, president of ABC Films,

To London for look

Network officials have been invited to London next month to view a demonstration of new equipment purchased by Independent Television News of London, which serves 18 independent TV network stations in Britain.

The equipment, permitting broadcasters to receive and instantly rebroadcast overseas programs, is a European market model of the International Standards converter, made and marketed by Andersen Laboratories, Bloomfield, Conn., and Rank Organisation, England.

The aim of network officials reportedly is to evaluate the feasibility of purchasing \$350,000 worth of equipment for use in the U.S. The availability of overseas programs could affect some high-priced shows produced in the U.S.

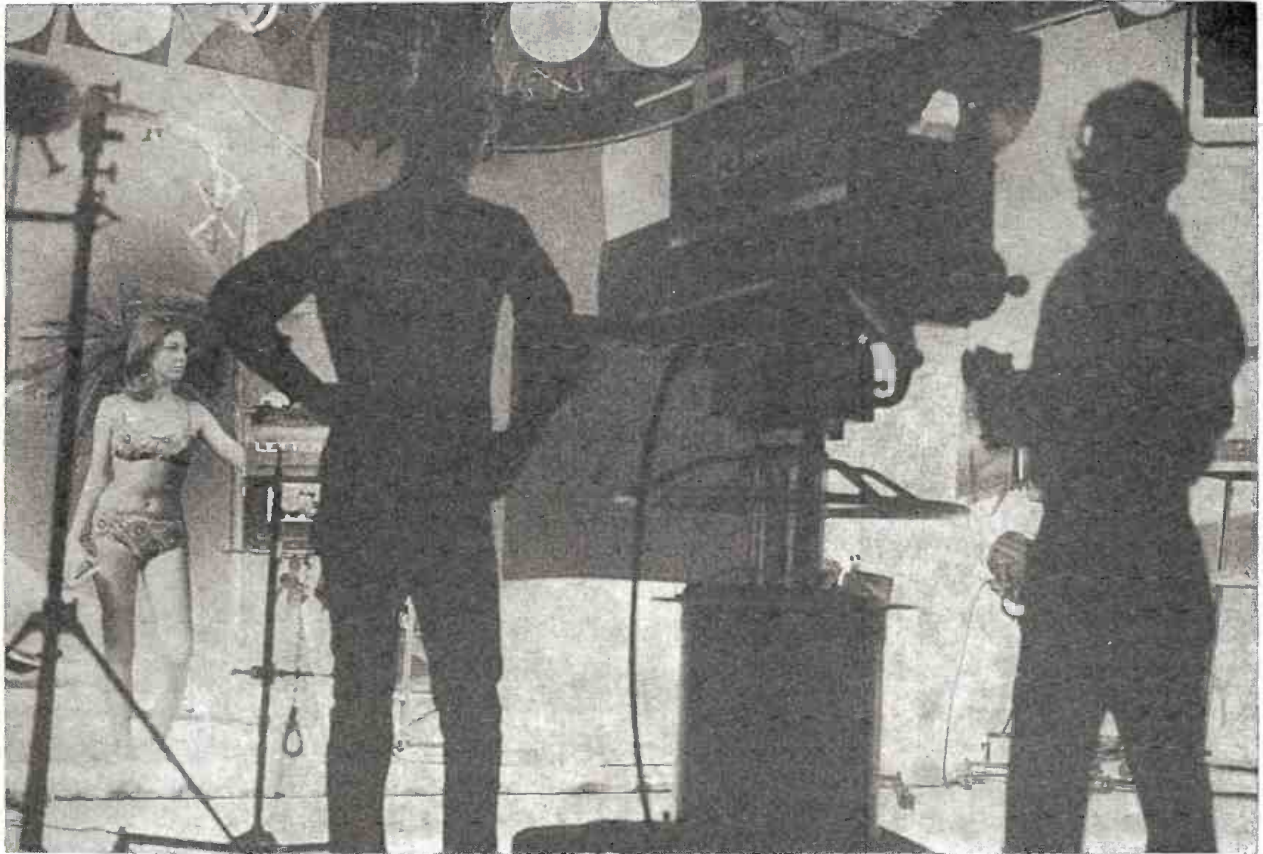
said that Marcial Fernandez has been named supervisor of operations throughout Latin America and will be based in Caracas, and Nelson Duarte has been named manager of ABC Films do Brasil Ltda., with headquarters in Sao Paulo. Mr. O'Sullivan explained that these subsidiaries will sell ABC Films programs throughout Central and South America and the Caribbean and will explore TV co-production arrangements there as well as the field of theatrical motion-picture distribution.

European group picks U.S. representative

Ries Cappiello Colwell Inc., New York, has been selected as the exclusive U.S. affiliate of the Impact International Group of advertising agencies. The Impact group is an international network of eight European agencies billing a total of \$60 million.

While the agreement involves no exchange of ownership at this time, ultimately an exchange of stock will take place if the arrangement proves satisfactory, according to Bob Colwell, executive vice president, treasurer and media supervisor of the New York agency. Mr. Colwell will coordinate the international activities of Ries Cappiello Colwell and the Impact group.

The agreement with Impact will assist Ries Cappiello Colwell in serving its international clients and European clients, which include Heuer Time Corp., Siemens Corp., USM Corp., Uniroyal, United Audio Products, and Worthington Corp. Impact agencies will place advertising for Ries Cappiello Colwell accounts abroad and appraise local marketing conditions. Ries Cappiello Colwell will also serve the clients of its Impact partners in the U.S.



The double whammy of local production

At more TV stations the do-it-yourself commercial is bringing in its own profit and locking in accounts

It used to be an article of faith in television that if you wanted to make a commercial with any production value above the level of a logo slide plus pitchman you had to go for broke, to New York, Hollywood or Chicago where most of the fancy network and national-spot commercials are made.

Whether that was true as its tellers contend is no longer important. Today almost any advertiser, including Max the Jeweler on Main Street, if he can afford TV time at all, can use the medium with imaginative, creative and effective "production" commercials made in color and at reasonable cost. He simply has to visit his friendly neighborhood TV station for modern one-stop service in an expanding number of markets.

For stations, the making of commer-

cial can be a significant factor in the successful selling of time, especially at the local retail level and in medium to smaller markets. By providing the production facilities, a station often gets a built-in option on the client's budget for that market, or at least a healthy hunk of it.

A superior local-production capability also can mean whether an advertiser considers TV at all, or merely is content to put his eggs in other media baskets.

Stations in some areas now boast special creative departments. These serve almost like advertising agencies to local clients or as strong working partners with local agencies in areas where they may be found.

TV-station commercial production outside the top metropolitan markets

has become attractive not only to local and regional accounts, but also to some well-known national accounts and their agencies, particularly for turning out spots for their varied local and regional campaigns.

Station commercial production is attracting the smaller agencies and more modest accounts from the major markets too. Like the major clients, they also are going out to TV stations in Middletown, U.S.A. to make their spots—partly because of the lower cost and partly because they can become more intimately involved in production details than they sometimes feel they can at the more sophisticated production house in the big city.

Much of the local-station commercial-production growth has followed in the steps of the technical developments in

video tape, particularly the production flexibility made possible by electronic editing and the creative freedom afforded by such associated control-room special-effects devices as the Chroma Key.

But not all local commercials are video tape by any means. Some are film and some are hybrids, mixes of both film and tape during the production with final release prints sometimes being tape and sometimes film. The growth of film has been helped especially by the new fast color films and the simpler station processing equipment as well as by the evolution of good outside commercial processing houses in some areas.

Local-station commercial production usually is partner to program production, both for shows for the individual station's own use and sometimes for syndication. With the trends in cable TV and similar specialized media forms, some stations view a strong commercial and program production wing as both hedge and opportunity. They note that CATV may bring competitive new program channels to the market place, but there also will be a need for product to fill those channels.

Is local-station commercial production profitable?

Generally yes, a BROADCASTING sampling of stations across the U.S. shows. And the degree of profitability in part may be keyed to the amount of capital and manpower investment committed for this purpose as well as the area. The commercial and other outside production work (industrial films, programs etc.) in certain instances has become so profitable that the stations' sources declined to discuss it.

From the sampling, based principally upon the current winners of the local-commercial awards competition of the Television Bureau of Advertising (BROADCASTING, Oct. 27, 1969), it is true that a good local "production" commercial can be turned out for an advertiser for around \$100. But it also can run into the thousands of dollars.

Actually the top winner in TVB's first competition two years ago cost the local client only \$40. Many by now have seen the 60-second monochrome videotape spot WMT-TV Cedar Rapids, Iowa, produced for the Liberty Hardware Dealers to sell them out of \$1.77 bathroom plungers. It was judged best of 700 station entries and was a simple stand-up demonstration punctuated with stock footage of huge rolling surf.

By contrast, the present TVB top winner, one of some 600 entries, is a minute color film that kvos-tv Bellingham, Wash., produced at a cost of around \$7,000 for the British Columbia Telephone Co. It is a humorous mini-drama of a husband getting out of bed in the middle of the night to answer

the phone and awakening the whole neighborhood as he stumbles through the house.

Kvos-tv is typical of the pioneering effort stations have made in commercial production. It entered the field in 1954, and since 1962 has become deeply involved—profitably. That involvement has led to the formation of a production subsidiary—a logical expansion in recent years for a number of stations that have found that well-produced local commercials often attract the attention of lucrative regional and national accounts. Kvos-tv has become active in syndication through subsidiary Canawest Ltd., Vancouver, B. C., says David Mintz, kvos-tv vice president and general manager, who now is on TVB's sales advisory committee.

Canawest is producing 26 half-hours of Bill Burrud's *The Challenging Sea* for NBC Enterprises with airing scheduled on Canada's CBC-TV. Canawest also is adding up credits in the documentary and sales-training fields.

TVB's second competition also had two other top winners in addition to individual winners in a variety of categories, all representative of the rapid rise in general quality of the locally produced commercials. Taking second place was a Town & Country Ford minute commercial from WBTv(TV) Charlotte, N. C., and taking third was a Sea-arama Marine World 60-second spot from KHOU-TV Houston.

The WBTv spot, all video tape, cost under \$1,000 and also was winner of the TVB's automotive category. Except for musical background, the commercial is all visual, a sequence of titles and fast cuts showing the dealer's various departments. The commercial will wear long, asserts WBTv's Ed Wade, of the station's commercial-production division.

KHOU-TV's commercial, on film and costing \$2,400, depicts the family fun of the marine attraction to the tune of a jingle that accounted for half the cost. Two earlier similar spots for the same client, without jingle, had cost a total of about \$500 and one of these was a 1968 TVB winner. KHOU-TV served as creative agency as well as producer to this comparatively small account.

WBTv's 30-second spot for Garner's Texas Pete chile took first honors in the TVB's food category. Produced for a bit over \$400, the commercial was shot on film on the station's back lot at night and transferred to video tape for editing. WBTv's production list now includes several dozen more local and regional clients.

The Charlotte station has long made local commercials, but didn't become deeply involved until formation of a creative-services department in August



WFAA-TV Dallas-Fort Worth exemplifies a growing trend among local stations which have found that well produced commercials for local firms can lead to work orders from regional and national accounts. A production subsidiary, WFAA Productions, was formed to handle commercial accounts, such as *Illini Savings and Loan Association*, St. Louis (upper left), and *James K. Wilson men's shops* (above), a statewide firm with about nine stores in the Dallas area. WFAA director, Gary Jones, sees a station's expanded commercial facilities eventually meeting growing demand for more TV program material.



WBAP-TV Fort Worth-Dallas filmed several 60-second commercials for local account, Stripling's department store, which have been aired for three months (left). Rico Petrocelli,



Boston Red Sox shortstop (foreground, right), reads his one line from a cue card for a Kelly's Hamburgers commercial, produced by WPRI-TV Providence, R.I.

1967. WBTV's six-man local sales staff works in close coordination with this new department and a production department.

The creative-services department includes five creative specialists and one motion-picture photographer. They conceive ideas, execute copy, coordinate artwork, models, props etc. with the production department which includes 13 production crewmen, five directors and 18 engineers. Equipment includes two studios, five color cameras and four Ampex tape machines, one with Editec. Scheduling must be intermixed with live programming and program taping.

At KHOU-TV, according to Ira Allen, film-production manager, "the local commercial activity is a three-pronged approach with the obvious studio activity, a separate film-production unit and, somewhere in the middle, a hybrid of the two we might call 'film-supported video-tape releases.'" Individual production managers become experienced in both film and tape techniques, he notes, and this works best "when a local sponsor needs rapid production service to a last-minute time purchase."

A side benefit of some significance, Mr. Allen says, is that "a client will investigate our time availabilities first if he had done his production here."

Does KHOU-TV feel this effort is profitable? "First off, it means a substantial investment in people and equipment," he replies, "but if we apply our own rate card to the amount of in-shop supporting services we need anyway, then the answer is a definite yes. On hard dollars alone the commercial profit picture will swing for us the same way it will for any commercial producer. When it's a good year, it's great. When it's a bad year, used cars are a better bet."

Over-all, he concludes: "We have felt local commercial production has been successful. In less than three years of concerted activity we have managed to add additional gross-income dollars and establish a salable track record for

future activity."

The theme of local commercial-production success continues among virtually all the winners in the various TVB categories. Another Houston station, KPRC-TV, for example, through its extensive and growing commercial-production department, has cracked a new retail money area by finding a way to present lingerie on live models and avoid the problems of certain National Association of Broadcasters code restrictions.

A unique approach was developed in a recent series of lingerie spots for Foley's department stores. The KPRC-TV production staff, working with Foley's agency, Goodwin, Dannerbaum, Littman & Wingfield, used the theme "all women are living dolls" and showed the live models as such, dressing them in pastel leotards. The models wore heavy face paint, and floppy Raggedy-Ann wigs complete the mood.

The taped commercials were aired primarily on KPRC-TV, but also on the three other local TV stations, as well. The TV drive totaled 237 spots combined with 1,050 radio spots; the total campaign reached an estimated 2.5-million people weekly for seven weeks. The total cost: \$40,000, paid for by 21 participants, a list that included lingerie manufacturers Warner's, Peter Pan, Bali, Gossard, Formfit, Rogers, Hollywood, Vassar-ette and Van Realte.

Jack Harris, president of the KPRC stations, feels the unusual treatment of the Foley's campaign may well be the opening wedge into additional uses of television by other retailers specializing in the intimate-apparel field. "If we can find additional and interesting production methods to demonstrate these inner garments, while maintaining the standards of good taste, we may well have solved a major problem for a very important segment of the retail field," he says.

KPRC-TV's commercial-production client list includes other top names too: Humble Oil, Duncan Foods Division of

Coca-Cola, and Sears.

In the Dallas-Fort Worth area the success of Premier Tele-Productions division of KRLD-TV there in video taping commercials and programs for local, regional and national clients and agencies has grown to the point where last week PTP announced the appointment of Russell G. Downie, president of Downie Productions Inc., as representative in Chicago to help handle the thriving business. PTP boasts the latest technical advances in equipment, including the new computer-controlled Ampex HS-200 disc recorder, three large studios and a big 40-foot multi-million-dollar mobile-color unit.

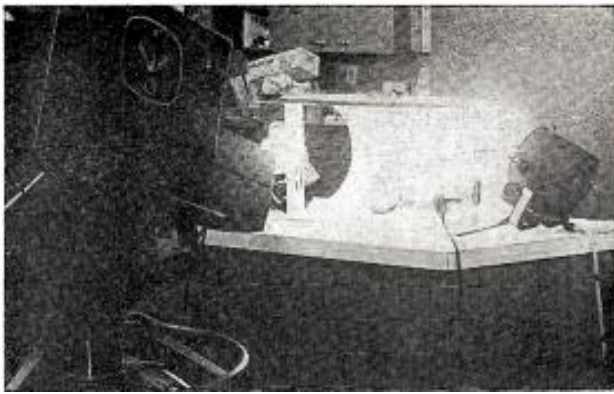
PIP's national and regional client list includes Montgomery Ward, Hart Schaffner & Marx, Neuhoff Packers, Kentucky Fried Chicken, Seeburg Co., Enterprise Paint, Pepper & Tanner and Ford Dealers.

WFAA Productions, a division of WFAA-AM-FM-TV Dallas-Fort Worth, also is an area pioneer in this field with extensive operations, says Gary W. Jones, director of film services. A total package in film, audio and video tape is offered.

Major New York, Chicago, Dallas, St. Louis, Atlanta, Oklahoma City and Houston agencies use WFAA Productions regularly, Mr. Jones notes, "yet WFAA-TV also frequently serves as an agency for local retail clients needing complete services from initial writing to ultimate distribution of the finished spot."

WFAA Productions has 10 video-tape recorders, including five Ampex 2000's with full Editec and the new HS-200 disc recorder. Ten GE color cameras round out the available gear, used also for four-and-a-half hours of live local programming each day on WFAA-TV.

WFAA-TV Production Manager Bob Turner notes the combination of vigorous local programming and commercial production requires an extra and enormous investment in sophisticated equipment and people, but the relationship



WMTV(TV) Madison, Wis., received a boost in retail-jewelry accounts because it devised a U-shaped backdrop that enhanced diamond product (left). KSTP-TV Minneapolis-St.



Paul filmed a regional commercial for Chrysler-Plymouth Dealers using players and facilities (right) of the National Hockey League's Minnesota Northstars.

of the two areas of operation become mutually beneficial, both in image and selling.

"Local stations are now primarily distribution centers," Mr. Jones adds, "but with the opening up of many more avenues of TV programing—CATV, myriad closed-circuit schemes, home video-tape cassette players—broadcast stations will increasingly have less of a monopoly over what is seen on the home TV screen. It behooves far-sighted stations to take the initiative and move from distribution to production, ready to take advantage of the growing demand for TV program material. The future appears most promising for the local broadcasting facility with the vision to diversify its interests and capabilities in the production area."

WBAP-TV Dallas-Fort Worth also boasts a large-sized mobile unit that is used for taping of commercials as well as remote programing. It is being used effectively for location production at Safeway and Stripling supermarkets as well as the Dallas department store.

James A. Byron, director of broadcasting, WBAP-TV, says: "The advertisers like the personal identity that the mobile unit can achieve in a commercial. Not only products but also the store is pictured and the shopper can see the products right on their own shelves or racks."

Commercial production has become big business at WPRI-TV Providence, R. I., according to Harry Wiest, program manager. "It has increased steadily each year since 1961," he says, "when Al Gillen, now president of Poole Broadcasting, saw the need for an expansion of services in this area."

WPRI-TV schedules three production sessions each day to keep up with commercial demand. Weekends also are used with the weekly average running about 30 hours and an extension to about 40 hours a week expected soon.

Client needs range from simple and inexpensive spots on film for limited

use by a local account to sophisticated production pieces for major agencies or regional accounts in which the multiple scenes or segments are edited into final video-tape masters.

The Bo Bernstein Agency of Providence, for example, in behalf of the Anderson Little line of men's suits, took the WPRI-TV color-production facilities on a Saturday and a package of 10 commercials was completed by 5 p.m. On early Sunday morning a hundred dubbings were ready for regional distribution.

WKBG-TV Boston "has invested heavily in local commercial production," Steve Fayer, special assistant to the general manager, reports. The station turns out an average of 150 commercials a year, a third on video tape and two thirds on film. The basic commercial-production unit includes a writer-producer, an art director and a photographer, but it is expanded as the assignment requires.

In addition to actual commercial production the commercial unit at WKBG-TV also provides a wide variety of services not usually found at a local station for both clients and agencies: These include everything from original storyboards to a full range of point-of-sale materials to corporate logos.

WKBG-TV's minute spot for Touraine Paint Co., Everett, Mass., which won in its TVB category, was on video tape and featured a turning paint can with Chroma Key inserts of finished decorating results. It was used on stations throughout New England. Production cost: \$150.

Joe Perkins, president of Communications Consultants Inc., Boston, observes: "The ability now to produce sophisticated TV commercials at reasonable prices has been the single most important factor in opening up a vast and lucrative retail-advertising market to this agency."

The creative idea is the key, not costs, notes Lavanta Hall, continuity director at WIBW-TV Topeka, Kan.,

which charged only \$100 for the minute commercial for Reed & Elliott Jewelers, Manhattan, Kan., which won in its TVB category. The video-tape mini-drama spoofed a jewelry burglary attempt and required only seven hours production. It gave the client immediate awareness and has been used many times.

KMTV(TV) Omaha, using three RCA TK-44A color cameras and three high-band tape machines, now devotes about 27 hours a week to local color commercial production, an increase of almost 100% over two years ago, according to Amos Eastridge, promotion manager. An average of 30 different advertisers produce at KMTV each month.

"Most local clients here have agencies," he explains, "and usually the agency representative will bring the basic ideas and copy to the station and meet with station production experts to find the best approach. Because of this close cooperation, many agencies have become knowledgeable users of sophisticated production techniques. The success of one client at an agency brings along others."

KSD-TV St. Louis in June 1968 discerned a need for a special department to assist local agencies and clients in producing effective low-cost film and tape commercials, Harry D. Honig, Jr., promotion manager, recalls. He was to become the one-man creative graphics department, a unit that was not to compete with agencies but to assist them in commercial production.

Unlike other stations, KSD-TV chose to put the unit on a nonprofit basis and to charge the client only for time, talent and production costs actually involved. Within 15 months the unit was responsible for turning out 124 commercials for a wide variety of local businesses, everything from the typical auto dealer to department stores to the typical antique dealer.

"A good 40% of these advertisers would not have been on KSD-TV had it not been for the assistance provided

them by this department," Mr. Honig claims.

The series of KSD-TV spots for Boyd's department stores took a first place in the TVB competition. The spots featured Editec-produced animation of the Boyd logo and extreme tight shots of merchandise without models. Three 30-second Boyd commercials were made in one-and-a-half hours using two cameras.

WBNS-TV Columbus, Ohio, whose stop-frame film commercial for Glick's furniture took a TVB best-of-kind award, finds increasing demand for local production of every type of commercial. The Glick spot, in which a room magically filled with furniture as the housewife watched, took several days in shooting, but commercials for other clients are less complex.

A dramatic spot for Columbus Allied Florists of a boy thinking and talking about Mother's Day amid varied scenes of hundreds of flowers and special lighting took only six hours with video tape. The cost was low because WBNS-TV already had the sets and the client supplied the flowers.

James P. Keyes, WBNS-TV director of continuity, notes local commercial production is not only profitable, but "it also helps us to be a vital part of the advertising community in which we do business."

WTVD(TV) Durham, N.C., a medium-sized market made up of several cities rather than one central metropolitan area, explains that what agencies there are, and those that do their own production, handle regional accounts rather than local. "Therefore," according to Victor B. Moore, local sales manager, "with a larger and larger percentage of our business becoming local retail we have by necessity had to become both agency and production house for them."

WTVD now has a commercial-production coordinator who works directly with the station salesman and the retailer. The coordinator visits the advertiser with an art director and copy-

writer and in most cases the plan they work out will involve shooting silent color film on location, editing the film, writing copy and selecting music to match. Other visuals such as logos and supers are added when it is all put together on video tape.

Mr. Moore says most current work involves 30 second spots and each spot takes about 10 to 12 man-hours to produce. The station can scarcely keep up with its own accounts, so presently it is not taking outside commercials.

WTVD took two of the two dozen TVB awards. One was for a dress shop, Virginia Crabtree, shot by the photographer while vacationing at a resort and put to the sound track of the store's radio commercial. The other was for the local Coca-Cola bottler.

KOA-TV Denver is finding local production "very profitable," according to Gene Linder, production manager, and offers a complete service of campaign concept, writing, original music, direction, filming, editing and printing. A heavy five-day-a-week schedule is the pace.

One of KOA-TV's most successful campaigns was for a department store chain, the Denver Dry, sort of a western Macy's. "I sold the entire concept," Mr. Linder recalls, "complete with original background music with 32 musicians, including 13 strings from the Denver Symphony, and an involved animated logo. We produced three 30-second spots each month for the account to be the co-op 'sell' portion of the minute, which has montage image open and close parts."

Prior to 1968 the chain had used a nationally-produced co-op commercial and tagged it with a slide and voice-over. "Now the Denver Dry tells the co-op buyer the commercial must be produced locally by KOA-TV to maintain the image now created for the chain," he says.

KOA-TV also just finished filming 13 commercials for World of Sleep, a bedding chain, establishing a new theme and image for the group, a complete

creative package by the station. Most of the KOA-TV commercials cost from \$600 to \$1,100 each to produce. An average 30-second sound-on-film spot requires about 20 man-hours.

An afternoon variety show on KSTP-TV Minneapolis-St. Paul, titled *That Look*, sparked the concept for high fashion commercials the station has produced with the theme "that look" for Donaldson's department stores. The chain runs them 15 times weekly now on KSTP-TV. The station's production division recently with Young & Rubicam also turned out regional commercials with a hockey theme for Chrysler-Plymouth dealers.

WMTV(TV) Madison, Wis., is getting a lot of retail jewelry business because it has devised a unique U-shaped backdrop for curing the lighting problems in photographing diamonds, long the cameraman's curse. With its new system WMTV now can turn out 20 spots in two hours, Tom Bolger, vice president and general manager, explains.

"Department-store managers are scared of television because they don't know how to use it. But they better learn because the large store requires the reach of TV, the exposure that metropolitan and suburban newspapers cannot give," says George Greenwood, general manager of Bellas Hess department store, Morningside, Iowa—near Sioux City where KCAU-TV gets his TV billings, which are up 53% over the previous year. KCAU-TV reaches 60 miles in three states, giving Mr. Greenwood an extra 250,000 prospects.

Bellas Hess gives KCAU-TV the item and the price, and the station takes over from there as both agency and producer, building the image of the store as a regional shopping center. The Bellas Hess lines range from groceries to clothing and auto supplies.

"In advertising, rifle your approach instead of shotgunning it," Mr. Greenwood advises, "and television rather than newspapers can accomplish this."

Guy Main, TVB's board chairman, would have said as much. But it sounds so much better from retailers like Mr. Greenwood.

Mr. Main, executive vice president of Midwest Television Inc., WCIA(TV) Champaign, Ill., could talk endlessly about the local selling power of television, his operation's creative assistance in production for local advertisers, the elaborate supporting in-house graphics and printing plant and the trend of Chicago agencies and accounts to go to WCIA to produce.

He should know. He has pioneered in this area—and is helping other TV stations learn how too.

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

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Broadcast advertising



Mr. Tully

Mr. Tully will remain "continuously available" to company until July 15 to smooth transition. He joined agency in 1946, became director in 1958 and chairman in 1967, overseeing corporate reorganization last year into parent company and three divisions for domestic and international advertising and CATV. FC&B said that Mr. Tully "intends to find another career that will provide him with a broader range of interests while he is still young enough to do so."



Mr. Kalthoff

Mr. Kalthoff, with Avery-Knode, New York, named executive VP in addition to duties as manager of Midwest television sales, Chicago office, and member of board of directors. He succeeds Roger O'Sullivan, who has resigned. David Simmons, New York television sales manager and Marvin Harms, assistant Midwest television sales manager, named VP's. George Nicholaou, radio salesman, Chicago, appointed Midwest radio sales manager.

William V. Weithas Jr., management supervisor, SSC&B, New York, named senior VP.

Charles H. Felt, senior VP and director of Chevrolet creative services, Campbell-Ewald, Detroit, elected member of agency's board and executive committee. John M. Llewellyn rejoins agency as assistant manager of broadcast in media department. For past year he has been with Hardware Spring Corp., Detroit.

Sam Dana, creative director, J. M. Mathes Inc., New York, joins Needham, Harper & Steers there as VP and associate creative director.

Peter J. Burns, with Ogilvy & Mather, New York, joins Norman, Craig &

Kummel there as VP and management supervisor.

A. J. Becker, formerly with Foote, Cone & Belding, New York, rejoins company's corporate organization, Foote, Cone & Belding Communications there, as VP with responsibility for marketing-development programs.

James R. Gardner, member of senior marketing staff, data-systems division, Litton Industries, Van Nuys, Calif., joins The Koblitz Co., Beverly Hills, Calif., advertising and PR firm, as VP and account executive.

Robert I. Price, in account management with Gross, Pera & Rokey agency, San Francisco, named VP.

Jim Karolik, formerly with KXYZ-AM-FM Houston, joins Paul A. Stevens & Associates agency there as VP.

William T. Byram, member of sales department, WLAC-AM-FM Nashville, named assistant VP-sales.

Thomas H. Belviso, eastern sales manager, ABC Television Spot Sales, New York, named VP and general sales manager, first use of title since 1966. He is succeeded as eastern sales manager by Grant K. Norlin, member of New York sales staff.



Mr. Belviso

John Sawhill, formerly president of own marketing consulting firm, joins

RKO Television Representatives, New York, as director of research.

William P. Castleman, formerly director of local and regional commercials for clients of Kaiser Broadcasting Corp. in San Francisco, joins WJXT(TV) Jacksonville, Fla., as creative-services director. His responsibilities entail creation and supervision of commercial production.

Lawrence A. Williams, sales-promotion manager, Admiral Corp., Chicago, appointed national advertising manager. He replaces John Meegan, who joins Wernecke Studios, Chicago exhibit and business-presentations firm.

Thomas F. Wilhelm, with WCBM(AM) Baltimore, joins WITH-AM-FM there as general sales manager. He succeeds Al Makkay, who resigns.

Christopher A. Barbieri, administrative assistant to executive VP for general operations, BBDO, New York, joins WJCL(TV) Savannah, Ga., as sales manager.

Patrick M. Twyon, assistant media buyer, Ogilvy & Mather, New York, joins Helitzer Advertising there as broadcast supervisor.

Joel Miller, regional and operational sales administrator for Honeywell's electronic data-processing division, based in Wellesley Hills, Mass., joins Kenyon & Eckhardt Advertising, Chicago, as account coordinator.

J. Kevin Molloy, with marketing department of Philip Morris International,

Diehm, Watson named to Ad Council board

The Advertising Council elected 12 directors to fill vacancies on its board and re-elected nine officers at an annual board meeting last week.

Representing the National Association of Broadcasters on the board will be Victor C. Diehm, Mutual president, and Arthur A. Watson, president of NBC Radio. The American Association of Advertising Agencies named Paul Foley, McCann-Erickson chairman, and the Magazine Publishers Association named Paul W. Thompson, executive vice president of the Reader's Digest Association. Named directors-at-large were James W. Button, Sears, Roebuck and Co.; Leonard Evans, *Tuesday* magazine; L. W. Lane Jr., *Sunset* magazine;

Edgar H. Lotspeich, Procter & Gamble; Joseph P. Lynch, *The Washington Post*; Edward J. Pechin, Dupont; Irvin S. Taubkin, *The New York Times*; and Stuart D. Watson, Heublein Inc.

Henry M. Schachte, J. Walter Thompson Co., was re-elected chairman of the council. Re-elected vice chairmen were Thomas C. Dillion, BBDO; Thomas B. McCabe Jr., Scott Paper Co.; and Donald H. McGannon, Westinghouse Broadcasting Co.

Robert P. Keim continues as president of The Advertising Council, with Gordon C. Kinney and Henry C. Wehde as vice presidents.

John Crichton, AAAA president, was re-elected secretary and Peter W. Allport, Association of National Advertisers president, continues as treasurer.

New York, appointed marketing coordinator.

Joseph Jones, formerly with Continental Insurance Co.'s, New York, appointed sales-service coordinator, KNX-(AM) Los Angeles.

Danny Dayton, director of such TV shows as *Here's Lucy* and *Good Morning World*, actor, and commercial producer, joins Benton & Bowles, New York, to work with art directors and copywriters in executing TV commercials.

Media

Joseph E. Giaquinto, VP with ABC-TV in affiliate relations, named VP for station planning, newly created position at ABC.

Norman E. Walt Jr., VP, domestic CATV operations, CBS Television Services Division, resigns effective March 29 to concentrate on unspecified activity in communications field. **Harvey J. Struther**, VP of foreign CATV operations at division, will assume Mr.



Mr. Giaquinto

Walt's duties in addition to his own.

Frank Kabela, with Greater New York Media, New Brunswick, N.J.-based diversified communications company, named VP. Company's holdings include radio stations, CATV systems and newspapers. Radio stations include WTC-AM-FM New Brunswick, N.J.; WGS-AM (AM) Huntington, N.Y.; and WESO-AM (AM) Southbridge, Mass.

Robert D. Hilgendorf, general manager, KVGB(AM) Great Bend, Kan., appointed executive VP.

Ray C. Smucker, president and general manager, KTAR-TV Phoenix, joins American Cable Television Inc. there, multiple-CATV operator, as VP in charge of corporate development.

Anthony V. Marano, general manager of WTC-AM-FM New Brunswick, N.J., named VP.

William P. Roversi, general sales manager, WUSN-TV Charleston, S.C., appointed general manager.

Heber H. Smith, general manager KABL-AM (AM) Oakland, Calif., appointed general manager, KNBR-AM-FM San Francisco.

Wynn Alby, general sales manager, WYDE(AM) Birmingham, Ala., appointed general manager. He will also continue in his sales capacity.

DeAlton Neher, commentator with non-commercial WYES-TV New Orleans, also appointed station manager of WNPS-AM (AM) there. Stations are owned and operated by Greater New Orleans Educational Television Foundation.

Leon G. Benschoter, program manager, noncommercial KYNE-TV Omaha, appointed assistant manager of station and assistant director of radio-TV department of University of Nebraska there. Station is located at university.

Don Kent, news director, KSDO-AM-FM San Diego, appointed manager of operations. He is succeeded by **Fred Lewis**, who joins KSDO-AM-FM from KDEO(AM) El Cajon, Calif. where he was news director.

James A. Baker, former controller with Provandie, Eastwood & Lombardi agency, Boston, joins WPRI-TV Providence, R.I., as business manager.

Art Peterson, newsman with KBTR(AM) and KBTW(TV) Denver, joins Colorado State University, Fort Collins, as TV coordinator in office of educational media.

Dr. David E. Platts, director of radio and general manager of noncommercial WFSU-FM Tallahassee, Fla., named founding president of Florida Public Radio Association.

Donald E. Lemire, former national sales manager, Spencer-Kennedy Laborato-

ries, Boston, CATV equipment manufacturer, joins Northeast Cablevision Corp., CATV owners, Merrimack, N.H., as administrative assistant to president of firm.

Programing



Thomas L. Miller, director of program development, Paramount Television, Hollywood, named VP-program development. **Henry Colman**, executive producer, CBS-TV,

Mr. Miller

Hollywood, joins Paramount Television there as VP-current programing.

Ray Norton, production supervisor-live operations, CBS-TV, Hollywood, appointed general program executive.

Clay Daniels, music director, WHOO-AM (AM) Orlando, Fla., appointed program director.

Lawrence A. Forsdick, production supervisor for CBS-TV, New York, appointed assistant director of programs, WCBS-TV there.

Clayton Edwards, manager of television productions and services, National Aeronautics and Space Administration, Washington, and **Ted Lowry**, free-lance film producer-director from Westport, Conn., form new production company, Image Associates, Arlington, Va. Firm will produce films, video-tape programs and other audio-visual presentations. Address: 4895 Old Dominion Drive, Arlington, Va. 22207. (703) 536-5117.

Murray Kaufman, known as Murray the 'K', long-time New York radio personality, joins WWDC(AM) Washington as afternoon drive-time personality. Mr. Kaufman, who has been associated with the Beatles, is member of President's Council on Drug Abuse.

Tom Allen, with WIL-AM-FM St. Louis, appointed assistant program director there.

Richard Lindheim, administrator, program testing, NBC-TV, Burbank, Calif., appointed manager, program research.

Bill Shupert, formerly operations manager, WTOP-AM-FM Washington, joins WBZ-AM-FM Boston as program manager.

Don Cunningham, program manager, WLYH-TV Lancaster-Lebanon, Pa., appointed to similar position with WFBG-TV Altoona, Pa. He is succeeded at WLYH-TV by **Owen Webber**, formerly concerned with special-events coverage for WFIL-AM-FM-TV Philadelphia. A.

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are Triangle Stations.

Myron Price, with noncommercial WNYC-TV New York, appointed production manager-executive producer.

Rod Page, sports director with KSDO-AM-FM San Diego, assumes additional duties as program coordinator.

Art Medlin, with Auburn University TV, Auburn, Ala., joins University of Alabama TV, Tuscaloosa, as senior producer-director.

News

Alan Todd, former field/helicopter reporter for KABC(TV) Los Angeles, joins MBS there as network newscaster.

Thomas Houghton, news director, WBZ-TV Boston, joins WRC-TV Washington as director of news.

Don Corbet, newsman, KARK-AM-FM Little Rock, Ark., appointed news director. **Doug Miller**, with KDMS(AM) El Dorado, Ark., joins KARK radio as newsman.

LeRoy Norine, **Dan Norris** and **William Ogle**, with WJAG-AM-FM Norfolk, Neb., appointed news director, news editor and community-affairs director, respectively.

Paul Smith, press secretary to Representative Laurence J. Burton (R-Utah), joins KBTV(TV) Denver as head of station's newly formed documentary unit.

Gene Hodges, newscaster, WVEC-TV Hampton-Norfolk, Va., also appointed news producer.

Carl E. Holland, newsman, WRIT-AM-FM Milwaukee, joins WEMP(AM) and WNUW(FM) there in same capacity.

Paul G. Kuntz, with WTIC-AM-FM-TV Hartford, re-elected president of Connecticut AP Broadcasting Association.

Jane Ruyle, with Senate Radio-Television News Gallery, Washington, appointed second assistant to superintendent. She succeeds **Charles Wolfson**, who joins CBS News, Washington.

Promotion

Alfred Eris, director of financial community division, and **Len Egol** and **Julian Lee**, PR account supervisors, Robert S. Taplinger Associates, New York, named VP's.

H. Coleman Mitchell Jr., VP and creative director, Lobo Productions, New Haven, Conn., TV and film production company, joins WOR-TV New York as director of on-air promotion.

Marge Lee, director of advertising and promotion, KTVK(TV) Phoenix, joins WMAL-AM-FM Washington as sales promotion manager.

Stephen Corman, PR director with Westinghouse Broadcasting's WIND(AM)

Chicago, appointed trade-press editor for Westinghouse Broadcasting Co., New York.

Beverly Page, formerly with WLW(AM) Cincinnati, joins Richmond office of WXEX-TV Petersburg-Richmond, Va., as promotion, publicity director.

Ray Loftness, director of news and public affairs, KSOO-TV Sioux Falls, S.D., joins Fred Waring Enterprises, Shawnee-on-Delaware, Pa., as executive administrator for promotion. He will also continue to produce some specials for KSOO-TV.

Equipment & engineering



Mr. Reed

He will be responsible for technical operations of firm's radio and TV stations, microwave stations, translator stations and company's communications-engineering firm, Kem-Com Inc., Brookfield, Wis. He is succeeded as director of engineering, broadcast division, by **Marshall Williamson**, with Post Corp. **Chester W. Moore**, sales manager with Ken-Com, appointed general manager.

Roger J. Evans, **John J. Hounslow** and **Roland Jang**, all with Memorex Corp., Santa Clara, Calif., appointed director of manufacturing, general manager-micrographics division and general manager-consumer products division with company's information - media group.

Deaths

Richard Rossheim, 56, VP, BBDO, New York, died March 17 of cancer at his home in Larchmont, N.Y. Mr. Rossheim was elected VP and account group head in 1962. He is survived by his wife, Olympia, one son and one daughter.

J. Ned Richardson, 61, owner and general manager of KPAY-AM-FM Chico, Calif., died March 17 at Chico Community Memorial hospital there following short illness. He has been owner of KPAY-AM-FM since 1958. He is survived by his wife, Lucian.

Edward M. Brainard, 58, former owner and operator of KORT(AM) Grangeville, Idaho, died March 10 at his home there of apparent heart attack. He is survived by his wife, Kathryn, and one stepson.

Bill Leyden, 47, television personality, died March 11, following cerebral hemorrhage, in Hollywood. Mr. Leyden was most recently host of *Speak Up* on KNBC(TV) Los Angeles and had been host of several network television shows on NBC including *You're Putting Me On*, *Let's Face It* and *Your First Impression*. He is survived by his wife, Lynne, three sons and two daughters.

Lloyd Johnson, 59, chief engineer, KAWA(AM) Waco, Tex., died March 11 there.

Ray Whiting, 52, art director for WOW-AM-FM-TV Omaha, died March 10 after a brief illness.

Frederick W. Bechtold, 49, senior attorney, NBC, New York, died March 15 there. He is survived by his wife, Margaret, and one son.

William C. Baldwin, 55, VP of radio programming, KWWL-AM-FM Waterloo, Iowa, died March 16 there of apparent heart attack. He is survived by his wife, Alyce Ann, two sons and one daughter.

William E. Neumann, 57, instructor in electronics at Lewis-Clark vocational technical school, Lewiston, Idaho, and former owner of KACI(AM) The Dalles, Ore., died March 8 in Clarkston convalescent home of cancer. He had been on leave of absence from teaching position since January.

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As compiled by BROADCASTING, March 10 through March 17 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

Actions on motions

- Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.), TV proceeding, rescheduled hearing for March 30 (Doc. 18737-8). Action March 6.
- Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, granted motion by Mid-Florida Television Corp. and ordered transcript corrected (Docs. 11083, 17339, 17341-2 and 17344). Action March 6.

Other actions

- Review board in Anaheim, Calif. TV proceeding, Docs. 18295-18300, denied petition to enlarge issues filed Dec. 22, 1969, by Orange County Broadcasting Co., Orange Empire Broadcasting Co., Voice of Golden Orange and Dana Communications Corp. Action March 16.
- Review board in San Francisco, TV proceeding, Doc. 18500, dismissed as moot appeal from adverse ruling of presiding officer on motion to quash or limit subpoena or for protective order filed Feb. 5 by J. Hart Clinton. Action March 11.
- Review board in Boston, TV proceeding, Docs. 18759-61, granted request for extension of time to file oppositions to petitions to enlarge issues and petition for clarification filed March 13 by Community Broadcasting of Boston Inc. Action March 10.
- Review board in Tijuana, Mex., TV proceeding, Doc. 18606, granted motion for extension of time to file opposition to petition to enlarge issues filed March 11 by Western Telecasters Inc. Action March 13.
- San Angelo, Tex. Review board ordered grant of application of SRC Inc., San Angelo, Tex., for CP for new VHF TV on ch. 6 at San Angelo, and denial of competing

application of San Angelo Independent School District No. 226-903 for same facility (Docs. 17541-2). Review board's decision affirmed ultimate conclusion in initial decision. Action March 11.

Rulemaking petition

- WXXI-TV Rochester, N. Y. — Requests amendment of TV table of assignments to reserve existing ch. 61, Rochester, N. Y., for noncommercial educational use. Petition seeks reinstatement of petitioner's proposal, filed Jan. 17, 1968, for such action by commission (Doc. 18282). Ann. March 13.

Call letter application

- Community Television Foundation of South Florida Inc., Miami. Requests *WPBT-TV.

Existing TV stations

Final actions

- KFTV(TV) Hanford, Calif.—FCC granted application by Spanish International Broadcasting Co. for mod. of CP to change facilities of KFTV Hanford; change trans. location to Bald Mountain, 52 miles northeast of Hanford; ant. height 1,930 ft. Action March 11.
- WLBT(TV) Jackson, Miss.—FCC granted requests by Communications Improvement Inc., Civic Communications Corp., Channel 3 Inc., Dixie National Broadcasting Corp. and Jackson Television Inc. for delay in establishing interim operator for ch. 3 Jackson and cut-off date for filing applications for interim authority has been set for 45 days from release of commission's order. Action March 11.
- *WBGU-TV Bowling Green, Ohio — FCC granted request by Bowling Green State University for temporary authority to use remote control audio signal for operation of video recorders at various Bowling Green area schools and municipal agencies during non-broadcast hours. Action March 11.
- WTAF-TV Philadelphia, WNEP-TV Scranton, both Pennsylvania—Broadcast Bureau granted mod. of licenses to change name to Taft Television Corp. Action March 11.
- WBIR-TV Knoxville, Tenn., WRBL-TV Columbus, Ga.—FCC notified Multimedia Inc., licensee for WBIR-TV, and Columbus Broadcasting Inc., licensee for WRBL-TV, that total air-time of programs containing continuous advertising messages for sponsors must be logged as commercial matter and asking each station to submit statement within 20 days as to its future logging policies of this type of programming. Action March 11.
- KBRT(TV) San Antonio, Tex.—Broadcast Bureau granted mod. of CP to make change in ERP to 1290 kw vis., 257 kw aur.; change trans. and studio location to northeast corner of west Nueva St. and Dwyer Ave., San Antonio; change type trans. and ant.;

make changes in ant. structure and system; ant. height 700 ft.; granted mod. of CP to extend completion date to Sept. 12. Action March 12.

Actions on motions

- Chief, Broadcast Bureau, on request by National Association of Broadcasters, extended though March 30 time to file responses and to April 14 time to file replies in matter of petition of Action for Children's Television for rulemaking to eliminate sponsorship and commercial content in children's programming and establishment of weekly 14-hour quota of children's programs. Action March 12.
- Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP]), TV proceeding, granted petition by applicant and time for filing proposed findings and conclusions extended to March 17; extended to April 7 time to file reply findings and conclusions by Broadcast Bureau and Metro-media and to April 20 time to file reply findings by applicant (Docs. 18338-9). Action March 10.
- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, granted petition by Broadcast Bureau and extended to March 3 time to file reply to proposed findings (Docs. 18358-9). Action March 2.
- Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, granted petition by NBC for leave to amend application to give notice of pendency of civil antitrust action filed by Broadcast Music Inc. against NBC and others on condition that relating facts shall be deemed to be included within ambit of issues in proceeding as provided in review board order released Jan. 9, 1970; and upon further condition that Voice of Los Angeles shall have right to submit facts relating to suit for consideration under designated standard comparative issue (Doc. 18602-3). Action March 11.
- Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.), TV proceeding, postponed further hearing to April 20 (Docs. 18403 and 18448). Action March 9.
- Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WRTV-TV] and Hampton Roads Television Corp.), TV proceeding, granted in part and denied in part request by Hampton Roads Television Corp., and scheduled pre-hearing conference for May 5; cancelled hearing scheduled for April 7; new hearing date will be determined at prehearing conference (Docs. 18791-2). Action March 6.
- Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAE-TV] et al.), TV proceeding, ordered RKO General Inc. and General Tire and Rubber Company to produce for inspection and copying by Community Broadcasting of Boston Inc. documents and records specified in motion for production of documents with conditions that official notice can be taken of record in KHJ-TV proceeding, and only new or additional evidence not adduced in that proceeding may be adduced in this proceeding and that discovery will be restricted to those companies in which General Tire either directly or indirectly holds controlling interest and those documents which are matter of record as exhibits in Doc. No. 16679 need not be produced, at time before April. Inspection shall be by representative of Community with representative of General Tire and Rubber Co. and of RKO General Inc. present at all times with any copies or photographs made to be by most expeditious manner reasonably available (Docs. 18759-61). Action March 9.
- Hearing Examiner Forest L. McClenning in Florence, S. C. (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, continued hearing to July 14 to be governed by procedures set forth on record of March 5 prehearing conference (Doc. 18650). Action March 5.

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Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WVUE-TV** New Orleans (Screen Gems Broadcasting of Louisiana Inc.). Contract dated Oct. 17, 1969, replaces one dated Sept. 25, 1967; effective July 2, 1969, to Oct. 31, 1970. First call right. Programs delivered to main control board. Network rate, \$950; compensation paid at 30% prime time.

■ **KODE-TV** Joplin, Mo. (Gilmore Broadcasting Corp.). Contract dated Oct. 23, 1969, replaces one dated Sept. 22, 1967; effective Oct. 1, 1969, to Oct. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$800; compensation paid at 30% prime time.

■ **KTUL-TV** Tulsa, Okla. (Leake TV Inc.). Contract dated Oct. 17, 1969, replaces one dated June 29, 1967; effective July 2, 1969, to Oct. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$900; compensation paid at 30% prime time.

■ **WSVA-TV** Harrisonburg, Va. (Gilmore Broadcasting Corp.). Contract dated Oct. 23, 1969, replaces one dated Sept. 22, 1967; effective Oct. 1, 1969, to Oct. 31, 1970. First call right. Programs delivered to main control board. Network rate, \$500; compensation paid at 30% prime time multiplied by 40/30.

■ **WXOW-TV** La Crosse, Wis. (Midcontinent Broadcasting Co. of Wisconsin). Amendment dated March 5, 1970, makes previous agreement subject to station's commencement of operation by April 1, 1970.

CBS

■ **Formula:** Same as ABC.

■ **KQTV(TV)** St. Joseph, Mo. (Intermedia Inc.). Contract dated Feb. 10, 1970; effective Aug. 21, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$450; compensation paid at 30% prime time.

■ **WRAL-TV** Raleigh, N. C. (Capitol Broadcasting Co.). Contract dated Sept. 19, 1969; effective Sept. 22, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$1,350; compensation paid at 30% prime time.

■ **WCPO-TV** Cincinnati (Scripps-Howard Broadcasting Co.). Contract dated Sept. 30, 1966; effective Oct. 2, 1966, to April 29, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,636; compensation paid at 32% prime time.

■ **WSPA-TV** Spartanburg, S. C. (Spartan Broadcasting Co.). Contract dated Oct. 14, 1966; effective Oct. 2, 1966, to April 28, 1968,

and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$701; compensation paid at 32% prime time.

■ **KBTX-TV** Bryan, Tex. (Brazos Broadcasting Co.). Amendment dated Dec. 30, 1969, amends current contract by reducing network rate to \$122 as of Feb. 1, 1970.

■ **KENS-TV** San Antonio, Tex. (Express Communications Inc.). Contract dated Dec. 5, 1966; effective Sept. 11, 1966, to April 3, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$842; compensation paid at 32% prime time.

NBC

■ **Formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **WBBH-TV** Fort Myers, Fla. (Broadcasting-Telecting Services Inc.). Contract dated Feb. 20, 1970, replaces one dated Oct. 14, 1968; effective March 1, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs picked up from WPTV(TV) West Palm Beach, Fla., and delivered to station at its expense with NBC paying WBBH-TV \$300 monthly towards interconnection cost. Network rate, \$94; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

New AM stations

Applications

■ **Sterling, Colo.**—Logan County Broadcasting Co. Seeks 1490 kc. 250 w-U. P. O. address 420 East Chestnut. Box 801, Springfield, Mo. 65801. Estimated construction cost \$18,641.95; first-year operating cost \$24,000; revenue \$42,000. Principals: Franklin Davis, Billy Wolfe and Gary Acker (each 33%). Messrs. Wolfe and Acker each own 50% in applicant for new AM at Springfield, Mo. Mr. Acker owns KGOY(FM) Bethany, Okla., and WTNN(AM) Millington, Tenn. Mr. Davis is general manager of WTNN and is minister. Ann. March 9.

■ **Marco Island, Fla.**—Coller Broadcasting Co. Seeks 1510 kc. 1 kw-DA-D. P. O. address c/o John L. Laubach Jr., 1677 Gateway Two, Pittsburgh. Estimated construction cost \$114,664; first-year operating cost \$72,000; revenue \$75,000. Principals: John L. Laubach Jr., president (24%), James F. Tazarek, vice president (10%), Robert H. Burstein, secretary-treasurer (36%), et al. Messrs. Laubach and Burstein have interests in investment firm, WESA-AM-FM Charleroi, Pa., WSRB(AM) Boca Raton, Fla., and WWGO-AM-FM Erie, Pa. Mr. Tazarek is general manager of WSRB. Mr. Laubach is partner in law firm and has interest in equipment leasing firm. Mr. Burstein owns metal brokerage. Ann. March 11.

■ **Indianapolis**—Indianapolis Broadcasting Inc. Seeks 1310 kc, 1 kw, 5 kw-LS, DA-N. P. O. address 500 Union Federal Building, Indianapolis 46204. Estimated construction cost \$204,605; first-year operating cost \$775,000; revenue \$625,000. Principals: Stanley G. Cederquist, president (10%), Jerry L. Kunkel, executive vice president, Jack C. Brinson, vice president (each 12.5%), James S. Ansted, Herbert Simon (each 15%), et al. Mr. Cederquist owns 80% of food brokerage, 45% of auto-leasing firm and 67% of office buildings. Mr. Kunkel is account executive for WTVW(TV) Evansville, Ind., owns 25% of employment agency, has interest in Community Teleception Inc., CATV system, owns 10% of Huntington CATV Inc. and is vice president of New Castle Teleception Inc., CATV system, all Indianapolis. Mr. Brinson owns 25% of Community Teleception Inc. and 10% of Huntington CATV Inc. Mr. Ansted keeps books for stock brokerage. Mr. Simon owns 25% of real estate development firm. Ann. Feb. 5.

Final actions

■ **Thomson, Ga.**—Bethany Broadcasting Co. FCC granted 1530 kc, 1 kw, 500 w-CH. P. O. address: c/o Walter J. Brown, Box 1717, Spartanburg, S. C. 29301. Estimated construction cost \$22,500; first-year operating cost \$5,700; revenue none reported. Principals: Walter J. Brown, sole owner. Mr. Brown has application for new FM at Thompson, Ga., and owns 57% of WSPA-AM-FM-TV Spartanburg, S. C.

■ **FCC affirmed initial decision.** released Jan. 20, proposing grant of application to TV Cable of Waynesboro Inc. for new AM on 1130 kc. DA-D. with 1 kw. at Waynesboro, Pa. (Doc. 18493). Action March 11.

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Blacksburg, Va. (Broadcasting Service of Carolina Inc.), AM proceeding, scheduled further prehearing conference for March 16 to consider four issues specified for proceeding by review board in memorandum opinion and order adopted March 6, released March 9 (Doc. 18445). Action March 10.

■ **Hearing Examiner Frederick W. Denniston** in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, extended through March 23 time to file responses to applicant's petition for leave to amend (Doc. 18714). Action March 10.

■ **Hearing Examiner Charles J. Frederick** in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, granted petition by Lawrence County Broadcasting Corp. for leave to amend application (Docs. 18235-6). Action March 4.

■ **Hearing Examiner Charles J. Frederick** in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, rescheduled hearing for April 28 (Docs. 18768-9). Action March 4.

■ **Hearing Examiner Millard F. French** in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, continued further hearing conference to March 16 (Doc. 18413). Action March 11.

■ **Hearing Examiner Millard F. French** in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Louis Vander Plate requesting leave to show efforts made to meet suburban issue (Docs. 18251-2). Action March 10.

■ **Hearing Examiner Millard F. French** in Green Bay, Wis. (Frank M. Cowles), AM proceeding, continued prehearing conference to May 5; ordered proposed amendments tendered by May 5; continued hearing to date to be set at May 5 conference (Doc. 18790). Action March 9.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Inc.), AM proceeding, on petition by Molly Pitcher Broadcasting Inc., extended to March 16 time to file proposed findings of fact and conclusions and to April 6 time to file replies (Docs. 18292 and 18593). Action March 4.

■ **Hearing Examiner Isadore A. Honig** in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for May 12 (Docs 16965-

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6). Action March 3.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt et al.), AM proceeding, ordered record reopened; received Hurt exhibit 1 in evidence and closed record. (Docs. 18585-7). Action March 10.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., Chariton Radio Co. and Broadcast Co. of Iowa Inc.). AM proceeding, granted petition by Pleasant Broadcasting Co. for leave to amend application (Docs. 18594-6). Action March 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., et al.). AM proceeding, granted petition by Buddy Tucker Evangelistic Association for leave to amend application to amend relative to financial and community survey showings (Action March 2); granted petition by Shenandoah Broadcasting Co. for leave to amend application to reflect election of new chairman of board (Docs. 18746-9). Action March 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., et al.). AM proceeding, granted petition by Sandern of Iowa Inc. for leave to amend financial proposal (Docs. 18746-9). Action March 11.

Other actions

■ Review board in Mt. Pleasant, Iowa. AM proceeding, Docs. 18594-97, denied petition to enlarge issues, filed Dec. 31, 1969, by Pleasant Broadcasting Co. Action March 11.

■ Review board in Sapulpa, Okla. AM proceeding, Docs. 13341-42, 13344, granted petition for extension of time to reply to comments of Broadcast Bureau, filed March 13 by Creek County Broadcasting Co. and Tinker Area Broadcasting Co. Action March 17.

■ Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, denied petition to enlarge issues, filed Oct. 31 by Suffolk Broadcasters. Action March 13.

Existing AM stations

Applications

■ KKIS Pittsburg, Calif. — Seeks CP to change ant.-trans. location to Laurel Ave., east of Empire Ave., 3.5 miles northwest of Brentwood, Calif.; change studio location to 230 East Fourth St., Pittsburg, Calif., and make changes in ant. system. Ann. March 13.

■ KVWC Vernon, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 3.

Final actions

■ Broadcast Bureau permitted remote control for following: KRFR Ruidoso, N. M.; WWOX Woonsocket, R. I.; WMLR Hohenwald, Tenn. Actions March 9.

■ KEWQ Paradise, Calif.—FCC granted application of Butte Broadcasting Inc., for renewal of license for period of one year. Commission said short-term renewal was called for, rather than hearing, in view of corrective actions taken by licensee in response to fairness complaints. Action March 11.

■ KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action March 5.

■ WLET Toccoa, Ga. — Broadcast Bureau granted CP to replace expired permit for changes. Action March 5.

■ WELA Elizabeth, N. J.—Broadcast Bureau granted mod. of CP to extend completion date to April 30. Action March 5.

■ KGPC Grafton, N. D.—FCC granted application by KGPC Co. for renewal of license for regular license term ending April 1, 1971. Commission previously granted short-term renewal of KGPC license because licensee had submitted misleading information in renewal application and because of violations of rules. Action March 11.

■ WCHO Washington Court House, Ohio—Broadcast Bureau granted license covering change in ant.-trans. location; make changes in ant. system. Action March 4.

■ WXUR-AM-FM Media, Pa.—FCC granted request by Brandywine-Main Line Radio Inc., asking that it be allotted same amount of time for oral argument on applications for renewal of licenses of WXUR and WXUR-

Summary of broadcasting

Compiled by FCC, March 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,258	2	19	4,279	70	4,349 ¹
Commercial FM	2,039	0	60	2,099	125	2,224
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	122 ²	303
Total commercial TV	624	2	65	690	137	827
Educational FM	379	0	24	403	46	449
Educational TV-VHF	74	0	5	79	7	86
Educational TV-UHF	94	0	13	107	12	119
Total educational TV	168	0	18	186	19	205

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

FM, as combined time allotted to intervenors and Broadcast Bureau. Action March 11.

■ WXUR-AM-FM Media, Pa.—FCC rescheduled oral argument on applications of Brandywine-Main Line Radio Inc. for renewal of licenses of WXUR-AM-FM for March 31 (Doc. 17141). Action March 13.

Actions on motions

■ Chief, Office of Opinions and Review in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Inc. and Wagoner Radio Co.), renewal of licenses of KVIN and KWLG, granted petition by Broadcast Bureau and extended through Feb. 27 time to file responsive pleading to motion to strike and request production of documents filed by Vinita Broadcasting Co. (Docs. 18085-7). Action March 4.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]). AM proceeding, scheduled evidentiary hearing for May 19 (Doc. 18710). Action March 10.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz). AM proceeding, received into evidence KGRT exhibit 1, financial statement of Marvin C. Hanz as of February 15, 1969, and KGRT exhibit 2, similar statement as of Dec. 13, 1968, and closed record as of release date of order (Doc. 18714). Action March 10.

■ Chief Hearing Examiner Arthur A. Gladstone in matter of inquiry into operations of KISN Vancouver, Wash.; KOIL and KOIL-FM Omaha, Neb., and WIFE-FM, Indianapolis, designated Hearing Examiner Arthur A. Gladstone as presiding officer at time and place subject to further order (Doc. 18807). Action March 4.

■ Chief Hearing Examiner Arthur A. Gladstone in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of Jonquil Broadcasting Co., licensee of WYNX, ordered pending petitions to move hearing to Smyrna be dealt with in accordance with established formal procedures when time for disposition has ripened, and also ordered that parties to proceeding desiring to express support of, or opposition to, those pleadings shall follow applicable provisions of rules in respect to expression of views (Doc. 18784). Action March 6.

■ Hearing Examiner Forest L. McClennning in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]). AM proceeding, granted petition by Jackson Missouri Broadcasting Co. for leave to supplement showing under suburban issue pursuant to notice of inquiry in Doc. No. 18774. Primer on ascertainment of community problems by broadcast applicants (Docs. 18354-5). Action March 10.

■ Hearing Examiner Forest L. McClennning in Jacksonville, N. C. (Seaboard Broadcasting Inc.), proceeding on revocation of license of WLAS, set certain procedural dates and scheduled hearing for April 14 (Doc. 18549). Action March 3.

Designated for hearing

■ Jacksonville, N. C.—FCC designated for consolidated hearing mutually exclusive applications of Seaboard Broadcasting Inc. for renewal of license of WLAS Jacksonville, N. C., and Sencland Broadcasting Systems

Inc., for CP for new station in Jacksonville to operate on same frequency as WLAS with WLAS revocation proceeding in Doc. 18549. Action March 11.

■ Selinsgrove, Pa.— FCC designated for hearing application by B & K Broadcasting Co., licensee of WSEW Selinsgrove, Pa., for CP to change station facilities on 1240 kc from 250 w, U, to 250 w-N, 1 kw-LS. P.A.L. Broadcasting Inc., Altoona Trans-Audio Corp., and Eastern Radio Corp., licensees of WBAX Wilkes Barre, WRTA Altoona, and WHUM Reading, all Pennsylvania, were named parties to proceeding. Action March 11.

Call letter applications

■ KALF, Command Radio Inc., Mesa, Ariz. Requests KMND.

■ KEVL, Shedd Agard Broadcasting Inc., White Castle, La. Requests KLSU.

■ KTOO, KTOO Broadcasting Inc., Henderson, Nev. Requests KVOV.

■ WITA, Pueblo Broadcasting Inc., San Juan, P. R. Requests WJIT.

Call letter action

■ WBOM, WBOM Inc., Jacksonville, Fla. Granted WOZN.

Presunrise service authority

■ FCC notified following AM's have been granted PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: WLKE Waupun, Wis., with 9 w, Action Feb. 5. WALT Tampa, Fla., with 175 w, Action Feb. 5. KVDB Sioux Center, Iowa, with 500 w, Action Feb. 6. WKNX Saginaw, Mich., with 500 w, Action Feb. 17. WPED Crozet, Va., with 250 w, Action Feb. 24. WHYZ Greenville, S. C., with 500 w, Action March 12. KOBH Hot Springs, S. D., with 500 w, Action Dec. 4, 1969. WCKL Catskill, N. Y., with 73 w, Action Feb. 2. KOFE St. Maries, Idaho, with 500 w, Action Feb. 24. KEVL White Castle, La., with 500 w, Action March 5. KJAR Laredo, Tex., with 337 w, Action March 6.

Processing line

■ FCC notified on April 21 following AM's ready and available for processing from top of processing line:

NEW Cuthbert, Ga., R. G. Blaskow, req: 850 kc, 500 w-D.

WMAG Forrest, Miss., Scott County Broadcasting Inc., has: 860 kc, 500 w-D, req: 850 kc, 10 kw, DA-D.

KJNP North Pole, Alaska, Radio Prayer League, has: 1170 kc, 5 kw, 10 kw-LS-U, req: 1170 kc, 50 kw, DA-N, U.

WGNC Gastonia, N. C., Catherine T. McSwain, has: 1450 kc, 250 w, U, req: 1450 kc, 250 w, 1 kw-LS, U.

KWXY Cathedral City, Calif., Glen Barnett, has: 1340 kc, 250 w, 500 w-LS, U, req: 1340 kc, 250 w, 1 kw-LS, U.

KFLI Mountain Home, Idaho, KFLI Radio Inc., has: 1240 kc, 250 w, U, req: 1240 kc, 250 w, 1 kw-LS, U.

WDME Dover-Foxcroft, Me., Radio Voice

of Dover-Foxcroft, has: 1340 kc, 250 w, U, req: 1340 kc, 250 w, 1 kw-LS, U.

WWJC Duluth, Minn., WWJC Inc., has: 1270 kc, 5 kw-D (Superior, Wis.), req: 850 kc, 10 kw-D (Duluth, Minn.).

KLOG Kelso, Wash., Washington Interstate Broadcasting Co., has: 1490 kc, 250 w, U, req: 1490 kc, 250 w, 1 kw-LS, U.

KRSC Othello, Wash., Basin Broadcasting Corp., has: 1400 kc, 250 w, S.H., req: 1400 kc, 250 w, 1 kw-LS, S.H.

KTSL Burnet, Tex., Hill Country Broadcasting Corp., has: 1340 kc, 250 w, U, req: 1340 kc, 250 w, 1 kw-LS, U. Ann. March 11.

■ Ready April 28:

WLTN Littleton, N. H., Littleton Broadcasting Inc., has: 1400 kc, 250 w, U, req: 1400 kc, 250 w, 1 kw-LS, U. Ann. March 16.

New FM stations

Start authorized

■ WIAI(FM) Danville, Ill.—Authorized program operation on 99.1 mc. ERP 50 kw, ant. height above average terrain 500 ft. Action Feb. 24.

Applications

■ DeFuniak Springs, Fla.—Euchee Valley Broadcasting Co. seeks 103.1 mc, 3 kw. Ant. height above average terrain 181.95 ft. P.O. address 640 South Second Street, DeFuniak Springs 32433. Estimated construction cost \$21,833.86; first-year operating cost \$4,000; revenue \$8,000. Principals: R. Dean Hubbard, president-general manager, et al. Principals own WGTX(AM) DeFuniak. Ann. March 12.

■ Battle Creek, Mich.—Michigan Broadcasting Co. seeks 95.3 mc, 3 kw. Ant. height above average terrain 265 ft. P.O. address 390 Golden Avenue, Battle Creek 49051. Estimated construction cost, first-year operating cost and revenue not indicated. Principals: Robert H. Holmes, president, and David N. Holmes, secretary-treasurer (each 50%). Messrs. Holmes own real estate interests and respective interests in WBCK(AM) Battle Creek and WBCM-AM-FM Bay City, all Michigan. Ann. March 12.

■ Lake Oswego, Ore.—Willamette Broadcasting Inc. seeks 106.7 mc, 100 kw. Ant. height above average terrain 500 ft. P.O. address Box 801, Dearborn, Mich. 48121. Estimated construction cost \$68,398.25; first-year operating costs \$60,000; revenue \$65,000. Principals: Russell J. Gibb, president (90%), and Paul Carnegie, vice president (10%). Mr. Gibb has various interests in theatrical production firms. Mr. Carnegie owns 15% of new FM at Peoria, Ill. Ann. March 13.

■ Corpus Christi, Tex.—Community Service Radio Inc. seeks 99.1 mc, 50 kw. Ant. height above average terrain 505 ft. P.O. address 900 Wilson Building, Corpus Christi 78411. Estimated construction cost \$44,611; first-year operating cost \$19,200; revenue \$21,600. Principals: Floyd Gary Fitch, president (73.3%), William H. Locke, secretary-treasurer, and George R. Garrison (each 10%), et al. Mr. Fitch is engineer for KIII(AM) Corpus Christi and owns background music service. Mr. Locke is attorney and oil and gas lease broker. Mr. Garrison is president of drive-in restaurant chain. Ann. March 12.

■ Laredo, Tex.—Border Broadcasters Inc. seeks 92.7 mc, 3 kw. Ant. height above average terrain 154 ft. P.O. address Zapata Highway, Box 1638, Laredo 78040. Estimated construction cost \$22,645; first-year operating cost \$12,000; revenue \$35,000. Principals: E. J. Harpole, president (49.9%), Mary Harpole, secretary-treasurer (1%), and Troyce H. Harrell, vice president-general manager (50%). Messrs. Harpole and Harrell own respective interests in KVOZ(AM) Laredo, 50% and 25%, respectively, of KEPS(AM) Eagle Pass, and 33% each of KZZN(AM) Littlefield, all Texas. Mr. Harpole owns KVOU(AM) Uvalde, Tex., and ranching interests. Mr. Harrell owns ranching interests and 33% of Fiesta Publishing Co., Laredo. Ann. March 13.

Initial decisions

■ Glendale, Ariz.—Glendale Broadcasting Corp. Hearing Examiner Forest L. McClintock in initial decision proposed grant of 92.3 mc, 78.5 kw. Ant. height above average terrain 286.5 ft. P. O. address: Box 501, Glendale, Ariz. 85301. Estimated construction cost \$32,950; first-year operating cost \$22,000;

revenue \$36,000. Principals: Richard B. Gilbert, president and treasurer (33.6%) and Alma C. Gilbert, vice president and secretary (66.4%). Mr. Gilbert is 100% owner of common stock and 62.5% owner of preferred stock in Aircasters Inc., Radio station consulting firm, Scottsdale, Ariz., consultant to and 22% owner of KCYN(AM) Williams, Ariz. Mrs. Gilbert is 31.25% owner of preferred stock in Mr. Gilbert's consulting firm. Action March 4.

■ Hendersonville, Tenn.—Hendersonville Broadcasting Corp. Hearing Examiner Charles J. Frederick in initial decision proposed grant of 92.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 327 West Main Street, Hendersonville 37075. Estimated construction cost \$40,028; first-year operating cost \$35,000; revenue \$36,000. Principals: John M. Steinhauer Jr., president, Michael Ray Fleming, treasurer, Randall L. Davidson, vice president and Kenneth W. Davidson, secretary (each 25%). Mr. Steinhauer is optical dispensary owner, owner of PR firm and is a Tennessee State Representative. Mr. Fleming is a manufacturer's representative. Mr. Randall Davidson is 75% owner of musical instrument and phonograph store. Mr. Kenneth Davidson is owner of plumbing firm. Action March 17.

Final actions

■ Waverly, Tenn.—Humphreys County Broadcasting Co. Broadcast Bureau granted 104.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Brownstown Road, Waverly 37185. Estimated construction cost \$47,654; first-year operating cost \$22,000; revenue \$36,000. Principal: R. M. McKay Jr., sole owner. Action March 10.

■ Mineral Wells, Tex.—Triple H. Radio Inc. Broadcast Bureau granted 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 855, Mineral Wells 76067. Estimated construction cost \$28,710; first-year operating cost \$20,000; revenue \$60,000. Principals: E. Harold Hall, president, Ralph E. Harbus, vice president, and Bill L. Hall, secretary (each 33%). E. Hall owns job printing company and trailer park. Mr. Harbus is employee of air traffic control division of Federal Aeronautics Administration. B. Hall is elementary school principal. Action March 12.

Actions on motions

■ Chief Broadcast Bureau on request by WTFM Inc., extended through March 27 time to file reply to opposition to petition for reconsideration in Doc. 18345 matter of amendment of FM table of assignments (Bay Shore, New York). Action March 13.

■ Hearing Examiner Thomas H. Donahue in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.), FM proceeding, granted motion by Athens Broadcasting and ordered 3 J's Broadcasting to comply with requests for material contained in motion; by separate action, granted in part and denied in part request by Athens Broadcasting for permission to inspect and copy material not routinely available for public inspection. Commission's field engineering bureau directed to make available to Athens for inspection and copying notices of violation and correspondence of subject request. So much of request as seeks other material is denied as material is available to petitioner without aid of this order (Docs. 17617-8). Action March 4.

■ Hearing Examiner Thomas H. Donahue in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.), FM proceedings, denied motion by 3 J's Broadcasting to quash notice of taking of depositions filed by Athens Broadcasting (Docs. 17617-8). Action March 6.

■ Hearing Examiner Charles J. Frederick in Hendersonville, Tenn. (Hendersonville Broadcasting Corp.), FM proceeding, granted petition by applicant to reopen record in proceeding and to receive in evidence Hendersonville Broadcasting Corp., exhibit 3; further ordered record reclosed (Doc. 18518). Action March 6.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co., et al), FM proceeding, granted petition by Monroe County Broadcasting Inc. for leave to amend application by inclusion of additional programming survey material designed to meet potentially disqualifying suburban programming issue (Docs. 18673-6). Action March 11.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, extended through March 10 time to answer written interrogatories directed to certain radio stations as well as WGBI-AM-FM Scranton, Pa. (Doc. 17885). Action

March 5.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, granted petition by Flora Broadcasting Co. for leave to amend application by correcting prior amendment to show that Mr. and Mrs. Michael R. Freeland made additional program contacts (Docs. 18288 and 18290). Action March 4.

■ Hearing Examiner James F. Tierney in Middlesboro Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, approved request by Broadcast Bureau and continued to March 13 time to file proposed findings of fact and conclusions of law and to March 23 time to file reply findings (Doc. 18520). Action March 3.

Other actions

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308 and 18793, granted petition for extension of time, filed March 12 by Delaware-Gahanna FM Radio Broadcasting Station Inc. Action March 17.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted motion for extension of time to reply to Broadcast Bureau's comment re joint petition, filed March 11 by Culpeper Communications Inc. and Culpeper Broadcasting Corp. Action March 13.

Rulemaking petition

■ National Association of Broadcasters, Washington—Requests rulemaking proceedings to amend rules and regulations with respect to operator requirements for AM's and FM's. Ann. March 13.

Call letter applications

■ Radio Gulf Inc., Panama City, Fla. Requests WGNE-FM.

■ Rice County Broadcasting Inc., Lyons, Kan. Requests KLOQ(FM).

■ Lincoln University, Lincoln University, Pa. Requests *WLIU(FM).

Existing FM stations

Final actions

■ WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to install new ant.; make changes in ant. system; ant. height 310 ft.; ERP 50 kw. Action March 11.

■ WFMF(FM) Chicago — Broadcast Bureau granted CP to replace expired permit. Action March 11.

■ WLUV-FM Loves Park, Ill.—Broadcast Bureau granted request for 67 kc. Action March 11.

■ KCMT-FM Alexandria, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 10. Action March 11.

■ KMBR(FM) Kansas City, Mo.—Broadcast Bureau granted mod. of license covering change in studio and remote control point to 50th & Belinder Ave., Westwood, Kan.; granted waiver of provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Kansas City, Mo.; Kansas City station identification continued. Action March 9.

■ *KNOS(FM) Marshall Mo.—Broadcast Bureau granted CP to relocate studio and trans.; make changes in ant. system; ant. height 60 ft. Action March 11.

■ WJAG-FM Norfolk, Neb.—Broadcast Bureau granted mod. of CP to change trans. location to 3.5 miles northeast of Emerick, Highland Twp., Nebraska; change type ant.; make changes in ant. system; ant. height 520 ft.; ERP 43 kw; remote control permitted. Action March 10.

■ WOBM(FM) Toms River, N. J.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 26.

■ WDAC(FM) Lancaster, Pa.—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ant. height 500 ft.; ERP 50 kw. Action March 11.

■ WVCC(FM) Linesville, Pa.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 220 ft.; ERP 3 kw; condition. Action March 11.

■ WMIL-FM Milwaukee—Broadcast Bureau granted CP to change trans. and studio location to 400 W. Capitol Dr., Milwaukee, change type ant. and trans.; make changes in ant. system; ant. height 320 ft.; ERP 50 kw. Action March 11.

(Continued on page 77)

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RADIO

Help Wanted Management

Manager for east coast AM station, good salary for salesman-administrator. Send resume to Box C-314, BROADCASTING.

Want young aggressive station manager to work in two-bit small town radio station. Owner tells the truth and will talk to anyone that has the guts to answer this ad. Box C-333, BROADCASTING.

Manager with sales ability for small market, New York State. Immediate opening. Box C-339, BROADCASTING.

Manager wanted. Tourist attractions are big business! Lost mines discovered. Needs publicity. Salary plus incentive. Box C-368, BROADCASTING.

Manager for Oklahoma daytime. Prefer man with first phone but sales oriented. No engineering or board work. \$700 per month plus car plus percentage. Stock ownership possible. Contact John Morris, Daily Free-Lance, Henryetta, Oklahoma.

Sales

Experienced salesman ready for management, salary plus commission, many fringe benefits, car, leading area station, call General Manager (717) 285-5838 or write Box C-92, BROADCASTING.

Unrest, air-pollution, heavy traffic, school problems, cold weather, rating rat-race, the eternal middle-man-agency. Not in this sunny south Florida small metro market where the living is great and the folks are friendly. Dominant AM-FM facility. \$300, week against 20% draw to the experienced hard driving sales pro with minimum of 5 years sales experience. Management opportunity AM-FM. Send resume to Box C-307, BROADCASTING. All replies strictly confidential.

Urgent: #1 AM in top 25 market needs 2 sales pros. Prefer west coast men but will consider others. Guarantee and commission, strong list and fringes. Growth opportunity with group. Send resume, billing history, compensation requirements and photo in first letter. Confidential. Box C-357, BROADCASTING.

We'll look till we find the right man for our expanding Sales Department. Dale Low, KLSS/KSMN Mason City, Iowa.

James Rivers Stations has opening for experienced salesman. Potential unlimited for a dynamic up & comer. WMJM, Cordele, Georgia.

Local salesman for WSPD-Radio. Application and qualifications required in first letter. 125 South Superior, Toledo, Ohio 43602.

Announcers

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

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. 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.

Announcer and sales. Good in both. Energetic. Pulse rated number one Arkansas A.M. Fast pace country-politan. Guaranteed minimum weekly salary plus commission and fringe benefits. Send tape, resume, preferences and photo. Will return. Box C-144, BROADCASTING.

Need 1st phone for easy listening top 40 afternoon shift. Car required. Must be good on news and commercials. Start at \$150 if qualified. Personal interview or tape, resume and references to Box C-254, BROADCASTING.

Announcers continued

South Florida medium market needs two men with first phone for announcing. No engineering required. Warm resort area year round. This is a MOR format. Beginners will be considered. Send tape and resume in first letter. Tapes will be returned. Box C-304, BROADCASTING.

Good morning man—must be pro, good production and creative, easy personality. Excellent market, top rated station, today's MOR, northeast. Money and future, right man. Call 609-921-9494 or write Box C-312, BROADCASTING.

We need a radio journalist . . . good voice, mature, community minded, and sales oriented. This is a dynamic station located in an area where the listeners are accustomed to hard hitting, responsible news casting. Good starting salary. Send air check and resume to Box C-362, BROADCASTING.

Ohio MOR looking for announcer with one or more years experience. Send tape, resume and photo which will be returned to Box C-393, BROADCASTING.

100,000 market, midwest station looking for bright sign-on announcer/production combination. Prefer someone from the midwest. Send tape, photo, resume and salary requirements. Mr. Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

Announcer/salesman. 1st class preferred. KLIZ AM-FM, Brainerd, Minnesota.

Attention announcing school graduate. An unusual opportunity exists at KSPV AM/KSVP FM stereo. If you have completed your announcing school course and desire to pursue announcing as a career, write: Dave Buffon, Mgr., Radio Station KSPV, 317 West Quay, Artesia, New Mexico 88210. No phone calls please.

Announcer-operator. Kilowatt daytime adding FM. Prefer family man who can do local spots and top 100. Bill Bigley, KVMA, Magnolia, Arkansas.

Announcer, 1-3 years experience. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wis.

Experienced announcer, strong news, sports, production. Good pay, fringe benefits. Send tape, resume, present salary. WCSS, Amsterdam, N.Y.

Maryland modern, country music station, needs DJ with first phone. Rush tape and resume to WISZ Radio, P.O. Box 159, Glen Burnie, Md. 21061.

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV pioneer of the Feltzer stations. Our working conditions, fringe benefits and advancement possibilities are tops in outstanding community. Send tape, resume and salary requirements to WKZO Radio, 590 W. Maple St., Kalamazoo, Michigan 49001.

Modern approach. Need top airman with 1st. Entertaining, friendly, fast, smooth, contemporary, community-minded. Top money for quality and dedication. WMRI, Marion, Indiana. 219-664-7396. (No collect).

Summer replacement. Come spend the summer at New England's finest rock n' roll station. First ticket—heavy voice essential. Tapes to R. Hunter, WSAR, P.O. Box 927, Fall River, Mass. 02722. No calls.

Immediate opening for versatile, experienced announcer for up-tempo MOR format. TV work also involved. Send picture, full resume, salary requirements and audition tape to WSWA, Harrisonburg, Virginia 22801.

Immediate opening for mature announcer with first phone. Contact WSYB, Rutland, Vermont.

Splitting our AM-FM stereo operation. Need four mature announcers with experience to program FM-Stereo with modern, up-tempo, good music sound. Excellent living conditions in this beautifully historic, college town. All new equipment and new studios. Paid vacation, hospitalization, insurance. Send tape, resume, picture and salary requirements to Don Bentley, P.O. Box 180, Williamsburg, Virginia 23185.

Technical

Los Angeles FM seeks capable chief engineer. Give full details, requirements. Box C-365, BROADCASTING.

Resuming search for 1st ticket Chief Engineer. Limited air work but must have professional sound. Maintenance and repair all phases a must. Group insurance. Profit sharing. Good wage. Four station group and growing. If you can relate to a good job send resume, air check and salary requirements to KCSR Radio, Box 931, Chadron, Nebraska.

Immediate opening for first or second class engineer. No experience necessary. Must have technical experience to learn to maintain AM and help build FM, announcing optional. Contact Oscar Welz, WDLG, Port Jervis, New York.

Leading 5kw (directional night) has opening for alert young transmitter engineer. The man we are seeking should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance of our technical director. Profit sharing and other benefits. Private apartment available if desired. WSAV Radio and Television, Savannah, Georgia.

Immediate opening for chief engineer. Limited air work, WSYB, Rutland, Vermont.

Chief engineer AM/FM Princeton-Trenton, N.J., midway N.Y.-Philadelphia. 5,000 watt full-time DA-2, 50,000 horizontal-vertical stereo, SCA. 4 man engineering staff, excellent growth opportunity, benefits, no air work. Call Dan Shields, 609-924-3600. Immediate opening. Salary open.

Experienced combination engineer, maintenance, and CGW announcer. Pay open-benefits. Call Dwain Pearson, 515-682-8711.

Chief engineer's position available immediately. 5kw, DA-N. Grow with young, aggressive company. Good starting salary and fringe benefits. Station 1½ years old. Contact G.M., (207) 582-3303. New Englander preferred.

NEWS

News Director leading Philadelphia suburban station. Must have mature voice and delivery combined with experience, intelligence, good news judgment, and desire to dig for local news. Send tape, all info first letter, Box C-9, BROADCASTING.

Houston, Texas, top rated station, immediate opening. Send tape and complete resume. Experience necessary, but we might consider some beginners in training capacities. Contact Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

News director for news oriented New York State regional station adjacent to major market. Send tape, resume and photo to Box C-287, BROADCASTING.

Young aggressive news director. News comes first on this station. 3 mobile units. Medium midwest market. #1 station. Send tape . . . resume . . . picture . . . present salary. Box C-323, BROADCASTING.

An aggressive, experienced, enterprising news director is needed now. Must be able to assign work and direct people well plus handling his share of the night work. He will be called upon to write news specials, documentaries and also assist management in the preparation of editorials. Sounds challenging and is. Station management is dedicated to news. Top salary for this 60,000 population market. Many fringe benefits. Looking for a man who will dedicate himself to this community and looking for a place to raise his family in a wholesome upper Mid-west area. Please, professionals only. Send picture, tape, resume, or call Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Wanted Immediately an experienced newsmen for an afternoon shift on one of the top stations in the northeast. The man we hire at five figure salary will be equally professional in his air work, outside and writing ability. Rush air check, resume with references, writing samples and a recent photo to: Paul Lockwood, News Director, WPOP Radio, Hartford, Conn.

Help Wanted

News continued

We need an aggressive newsman to gather, write and read. Good operation in city of 25,000. Must have air experience, authoritative voice and delivery. Good pay. Send tape and resume or call David A. Silverman, WSPT, Stevens Point, Wis. 54481. Phone 715-341-1300.

Programing, Production, Others

Program director/announcer—big voice—experienced—news oriented. Tape/resume. Dick Ryall, KTFI, Box 65, Twin Falls, Idaho.

Situations Wanted Management

First phone, strong in sales, accounting. Experienced manager. Box C-329, BROADCASTING.

General sales manager of one of New York's major film distributors seeks relocation to smaller market, prefer Florida but will consider all offers over \$15,000. Box C-338, BROADCASTING.

South Florida or bust. Want a man to make you money? Management, sales problems? 17 years experience. Sales to GM, 3 stations only. Let's get together. Sell best face to face. Married. Box C-342, BROADCASTING.

Eighteen years experience, all phases. News director, program manager, now in management. First ticket. Seeking position in Florida. Currently making five figures. Box C-364, BROADCASTING.

Twenty years experience, radio-TV. Management, programing, news sports, sales. Strong on sales. Experience in small, medium, large markets. Want position as manager, program director, medium market with sound operation. Familiar with all formats. Box C-377, BROADCASTING.

Sales

Southwest Sales. Community minded, hard worker, college, experience, 1st phone. Air shift fine. Permanent. Box C-367, BROADCASTING.

Announcers

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Strong, experienced rock or MOR personality, with 3rd phone and endorsement. Recent college grad, 22 years old & draft exempt. Available in June. Reply Box C-101, BROADCASTING.

Experienced baseball play-by-play announcer, public relations director desires 1970 connection. Tape, photo available. Box C-260, BROADCASTING.

Announcer, 5 years experience, all phases of radio, strong voice, top production, Southern New England preferred. Box C-282, BROADCASTING.

Disc Jockey, Newscaster, 3rd endorsed, single, willing to relocate, and age 22. Write to Box C-285, BROADCASTING.

Interested in country, rock or contemporary in a small market. Have third phone and three years experience. Interested in Maryland, Virginia, Delaware, New Jersey and Pennsylvania markets. Box C-290, BROADCASTING.

Beginner/3rd endorsed, B.A., young married, some experience at college station. Want jock show at small north of southeast station. Special interest and knowledge of early Jazz and Blues, but will be happy with any type format. Box C-301, BROADCASTING.

Let me entertain for you! Creative professional looking for major market challenge. Box C-303, BROADCASTING.

College DJ graduating in June. Some experience, third endorsed. Box C-328, BROADCASTING.

Top 40 screamer. Two years on Cleveland FM. College grad. Production heavy. No draft problem. Prefer AFTRA. No sales. Box C-330, BROADCASTING.

College and broadcasting school graduate. Third endorsed. Desire newsman/announcer or DJ spot. Versatile, authoritative, articulate, excellent credentials. Negro. Box C-331, BROADCASTING.

Sportscaster, P.D., morning man (MOR), newsman, eight years experience all phases. Desires challenging position with sports-minded station. 28, married. Box C-332, BROADCASTING.

Announcer in major eastern market looking for fresh air. Excellent voice, creative, good on production, married, dependable, draft-exempt, no drifter, 3rd endorsed and effective. Prefer west but will consider other. MOR to progressive rock. Box C-335, BROADCASTING.

Announcers continued

Morning man, married, family, seeks permanent position. Medium, large market. Two years experience, versatile, theatrical background. 1st phone. Currently employed. Prefer West or Southwest. Box C-337, BROADCASTING.

Snow for California Sunshine. Announcer/newsman. Desirous of returning to California. Presently in midwest, sixteen years experience. Available immediately. Box C-340, BROADCASTING.

Small market P.D. wants to move up. 24, married, with college and 4 years experience. \$140.00 minimum, prefer eastern seaboard. Box C-345, BROADCASTING.

Active announcer wants job. Can't you give me one? Marginal success in five markets. Box C-346, BROADCASTING.

Top 40 screamer—"more music" personality . . . 5 years experience. Box C-349, BROADCASTING.

Announcer, DJ, newscaster, married, vet., willing to relocate. Interested in personality development. Will accept other positions. Minimum experience. Adapts quickly. Box C-352, BROADCASTING.

Top 40 and contemporary MOR stations: I have the experience, ability, creativity, first phone and wit to do your job. Prefer medium markets and beyond in northeast, Florida, or California. No super-straight or screamer operations need inquire. Box C-355, BROADCASTING.

If you want a smooth, human, warm, companionable, un-hokey country/western jockey and will pay decently, write Box C-356, BROADCASTING.

Experienced, radio and television, first, young and aggressive. Want a home. Alaska, Canada or Western states. Box C-358, BROADCASTING.

Do you want ambitious black DJ, 29 years old, draft exempt, experienced, 3rd endorsed? Box C-359, BROADCASTING.

Sports director, major market radio/television experience. Excellent baseball, football, basketball announcer. News-sales experience. Will relocate to sports minded station. 415-587-3508. Box C-361, BROADCASTING.

Morning man: experienced, dependable, versatile, imaginative, excellent voice, effective. Draft exempt, no drifter. Presently in major eastern market. Desire change. Box C-363, BROADCASTING.

Professionally trained announcer, 3rd, married, 5 years, ad agency experience. Will relocate. Box C-366, BROADCASTING.

Personality, first phone, looking for top 40 or FM rocker. Box C-369, BROADCASTING.

Pacific Northwest, including Canada preferred. Major or well paying medium market. Announcer, 28, 8 years experience, strong production, stable, dependable, adaptable, presently in uttempo MOR. Good medium range voice. 30 days notice to present employer. Box C-370, BROADCASTING.

Black jock with super talent. Big N.Y. sound! Limited experience, single, 27, third endorsed, will relocate. Box C-371, BROADCASTING.

Experienced Negro announcer with third phone endorsed. Available May 20th after discharge from Army. Call 303-475-0096 or write Box C-376, BROADCASTING.

Recent broadcast school graduate. 3rd phone endorsed. Seeking position with AM station. Presently working as relief announcer and selling air time at top 40 station. Age 30. Married. Box C-380, BROADCASTING.

Six year experienced combo man seeks housewife trick vicinity Long Island or New York Metropolitan area. Good production. Can program. Five figure salary. Box C-381, BROADCASTING.

Zabriskie Point just released. I'm in it. Recently finished filming The Strawberry Statement soon to be released. Need a broadcaster? I'm now available. Box C-383, BROADCASTING.

C & W announcer, metropolitan sound. Family man. Selling on and off air almost 1 1/2 years. Midwest-south. Box C-385, BROADCASTING.

Sports director, with professional and major college play-by-play experience. Box C-387, BROADCASTING.

First class ticket majoring in radio-television at Boston University seeks non-technical summer employment. Ned Kandel. 1305 Commonwealth Avenue, #4, Brighton, Mass. 02134.

Announcers continued

Dick LaDonna top 40 jock. Five years ratings. Available northern market. 205-845-4158.

First phone, draft exempt, 1 year college, 1 year experience as announcer, deejay, news. Desires N.E.-Boston area, MOR, prefer top 40. Bruce Adler, 24 St. Francis St., Medford, Mass. 02155: 617-396-0731.

Young announcer wants first job. Professionally trained. Third endorsed. Mike Johnston, 330 Elm Ave., Woodlyne, N.J.

First phone. Recent announcer school graduate with limited experience. Wants job as announcer/newscaster. Single, available immediately. Resume, tape on request. Call 209-233-1430 or write Al Robbins, 924 W. Cambridge, Fresno, California 93705.

Experienced first phone announcer and former chief engineer, good voice, strong on news, wishes to relocate. Experienced in tight board operation. Prefer Oregon or Washington State area, will consider other. Must be permanent. Married, one child, \$600.00 month minimum. D. L. Cunningham, 456 Kirman Ave., Reno, Nevada 89502.

First phone, announcer, newscaster, copywriter. 1 1/2 years experience. Married. Desire permanency in small to medium market, upbeat format. Chuck Sonitz, 271 Del Mar, Chula Vista, California 92010.

Long time professional airman. Dependable, cooperative, mature, but progressive-minded with pleasant, informal attitude. Can build and hold adult audience without format programing. Good news delivery. 1st phone. Mr. Smith, (712) 758-3122.

All formats, production, experience, college, military completed, married. Prefer Southern California. Bob Melton, 714-797-7666.

First phone, young, hard-working, broadcasting school graduate, music, news, sales, draft exempt. Gary (Jake) Shimanek, 1125 Atwater, Imperial Beach, California.

1st. phone, 9 year pro as drive jock, some engineering and sales. Available now. Lynn Gibson, (918) 838-8813, 1140 So. 101st E. Ave., #1, Tulsa, Oklahoma.

First phone, mature, limited radio/TV experience. Desire DJ/news, radio/TV. John Alan, 6726 Vigo, La Mesa, California.

D.J./newscaster looking for MOR or top 40 format. Northeast preferred. College graduate, 4 years commercial broadcasting experience. Rated #1 last station. Refreshing, creative upbeat style. Tight board. Dedicated worker. Excellent references. Available immediately. Call collect 201-376-6835. Or write 66A Lakeside Dr., Millburn, N.J. 07041.

Technical

Experienced engineer desires director of engineering/Chief Engineer position with major market station or group. BSEE. 10 years experience in equipment design, station planning, construction and supervision. Box C-69, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box C-334, BROADCASTING.

First phone, recent grad., good former maintenance and repair background with blue chip company and military. Box C-344, BROADCASTING.

Southeastern Wisconsin, first class engineer available for part time, contract, or consultant services. Broad experience with AM, FM, and TV. Box C-351, BROADCASTING.

Presently assistant chief at major market 10kw directional with FM. Experience in all phases, construction, maintenance and personnel. Desire position as chief in southern city. 27, married, stable. Best references. Resume on request. Box C-360, BROADCASTING.

S.E. Florida preferred. First class engineer, not six week wonder, six years experience in directional-transmitter-studio work. Heavy accent on good production with some air work desired. Loyal, draft free, single. Call Lake Worth, 305-965-7149.

NEWS

News director 50kw station, 12 years TV-Radio. Seeks challenging position as number one or two man. Box C-288, BROADCASTING.

Experienced newsman currently with 50kw; desire larger market; prefer outside beat, will consider all positions and locations; BA, married, veteran. Box C-354, BROADCASTING.

News continued

Authoritative voice and delivery. Can gather and write. 8 years broadcast experience, veteran, young, single. Tape, resume, picture upon request. Available now. Box C-392, BROADCASTING.

Please see McKay ad in television situations wanted news classification of this issue.

Programing, Production, Others

Wants New England—10 years experience—PD—creative writing—promotion—good voice—talk show—endorsed 3rd class. Box C-321, BROADCASTING.

Young radio pro seeks challenge as P.D., operations or asst. mgr. 10 years experience—news, program director. Top notch air and production ability plus a solid background in sales and administration. Box C-375, BROADCASTING.

Love Radio. 16 years in broadcasting, management, programing, production and announcing, 38, family. Need livable wage. Box C-378, BROADCASTING.

Professional meteorologist, 23 years experience, seeks entry into broadcast field. Personable professional and practical. Let me give you the professional approach to weather. Lou McNicoll, (916) 487-6968 or write 4488 Mary Lynn A93B, Carmichael, Calif. 95608.

Talk specialist/programer, 15 years experience, now available. Proven rating getter. Major market, high five figure priority. Telephone 413-783-8666.

Television

Help Wanted Management

Sales manager for southeastern VHF network affiliate. If you feel you have the ability to organize and lead a sales department of a first-class station we would like to talk with you in confidence. Our people are good. We want someone to show them how they can be better. You must have good knowledge of local, regional and national sales, and the ability to work smoothly with all departments. If you think you can handle the job, drop a brief note and tell us why. Box C-379, BROADCASTING.

Management opportunity for TV sales manager ready to move up. Top midwest market. \$35,000.00 salary and bonus on profit. We are not a group, but, have ownership possibilities. Send resume to Box C-382, BROADCASTING for confidential consideration.

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.

How's your future? Looking for unlimited growth potential with a dynamic expanding broadcast group? Experienced TV account executive wanted for top rated midwest UHF. Write or call Jack Moffitt, WUAB-TV, Cleveland, Ohio, 216-845-6043. We are an equal opportunity employer.

Announcers

KOMU-5 Columbia, Missouri needs morning booth announcer. Will consider radio man wanting to make the big jump into TV. Prefer midwest applicants as personal interview necessary. Send audio or video tape and full details in writing to Program Director.

Technical

Engineering supervisor positions now open at established Southwest area network VHF station. Must be strong on maintenance of studio and transmitter equipment. Excellent company benefits. Must have first class FCC license. Send complete resume, references, salary requirements, and recent photo in first letter. Box C-302, BROADCASTING.

Chief engineer—1st 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-397, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Technical continued

Excellent opportunity for responsible TV engineer. Experience in educational or commercial studio practices preferable. Work with orth and vidicon cameras; high band—low band, helical, VTR's; color equipment and remote van. Salary based on experience, liberal fringes. Contact University of Michigan Personnel, 1020 L.S. & A. Building, Ann Arbor, Michigan. Phone 764-7280. An equal opportunity employer.

Permanent position for maintenance technician for full color Chicago ETV station. Contact chief engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Tired of the rat-race? Interested in University life? The University of Michigan seeks high band VTR and NTSC camera experienced technical director to design, install, and supervise the technical operations of a new first class color system in the Dental School. Salary regionally competitive with full fringe benefits and opportunities to further education. Resumes to: Stewart White, Executive Producer in Television Communications, University of Michigan School of Dentistry, Ann Arbor, Michigan 48104. An equal opportunity employer.

NEWS

Experienced female general assignment TV reporter for 8th market, group owned UHF. Must know film and ability to put filmed story together. Send full resume, VTR, or filmed stories done in field, salary desired. Equal opportunity employer. Box C-292, BROADCASTING.

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

CATV Director of Operations. Growing MSO headquartered in Northeast needs a dynamic, experienced executive with strong administrative background to assume operational responsibility for several systems and development of new properties. This is a new position with salary open and dependent upon qualifications. Send resume and salary requirements to Box C-311, BROADCASTING.

Writer-training: Communications subsidiary needs experienced writers, background in writing for audio-visual materials such as TV commercials, movie scripts and still photo. Box C-386, BROADCASTING.

Director/producer—minimum 3 years experience, college graduate, send resume and salary requirements to J. Jaworski, Production Manager, WNHC-TV, 135 College St., New Haven, Conn.

Situations Wanted Management

General Manager—small to medium market. Success oriented. Strong background in small to major independent and net VHF's. Box C-319, BROADCASTING.

Program or operations manager. Successful background, small to large markets, net and independent. Heavy local programming. Best references. Box C-372, BROADCASTING.

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Zabriske Point just released. I'm in it. Recently finished filming The Strawberry Statement, soon to be released. Need a broadcaster? I'm now available. Box C-384, BROADCASTING.

Sportscaster, seven years in radio and TV. Top play-by-play. Family. Box C-388, BROADCASTING.

Technical

Engineering manager, 21 years all phases of engineering. Heavy construction experience, and operations. Well known in industry, excellent references, proven record. Available for interview at N.A.B. or wherever. Presently with good operation, seeking advancement in large market of group. Box C-73, BROADCASTING.

First phone, family man, 10 years experience. Excellent personal and technical references. Desires supervisory position in small to medium market. Box C-336, BROADCASTING.

Situations Wanted

Technical continued

AM-TV experience, prefer transmitter or maintenance . . . Northeast. Box C-347, BROADCASTING.

Florida area preferred. Three years AM radio, two years TV switching. Past four years TV transmitter operation and maintenance. Box C-389, BROADCASTING.

First Phone Engineer. 9 years AM-FM-TV. Prefer transmitter work. Box C-390, BROADCASTING.

TV engineering chief, assistant or Xmtr supervisor; 15 years experience. Installation, maintenance, microwave, operations. Ohio, Michigan only. Box C-394, BROADCASTING.

News

News reporter, writer, producer. 10 years radio and TV background. Presently employed. Prefer Midwest or Southeast. Box C-80, BROADCASTING.

News director 50kw station, 12 years TV-Radio. Seeks challenging position as number one or two man. Box C-289, BROADCASTING.

Executive news producer in top east coast TV market seeks challenging position with committed, creative, aggressive news operation. Wide range of news experience. Have much to offer, but require same in return. Box C-318, BROADCASTING.

Now producing and anchoring #1 rated news show in major market. Will head news operation and anchor newscasts. Experienced. Top references. Box C-391, BROADCASTING.

Experienced Newsman . . . TV; news director, photographer and film editor . . . Radio; director . . . broadcast school; author and instructor . . . available mid-April. Mike McKay, Box 794, Beloit, Wisconsin 53511. 608-365-9047.

Award-winning reporter, writer, 28, broadcast experience, wants to quit print for television news. Top news judgment. Strong camera appearance. Thayer Walker, 3007 Jackson St., San Francisco, Calif. 94115 (415) 921-6122.

Programing, Production, Others

Technical director/production director. ETV or commercial. B.S. TV production, first phone, one year commercial maintenance experience. Under 30, married, veteran. Available June 1st. Resume and references upon request. Box C-96, BROADCASTING.

Operations/Program director. Need shirt-sleeve arrangement that can back up decisions with firsthand television experience? Then contact me: Presently employed with UHF station in top 10 market; proven background in production, organization and administration. Ready for a move up or a group on the move. Box C-142, BROADCASTING.

Desire bright lead into TV—10 years broadcast experience—talented in speech, drama, direction, programing, writing, interviews—New England Area. Box C-322, BROADCASTING.

Creative, ambitious, college grad seeks television production position in which to go and grow. Experience, commercial, ETV, and presently American Forces Television. Available this summer. Box C-343, BROADCASTING.

Disc Jockey, TV experience, seeks television station position. Box C-350, BROADCASTING.

Looking for a young film producer with smarts, imagination, versatility? Here's a relative newcomer to TV with an amazing short-term record, heavy dose of academics and research. Management potential but main interest and aptitude in film. Let's talk. Box C-373, BROADCASTING.

Provident DJ wants TV. 1st class license, college grad., 27, family. Consider learning floor, film, switching, any entree into cool medium. Seeking stable, creative career. 303-421-0056.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Complete FM equipment for new station; transmitter, monitors, antenna etc. Contact O. B. Borgen, KFLL Radio, Preston, Minnesota 55965—Phone 765-3856.

Want used RCA low-band 25 kw aural power amplifier. Is yours idle, now that FCC prohibits 50% aural power? Box C-271, BROADCASTING.

Need 500 to 800 foot guyed tower adequate to support five-ton television antenna. Box C-270, BROADCASTING.

WANTED TO BUY

Equipment continued

One AM RCA-BTA-1M transmitter in working order. Contact WINX, Rockville, Maryland. Phone 301-424-9292.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

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.

12 kw UHF television transmitter. General Electric, type TT-25-A. Just removed from service. Al Ruch, Chief Engineer, KBAK-TV, Bakersfield, Calif. 805-327-7955.

Like new, ea. R. F. Bridge, C.R. 916A \$450.00 and C.R. 916 AL \$600.00. Box C-274, BROADCASTING.

Raytheon parts for transmitters, phasors and all audio equipment. Consists of Daven attenuators, transformers, chokes, coils, meters, resistors, switches, mica and oil capacitors, tuning motors, crystals, sockets, tubes, relays, hardware, wire and instruction manuals. For any part or information, write C. A. Service, 14 Lewis St., Springfield, Vt. 05156, Att: Raytheon Service-Parts.

Conelrad monitor, Motorola, good used—\$100.00, also pack of 90 tape carts, various lengths—clean appearing, \$99.00, Crown 800 series tape recorder. Capt. Bill, 219-874-5245.

RCA BTF-3B FM transmitter disassembled, less Exciter, \$600. H. W. Dennewitz, 3401 Ionia, Olympia Fields, Ill. 60461.

Schafer—model 800—Broadcast Automation System—includes brain, net switcher, spotter, clock, 5 music decks. Perfect condition. Terms—assume lease—available immediately. C. Hastings, General Manager, WAAB, Worcester, Mass. 01608. (617) 752-5611.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc. P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Westinghouse 5 kw. Type 5-HV-1 must see to appreciate, new about 1950. Also Gates 250-C. Must move these transmitters. Make offer. Reply P.O. Box 603, Lakeview, Oregon.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Voice Drop-ins, "Cornpone Comedy" (Hee-Haw!) They're corny, but good. Tape of 100 only \$15.00 outright buy. Hayden Huddleston Productions, 305 Shenandoah Building, Roanoke, Virginia 24011.

Commercials with built in sales appeal. 300 creative, original, 60 second spots. 12 issues, \$60. Will bill monthly. Commercial Copy Service, 514 Eastbrook Dr., Huntsville, Alabama 35811.

C.A.T.V. Origination package—sell/lease Ampex 660B Video tape recorder, some tapes, Marconi Ampex vidicon camera, zoom lens, sync generator, cables, tripod, etc., 219-874-5245.

Miscellaneous continued

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First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins*** in California, 160 South Van Ness, San Francisco, California 94103. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 283 South Krome Avenue, Homestead, Florida 33030. Phone 305-247-1135.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

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 broadcast station. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for 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)

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 April 20. Call or write the R.E.I. School nearest you for information.

R.E.I. In Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

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R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

No: Tultlon, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

San Francisco, Seattle, Salt Lake City, Spokane, just 5 weeks to F.C.C. First Class License with Ron Bailie School of Broadcast. Make reservations for April 7, and June 15, starting dates. For information on all locations including Portland and Sacramento, phone: 206-682-3696 or write: 170 Denny Way, Seattle, Wash. 98109.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins April 20, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

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manager, experienced all phases, to develop one of Northeast's most powerful stations in rich METRO MARKET. Potential unlimited for aggressive go-getter with energy, imagination, drive. Proven track record in competitive markets a must. Expanding Group Operation. Send all first letter.

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Aggressive sales representatives with standard technical knowledge of TV equipment are needed in New England & St. Paul areas.

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 Acquiring new station. Need strong salesman with managing ability. You will make up to \$12,000 first year; second year \$14,000-\$18,000 as part of management group. Must be under 35, married and dedicated. Strong Gulf Coast Market.
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 Intelligent, willing to work salesman with good character. This is an opportunity to sell entire station properties on a straight commission basis. Training in brokerage furnished. Write:
CHAPMAN COMPANY, INC.
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WANTED BROKER
 Old established national media brokerage firm is expanding. Applicant should have top broadcast management or ownership experience. A rewarding full time opportunity. Send resumes immediately for interview at the NAB in Chicago.
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50,000 Watt N.E. Giant!
 Immediate opening for intelligent, articulate MOR personality. Send resume and tape to:
WGY
 Don Brown Manager of Programs, 1400 Balltown Road, Schenectady, New York 12309. General Electric Broadcasting.
 Equal opportunity employer

AFTERNOON MAN
 Midwest 50KW M.O.R. looking for powerhouse afternoon personality. Rush tapes and resume to
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Ohio Radio Operation
 has excellent opportunity for an editorial-minded broadcaster with conservative political beliefs, who would like to speak out for the "silent majority". Must be mature, have college and a news background. The right person could become a powerful voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.
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20 Well Trained Announcers with 3rd phone endorsed. For tapes and resumes call 312-922-0712 or write:
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NATIONALLY KNOWN RADIO-TV SPORTSCASTER
 17 consecutive years as TV and radio Sports Director in 2 major markets. Play-by-play broadcasts include: Major League Baseball, NFL Football, Big Ten Football, Professional Hockey and Basketball. Available immediately for Major Market.
 Telephone: Bill McCoolgan (703) 525-5903 or write 1111 Arlington Blvd. Arlington, Va. 22209

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Honorable Sirs: (Station Owners and/or Managers. NO TICKEE-NO WASHEE !!! Together we establish a time limit and a goal either a share of audience or a market position). You pay nothing for my programming direction other than out of pocket expenses, if the agreed upon goal is not attained within the time limit.
 I'll be at the Conrad Hilton during the NAB or you may contact me at 312 Jefferson St., Nashville, Tenn. 37208
 Ph. 615-244-7904
GRAHAME RICHARDS
 P.S. Top 25 markets only. Thank you.

TELEVISION

Help Wanted Management

TELEVISION PROMOTION MANAGER
 We need a creative, aggressive manager to take charge of all advertising and promotion—including sales promotion and publicity. He must be a strong idea man, able to write exciting copy, and to direct our promotion staff toward meaningful goals. Highly regarded West Coast network affiliate.
 Please send resume, salary history and your three best ad proofs or printed pieces. All replies held in strictest confidence.
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TELEVISION—Help Wanted Technical

VIDEO POSITIONS

International Video Corporation, a leading manufacturer in the exciting fields of color TV cameras and video equipment, located on the San Francisco Peninsula, has openings for qualified individuals in the following disciplines:

DESIGN ENGINEER

To design circuitry for color TV cameras. Requires minimum of BSEE degree with three or more years experience in camera circuitry plus related video signal processing circuitry background. Must have recent commercial product design experience.

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Will be responsible for detailed planning and implementation of complete color television studio systems, equipment evaluation reports, liaison with vendors, preparation of technical proposals, and equipment demonstrations. Requires extensive background in planning, testing and installation of broadcast and/or CCTV color studio systems including cameras, film chains, encoders and related equipment. Familiarity with foreign and domestic vendors desirable.

Qualified individuals are invited to call or write to discuss these opportunities.

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If you plan to be in Chicago for NAB, please call collect to arrange an interview or mail us your resume including where you can be contacted and an IVC representative will look you up there.

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Programing, Production, Others

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Position in New York to establish Information, Education and Communication Campaign in Family Planning for Latin America utilizing all media. Travel for on-site material evaluation and counseling to local organizations. Spanish essential. Working knowledge of either communications, advertising, marketing, editing, media selection, printing, visual aids, cinema, radio and television.

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Leo Burnett needs a

Broadcast Service Supervisor

We need a bright guy with agency or station experience in broadcast business and traffic. Working knowledge of talent unions, local and network station operation, and their function as relates to advertising agencies is desirable, but not necessary.

Experience in program and commercial production is a plus.

Interested?

We're interested in hearing from you. Write or phone:

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Prudential Plaza
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TOTAL TUITION \$360
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Salesmen and managers earn \$50 to \$150 more per week than announcers and engineers and automation won't replace them. BSI's five week sales and management training can help it happen for you. Write:

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5 WEEKS

Make reservations now for classes starting April 7, and June 15.

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CATV

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Immediate financing to build CATV systems; \$500,000 and up. To suit principals. Reply in confidence.

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FOR SALE Stations

T.V. STATION

available. VHF, profitable. 100-200 market. Cash or stock. State finances. Principals only.

Box C-341, Broadcasting.

For Sale By Owner

AM-FM Stations near newly completed recreational lake area in Missouri. Ideal for owner-manager. \$52,500.00, with \$15,000.00 down, balance up to 10 years at low interest rate. No Brokers. Only financially qualified persons need reply.

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Ambassador East Hotel
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We have 30 different station and CATV situations to discuss with you including:

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PACIFIC NORTHWEST—fulltime grossing \$275,000, asking \$325,000 terms.

FULLTIME—cash flow \$500,000, priced \$4.5 million.

CATV's

Various parts of country, 1,000 to 20,000 connections.

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—attractive fulltimer, excellent facility, priced for immediate sale.

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Class B, top 10 markets.

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Top 10 markets.

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—Fulltime C&W doing \$900,000 yearly . . . \$225,000 cash flow . . . \$2,000,000 terms.

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\$200,000 cash flow, \$2,00,000 terms . . . 2 properties involved.

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Fulltime cash flow \$75,000, priced at \$600,000.

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Two FM stations in or near two of the top ten markets, need \$5,000 monthly to operate until March, 1972. Present owner seeks option agreement with proviso that if loan is not repaid by a certain date, then loaner will be able to exercise option-to-buy. For experienced broadcaster with sufficient cash to fund these operations, this is a subtle and interesting gamble which may pay off richly and well. Distressed owner is a public-spirited broadcaster who has a theory about good radio's relation to financial well-being (but who may be totally out-to-lunch). If he is correct, then he should—by 1972—be able to repay this considerable loan and go on to greater heights of aesthetic broadcasting. If he is wrong, then he should be ready—by that time—to say to hell with it and resign himself from broadcasting finally and thoroughly. As We Say—It is an interesting and Compelling Gamble. If you are experienced in broadcasting and know the value of extremely well-placed FM stations, and are financially competent, then you should contact us at:

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Ala.	small	AM & FM	\$ 90M	20M	N.Y.	small	fulltime	\$600M	29%
MW	medium	TV	1.3MM	nego	Calif.	medium	daytime	135M	30M
Fla.	metro	daytime	235M	85M	Mass.	metro	daytime	525M	29%
Wash.	metro	fulltime	275M	cash	MW	metro	FM	65M	50%
East	major	FM	500M	29%	West	major	TV	2.2MM	nego



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(Continued from page 70)

Other actions

■ Following FM's notified FCC of stereophonic operation. Supplements previous listings: *KPCS(FM), Pasadena, Calif.; WAFB-FM Baton Rouge; WBBY(FM) Westerville, Ohio; WCJW(FM) Cleveland; WCOP-FM Boston; WFTL-FM Fort Lauderdale, Fla.; WLPO-FM LaSalle, Ill.; *WREK(FM) Atlanta; *WRUR-FM Rochester, N. Y. Ann. March 16.

Call letter applications

■ KRHM(FM), Pacific & Southern Inc., Los Angeles. Requests KKAA(FM).
■ KACO(FM), Apollo Radio Corp., St. Louis. Requests KGRV(FM).
■ WITA-FM, Pueblo Broadcasting Inc., San Juan, P.R. Requests WJIT-FM.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WKER Pompton Lakes, N.J., to Aug. 9; KMAP(FM) Albuquerque, N.M., to Sept. 1; WHOM New York, to Aug. 6; WYRU Red Springs, N.C., to Aug. 18; WOBR Wanchese, N.C., to June 9; WKBX Winston-Salem, N.C., to May 16; *KRVM(FM) Eugene, Ore., to July 30; WCLV(FM) Cleveland, to June 18; WNAL Nelsonville, Ohio, to Aug. 3; KPAM-FM Portland, Ore., to June 30; KDKA-FM Pittsburgh, to July 31; WKEG Washington, Pa., to June 1; WKVM San Juan, P.R., to June 7; KSOO-FM Sioux Falls, S. D., to April 1, 1971; KTON-FM Belton, Tex., to May 15; WISN Milwaukee, to Aug. 18. Action March 9.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WGVL(FM) Gainesville, Fla., to June 25; KLEO Wichita, Kan., to Aug. 23; KAPB-FM Marksville, La., to Sept. 6; WTYM East Longmeadow, Mass., to April 30; WKMF Flint, Mich., to Aug. 14; WJRL Cahoun City, Miss., to May 31; KLIK Jefferson City, Mo., to June 1; KCNA(FM) Henderson, Nev., to Sept. 1; WFEA Manchester, N.H., to June 16. Action March 9.

Renewal of licenses, all stations

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, scheduled further prehearing conference for March 6 (Doc. 18500). Action March 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV. Hearing examiner said he has for consideration complainants' further motion for production of documents filed Feb. 24; opposition filed by Chronicle Broadcasting Co. March 6 and complainants' reply filed March 11. Complainants' reply contains assertion that examiner has been derelict in performance of his duty; complainants have impugned actions or motivations of various participants in hearing. This is first instance in which such words have been directed at examiner in pleading over which he has jurisdiction. Examiner assumes it will also be last. If such allegation is correct, commission has available procedures whereby appropriate action may be taken, but that gratuitous inclusion of such a charge in unrelated pleading before examiner is not among such procedures; it is inappropriate to consider pleadings containing scurrilous language; it is ordered, subject motion is dismissed (Doc. 18500). Action March 11.

Other actions, all services

■ FCC ordered inquiry into alleged practices of broadcast licensees or permittees (including any networks) involving payments to employes or officers of networks to influence grant of network affiliations. Action March 11.

■ Hearing Examiner James F. Tierney in matter of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, denied motion by Radio-Television S.A. and Bay City Television Inc. for stay of proceeding (Doc. 18606). Action March 9.

Translator actions

■ Midnight Sun Broadcasting Inc., Anchorage—Broadcast Bureau granted CP for new UHF translator to serve Kenai Peninsula, Alaska, on ch. 75 by rebroadcasting KENI-

TV Anchorage. Action March 5.

■ K09DL, Seward, Alaska.—Broadcast Bureau granted assignment of license of VHF translator to Bruce R. Tornberg. Action March 11.

■ WLUC Inc., Baraga, Mich.—Broadcast Bureau granted CP for new UHF translator to serve L'Anse, Mich., on ch. 70 by rebroadcasting WLUC-TV Marquette, Mich. Action March 5.

■ WLUC Inc., Lower Pewabic, Mich.—Broadcast Bureau granted CP for new VHF translator to serve Calumet, Mich., on ch. 5 by rebroadcasting WLUC-TV Marquette, Mich.; condition. Action March 5.

■ Southern Minnesota Broadcasting Co., Fairmont, Minn.—Broadcast Bureau granted CP for new UHF translator to serve Fairmont on ch. 79 by rebroadcasting KROC-TV Rochester, Minn. Action March 11.

■ K73CE, K77CI and K79CB all Willmar, Minn.—Broadcast Bureau granted CPs to replace expired permits for new UHF translator. Actions March 9.

■ Valer Television District, Valer, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Valer on ch. 9 by rebroadcasting KFBB-TV Great Falls, Mont. Action March 6.

■ Quinn River Television Maintenance District, Orovada, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Kings River, Nev., on ch. 4 by rebroadcasting KTVB(TV) Boise, Idaho. Action March 5.

■ Oxford, Ohio.—FCC granted application by President and Trustees of Miami University for new UHF translator to serve Dayton on ch. 72 by rebroadcasting *WMUB-TV Oxford. Commission waived minimum mileage separation requirements. Action March 11.

CATV

Applications

■ Triangle Cable Co.—Seeks distant signals of KGSC-TV San Jose, Calif., to Oakdale, Calif. (Sacramento-Stockton, Calif. ARB 25). Ann. March 12.

■ Telecab Corp.—Seeks distant signals of WGTW(TV) Athens, Ga.; WSB-TV, WAGA-TV and WAIL-TV, all Atlanta, and WCIC(TV) Mount Cheaha State Park, Ala., to Columbus, Ga. (Columbus, Ga. ARB 81). Ann. March 12.

■ Community TV Corp.—Seeks distant signals of WSBK-TV Boston, WSMW-TV Worcester, Mass., and WXPO-TV Manchester, N.H., to Franklin, N.H. (Manchester, N.H. ARB 54). Ann. March 12.

■ Clearfield County Television.—Seeks distant signals of WNEV-TV and WOR-TV, both New York, to Clearfield, Pa. (Johnstown-Altoona, Pa. ARB 29). Ann. March 12.

Final action

■ Hot Springs, Ark.—FCC waived hearing requirement of CATV rules for carriage of distant signals to allow Resort Television Cable Co., which proposes to operate CATV system at Hot Springs, to carry distant signals of KGTQ-TV Fayetteville, Ark.; KSLA-TV and KTBS-TV both Shreveport, La. Action March 11.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, granted motion by applicant and extended to March 13 time to file proposed findings and to March 27 time to file replies (Doc. 18612). Action March 5.

■ Hearing Examiner Charles J. Frederick in Iron River and Ishpeming, both Michigan (Northland Advertising Inc. and WJPD Inc. [complainants] v. Michigan Bell Telephone Co.), on request by Northland Advertising Co., dismissed without prejudice complaint and motion for immediate injunction or other relief filed against Michigan Bell Telephone and terminated proceeding (Doc. 17484). Action March 4.

■ Hearing Examiner David I. Kraushaar in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding, rescheduled further pre-hearing conference for March 17 (Doc. 18779). Action March 9.

Other actions

■ FCC temporarily stayed effective date of order barring direct or indirect CATV service by telephone companies. Order was to become effective March 16. Action March 11.

■ FCC, in order to make determinations as promptly as possible concerning nature, extent and scope of jurisdiction over provision

of pole attachments and conduit (or duct) space to CATV operators, has spun-off for expedited consideration "pole attachment" question in investigation on CATV channel service tariffs (Docs. 16928, 16943, 17098). Action March 16.

■ Review board in Van Buren, N.Y., CATV proceeding, Docs. 17131-36, 17273-78, dismissed without prejudice joint request for official notice and clarification of status of Onondaga UHF-TV Inc. as party in interest, filed Jan. 19 by NewChannels Corp. Action March 17.

Ownership changes

Applications

■ KSEA(FM) San Diego—Seeks assignment of license from Broadmoor Broadcasting Corp. to KSEA Inc. for purpose of corporate reorganization. No consideration involved. Principals: Clinton Dan McKinnon, president, and Michael Dee McKinnon (each 50%). Principals own KSON(AM) San Diego. Ann. March 9.

■ WMOG(AM) Brunswick, Ga.—Seeks transfer of control of Radio Brunswick Inc. from First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased, (100% before, none after) to Morris Broadcasting Co. Consideration: \$239,750 Principal of Morris Broadcasting: William E. Morris, sole owner. Mr. Morris owns WDAT(AM) Ormond Beach, Fla. Ann. March 13.

■ KKCA(FM) Fulton, Mo.—Seeks assignment of CP from KFAL Inc. to KKCA Inc. for purpose of corporate reorganization. No consideration involved. Principals: Dr. Ijks Franklin, president, Thomas A. Barneby, vice president, and Kenneth E. Meyer (each 33⅓%). Principals own respective interests in KFAL(AM) Fulton. Ann. March 9.

■ KGMV(AM) Missoula, Mont.—Seeks transfer of control of Mission Broadcasters Inc. from Carl E. & Melba Perry, Lawrence I. & Irene E. Larson, et al (as a group, 100% before, none after) to Louis C. Erck (none before, 52% after) et al. Consideration: \$5,000. Principals: Mr. Erck owns KHAF(AM) Aztec, N.M., and 58.75% of KRAE(AM) Cheyenne, Wyo. Ann. March 13.

■ KTN(C) Falls City, Neb.—Seeks assignment of license from Falls City Broadcasting Co. to Paul L. Dennison for \$120,000. Sellers: William Hardt, president, et al. Buyer: Paul L. Dennison, sole owner. Mr. Dennison is station manager of KCOB(AM) Newton, Iowa. Ann. March 9.

■ KLO(AM) Ogden, Utah—Seeks transfer of control of Utah Radio Inc. from Cecil L. Hefelt and Joyce Hefelt (each 50% before, none after) to Richard B. Wheeler (none before, 100% after). Consideration: \$300,000. Principals: Mr. Wheeler formerly held interests in KTLN(AM) Denver and KIUP(AM) Durango, Colo. Ann. March 13.

■ KTWD(FM) Spokane, Wash.—Seeks assignment of license from Denbrook Enterprises to Bellevue Broadcasters for \$25,000. Sellers: Loren F. and Terry W. Denbrook (each 50%). Buyers: F. Kemper Freeman, Elwell C. Case (each 46.67%), and Florence G. Hayes (6.66%). Mr. Freeman has interests in KFKF-AM-FM Bellevue, Wash., owns air taxi business, and 25% of real estate firm. Mr. Case owns 50% of insurance and real estate firm. Mrs. Hayes is nurse. Principals own KPEG(AM) Spokane. Ann. March 9.

■ KNDX(FM) Yakima, Wash.—Seeks assignment of license and SCA from Corp. of the Catholic Bishop to Marinar Broadcasting Co. for \$50,000. Sellers: Cornelius M. Power, incumbent, et al. Buyers: John E. Grant, president, George O. DeWitz, secretary (each 45%), and Thomas B. Purcell, vice president (10%). Messrs. Grant and DeWitz each own 50% of KRDR(AM) Gresham, Ore. Mr. Purcell is former owner of KGRQ(AM) Gresham, now KRDR. Ann. March 9.

Actions

■ KRKD Los Angeles—FCC granted assignment of license from International Church of the Foursquare Gospel to Elever-Fifty Corp. for \$4,525,000. Sellers: Rolf K. McPherson, president, et al. Buyer: John Giannetti, sole owner. Mr. Giannetti, a Boston attorney, is applicant to buy WKNR-AM-FM Dearborn, Mich. He also formerly held minority interest in group owner Sonderling Broadcasting Corp. Action March 4.

■ KEWQ(AM) Paradise and KEQR(FM) Chico, both California—Broadcast Bureau granted transfers of control of Butte Broadcasting Co. from William P. and Evelyn L. Ledbetter (each 16⅓% before, none after) to Carl J. Auel and Scott L. Smith (each

16⅓% before, 33⅓% after). Consideration: \$2,600. Principals: Mr. Auel is station manager for Family Stations Inc. Mr. Smith is vice president of Family Stations Inc., licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento, KECR(FM) El Cajon, all California, WKDN-FM Camden, WFME(FM) Newark, both New Jersey, and applicant to purchase WGMI(TV) Gary, Ind. Action March 11.

■ WUST(AM) Washington and WJMD(FM) Bethesda, Md.—FCC granted transfer of control of Atlantic Broadcasting Co. from Daniel, Milton, Jack and Walter Diener (as group, 100% before, none after) to San Juan Racing Association Inc. (none before, 100% after). Consideration: exchange of stock. Principals of San Juan Racing Association: Hyman N. Glickstein, president (7.7%), et al. Mr. Glickstein is law firm partner. Buyers own raceways. Action March 4.

■ WLET-AM-FM Toccoa, Ga.—Broadcast Bureau granted assignment of license and CP from WLET Inc. to Keiott Inc. for \$240,000. Sellers: Dr. R. Gene Cravens and Dr. H. F. Lawson (each 50%). Dr. Cravens owns 50% of WDEB(AM) Jamestown and 40% of WAEW-AM-FM Crossville, both Tennessee. Dr. Lawson owns 40% of WAEW-AM-FM. See WAEW below. Buyers: Henry O. McDonald Jr., president (50%), Betty R. McDonald, secretary-treasurer (20%), Hiram K. McDonald, vice president (15%), and Beth A. McDonald (10%). H. O. and Betty McDonald own 20% and 5%, respectively, of WELP-AM-FM Easley, S.C. Action March 11.

■ WIOK(AM) Normal, Ill.—Broadcast Bureau granted assignment of license from McLean County Broadcasting Inc. to WIOK Inc. for \$334,000. Sellers: John R. Livingston, president, et al. Buyers: Mark/Way Inc., 100%. Sidney Carl Mark, president (60%), and Patricia Greenfield Mark, vice president (40%). Buyers own KAKC-AM-FM Tulsa, Okla., and respective interests in applicant to purchase of KFUN(AM) Las Vegas. Action March 11.

■ WAEW-AM-FM Crossville, Tenn.—Broadcast Bureau granted transfer of control of WAEW Inc. from H. F. Lawson (100% before, 40% after) to R. Gene Cravens (none before, 40% after) and Fairla N. Brent (none before, 20% after). Consideration: \$99,600. Principals: See WLET above. Miss Brent is general manager of WAEW-AM-FM. Action March 11.

■ WWJC-FM Superior, Wis.—FCC granted assignment of license from WWJC Inc. to Titanic Corp. for \$37,500. Sellers: Floyd Bernard, president, et al. Buyers: William D. Gregory II, secretary-treasurer, Herbert Gross, president, and Gordon H. Ritz, vice president (each 33⅓%). Mr. Ritz has interest in KSOO-AM-FM-TV Sioux Falls, S.D. Mr. Gross has interests in KLDF-AM-FM Litchfield and KDLM(AM) Detroit Lakes and is applicant for new AM at Buffalo, all Minnesota. Mr. Gregory is travel agent. Action March 11.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through March 17. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ *Woodside, Calif.*—Nation Wide Cablevision Inc., Los Angeles (multiple-CATV owner), has been awarded a franchise.

■ Chicago—Five firms have applied for a franchise: Chicago Courier Cablevision Inc.; the Southtown Economist; Century Broadcasting Corp.; All-Star Television Inc., all Chicago, and LVO Cable Inc., Tulsa, Okla.

■ Natick, Mass.—TeleCable Corp., Norfolk, Va. (multiple-CATV owner), has applied for a franchise.

■ Jackson, Miss.—American TV and Communications Corp., Denver (multiple-CATV owner), has been awarded a franchise.

■ Buffalo, N. Y.—Amherst Cablevision, Amherst, N. Y., has applied for a franchise.

■ Bartlesville, Okla.—American TV and Communications Corp., Denver (multiple-CATV owner), has been awarded a franchise.

■ Little Compton and Tiverton, R. I.—CATV of Tiverton and Little Compton, Tiverton, R. I., has applied for franchises in the two towns.

A new chairman took over at the Federal Trade Commission early in 1970. Two months later, one of the original Nader's Raiders is working as a legal aide in the chairman's office. The trade commission has gone beyond the Nixon administration in recommending stronger consumer protection, and has gone beyond practically everybody in recommending federal quality control of the automobile industry. Meanwhile, the FTC commissioners—once the most publicly contentious group of administrators west of Prague—are suddenly issuing unanimous decisions.

When a regulatory agency displays these signs of creeping activism, standard business procedure is to locate the culprit and brand him for life as a "heavy-handed regulator." The new FTC chairman is not that easy to pigeonhole.

Caspar Willard (Cap) Weinberger went to Washington two months ago with a liberal Republican philosophy and an impressive record of accomplishment in California state government and private law practice. He promptly associated himself with two major goals: consumer protection (which, he says, is in no sense "anti-business") and rehabilitation of the FTC as a strong, unified agency. Neither proposal is especially revolutionary, but the existence of a sense of purpose at the FTC is itself enough to make Washington observers sit up and take notice.

The man who presides over this new spirit is 52 years old and looks younger: His hair is dark brown and all there, his build a slender 5-foot-10 or so, his speech quick and confident, his face only slightly invaded by wrinkles. The quality that most impresses those who meet him is his ease—he is relaxed, natural, seemingly without a trace of pretension.

Like most new regulators, he is reluctant to spell out in detail his view of the major issues confronting the trade commission—especially such tricky questions as affirmative disclosure in advertising—preferring to let his views emerge and develop in his actions. It is clear, however, that one of his goals is to hammer at the points of agreement between "responsible businessmen" and "responsible consumer advocates."

Mingled with a spirit of toughness is the chairman's reputation as a skilled conciliator. It shows in the approval he gets from advertising-industry representatives, who say they prefer a strong FTC to the sort of legislative binge that gets going on Capitol Hill when the trade commission is weak. It shows in his reluctance to dwell on past criticism of the FTC; he prefers to talk about objective current needs, such as the need to fill a number of key staff

Weinberger gives a new sense of direction to the FTC

vacancies.

Although he cites no specific past experience as having prepared him for the FTC, Chairman Weinberger has for years mixed private practice with administrative and civic positions. Recalling the number of outside activities that have competed for his time in the past, he chuckles: "A friend of mine with

Week's Profile



Caspar Willard Weinberger—chairman, Federal Trade Commission. b. Aug. 18, 1917, San Francisco; BA in government, magna cum laude, Phi Beta Kappa, Harvard College, 1938; LLB, Harvard Law School, 1941; served in U. S. Army, 1941-45, entering as private and attaining rank of captain; law clerk to Judge William E. Orr of U. S. Court of Appeals for Ninth Circuit, 1945-47; in private practice, Heller, Ehrman, White and McAuliffe, 1947-70; served as California state assemblyman from 21st district in San Francisco, 1952-58; chairman of Republican State Central Committee of California, 1962-64; chairman of Commission on California State Government Reorganization and Economy, 1967-68; director of finance, state of California, 1968-69; sworn in as FTC chairman Jan. 13, 1970; trustee of Bay Area Educational Television Association, licensee of noncommercial KQED(TV) San Francisco; board of directors, San Francisco Planning and Urban Renewal Association; m. Jane Dalton, Aug. 16, 1942; children, Arlin, 26; Caspar Jr., 23.

the Bank of America once remarked that 'the principal trouble with Weinberger is that he can't stand making money.'" According to reliable reports of his success as a lawyer, the statement is valid only by the standards of the world's largest bank.

His upward path began with a top-flight academic record at Harvard, where he graduated from law school in 1941. After four years of military service and two years as a law clerk to an appellate-court judge, he entered private practice in 1947.

From 1952 to 1958 he was a California state assemblyman (he twice was elected without opposition). After an unsuccessful bid for the post of state attorney general, he continued to practice law while serving as chairman of the Republican State Central Committee (1962-64), chairman of the Commission on California State Government Organization and Economy (1967), staff book reviewer for the *San Francisco Chronicle*, and member of a half-dozen planning committees and advisory boards. In 1968 and 1969, he was California's director of finance.

He was also a television personality. For nine years, Mr. Weinberger was moderator of a local weekly public-affairs program, *Profile: Bay City*, on noncommercial KQED(TV) San Francisco ("another of the nonprofit activities I've engaged in").

"We had everybody from Malcolm X to David Rockefeller on that program," he recalls. KQED program director Jonathan Rice, who recruited the future FTC chairman for the station, agrees. Noting that the series won several awards, Mr. Rice recalls: "Cap was a magnificent moderator. He had very broad interests, came across extremely well, was always fair, and kept himself informed. . . . He never had to work from a set list of producers' questions."

At the height of the Berkeley Free Speech Movement, Mr. Weinberger did a special three-hour program on the unrest at that university. "The next day," Mr. Rice says, "we ran that program all day—three times, back-to-back." The program "got a lot of credit for calming down that [Berkeley] hassle," he recalls.

This sense of fairness and skill as a conciliator will probably be tested to the limit in the coming months, as Chairman Weinberger walks the line between business and consumer interests and attempts to streamline the FTC. However, he seems to relish the task; mention to him that more and more observers are beginning to expect bold new initiatives from the Federal Trade Commission, and his easy smile acquires a slight edge as he says: "They're absolutely right."

Declaration of dependence

As president of Westinghouse Broadcasting, one of the largest and most successful radio-television groups, Donald H. McGannon has established a reputation for imaginative management and innovative programing. Suddenly, however, he has stepped wholly out of character by inviting the government to assume a larger role in shaping the commercial and programing policies of television.

Mr. McGannon has appeared before the FCC, as reported in this publication a week ago, to urge the creation of a body of educators, social scientists, community representatives (whoever they may be), and, oh, yes, broadcasters to establish national standards for television programing and advertising. The proposal has to be the least original of Mr. McGannon's public utterances. Similar schemes have come from all kinds of yearners for simple solutions during the past 20 years. This one is distinctive only for its authorship by a man who until now has demonstrated a remarkable gift for capitalizing on television's intricacies.

If there is anything television in this country doesn't need it is a further drift toward national conformity. Already it is tied to a three-network system that during large blocks of time is playing to a national audience, with relatively little incentive or opportunity for localized alternatives, a condition that Mr. McGannon would correct by other means suggested earlier to the FCC. To superimpose upon that system a set of federal rules governing content and proportion of programing and advertising on networks and all stations would only accentuate the centralization of the medium.

Surely Mr. McGannon does not wish to subordinate his own professional judgments to a book of specifications issued from a Washington bureaucracy. Yet that is exactly what would confront him and his colleagues if his newest proposal were to be put into effect.

Where's the evidence?

It is obvious that the print media, especially magazines, are assembling artillery for a sustained campaign to capture big chunks of advertising budgets now in television. What is unclear is the firepower of their guns.

We refer in particular to the study conducted by General Foods in cooperation with *Life*, *Look* and *Reader's Digest* (BROADCASTING, March 16). The report on that study, as made public by the magazines, is seriously deficient.

It tells us, for instance, that in most test cases a mix of one-third magazines and two-thirds television tended to improve sales trends and consumer attitudes more than did the use of all-TV schedules. We are told that statistical analyses showed this to be so, but we are shown no statistics. It is understandable that General Foods would not release sales figures, but researchers can—and usually do—devise indices or charts that give away no secrets but nevertheless permit the drawn conclusions to be tested. Here we are told, instead, that in this or that situation the results were “definitely favorable” or “moderately favorable” to one medium or the other—without even a definition of those comparatives—or that, as seemed to be the case most often in sales trends, there was “no significant difference” between the two.

But this is only part of the anti-TV drive. *TV Guide*, for instance, placed full-page ads last week claiming, among other things, that “in a print-and-television mix, we reach about the same proportion of light viewers and nonviewers

as *Life*, *Look* and *Digest* . . .” That is a startling statement. Why should a magazine edited solely to serve television viewers reach nonviewers or even light viewers in “about the same proportion” as magazines edited for the opposite purpose? *TV Guide* cited no supporting figures.

What it adds up to, thus far, is an anti-TV campaign in which the weapons, if not exactly secret, are at best unclear. But an anti-TV campaign it clearly is, and apt to intensify, and TV broadcasters had better prepare for a long siege and muster their forces for a counterattack.

Through the haze

This being an election year, the air is becoming polluted with politics.

Two pending legislative projects are of interest. There's the move to give candidates a discount and a ceiling on TV time purchases but in such a way that the legislation stands little change of becoming law—less even than an earlier scheme to shake down TV time charges to bargain-basement levels.

Then there's the legislation to give a vote to 18-year-olds. Politics is said to be the art of the possible. This isn't going to happen now, but it is possible to end the anguish of panic-stricken politicians if they only believed in their own form of government. Just repeal Section 315—the equal-time provision—and let the editors of the air ply their profession as do the editors of the printed page, by using their own seasoned editorial judgment on who and what is newsworthy. Broadcast managers (“publishers” of the air media) now determine what is or isn't acceptable as political advertising. It really is that simple. It will work if our democracy works.

As for the 18-year-old vote, certainly it should be granted, whether by act of Congress or constitutional amendment. The youth of that age are smarter than most of the 21-year-olds of the pre-broadcast generations. It's a matter of practical education: They learned more through their ears and eyes than those who show up in that top age bracket in the demographics.



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*“Now ladies,
you can buy a
bathing suit
for a ridiculous
figure.”*

