



# How to produce an oil field that's strictly for the birds.

When we're fortunate enough to find oil in one of nature's lovelier spots, we're extremely careful in developing the field.

That's why the more than 20,000 tourists who visit Avery Island, Louisiana, each year hardly ever know we're there. They see the flowers and shrubs from all over the world that bloom there in abundance. They watch the brown deer, cattle and horses roam the fields and woodlands. And lots of them learn how famous Tabasco Sauce is made from the bright crimson peppers that color the landscape.

But most of them come to see "Bird City." In this beautiful sanctuary, thousands of snowy egrets,

rare herons and ibis live in complete freedom. And, although we have drilled over 100 producing wells on this location, we've never ruffled a single feather.

We planned it that way, in cooperation with the land-owner. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people. And sometimes, strictly for the birds.

Humble is doing something extra.

**HUMBLE** Oil & Refining Company  
Where you get all the extras.

# THE PEOPLE'S RIGHT TO KNOW.....



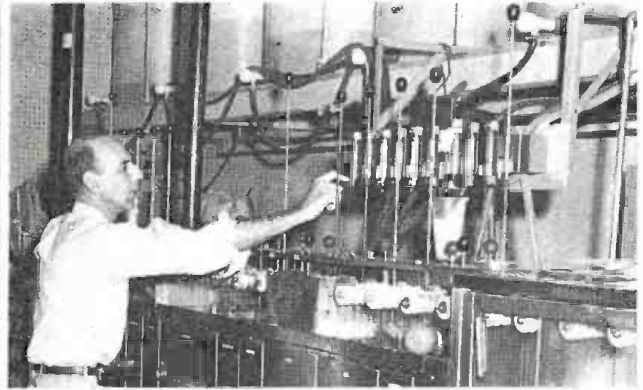
In the last school board election in Houston a liberal majority replaced the traditional conservative balance. They now sit, as the people's choice, to decide the vital questions of the day, the upgrading of the quality of the education of our children, the judicious actions to achieve racial balance, the administration of a \$150 million dollar annual budget.

In its search for the news, KTRK TV doesn't pay much attention to labels . . . conservative or liberal. Rather, we seek to give the public the fullest coverage of elected officials so that they are accountable on a continuing basis as well as election day. To that end, KTRK TV installed permanent television cameras in the school board auditorium and gives expanded or complete coverage of every meeting. We believe the people have the right to know . . . . .

KTRK TV  
Houston  
A Capital Cities Station



color studio camera



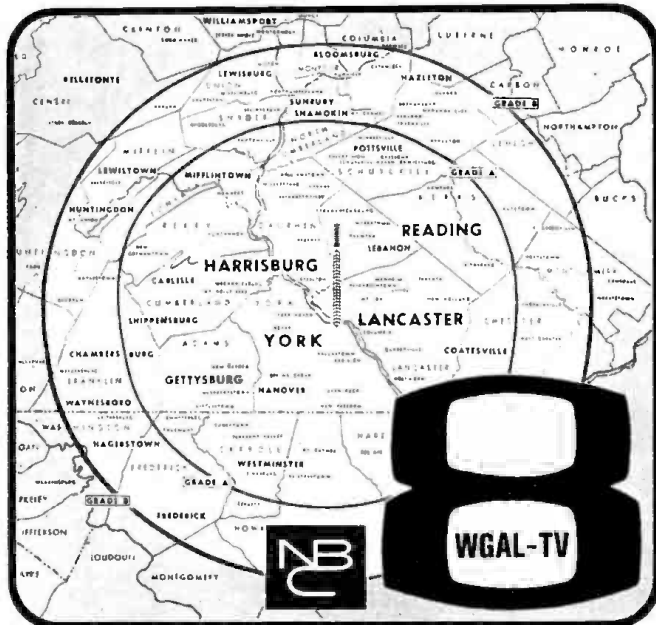
color film processor

## WGAL-TV backed by the power of 46%\* color penetration

In the great Lancaster, Harrisburg, York, Lebanon market WGAL-TV is color. Whether live, on film, or via color tape recorders — nearly every program of every day is colorcast. Two facts: (1) WGAL-TV has by far the most viewers in its multicity market; (2) nearly half the sets in the area are color. Color power! It makes your sales prospects brighter in this rich market.



color video tape recorder



# WGAL-TV

## Channel 8 • Lancaster, Pa.

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

\*Based on Oct.-Nov. 1969 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

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

BROADCASTING, April 13, 1970

## Criteria conclave

FCC has scheduled special meeting Thursday on staff explanation of procedures it follows in processing renewal applications, and on suggested standards for determining which ones to bring to commission's attention ("Closed Circuit," March 30). There's possibility that standards will apply to news and public-affairs programming, but whether they will be those long suggested by Commissioners Kenneth A. Cox and Nicholas Johnson (5% news, 1% public affairs, 5% public affairs and "other") is doubtful, at least at those levels.

In related matter it seems unlikely commission will act soon on Commissioner Cox's proposed substitute for ascertainment-of-community-needs question in renewal application form. Proposed substitute, which received favorable attention at license-renewal workshop at National Association of Broadcasters' convention in Chicago last week (page 50), would require applicant to list 10 most important issues in community and programming to be developed to meet them. Commission is expected to consider it at same time it acts on primer explaining ascertainment question—which may be several months off.

## Two for one?

It may be more ripple than undercurrent, but there's feeling among at least some ABC-TV affiliates that Smothers brothers are what is needed to get network's late-night show off and running. Belief that they should replace *Dick Cavett Show* surfaced unofficially during National Association of Broadcasters' convention last week, though it apparently was not mentioned in formal meetings with ABC officials. Reasoning is that Smotherses would introduce different type of programming into late-night hours and also find late-night more compatible with their free-swinging style—and that they have strong ratings record to boot. ABC position, however, is that *Cavett*, after disappointing start, is beginning to move (page 44) and talk of replacing him is still out of order.

## Another chance

Issue of broadcast access to House proceedings is scheduled to make reappearance this week in House Rules

Committee. Proposal was voted down earlier this year in surprise move by Rules subcommittee—which had seemed ready to accept it—but Representative B. F. Sisk (D-Calif.) plans to reintroduce it as suggested amendment to legislative reorganization bill. Tough uphill battle is forecast.

## Mothers' little helper

Action for Children's Television (ACT), women's group fighting to eliminate commercials from children's programming (BROADCASTING, Feb. 9, et seq.), has appealed to National Citizens Committee for Broadcasting for aid, and is getting it. Committee's counsel, Earle K. Moore, has drawn up plea for ACT to file with FCC within next two weeks. Presentation will attempt to show that children's programs contain harder sell and more commercials and are more profitable than other programs. Mr. Moore is not sure FCC would go all out and ban commercials, but he is optimistic about possible actions it may take up to that point. Mr. Moore is also lawyer for United Church of Christ's Dr. Everett C. Parker, who has pioneered attacks on license renewals.

## Paperwork machine

Computer service to handle post-buy paperwork in spot TV, part one of two-part service to be offered by American Research Bureau, is undergoing pilot tests in New York at Norman, Craig & Kummel agency and shortly will begin tests at Carl Ally Inc. as well. In unadvertised demonstrations it was shown in operation to selected agency executives at National Association of Broadcasters' convention in Chicago last week. System is called ARBACS (for ARB account-control system), and although initially concentrating on spot TV, it was designed as eventual all-media service. It will offer agencies overnight compilations—using Cybernet system of 32 data centers of Control Data Corp., ARB's owner—at all stages from order-confirmation through payment, with ARB doing check-writing.

Other part of project, called ARBSEC (for ARB spot-exchange coordination), is designed to store station inventory in computer and handle spot-TV data up to point where ARBACS takes over. In effort to overcome traditional resistance of station reps, ARBSEC specifically provides that they, not computer, will handle preparation of availabilities and submission to agencies. ARB hopes to

have ARBACS ready to go in next few weeks, ARBSEC in about six months. Pricing not yet set.

## Building plans

Newly installed regime at MGM-TV headed by Paul Picard, vice president in charge of TV production and sales, aims to expand from its present base of selling features, off-network series and specials to networks and stations. Mr. Picard and staff are reported to be developing first-run television series for syndication and as daytime programming for networks. Mr. Picard recently succeeded John Burns, who has left MGM-TV.

## One man's meat

Senator Barry Goldwater (R-Ariz.) thinks CBS-TV should be commended for having Abbie Hoffman on to "expose" his "antics" to nation, but Frank E. Mason, who once was vice president of NBC, wants FCC to question renewal of CBS-owned station licenses because CBS-TV morning news carried interview with another of Chicago 7—Jerry Rubin. It isn't likely FCC will do either.

Senator Goldwater in April 6 *Congressional Record* said CBS did "a very commendable thing" in not allowing Mr. Hoffman to "desecrate" American flag on the air, while being interviewed on Mervin Griffin show last month. Mr. Mason, who was NBC vice president from 1931-1945 and previously had been president of International News Service, complained to Chairman Dean Burch of FCC that Jerry Rubin interview on Joseph Benti news program last month was "testimonial sales talk" for LSD. Mr. Mason, 77, now lives in retirement in Leesburg, Va.

## Hangup

Request for stamp commemorating broadcasting's 50th anniversary is yet to be acted on by post office's advisory committee—and anniversary year is more than quarter gone. Some 15 special issues are approved each year; about half that number have cleared committee so far for 1970. If committee were to approve request, which was submitted by National Association of Broadcasters, it could be months before stamp was designed, printed and distributed. Some members of NAB committee on anniversary celebration are irritated with delay.

# Our talk shows are better than their talk shows.

The January ARB ratings confirm that WGN's 10:30 movie beats all the talk shows. "WGN Presents" is number 1, Monday through Friday, from 10:30 'til midnight.

(ARB Chicago Market Report Jan. 1970, ADI share of households Mon.-Fri. 10:30 to midnight. Subject to qualifications stated in the report.)



The reason is that we've been featuring stars like Paul Newman, Audrey Hepburn, Rod Steiger, Richard Burton, Lee Marvin and Raquel Welch.

They don't just sit and talk. There's action. And that action is what makes more Chicagoans watch WGN television from 10:30 to midnight than any other station.

**WGN**  
TELEVISION

There's no TV station like our TV station.

At 48th convention of National Association of Broadcasters, industry gets hand of friendship from Republican leadership and FCC but discontent is voiced by minority groups, Nicholas Johnson, collegians and others. See . . .

**A mixed bag at NAB convention . . . 25**

FCC Chairman Dean Burch, addressing NAB for first time, gives assurances he will be 'restrained' regulator but will demand best that broadcasters have to offer, with special emphasis on children's programing. See . . .

**A straight pitch from the chairman . . . 26**

In remarks before NAB, Herb Klein, President Nixon's director of communications, seeks accords with broadcasters as he calls for de-escalation of Agnew-network feud, disputes basis for one-to-a-customer ruling. See . . .

**Nixon spokesman wants to cool it . . . 27**

National Association of FM Broadcasters engages in self-examination and organizational changes with eye toward becoming stronger voice for medium. FCC Commissioner Robert Wells predicts strong year for FM. See . . .

**NAFMB tries to find its voice . . . 30**

NAB President Vincent T. Wasilewski sounds call to battle to reverse FCC proposal to break up multimedia combinations in individual markets; suggests route to victory is through Congress. See . . .

**A law to deter multimedia ban? . . . 36**

NAB workshop session provides hope that community survey question, troublesome one for broadcasters and FCC staff, may be eliminated from renewal applications in favor of proposal by FCC's Kenneth Cox. See . . .

**Relief seen on renewal forms . . . 50**

FCC's proposal limiting network control of prime time shapes up as one that will free full hour for new syndicated local programing, as latest draft excludes special news shows from network programing category. See . . .

**FCC may open hour in prime time . . . 57**

All-Industry Television Stations Music License Committee, reconstituted as permanent organization last week, moves immediately to seek new contracts with Broadcast Music Inc., with first talks set for May 26. See . . .

**Permanent watchdog on music pacts . . . 66**

Advertising agency and television sales leaders back new standardized invoice form as cure for slow payments to TV broadcasters by agencies. Form is said to be able to cut accounts receivable by 75%. See . . .

**Way out of slow-pay woes . . . 72**

Trend toward television automation was exemplified by equipment displayed at NAB convention, which also saw updated TV cameras put through paces. Crowds thronged exhibits, but most were only looking. See . . .

**Automation keynote of NAB exhibits . . . 82**

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**While parents and teachers argue whether sex should be taught in the classroom, it's being learned in the schoolyard.**



There's no two ways about it. No matter who does or doesn't teach kids about sex, they're going to learn about it anyway.

The only problem is if they don't learn it from someone who really knows what they're talking about, they're likely to learn the wrong thing.

And make mistakes.

In our one hour special "Your Children Will Learn", Group W explores the pros and cons of

public school sex education.

You'll see how sex education programs were instituted in two different New Jersey schools under very different circumstances. One with the community's full knowledge and approval. The other without.

And you'll see what happened in each case.

You'll also see classroom scenes of what it's actually like for children to receive sex education. The kind of questions they ask.

The kind of answers they're given. And how they react.

"Your Children Will Learn" is just one of 52 prime-time specials we present on our five stations during the year.

It's a controversial subject. Maybe that's why it needs to be aired.

**GROUP**

**W** WB2 - WB2-TV BOSTON - WINS NEW YORK  
KYYW - KYW-TV PHILADELPHIA - WJZ-TV BALTIMORE  
KDKA - KDKA-TV PITTSBURGH - WOWO FT. WAYNE  
WIND CHICAGO - KPX SAN FRANCISCO - KFWD LOS ANGELES  
WESTINGHOUSE BROADCASTING COMPANY



## Reprieve sought on 50-50

NBC has asked FCC to give networks and other interested parties one more chance to present their views before commission acts on proposed rule to limit network domination of prime time.

David C. Adams, NBC executive vice president, in letter to FCC Chairman Dean Burch Friday (April 10), proposed "administrative conference" at which affiliated stations, program producers and networks could appear before commission.

Mr. Adams' letter was prompted by recent trade press reports that commission has tentatively decided to adopt rules limiting amount of prime-time programing that affiliates could accept from networks and barring networks from domestic syndication (BROADCASTING, March 30, see page 57).

Reported restrictions on station acceptance of network programing, he said, "could have the most adverse effects on the entire structure of television-program production, distribution and exhibition, and on stations subject to the rule, without any offsetting public benefits—effects quite different from those the commission may contemplate."

Mr. Adams, in requesting conference, said parties could appear at different times, "if that were thought advisable," and present information and respond to questions from commission.

Mr. Adams, who asked that conference be scheduled at commission's "earliest convenience," said it would provide commission with important first-hand information "without significantly delaying commission action."

He said conference would enable those directly affected—producers, affiliated stations and networks—to inform commission as to proposed rule's likely impact on them and their operation.

He also said it would provide commission with "further needed and updated information in the most convenient and direct way." He noted that proposed rule is product of proceeding dating from 1959, that proposal to limit station acceptance of network programing was not made in proceeding until 1966 and was not issued as proposed rule until 1968. Commission held oral argument on matter in July 1969.

Mr. Adams suggested that, if commission grants request, it issue staff proposal for rule, as means of defining discussion.

## FCC's the target

"Nader's-Raiders" type study of FCC is scheduled for this summer. Citizens Communications Center, Washington-based resource center that aids citizens groups in dealings with FCC and courts on broadcast matters, is helping to organize and will co-direct detailed study of commission.

CCC says it hopes to bring 10 law students to Washington for project. It says study will parallel 1968 study of Federal Trade Commission by students working under consumer advocate Ralph Nader, "but with more emphasis on the nature of bureaucratic institutions than on personalities."

## Perfume switches

Case & Krone, New York, has added new account—Arpège and My Sin perfume brands from Lanvin-Charles of the Ritz, New York. Arpège spent over \$350,000 in spot TV last year, while My Sin accounted for \$74,200. Daniel & Charles, New York, which is losing two brands, will keep two others—Jean Naté and Bain de Soleil.

## Biting the hand that feeds . . .

Barbara Walters of NBC-TV's *Today Show*, speaking before group of retail and fashion-industry leaders. Friday (April 10), heaped vitriol on network television programing. She asserted that "the 17-to-35-year-old group doesn't exist as far as television is concerned." Miss Walters spoke at meeting on "Coming Dimensions in Communications," held in New York by fashion group.

Terming much network programing "soggy", Miss Walters suggested that with loss of cigarette revenues, "things are going to get much worse before

## Koenig out at PKL

Papert, Koenig, Lois ad-agency spokesmen Friday (April 10) confirmed resignation of Julian Koenig, founder of the firm, but would say only that Mr. Koenig resigned "to pursue personal interests." Mr. Koenig was unavailable for comment. Ad agency's parent company is PKL Co.'s Inc.; its name will not be changed, spokesmen said.

PKL also voted to replace on its board of directors Mr. Koenig and Bernard Shlossman, vice president and board member, who also resigned. Replacing them will be William White and Bernard Dolan.

they get better." There will be less money available in future, she said, for "adventurous" programing.

Miss Walters said network news' response to Women's Liberation movement was tardy and often "jocular." She scored TV industry for failing to hire more serious-minded women for responsible news positions. She also expressed hope syndication "will drive out a lot of mediocrity," which she said dominates network programing.

## CBS buys Premier

Acquisition of Premier Photo Service Inc. by CBS for base price of \$9.8-million cash is being announced today (April 13). Deal is subject to approval by both boards of directors and Premier stockholders. Base price may be increased by up to \$1.57 million depending on Premier's sales and profits over next five years. Premier, with plants in Ohio and California, processes, develops and prints color and black-and-white still and motion pictures for mail-order and photo-finishing dealers. Its stock is traded over counter.

## Interpublic to go public

Interpublic Group of Co.'s Inc., New York, announced plans Friday (April 10) to offer to public undisclosed amount of stock now owned exclusively by employes and executives of company, of which McCann-Erickson, Marschalk, Jack Tinker, Pritchard Wood and Erwin Wasey ad agencies are part. Registration statement will be filed with Securities and Exchange Commission next month.

## Good '69 for two

Group-broadcasters Media General Inc. and Capital Cities Broadcasting Inc. last week reported healthy gains in revenues and earnings in their annual reports for 1969.

Richmond-based Media General had net income of 2.9 million or \$1.82 per share on revenues of \$53.3 million for year ended Dec. 31. This compares with net income of \$2.4 million or \$1.64 per share on revenues of \$44 million in 1968.

Media General's broadcast division had combined 1969 revenues of \$7.1 million. Of this amount, TV revenues accounted for \$5.8 million. Media General—publisher of newspapers in Richmond; Tampa, Fla; and Winston-Salem, N.C. — owns WRNL-AM-FM Richmond

## Week's Headliners



Mr. Riddell



Mr. Sipes



Mr. Rosenthal



Mr. Arn

**Ralph W. Beaudin**, former group VP for radio, ABC, New York, named general manager of Meredith radio department, newly created division of Meredith Corp., New York, which last week announced separation of its radio and TV stations into separate operating units. Mr. Beaudin, radio consultant to Meredith since October 1969, will report to James Conley, in charge of TV department and, general manager of broadcasting division. Mr. Beaudin joined ABC in 1957 as manager of KQV-AM-FM Pittsburgh, served as president of WLS-AM-FM-TV Chicago from 1960 to 1966, and resigned his position with ABC in March 1969. Meredith stations are WHEN-AM-TV Syracuse, N.Y., WOW-AM-FM-TV Omaha, KPHO-AM-TV Phoenix, KCMO-AM-TV and KFMMU-(FM) Kansas City, Mo., and WNEM-TV Flint-Saginaw-Bay City, Mich.

**James G. Riddell**, 58, VP in charge of Western division of ABC, resigns May 1 and is to be retained by ABC as broadcast consultant for five-year period. Mr. Riddell first entered broadcasting at WXYZ Detroit in 1931 as office employe, working up in 15 years to president of Wxyz Inc. In 1958, Mr. Riddell transferred to New York as executive VP of ABC, and one year later moved to West Coast.

**Donald Sipes**, VP-business affairs. CBS-TV named to post of VP-business affairs and planning with expanded responsibilities to now include business affairs in Hollywood and New York, CBS studio center in Hollywood, CBS music operations and new administrative and long-range planning functions for TV network. **Robert A. Daly**, direc-

tor of planning and administration for business affairs department, named director of business affairs-New York, CBS-TV.

**Jack Rosenthal**, senior VP, Harriscop Broadcasting Corp., Los Angeles-based group owner, named executive VP. In addition to his present responsibilities for the operation of KTWO-AM-TV Casper, Wyo.; KULR-TV Billings and KFBB-AM-TV Great Falls, both Montana, he will add similar duties with KBAK-TV Bakersfield, Calif., and company's interests in KGGM-AM-TV Albuquerque and KVSF(AM) Santa Fe, both New Mexico. He will continue to headquarter in Casper.

**Stoffer J. Rozema**, executive VP, and **Gerald W. Miller**, group VP, both Campbell-Ewald, Detroit, appointed VP, executive director of all multiproduct accounts and senior VP, respectively. Mr. Rozema joined C-E in 1955 and has held various agency positions. Mr. Miller, formerly Chevrolet account supervisor for planning and special projects, now heads up agency's General Motors divisions accounts, with exception of Chevrolet. Mr. Miller joined C-E in January 1968, from Buick Motor division of GM as director of advertising.

**Michael G. Turner**, senior VP, Ogilvy & Mather, New York, joins SSC&B, New York, as executive VP and member of board. Mr. Turner, who will also serve on executive committee of agency, assumes his new post May 1.

**Henri E. Arn** has been elected first president of Carl Ally International, Geneva, (see page 79).

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

and 55% interest in WFLA-AM-FM-TV Tampa. It also operates CATV systems in Fredericksburg, Va., and Lakeland, Fla.

Capital Cities, New York (see page 46), which also is engaged in publish-

ing, reported 17% gain in revenues and 24% increase in net income for year ended Dec. 31:

	1969	1968
Earned per share	\$1.65	\$1.34
Gross revenues	96,776,000	82,972,000
Net Income	11,383,000	9,171,000

## Keeping it in the family

National Association of Regulatory Utility Commissioners feel state utility commissions should regulate CATV pole-line attachments, not FCC.

In resolution adopted by NARUC executive committee and announced Friday (April 10), association urged state agencies to assert jurisdiction to "assure CATV operators . . . fair treatment from telephone and electric companies."

Reasonableness of terms and conditions in such agreements, NARUC said, as well as policies and practices of utilities should be subject to review by state because they are primarily local affair.

FCC has expedited its proceeding on pole-line-attachment agreements, with one key issue in question—whether it has legal jurisdiction over matter.

## NCTA headliner

Dr. Clay T. Whitehead, White House assistant who has taken leading role in communications - electronics, will be banquet speaker at annual convention of National Cable TV Association in Chicago June 7-10. Dr. Whitehead was chairman of White House committee to establish domestic-satellite policy (BROADCASTING, Jan. 26 et seq.).

## Top change at MRS

Resignation of H. D. ("Bud") Neuwirth as president of Metro Radio Sales and appointment of Bob Williamson to succeed him were announced Friday (April 10). Mr. Williamson has been with Metro Radio Sales since 1962 and vice president and Midwest manager since 1965.

## Reshuffle at NBC sales

NBC-TV is reorganizing sales department in what appears to be—though NBC does not say it is—response to slowdown in automobile sales. Charles Abry, vice president for Detroit, Cincinnati and western sales, is leaving, as is Walter Gross, manager of Detroit sales.

But NBC authorities say central sales division will expand to take in Detroit and Cincinnati (both of which will also be served from New York as well as Chicago), and physical offices in Detroit will be maintained for use by executives in for such visits. Western sales will now report to Max Buck, national sales vice president. Mr. Abry's departure, after nine years, leaves two regional sales vice presidents—Nicholas Gordon (eastern) and Angus Robinson (central).

## Texas and Louisiana first

# You other states, please be patient.

### **IBC Radio News Network will have specialized state and area newscasts for your stations soon.**

Interstate Broadcasting Company is the new news network.

Monday, June 1, we'll be going down the line to radio stations in Texas and Louisiana with a highly-saleable audio news package.

110 five-minute newscasts each week.

Each IBC newscast will contain your state's important news. Topped off by area and national news as our seasoned

radio newsmen gather it and report it. Stories that are significant to your station's listeners.

In return, we'll ask for a few commercial clearances daily — but not during network programming.

#### **The clincher is this:**

Every one of IBC's 110 newscasts will be the station's to sell.

Affiliates carry only as much

of IBC's network programming as they choose. They aren't obligated to carry every newscast.

IBC's closed-circuit transmission guarantees instant communication with affiliates for important news bulletins, continuous coverage of major events and programming information.

You other 46 continental states, get ready for IBC. Very soon we'll be reporting *your* news where it matters.

**IBC AUDIO SERVICE** This separate IBC network package is designed primarily for stations with fully-staffed news departments. The service consists of four daily transmissions of state oriented actualities and voice reports, daily sports shows and special programming of interest to your local listeners.



**INTERSTATE BROADCASTING COMPANY**

*Reporting news where it matters.*

To be exposed  
locally this fall:

robbery  
bunco  
narcotics  
homicide  
forgery  
fraud

In 98 color half-hours.

First in its time period, Jan. 1967–Feb. 1970.  
Average NTI rating 19.4; share 33%.  
Available for fall 1970 local programming.

**Dragnet**

The most honored police-detective drama  
in history.

From **mca tv**



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

■ Indicates first or revised listing.

## April

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 13-14—Spring meeting, North Central Community Antenna Television Association. Northstar Inn, Minneapolis.

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

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

April 15—Annual stockholders meeting, General Telephone & Electronics Corp. Curtis Hixon Convention Hall, Tampa, Fla.

April 15—Annual stockholders meeting, CBS Inc. Insurance Securities Inc. Building, San Francisco.

April 15-17—Meeting, Kentucky CATV Association. Richmond, Ky.

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

■April 16—Annual stockholders meeting, Time Inc. Time & Life building, New York.

■April 16—Annual stockholders meeting, Kaufman & Broad Inc. Los Angeles.

■April 16—Luncheon meeting of Chicago Advertising Club to honor Fairfax M. Cone, co-founder of Foote, Cone & Belding, Sheraton-Chicago hotel.

■April 16-17—Annual broadcast industry conference sponsored by San Francisco State college. Broadcast Journalism is theme and features Broadcast Media and Broadcast Preceptor awards. San Francisco State college and Jack Tar hotel.

■April 16-18—Television conference, sponsored by Indian Society of Advertisers, on "Social Impact of TV" to consider role of TV in developing country with respect to operations, manufacturing and government regulation as well as possibility of commercials on TV. Keshub Mahindra, Bombay, is chairman of conference. Indian Society of Advertisers' address is Army and Navy Bldg., 148, Mahatma Gandhi Rd., Bombay. Conference will be held in New Delhi, India.

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

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

■April 17—Seventh annual Dixie awards banquet. Entertainment will be provided by WDXN(AM) Clarksville, Tenn. Winners of manager of the year, employe of the year and Miss Dixie awards will be announced. Ramada Inn, Jackson, Tenn.

April 17-18—Region 5 and 7 Combined Conference Sigma Delta Chi. Holiday Inn south, Des Moines, Iowa.

■April 17-18—Spring convention of Louisiana Association of Broadcasters. Holiday Inn, Shreveport-Bossier City.

■April 17-18—Region 11 conference of Sigma Delta Chi. Del Monte Hyatt House, Monterey, Calif.

April 18—Annual awards meeting and luncheon, Alabama AP Broadcasters Association. Governor's House motel, Montgomery.

■April 18—Region 2 conference of Sigma Delta Chi. University of Maryland, College Park.

■April 20—Annual luncheon of AP with Secretary of Defense Melvin Laird as speaker. Waldorf-Astoria hotel, New York.

April 20—Annual stockholders meeting, Wometco Enterprises Inc. Byron Theater, Miami Beach.

■April 20-26—National convention of Alpha Epsilon Rho, broadcasting fraternity. Theme will be "Broadcasting 2001" and will feature prototypes of future operational equipment. Speakers include President Nixon, FCC Chairman Dean Burch, Roy Disney of Walt Disney Productions and Walter Cronkite of CBS News.

■April 21—Annual stockholders meeting, Plough Inc. Memphis.

April 21—Alpha Epsilon Rho banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 21—Peabody Awards luncheon sponsored by Broadcast Pioneers. Grand Ballroom, Hotel Pierre, New York.

■April 21-23—Instructional radio conference, National Association of Educational Broadcasters' National Educational Radio Division.

The Johnson Foundation, Racine, Wis.

■April 22—Spring meeting of New England Cable Television Association. Donald Taverner, president of NCTA, will be guest. Meeting theme will be local origination, problems and solutions. Bedford, N.H.

■April 23-24—Annual communications conference of Art Directors Club Inc. Americana hotel, New York.

April 23-26—Annual national convention of American Women in Radio and Television Inc. Royal Garden hotel, London. Dr. Frank Stanton, president of CBS, will speak at international banquet on April 25.

April 23-25—Annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

■April 23-30—Tenth annual Golden Rose of Montreux contest organized under patronage of European Broadcasting Union by Swiss Broadcasting Corp. and city of Montreux, Switzerland. Hotel reservation cards, which should be received no later than April 11, can be mailed direct to Montreux (P.O. Box 97, CH-1820 Montreux). Pavillion de Montreux.

■April 24—Annual awards banquet, Michigan AP Broadcasters Association. Kellogg center, Michigan State University, East Lansing.

■April 24—Spring conference, Arizona Broadcasters Association. Westward Look, Tucson.

■April 24—Seminar of Southern California Broadcasters Association. Features panel discussions on environmental control, drug abuse and consumer protection. Luncheon speaker will be FCC Commissioner Robert Wells. Beckman auditorium, California Institute of Technology, Pasadena.

■April 24—Annual awards banquet, Michigan AP Broadcasters Association. Kellogg center, Michigan State University, East Lansing.

■April 24-26—Region 8 conference and distinguished service awards banquet of Sigma Delta Chi. Oklahoma City.

April 25—Meeting of UPI Broadcasters of Indiana Association. Otter Creek golf club, Columbus.

■April 25—Meeting of UPI Broadcasters of Minnesota. Metropolitan stadium, Bloomington.

■April 26—Photojournalism seminar sponsored by region 1 of National Press Photographers Association. Speakers include winners of NPPA Pictures of the Year competition. TV portion will be headed by Robert Caulfield, news director of WHDH-TV Boston, NPPA's news-film station of the year. Seminar will be preceded on Saturday by regional business meeting and manufacturer's display/cocktail party. Seminar: Sherman Union of Boston University.

## Radio Advertising Bureau's regional sales clinics

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.

## 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



# CONGRATULATIONS TO ALL OF THE COMPOSERS AND PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSIC WAS AN INTEGRAL PART OF 25 OF THIS YEAR'S 45 COVETED NARAS AWARDS

And these contenders for The Record of the Year Award to be announced later:

- **Song of the Year**
- **Best Contemporary Song**  
**GAMES PEOPLE PLAY**  
Composer: Joe South  
Publisher: Lowery Music Co., Inc.
- **Best Country Song**  
**A BOY NAMED SUE**  
Composer: Shel Silverstein  
Publisher: Evil Eye Music, Inc.
- **Best R&B Song**  
**COLOR HIM FATHER**  
Composer: Richard Spencer  
Publisher: Holly Bee Music Co.
- **Album of the Year**  
**BLOOD, SWEAT AND TEARS**  
An album recorded by Blood, Sweat and Tears and containing these BMI-licensed works:  
**BLUES PART TWO**  
Composers: Robert Colomy  
Steven Edward Katz  
Fred Lipsius  
David Clayton-Thomas  
Publisher: Blackwood Music, Inc.  
**MORE AND MORE**  
Composers: Rainey Robinson  
Allan Reuss  
Tommy Karen  
Publisher: Sunbeam Music Corp.  
**SPINNING WHEEL**  
Composer: David Clayton-Thomas  
Publishers: Blackwood Music, Inc.  
Bay Music Co.  
**YOU'VE MADE ME SO VERY HAPPY**  
Composers: Berry Gordy, Jr.  
Frank E. Wilson  
Brenda Holloway  
Patricia Holloway  
Publisher: Jobete Music Co., Inc.  
**GOD BLESS THE CHILD**  
Composer: Billie Holiday  
Publisher: E. B. Marks Music Corp.  
**AND WHEN I DIE**  
Composer: Laura Nyro  
**VARIATIONS ON A THEME BY ERIK SATIE**  
Composers: Erik Satie  
Dick Halligan  
Publisher: Blackwood Music, Inc.  
**SOMETIMES IN WINTER**  
Composer: Steven Edward Katz  
Publisher: Blackwood Music, Inc.
- **Best New Artist of 1969**  
Crosby, Stills & Nash
- **Best Contemporary Instrumental Performance**  
**VARIATIONS ON A THEME BY ERIK SATIE**  
Recorded by Blood, Sweat and Tears  
Composers: Erik Satie  
Dick Halligan  
Publisher: Blackwood Music, Inc.
- **Best Contemporary Male Vocal Performance**  
**EVERYBODY'S TALKIN'**  
Recorded by Nilsson  
Composer: Fred Neil
- **Best R&B Female Vocal Performance**  
**SHARE YOUR LOVE WITH ME**  
Recorded by Aretha Franklin  
Composers: Deadrice Malone  
Al Braggs  
Publisher: Oon Music Co.
- **Best R&B Male Vocal Performance**  
**THE CHOKIN' KIND**  
Recorded by Joe Simon  
Composer: Harlan Howard  
Publisher: Wilderness Music Publishing Co., Inc.
- **Best R&B Group Vocal Performance**  
**IT'S YOUR THING**  
Recorded by The Isley Brothers  
Composers: Rudolph Isley  
Ronald Isley  
O'Kelly Isley
- **Best R&B Instrumental Performance**  
**GAMES PEOPLE PLAY**  
Recorded by King Curtis  
Composer: Joe South  
Publisher: Lowery Music Co., Inc.
- **Best Country Female Vocal Performance**  
**STAND BY YOUR MAN**  
Recorded by Tammy Wynette  
Composers: Tammy Wynette  
Billy Sherrill  
Publisher: Al Gallico Music Corp.
- **Best Country Male Vocal Performance**  
**A BOY NAMED SUE**  
Recorded by Johnny Cash  
Composer: Shel Silverstein  
Publisher: Evil Eye Music, Inc.
- **Best Folk Performance**  
**CLOUDS**  
An album recorded by Joni Mitchell and containing these BMI-licensed works:  
**TIN ANGEL**  
**CHELSEA MORNING**  
**I DON'T KNOW WHERE I STAND**  
**THAT SONG ABOUT THE MIDWAY**  
**ROSES BLUE**  
**GALLERY**  
**I THINK I UNDERSTAND**  
**SONGS TO AGING CHILDREN COME**  
**FIDDLE AND THE DRUM**  
**BOTH SIDES NOW**  
Composer: Joni Mitchell  
Publisher: Siquomb Publishing Corp.
- **Best Gospel Performance**  
**IN GOSPEL COUNTRY**  
Recorded by Porter Wagoner and the Blackwood Brothers  
Composer: Jimmy E. Jones  
Publisher: Le Fevre Sing Music Co.
- **Best Country Instrumental Performance**  
**THE NASHVILLE BRASS FEATURING DANNY DAVIS PLAY MORE NASHVILLE SOUNDS**  
An album containing these BMI-licensed works:  
**BONAPARTE'S RETREAT**  
Composer: Pee Wee King  
Publisher: Acuff-Rose Publications, Inc.  
**I LOVE YOU BECAUSE**  
Composer: Leon Payne  
Publisher: Fred Rose Music, Inc.  
**YAKETY AXE**  
Composers: James Rich  
Boots Randolph  
Publisher: Tree Publishing Co., Inc.  
**LONELY STREET**  
Composers: Kenny Sowder  
W. S. Stevenson  
Carl Belew  
Publisher: 4 Star Music Co., Inc.  
**CAJUN BABY**  
Composers: Hank Williams  
Hank Williams, Jr.  
Publisher: Fred Rose Music, Inc.  
**SINGING MY SONG**  
Composers: Tammy Wynette  
Billy Sherrill  
Glenn Sutton  
Publisher: Al Gallico Music Corp.  
**LAPPLAND**  
Composers: M. Olsen  
C. E. Hjelm  
Billy Towne  
Publisher: Just Music, Inc.  
**COUNTRY GENTLEMAN**  
Composers: Chet Atkins  
Boudleaux Bryant  
Publisher: Acuff-Rose Publications, Inc.
- **Best Recording for Children**  
**PETER, PAUL AND MOMMY**  
An album recorded by Peter, Paul and Mary and containing this BMI-licensed work:  
**BOA CONSTRICTOR**  
Composer: Shel Silverstein  
Publishers: Hollis Music, Inc.  
Serendipity Publishing Corp.
- **Best Instrumental Jazz Performance (Small Group)**  
**WILLOW WEEP FOR ME**  
An album recorded by Wes Montgomery and containing these BMI-licensed works:  
**IMPRESSIONS**  
Composer: John Coltrane  
Publisher: Jonwcol Music, Inc.  
**FOUR ON SIX**  
Composer: Wes Montgomery
- **Best Instrumental Jazz Performance (Large Group)**  
**WALKING IN SPACE**  
An album recorded by Quincy Jones and containing this BMI-licensed work:  
**LOVE AND PEACE**  
Composer: Arthur K. Adams  
Publishers: Terlawn Music  
Four Knights Music
- **Best Choral Performance**  
**SINFONIA**  
An album recorded by the New York Philharmonic, Luciano Berio, conductor, the Swingle Singers  
Composer: Luciano Berio  
Publisher: Universal Edition/Theodore Presser
- **Best Album Notes (Popular)**  
**NASHVILLE SKYLINE**  
An album recorded by Bob Dylan  
Notes by Johnny Cash
- **Best Arrangement Accompanying Vocalists**  
**SPINNING WHEEL**  
Recorded by Blood, Sweat and Tears, arranged by Fred Lipsius  
Composer: David Clayton-Thomas  
Publishers: Blackwood Music, Inc.  
Bay Music Co.
- **Best Engineered Recording (Popular)**  
**ABBEY ROAD**  
An album recorded by the Beatles and containing these BMI-licensed works:  
**COME TOGETHER**  
**OH DARLING**  
**YOU NEVER GIVE ME YOUR MONEY**  
**MAXWELL'S SILVER HAMMER**  
**SUN KING**  
**BECAUSE**  
**MEAN MR. MUSTARD**  
**POLYTHENE PAM**  
**SHE CAME IN THROUGH THE BATHROOM WINDOW**  
**CARRY THAT WEIGHT**  
**THE END**  
**HER MAJESTY**  
Composers: John Lennon  
Paul McCartney  
Publisher: Macien Music, Inc.  
**SOMETHING**  
**HERE COMES THE SUN**  
Composer: George Harrison  
Publisher: Harrissong Music, Inc.  
**OCTOPUS GARDEN**  
Composer: Ringo Starr  
Publisher: Starfling Music, Inc.
- **Best Sacred Performance**  
**AIN'T THAT BEAUTIFUL SINGING**  
Recorded by Jake Hess  
Composer: Ronnie Self  
Publisher: Cedarwood Publishing Co., Inc.

# BMI

All the worlds of music

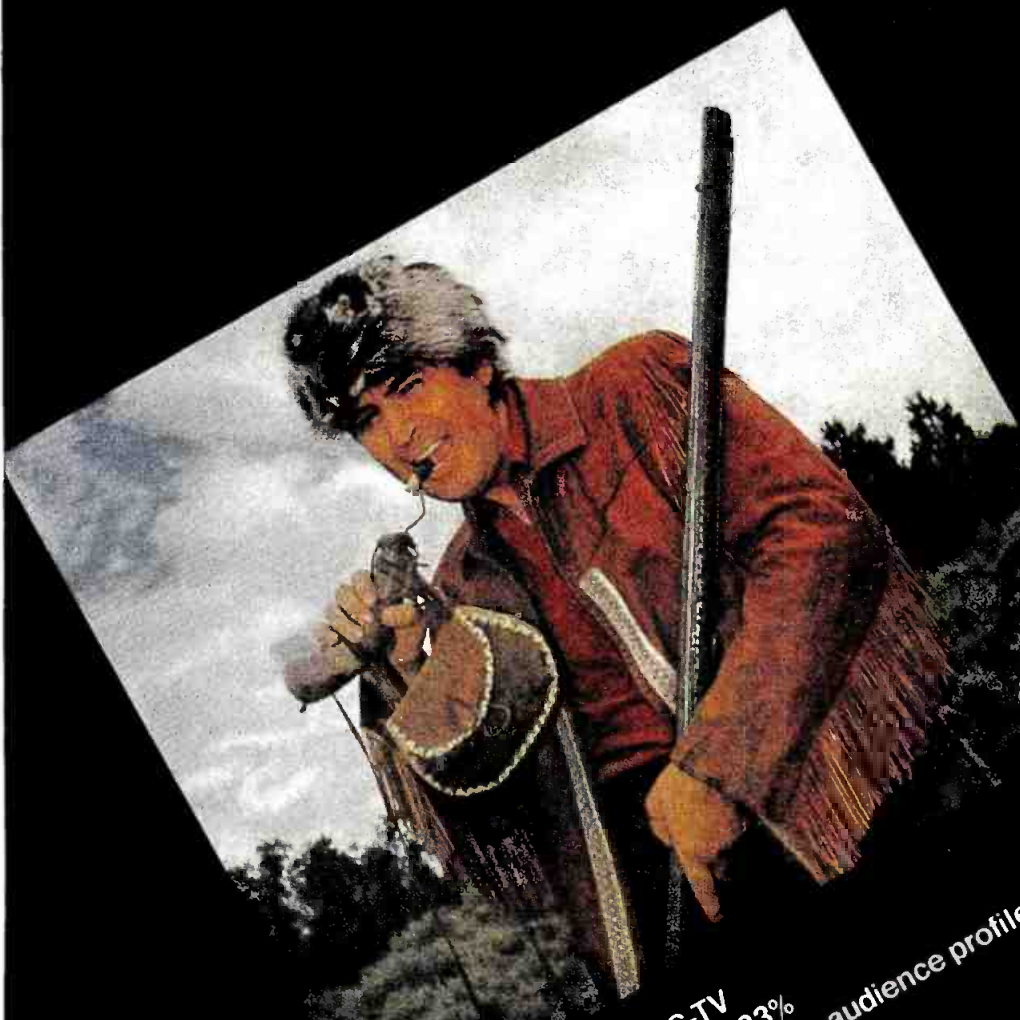
for all of today's audience

BROADCAST MUSIC, INC.

**Daniel  
Boone is for  
grownups,**

**TOO!**





- Fact: Six years on NBC-TV
- Fact: NTI average share—33%
- Fact: 70% adults—30% children audience profile \*
- Fact: 165 Hours (136 in color)
- Fact: Available now for a Fall start
- Fact: Already sold in 45 markets
- Fact: To make your deal, call (212) 957-5010

\* 4th Quarter NAC 1964-69

# Daniel Boone starring Fess Parker



BROADCASTING PUBLICATIONS INC.  
Sol Talshoff, *president*; Lawrence B. Talshoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Talshoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

# Broadcasting

THE AUTHORITY OF TELEVISION AND RADIO

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Lawrence B. Talshoff, *executive VP*

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®.—The News Magazine of the Fifth Estate, Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933. Telecast® in 1953 and Television® in 1961. Broadcasting-Telecasting® was introduced in 1946.  
\*Reg. U.S. Patent Office.  
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## OpenMike®

### Propping doors open

EDITOR: Your Feb. 23 issue article describing the efforts of the Community Film Workshop Council in the training and placement of the disadvantaged in careers in television, expressed clearly the philosophy we feel governs the project.

The understanding demonstrated by publications such as BROADCASTING is critical in paving the way for entrance into an industry for those who have not had fullest opportunity to participate heretofore.

The article suggests the \$400,000 figure is the amount allocated for the two-cycle training program. The sum, however, is actually that which covers a three-part program being conducted by American Film Institute through its Community Film Workshop under contract to this agency. The bulk of that amount, approximately \$314,000, is designed to create three new community workshops and provide varied levels of support to seven others on an annual basis. These workshops are to develop community talent, within communities.

Of course, some of the young people participating will enter professional television or film-making outside of their areas.

The six-week training period is given over to a "crash" intensive course. In addition, the program provides for a year-long on-the-job training and technical assistance component. Together, we hope to evaluate these components to determine how effective such a program of training might be when conducted by, and in cooperation with, the television industry.

We are most appreciative to the industry and to publications such as BROADCASTING whose support is important to the opening of doors that might not have been always ajar in the past.—Richard D. Peacock, *acting associate director, public affairs, Office of Economic Opportunity, Washington*.

### Protests Newman's protest

EDITOR: I take exception to Cy Newman's letter in "Open Mike" March 23.

As a black man with a first-class ticket and employed in radio engineering in Los Angeles, I find his contentions to be dubious. If we were qualified, experienced, and trained we could not afford to work in Henderson (suburban Las Vegas) at the kind of money,

salaries, or commissions we are expected to accept. I would respectfully suggest that Mr. Newman save some of that \$500-plus phone bill spent for the last two months to contact prospective black employes and use it to upgrade salaries.

Let me ask Mr. Newman where is a black man expected to start and garner experience if he as a broadcaster refuses to participate in a training program?

The FCC says you are to show on renewal applications that you made an effort to train and recruit minorities, not just blacks. It is also discriminating not to train. A small station trained me. Mr. Newman.—Michael A. Beatty, *Westinghouse Broadcasting Co., Los Angeles*.

### A good selling point

EDITOR: Many of us have been upset by the hours involved in the new detail required in reports to the FCC to prove that we indeed do keep in close touch with our communities.

However, since we have to live with it, why not turn it to our advantage? Is there not a sales advantage in proving that it is a matter of official record that broadcasters have better rapport with the areas they serve than any other medium? That ought to mean something to an advertiser.—John F. Hurlbut, *president, WVMC(AM) Mt. Carmel, Ill.*

### Sponsor gap decried

EDITOR: Bravo to Mike Slosberg for his March 16 "Monday Memo." It was a fascinating article on a problem that concerns anyone involved in radio advertising.

Unfortunately, advertisers on the local level are wary of any but the so-called "conventional" approach. We must look to trend-setting national clients and agencies to spark Mr. Slosberg's much-needed revolution.—Jay I. Mitchell, *WGLI(AM) Babylon, N.Y.*

### Too early for NIA

EDITOR: Your item on page 42 of the March 23 issue was in error. The Nielsen Instantaneous Audimeter Service will be available for the Los Angeles market in fall 1970, but is not currently available.—Christopher S. Dann, *director of press relations, A. C. Nielsen Co., Chicago*.

local

# We play $\Delta$ favorites

## MISS LOIS AND "ROMPER ROOM"

You wouldn't expect the offer of three stuffed animals to pull postcards and letters by the thousands. Not unless you knew the appeal of Miss Lois and "Romper Room."

But mail response isn't the only evidence that after 12 years "Romper Room" remains the children's television favorite in St. Louis. Summing up sponsor reaction, Woolworth executive C. L. Groomes said: *"We at Woolworth's are delighted with the results of this 'Romper Room' promotion and the store traffic it has created. It has been more than we anticipated, and we look forward to a long and continued use of 'Romper Room' and Miss Lois."*



# KTVM abc 2

Represented by

**hrp** HARRINGTON, RIGHTER  
& PARSONS, INC.

ST. LOUIS

## WASHINGTON WOMEN WANT SOMETHING TO THINK ABOUT AND WMAL-TV GIVES IT TO THEM

A program without small talk. A program that wouldn't hesitate to tackle problems modern women face.

A program that wouldn't constantly get bogged down by only one host going in only one direction.

That was what WMAL-TV's feminine audience wanted. And that's what they got when **The Now Women** was born. The co-hosts, Gwen Dillard and Claire Kleess, offer different perspectives to the woman's world. Viewers are presented with conversations that hit upon abortion and mixed marriage. Entertained with singers or fashion shows and enlightened with comments on why a woman becomes a belly dancer instead of a Salvation Army worker. Or vice versa.

**The Now Women.** A new concept in programming that gives Washington women something to think about. And talk about.



# hrp

HARRINGTON, RIGHTER & PARSONS, INC.

## TELEVISION INNOVATORS



### hrp blue

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

### hrp gold

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

## Coordination is the key to a cool campaign

Carrier Air Conditioning Co. is staging the single largest advertising event in the industry's history this spring with its full sponsorship of the one-hour Bing Crosby special on NBC-TV.

This is the first time an air conditioning company has undertaken to sponsor fully a one-hour TV special, and if our expectations are realized, it won't be the last time. We feel confident that the program will bring us the largest TV audience ever to be exposed to air conditioning advertising at one time.

The "Groaner" will lead Carrier's first 1970 advertising event, "Bing Crosby—Cooling It," featuring guest stars Dean Martin, Flip Wilson and Bernadette Peters over NBC-TV today, April 13 (10-11 p.m.).

Why has a company that has been involved overwhelmingly with print moved in strength into the television arena? The primary reason for our decision was to give nationwide impetus to our dealers for pre-season sales. There were other considerations, which will be enumerated here. But our sponsorship of the special is aimed mainly at providing our company's 4,500 dealers with a central vehicle around which to merchandise, promote and sell residential cooling units before warm weather sets in.

The excitement of television, the bonus of a special concept, and imaginative new commercials designed especially for the show combine to provide a stimulant Carrier dealers can use to carry the season. These commercials were specifically created to blend in with the same contemporary, with-it, look of the show. Their exciting look is appropriate for the "Cooling It" theme.

The Crosby special is part of one of the largest promotion programs in Carrier's history. It is also part of our new advertising program which is marked by unity of direction and target. The special is backed up by a full complement of merchandising and dealer promotion items to make the most of an anticipated audience of 30-million viewers.

Materials planned for dealer use include radio scripts, color tabloid inserts for Sunday newspapers, 30-sheet and six-sheet billboards, window banners, life-size cut-outs of Crosby for showroom display, TV spot announcements tailored for dealer cut-ins, and post-

cards.

All of our merchandising materials hit the same targets and themes and promote the same lines as our special; the themes stressed are "Count on Carrier" and "At Carrier, we keep on inventing air conditioning."

The commercials shown on the Crosby special are available to dealers and are designed to point up Carrier's capabilities as the air conditioning leader and to promote the two lines which will be featured this year—the Round One and the Cosmopolitan.

Carrier traditionally has been a print advertiser and will continue to use consumer magazines in 1970. But a combination of circumstances made the television spectacular a logical choice for the year. The market for air conditioning is breaking through. Our production facilities have been greatly expanded to handle demand, and our dealer organization is ready to capitalize on this. Full sponsorship of our television special provides the dealers with a real handle to do a tremendous selling job locally.

Sponsorship of the Crosby special gives us an opportunity to put everything together for the first time. Everything is going in the same direction: Our national theme is being executed on network television, consumer magazines, local newspaper inserts, outdoor advertising, radio, billboards and literature.

What about further ventures into TV? Carrier is giving this proposition every consideration. We are seeking new avenues, new directions to expose the consumer to our products and our

capabilities.

As a nationwide organization, we can make efficient advertising buys on a national level. But our dealers must reinforce these same themes and items at the local level, telling the consumer where he can go to buy the product he's interested in.

Carrier dealers who take advantage of cooperative and collateral advertising and promotion materials will be able to give their local audiences the impression that they are sponsoring a nationally televised Bing Crosby show.

Dealers have the full range of support material for the event—billboards that read "Tune in Bing and Give Us a Ring," postcard reminders, window banners reading "Count on Carrier for the Spectacular," and TV spots from the show. Many of our dealers will host "Crosby Tune-In" parties for local business associates as part of their participation in the program.

We've made it easier than at any time in the history of our company—or in the history of any other company in this field—for each and everyone of our dealers to take advantage at the local level of exactly the same things we're doing on the national level. He can reinforce at the point of purchase. This, we feel, is a major step forward for our industry.

As conceived, the promotion accentuates an involvement on all levels, particularly by the local dealer.

We know, too, that most of our dealers are excited with this plan. And, happily, they look forward to the best sales year in their history.



*Daniel E. Bockover is director of advertising, publications and sales training for Carrier Air Conditioning Co., Syracuse, N. Y., and has spent more than 15 years in the marketing area. He was with Westinghouse Electric Corp., Pittsburgh, for 11 years in various posts, including manager of residential advertising. Mr. Bockover has a BS degree in business administration from Indiana University, Bloomington, and has done graduate work at New York University.*

# Two Of Chicago's Most Successful Strippers.



Every afternoon Monday through Friday, WGN Television strips the **MOTHERS-IN-LAW** with remarkable success.

**MOTHERS-IN-LAW**, sandwiched between *Hazel* and *I Love Lucy* gets a bigger bite of audience, a higher share of audience than these other two shows. Moreover, **MOTHERS-IN-LAW** also leads in the number of total women viewers, in women 18-49 and housewives.

So, if you are looking for a winner in a comedy strip—Eve Arden and Kay Ballard are just what you are looking for in **MOTHERS-IN-LAW** in color.



729 Seventh Avenue, New York, N.Y. 10019/212 CI 5-6000

**United Artists Television**



Entertainment from Transamerica Corporation

**WKJG-TV was the first television station in Fort Wayne.**

**WKJG-TV was the first completely color-equipped station in Fort Wayne.**

**WKJG-TV was the first to put on a live color telecast in Fort Wayne.**

**WKJG-TV was the first with a remote telecast in Fort Wayne.**

# **Now, who are you going to call first?**

**P.S. Thanks Blair Television. Thanks local sales staff.  
You've made our sales position reflect our other firsts.**

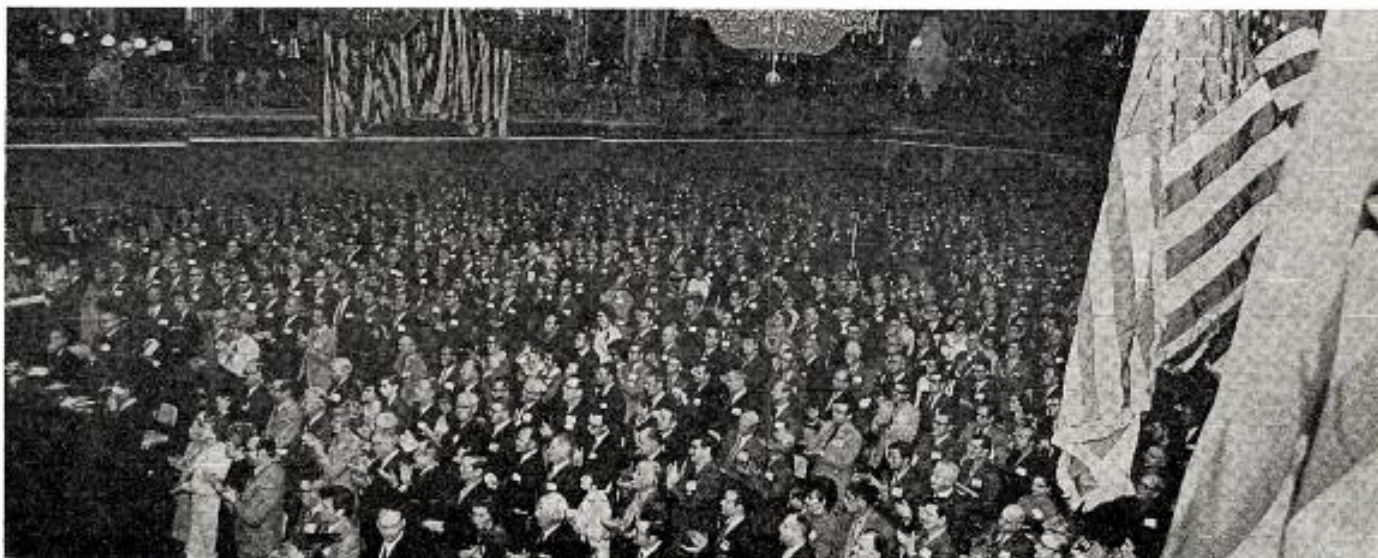


**THE WKJG STATIONS** • Hilliard Gates, Vice President & General Manager

**WKJG-STEREO FM • WKJG-AM • WKJG-TV, Fort Wayne, Indiana**

**BLAIR TELEVISION MEMBER STATIONS OF THE COMMUNICANA GROUP • JOHN F. DILLE, JR., PRESIDENT**





## A mixed bag at NAB convention

**Broadcasters find new friends in high places—  
but from the outside comes rising clamor of dissent**

The station owner soaring over America's heartland at 30,000 feet on his way home from the National Association of Broadcasters' convention in Chicago on Wednesday was having a little trouble sorting it all out. The exhibits were interesting, some of the speeches great. But the demonstrations, and exhibits, and receptions and hospitality-suite talk and drink wouldn't come into focus. For there was no dominant theme as in some years past—no senator telling broadcasters to clean out sex and violence, no FCC member challenging them to test in court the commission's regulatory authority.

But there were cross currents eddying through the convention, cross currents so strong as to have made the 1970 convention—the NAB's 48th—an intriguing experience, and to have demonstrated that broadcasting not only reports and records events, it is part of them.

There was on the one hand, the nation's Republican leadership offering the hand of friendship — Herb Klein, the President's emissary, carrying a flag of truce from Vice President Agnew and saying things broadcasters longed to hear—like: Why break up newspaper-broadcast crossownership, as the commission has proposed, when they pro-

vide the best service? Or, those who attack advertising are attacking the principal contributor to the greatest national gross product in history.

And there was Dean Burch, looking young and fit, promising not to "tinker" with the way broadcasters operate, and pledging himself to work for a climate in which broadcasters can "flourish" and maintain their "healthy growth." As one observer remarked, it was Rosel Hyde with muscles.

So much for friendly persuasion. There was hard evidence of the nation's troubles, of a need for some change to adjust to changing conditions. Blacks were in evidence—not many, but more than in previous years, and playing a significant role. They were on panels, discussing the need to place more minority-group members in the mainstream of broadcasting; indeed, for the first time at an NAB convention there was a workshop on that subject, with a black man running it and another as a panelist.

And some of the comments about broadcasting in relation to minority groups were sharp. The president of the two-month old National Association of Black Media Producers, Tony Brown, who obtained permission to address a television-management session on

Wednesday said not only that broadcasting is racist but that the racism "is so systematized" that his organization offers blacks "in this hostile medium" the only hope of survival. Broadcasters rarely hear themselves dressed down in those terms, not at their own conventions.

And providing a foretaste of next year was Domingo N. Reyes, of Washington, executive director of the National Mexican-American Anti-Defamation Committee. The people he represents, he made it clear in the several sessions that he attended, do not intend to be left out in the current concern over blacks.

Nor was that all. Evidence that the wellsprings of discontent with broadcasting are being fed was provided by two conventions. In one, a group of Chicagoans, many of them in broadcasting, gathered to exchange ideas on what they might do to change conditions. In the other, 600 representatives of college radio stations indicated disenchantment with commercial radio—even before entering it. FCC Commissioner Nicholas Johnson, who by virtue of his frequent and acid-tongued attacks on the broadcasting establishment has become something of a spokesman for the disaffected, addressed both groups.

If the NAB delegates were not tuned



Mr. Burch

in to what the Chicagoans or the collegians were saying, or even to the blacks at their own convention, they probably got the message from Atlanta. The licenses of all 28 of that city's stations had been threatened by a group of blacks who were demanding improved programing and new or better programs to hire and train minority-group members. Twenty-two of the stations filed statements with the FCC acceptable to the blacks. Meanwhile, the route the Atlanta blacks pioneered is now being followed in Columbus, Ohio, where the National Association for the Advancement of Colored People has served a list of 10 demands on all of the stations in that city (see page 52).

But the presence of the blacks and their complaints about the broadcasting industry were not the only signs of the outside world's problems pressing in on the industry. For some at the NAB, the business of conventions is business—syndicated program service and equipment. And reports indicate that while their business was good, maybe great in some instances, not all exhibitors fared well.

In part, this was a reflection of general economic conditions in the country. But, in the case of the equipment makers, there may have been another factor—a feeling on the part of broadcasters that before investing in new equipment they had better take a careful reading of the implications of the commission's new one-to-a-customer rule and the proposal to break up multimedia combinations within individual markets.

So the broadcaster returning from the convention last week had a fair supply of troubles to chew over on the plane. But he also had the reassurance that not every element of government was the broadcaster's enemy. Chairman Burch was especially encouraging in that respect. He had said the good operator wouldn't lose his license, that only the poor one was vulnerable, and that all he asked of broadcasters was their best.

What, the broadcaster might have asked himself, did the chairman mean by "best"? After all, what's an NAB convention without a touch of paranoia?

## A straight pitch from the chairman

**He assures broadcasters they're safe with him if they do their jobs right**

FCC Chairman Dean Burch, in his first appearance before a National Association of Broadcasters' convention, presented himself last week as a regulator who will be restrained in his regulation, but who will demand the best service of which broadcasters are capable. And he marked out the area where he thought broadcasters should make a special effort to show their worth—children's programing.

"I do not intend to tinker endlessly with the way you go about your business for the sake of showing how activist I am," the chairman said, in a luncheon speech Wednesday at Chicago's Conrad Hilton. On the contrary, he promised to try to provide a climate in which broadcasters can "flourish" and maintain their "healthy growth."

"But," he added, "it is only fair to make just as clear that I believe you have a responsibility to the public and to yourselves, and that you must be accountable for your stewardship."

And he questioned whether broadcasters, "operating on public channels as public trustees," have fully met their responsibilities to children—on whose education, he noted, the nation spends \$65 billion annually.

He called children "the nation's most valuable resource," recalled President Nixon's remark that the average high-school student has spent 15,000 hours watching television by the time he graduates, as against 11,000 hours in school, and then said:

"Viewed against that background, *Sesame Street* ought not to stand alone."

He commended the networks for their plans to overhaul their children's programing, with a view to reducing violence and increasing the program's educational value. But it is not a matter

solely for the networks, he said. "I urge that each of you in your local programing consider yourselves individually responsible to bring to children the product of your efforts and imagination in healthy entertainment and healthy learning."

The chairman's concern about children's programing is not new. It was evident when he and his fellow commissioners accepted a petition for rulemaking a proposal to ban all commercials from children's programing and to require stations to carry a minimum of 14 hours of such programing weekly. The proposal, submitted informally by Action for Children's Television, a women's group based in Boston, has generated a considerable amount of broadcaster opposition.

But the chairman was not only concerned about an upgrading of children's programing. He sought to persuade broadcasters to play a role in educating young people to the dangers of drug abuse—as President Nixon was to request during his meeting with broadcasting industry representatives in the White House on Thursday (see page 52).

Mr. Burch said the "pattern of drug abuse among the young" represents a danger to "our most precious asset" and that, regardless of the government's efforts to stamp out the problem, broadcasters are the ones "who can really solve" it.

"In view of our great access to the young, who has a greater responsibility to dig at this problem than the broadcaster? Who has a greater chance to inform the nation of the depth and scope of the problem?"

The chairman also used the speech for what appeared to be the unusual purpose of inviting the industry to persuade him that the commission was wrong in a critical rulemaking proceeding—that involving the proposals to break up newspaper-broadcasting and aural-TV combinations in the same market.

Chairman Burch, who supported that aspect of the proposal looking to the separation of commonly owned newspaper-TV properties in the same market, but dissented to the remainder (BROADCASTING, April 6), said he was not apologizing for the commission's action. But neither was he suggesting that the commission is "infallible" and that its proposals must be accepted as "gospel."

"What I would hope is that you recognize the legitimacy of the examination [of the cross-ownership question] and that all of you explore the proposals not in the narrow context of pro-industry or anti-industry—but with the objective of giving the commission and the Congress facts and data upon



Mr. Klein

which a decision can be reached—a decision which historians will judge as correct.

"It is not enough for the commission to make a decision because of a faint and ephemeral hope of improvement," he said. "Neither is it enough for you to simply condemn and criticize."

The kind of governmental climate he was seeking to create, was indicated in a passage discussing the commission's Jan. 15 policy statement on comparative hearings in which renewal applications are involved. It is designed, he said, to assure the good broadcaster that he "has nothing to fear"—that "his license will not be turned over to someone else who, without any responsibility for actual operation, may be able to promise more."

But the new policy is not "protectionist." The commission "will not protect the minimal operator against competition," he said.

In staking out a role as a man of restraint—one who would not "tinker" with the way broadcasters function—Chairman Burch not only placed himself in contrast to present and former Democratic members of the commission; he also demonstrated himself to be a man of considerable cool.

"I don't intend to nag you constantly," he said, in what may have been a reference to Chairman Newton N. Minow, who nagged broadcasters frequently. "I don't intend to call you names, however picturesque and attention-grabbing a word like 'rapist' may be"—an obvious reference to Commissioner Nicholas Johnson's one-time reference to broadcasters (BROADCASTING, Sept. 22, 1969).

At that point in his speech, without missing a beat, he said, "I don't intend to finish the speech, because I lost the last page"—and burst into laughter along with NAB delegates.

Sol Taishoff, editor and publisher of BROADCASTING, who was sitting near the rostrum, handed over a copy of the speech he had to Dr. Harold Niven, an NAB staff member, who relayed it up to the chairman, and the speech was concluded as it had been written.

## Nixon spokesman wants to cool it

### Klein defends newspapers as broadcast owners, seeks amity with radio-TV

Herbert G. Klein, President Nixon's director of communications, earned his salary last week: He re-established communications with the nation's broadcasters, some of whom have had their doubts about the administration lately. Mr. Klein, in a luncheon speech at the National Association of Broadcasters' convention in Chicago was repeatedly applauded and given a standing tribute at the end.

He called for a de-escalation in the war between the networks and Vice President Spiro T. Agnew. He disputed the basis of the FCC's proposal to break up newspaper-broadcast crossownerships. He rejected several proposals that would take advertising money out of broadcasting, including some aimed at reducing political candidates' television costs.

Indeed, he seemed to regard attacks on advertising—and he felt the broadcasters' standards kept advertising honest—as a disservice to the public. Such attacks, he said, "are directed at a system that built the gross national product into the greatest the world has ever known."

The several thousand delegates who were crowded into the Conrad Hilton's cavernous International Ballroom interrupted his speech with applause at that point, and several others, at its completion, rose to their feet in a hearty ovation.

Mr. Klein, taking first things first, sought to ease broadcasters' concern about Mr. Agnew. He stressed that the Vice President's remarks aimed at broadcast journalism's objectivity and fairness had accomplished their purpose of stimulating "interest and great discussion" within the industry.

"But," he added, "we're at the point

where there is too much reaction and overreaction—on the part of the government and the industry." He looked to a "cooling off" and a "moving ahead" with government getting news of its activities to the public and the media, finding better ways "to present the views of newsmen."

He stressed several times the value and legitimacy of comment by the media. It was the "instant analysis" of President Nixon's Nov. 3 Vietnam speech that triggered the Vice President's attacks on network news organizations.

"We have to accept controversy between newsmen and the government," he said. "That's entirely proper." He said an adversary relationship between the two helps preserve freedom. The media, he said, should play the role of critic and watchdog of government.

However, he is concerned over comment that goes beyond "proper interpretation" and "thorough research" to matters of "reaction and counterreaction." He cited the speech and of an unnamed network executive he said misrepresented three news items into a picture of an administration bent on intimidation.

Mr. Klein also asked for understanding of the Justice Department's action in subpoenaing newsmen's notes and film out-takes—a practice widely criticized as certain to dry up sources of information. Mr. Klein conceded mistakes had been made, but asked the broadcasters to recognize that a "balance" can be struck between the needs of the government in enforcing the law and those of the media in developing and protecting news sources. The balance can be achieved, he said, through "good faith" negotiations, as the Justice Department has urged.

But what had broadcasters talking was Mr. Klein's comment—expressed in a news conference Tuesday morning as well as at his luncheon speech that day—that he had never observed any "major area" where newspaper ownership of a television station in the same market had resulted in "less accurate, less honest news coverage." On the contrary, he said, newspaper-owned stations have the best news staffs.

He told the news conference that, while "there is always a danger in having too much power in the hands of a few," cases ought to be examined individually. A blanket rule applying to everyone is not the answer, he said.

The comment flies directly in the face of the commission's proposed rule, issued for comment three weeks ago, to break up broadcasting and broadcasting-newspaper combinations in the same market (BROADCASTING, March 30). The commission said the proposal is designed to promote diversity of programming and viewpoints that might in-

fluence the public. It said the same thing about the rule it adopted, at the same time, to prevent the owner of a full-time station from acquiring another one in the same market.

Mr. Klein said the "study" the commission is undertaking into the power centers of communications is "proper." But he noted that his observation is based on experience which includes 25 years in newspaper work.

However, he also said the comment was a "personal one," at least for the present. In the news conference, he said the administration does not have an opinion "as yet."

Mr. Klein's comment appeared somewhat at odds with the views of FCC Chairman Dean Burch, who was sitting at the head table and whom Mr. Klein praised as a good choice for the chairmanship. Chairman Burch on April 4 issued a statement in connection with the new ownership rules and proposals, asserting that the rule was aimed at an irrelevant target while common ownership of VHF television and daily newspapers is "the guts of the matter" (BROADCASTING, April 6).

Mr. Klein's comments on proposals to reduce campaign costs at broadcasting's expense came as legislation to provide candidates with cheaper air time was nearing a vote in the Senate (see page 54). He acknowledged that campaign costs are soaring, but, he said it would start a dangerous trend to single out television as the one "bearer" of the higher costs. Reductions ought to apply across the board, "if they're going to apply at all." Otherwise, he foresaw other services being earmarked for "cut-rate" prices—to the ultimate detriment of the system.

He also found fault with former Vice President Hubert H. Humphrey's suggestion that sponsorship of network programs be banned (BROADCASTING, April 6). Mr. Humphrey said news was too important to be forced into ratings competition. But Mr. Klein said the effect of nonsponsorship would be to lessen the quality of the news shows. He also said there is no evidence that sponsors influence the news.

(On the same day, NBC President Julian Goodman also took issue with Mr. Humphrey. He said the suggestion to ban commercials on news programs was "based on a false assumption—the mistaken idea that there is some public-interest distinction between sponsored and unsponsored programing. The Federal Communications Commission has held that there is not. The networks' ability to attract commercial support for regular and special news programs has in fact stimulated the growth and progress of network news operations, and the public had benefited accordingly.")

Mr. Klein, in making the administra-

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## Coming: a lady commissioner

President Nixon intends to appoint a woman to the FCC—but whether it will be to fill the vacancy expected to open on June 30 has not been determined. That was the word of Herbert G. Klein, President Nixon's director of communications, at a news conference preceding his address at the National Association of Broadcasters' convention in Chicago last week. Mr. Klein said no decision has been made yet on a successor to Commissioner Kenneth A. Cox, whose term is expiring.

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tion's peace with the broadcasters, suggested a two-way partnership of government and media in dealing with social problems. He urged his audience to set the goals and develop the programs, and call on the government for the information to implement them.

He officially disclosed that one cooperative effort was about to be announced—a White House broadcast effort to educate the nation's youth to the dangers of drug abuse ("Closed Circuit," April 6) (see page 52).

Broadcasters leaving the International Ballroom after Mr. Klein's speech seemed ready not only to engage in that effort but to listen sympathetically to other proposals for cooperative ventures. The administration, they seemed ready to believe, isn't their enemy.

## NAB officially scores one-to-customer plan

The National Association of Broadcasters, at its annual convention last week in Chicago, called on the FCC to reconsider its one-to-a-customer rule adopted March 25 (BROADCASTING, March 30). Proposed rules aimed at divestiture of common ownership of stations and newspapers were sharply criticized.

The NAB also condemned legislation, soon to be presented to the U.S. Senate, to provide reduced rates for political advertising (see page 54) and sharply rapped the FCC' proposed increases in filing fees as exorbitant and unreasonable.

The NAB resolution charged the FCC has made "no showing that there is undue concentration in the broadcast media" and declares "it can be shown that such drastic limitation of ownership would not serve the public interest." It says that the commission should "withhold further consideration of the proposed rules until the entire question of the effect upon service to the public can be determined and until the Congress has had an opportunity to review the national communications

policy issues involved."

Regarding S. 3637, which would suspend Section 315 of the Communications Act in presidential elections and require a broadcasting station to give candidates the lowest unit rates charged any advertiser for any comparable time period, the NAB resolution did not take a precise position. (The bill was introduced by Senator John O. Pastore [D-R.I.]) However, the language of the resolution specifically opposed proposed amendments to the bill which "would confiscate broadcasters' time by imposing statutory reduced rates for political use."

Regarding the commission's proposed fee increases, the NAB urged Congress to provide guidance to the commission as to fair and equitable treatment of broadcasters along with all other regulated industries and urged Congress to set reasonable limitations upon the authority of the regulatory agencies to prescribe fees.

## Small-audience licensees balk at proposed fee hike

A proposed increase in the FCC's schedule of broadcast fees does not sit well with a group of licensees operating stations in "thinly-populated" trade areas.

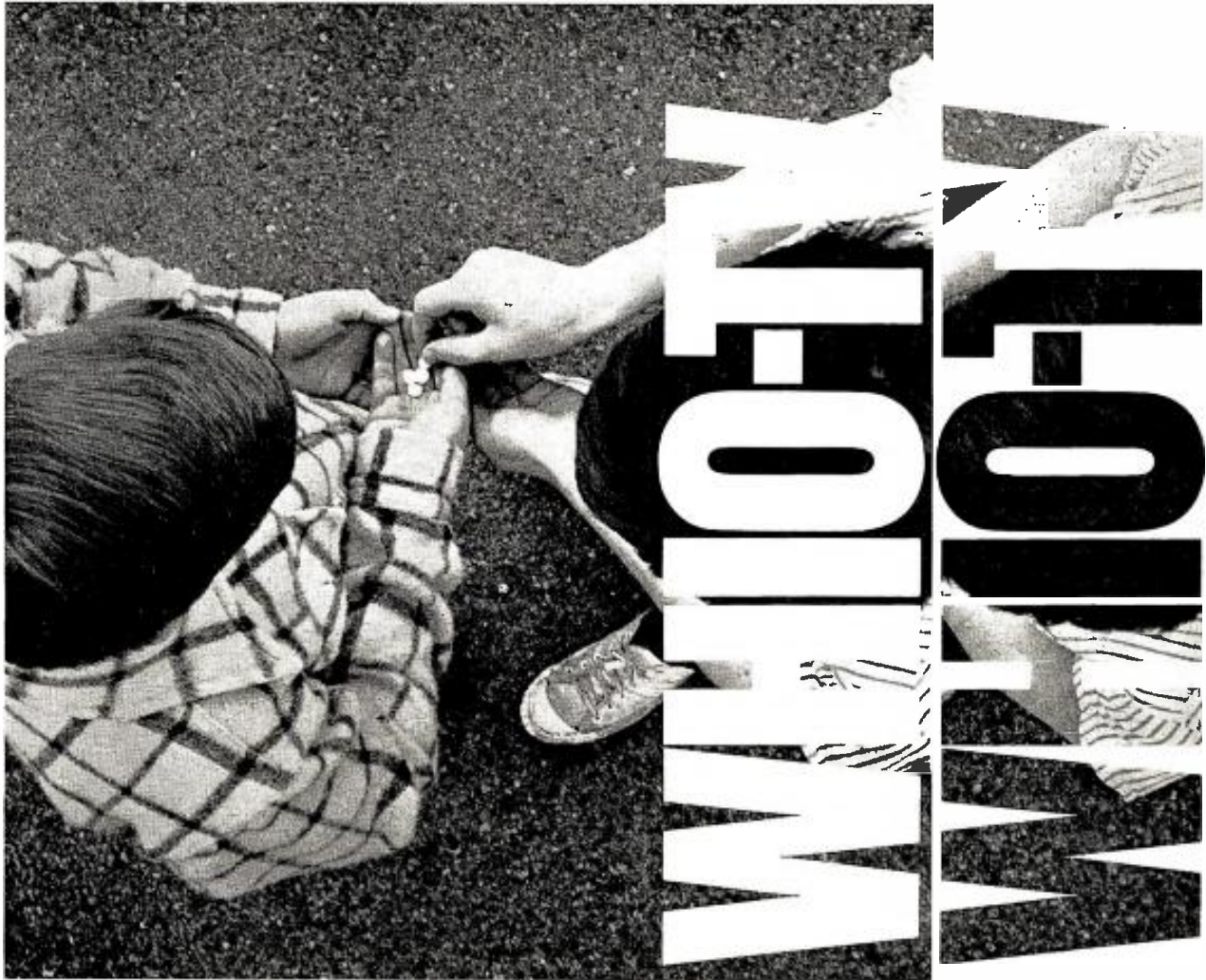
In joint comments filed with the commission last week, KMSO-TV Inc., KGVO Broadcasters Inc., KCAP Broadcasters Inc., KTFI Broadcasters Inc. and Central Coast Broadcasters Inc. said they would be "substantially adversely affected" by the increases, which if adopted would return \$24.9 million annually to the Treasury rather than the \$4.5 million it gets from the FCC now (BROADCASTING, Feb. 24).

The groups said the breakdown of share costs for broadcast services in the proposed schedule reflects a "wholly unreasonable" burden to be borne by radio-TV, with a "disproportionately smaller" share borne by CATV, common carriers and other interests.

At present, the licensees told the commission, their stations pay a total of \$1,375 in total fees for licenses, translator fees and two-way radio auxiliary units, paid only when the facilities are re-licensed. Under the revised schedule, they would pay \$3,182 annually to the commission in fees.

This added economic burden, coming on top of other adversities including proposed increases in AT&T line charges and competition from CATV, would cause a cutback in services, the groups contended.

Calling on the commission to retain its present system of fees, the groups said the proposed hikes represented "confiscatory surcharges and discriminatory extra levies upon the nation's primary news media."



## Reflecting realities a community would rather not see

Maybe they're doing it on a dare. Or to spite their parents. Or maybe they've reached the stage where they just can't do without the stuff. Kids taking the first step. What you see could be taking place in a playground, but these youngsters are playing for real.

Can it be happening in a nice community like Dayton? It can and it is. In the schools. In the streets. It can even happen in the home. And not only in slum areas, but suburbia as well.

WHIO-TV has set out to shake Dayton's complacency. Determinedly, with a series of specials about drug abuse, we're aiming for the heart by revealing the hard core truth of the situation on the local scene. It's a frank, documented horror story, filled with interviews with "junkies" and vivid

descriptions of their "other world." It shows what it's like for a person to lose their sense of human dignity . . . and of addicts who have regained it again with the help of rehabilitation experts.

The pictures portrayed on Dayton area TV screens by WHIO-TV may not be pretty ones, but they leave a lasting impression. We're less concerned with having our audiences forced to swallow a bitter pill and more concerned with pill taking among our young people. However, we want to make everyone aware. WHIO-TV has come up with an eye-opener that's also opening up a subject close to home.

## A reflection of Dayton WHIO Television

 A Communications Service of  
Cox Broadcasting Corporation

# NAFMB tries to find its voice

## Strengthening association, programing to meet needs of '70's are subjects of two-day convention

FM broadcasters, considering themselves the long-suffering stepchildren of the industry, have advanced plans to expand their own organization, the National Association of FM Broadcasters, to become a stronger voice for their medium.

In a two-day convention in Chicago, on the eve of the National Association of Broadcasters' convention, the FM operators examined themselves, the needs and trends in their medium, the programing that has been successful in various markets, and the aims for the future.

The organization elected a new board of directors; a new president, John Richer of WFIL-FM Philadelphia; a new board chairman, Lynn Christian of Dawson Communications, Dallas; and made other organizational changes aimed at bolstering the drive to sell FM.

The convention at its luncheon session Sunday heard FCC Commissioner Robert Wells predict an even greater decade in the '70's for FM as he reviewed growth of the system in the past 10 years.

"The number of receivers in use grew fantastically . . . a testimony to the fact that FM is providing a service the public wants," said Commissioner Wells.

But he criticized recent FCC actions. "The commission has recently adopted rather substantial rules affecting common ownership of media in the same market [BROADCASTING, March 30 et seq.]. It has also proposed more drastic rules. These appear to have attracted some attention in the industry, and so I won't bother to repeat their substance.

"As most of you know, I dissented to the commission's action for a variety of reasons, but I suspect that the rules may have some benefit for FM. Of course, the effect will not be immediate since the existing structure will change slowly. There have been many predictions that FM will suffer from these rules because it needs the subsidy from other media. If the result of the rules is that some FM licenses are turned in, our action will have done a disservice.

"I believe, however, that the industry is a good deal more healthy than those who predict such dire consequences. Some stations that have been nursed along as a stepchild of an AM operation will have to justify their existence independently for the first time. The obvious result will be a good deal more competition. That competition will result in a stronger industry."

But the duplication rules may merit reconsideration, the commissioner observed. "Benefits of simultaneous news-casting, I think, are significant, but duplication of most programing is a wasteful use of facilities.

"Reducing duplication will offer a better service to the public by improving the range of programing available," Commissioner Wells said.

"FM has been innovative in technical matters, and I think on the whole has a good record in programing. The days of all classical music on FM obviously are gone, but FMers, I think, have taken special pride in the quality of their broadcasts and have in many cases done an outstanding job of avoiding commercial clutter."

Mr. Wells noted that many of the workshops at the NAFMB convention were devoted to discussions of programing and possible or desirable changes.

Panelists seemed mainly to suggest first that FM has to keep attuned to the audience its wants to reach and adapt formats to changing times and tastes. Panels on top 40, good music, progressive rock seemed to agree that any for-

mat, even classical, must adapt to changing tastes.

Although all of today's dominant, broadly defined categories of programing were covered in panel discussions, it was obvious that there was much overlapping. Hardly a panel lacked a speaker or two who did not urge constant study of audience tastes and willingness to change formats to meet subtle shifts in tastes.

The NAFMB continued its endorsement of efforts to get all-channel radio legislation. But this year the urgency was less apparent. The increase in the sale of FM sets was called encouraging. FM broadcasters indicated conversations with Japanese manufacturers offered considerable hope of a breakthrough in price.

FM sets now cost twice to three times as much as AM radios, it was noted. Nevertheless, the All Radio Committee reported it was continuing efforts to get Congress to adopt all-channel legislation, requiring all radios to be manufactured for reception of both types of signal. The committee is trying to raise \$250,000 to finance its efforts to influence Congress.

The importance of demographics was constantly emphasized, with the fine-arts stations generally believing they appeal to an older, more affluent, better educated audience. The middle of the roaders claimed appeal to a younger group, with the underground-progressive seeking the youngest listeners. Target audiences were the goal. Programing aimed at particular groups and advertising sold to firms that find a market in that group was emphasized. Program directors were urged to continually evaluate formats with the aim of changing them to widen audiences. But they were warned to establish and retain identities.

Dan McKinnon, president of KSON (AM) San Diego, warned, in a Saturday panel discussion, that country music, for instance, may be getting too modern for its own good.

Mr. McKinnon, called one of the pioneers in programing modern country style, said the country artists see a few greats such as Johnny Cash, Glen Campbell, Elvis Presley getting air play on all types of radio stations and feel they have to change their styles away from traditional country to sell more records. He said this may produce a loss of country identity as the radio listener knows it. He said this can eventually be a disaster for the country



John L. Richer, WFIL-FM Philadelphia, newly elected president of the National Association of FM Broadcasters, speaks to the opening session of the 12th annual NAFMB convention in Chicago.

stations, since they must have identity to serve advertisers in that market.

Mr. McKinnon also stressed the need, as he viewed it, for an automated country-music programming service. He observed that, with automation, FM can get into the country-music business at the lowest operating costs. He also noted a need—that FM can fill—to program older country music, including bluegrass, in AM country markets.

More community involvement by broadcasters, particularly with the Negro community, is not only necessary but can be profitable, the convention was told. In a discussion of black radio, Lucky Cordell, assistant general manager of WVON(AM) Cicero, Ill., only Negro panelist on the NAFMB program, said the exciting revolution changing FM from background music programming to the whole spectrum of formats dictated need for increased broadcaster awareness of the responsibility for more community service.

The issue of community involvement cropped up repeatedly. In the fine-arts session, moderated Saturday (April 4) by Raymond Nordstrand, WFMT(FM) Chicago, C. K. Patrick, WCLV(FM) Cleveland, insisted that fine-arts stations must become involved in their communities "as much as any other cultural institution, such as a local symphony or art museum."

Most critical comment regarding programming came in the panel on news operations Sunday afternoon. Delegates were told that news operations had to become more elaborate, more local and less rip-and-read, and that it was expensive.

John Kilgo, news director, WAYS(AM) Charlotte, N. C., said "most radio stations are doing a sub-par job" in local news.

"What disturbs me most—although I have no conclusive evidence to support this I just have a hunch—is that most station owners and managers don't give a damn about what their people are doing with local news," Mr. Kilgo said. "I can understand why some station owners feel they are fulfilling their obligation to their community by hiring a man with a big voice to read what comes off that wire and punch the network key. That's the easy way out. That's the least complicated way, the least expensive way. That was probably fine five or 10 years ago, but in 1970 that ain't gonna win."

Mr. Kilgo said broadcasters must make two commitments: they must spend enough money to hire a competent man to run the news department, and they must give him complete freedom to run it. And, he added, "If you're not willing to separate the news and program departments, nothing that I have said or will say will do you any good." He said the news operation must use enterprise reporting, get the big

## NAB in Chicago sets record despite snags

Despite airline cancellations, slowdowns and tie-ups, delegates checked into Chicago for the 48th annual convention of the National Association of Broadcasters convention April 5-8 in record numbers. Some used trains, buses and cars to get there. But get there they did.

NAB figures last week indicated total registration was 5,498, up 111 from the 5,387 who attended the annual convention last year in Washington. The previous Chicago figure was 5,305 in 1968.

There were some transportation casualties. Among them was a scheduled two-day radio program conference committee, planned for the Sheraton-Chicago hotel, which was to be headed by Bill Gavin, radio program consultant from San Francisco. Neither Mr. Gavin nor other members of the panel was able to make it to Chicago.

Executives also turned out in force last Tuesday and Wednesday (April 7, 8) to attend early-morning workshops—a 1970 innovation. The NAB reported a total of 2,320 at the workshops, with the panel on license renewals drawing the biggest crowds—650 in all for both days. Each workshop was conducted on Tuesday and Wednesday without change. Other workshops and their two-day attendance were: news, 360; training salesmen 350; computer uses, 300; minorities, 200; audience measurement, 150; programming services, 60; and promoting broadcasting's 50th anniversary, 50.

Labor troubles also failed to interfere with the convention program, with exhibitors set up on time and all equipment present and accounted for.

Returning home—well, that was another problem.

stories first, make local news respectable by presenting both sides of controversies, and broadcast features.

Thomas O'Brian, vice president and director of radio news for ABC Radio, also emphasized the need for a competent news director.

Mr. O'Brian was concerned primarily with international news coverage. He noted that FM stations had ceased being "repeater" stations for AM operations. He noted, however, that in far too many sections of the country, listeners are forced to switch from FM to AM to hear what is going on around the world.

Daniel W. Kops, president, Kops-Monahan Communications Inc., discussed editorializing on FM. He urged the broadcasters to determine if it is appropriate for their format. Once editorializing is decided upon, he said, it should be done by the manager or for

the manager, but should not be done by the news director, whose credibility, he said, would be damaged. He said that before editorializing is attempted the station should have a strong news department. He noted that controversy should not be avoided, that it builds audiences and is good for the community.

## Johnson pot-shots again in Chicago

### FCC commissioner flails away at just about everyone at 'counter-convention'

As members and would-be members of the broadcasting establishment were filing into Chicago's Conrad Hilton hotel on April 4 for the start of the National Association of Broadcasters' 48th annual convention, a so-called counter convention was under way across the street, at the Sheraton-Blackstone.

Some 130 persons, mostly—but not all—young, conventionally dressed, a few bearded and long-haired, were gathered in a dining room for the start of a day-and-a-half meeting called by the *Chicago Journalism Review*, a monthly put out by generally disaffected present and former Chicago newspaper and radio-TV staffers.

They were held together not so much by a program as by an attitude of discontent with broadcasting in Chicago—a feeling particularly painful to a number of them who work for radio and television stations in the city. The main speaker—indeed the keynote and only speaker—was FCC Commissioner Nicholas Johnson.

For his remarks, he had stitched together portions of old speeches into his new dissent in the WUHY-FM Philadelphia indecency case (BROADCASTING, April 6). But to his audience it was all new and fresh and apparently meaningful. And with long hair curling down over his ears and his speech reflecting the idiom of the young (an occasional "wow," a frequent "man"), the 35-year-old commissioner was warmly received.

He accused the FCC of following a double standard—of allowing "more significant issues to languish" in its files, while pursuing "lesser issues," like the WUHY-FM case. "The most recent decision of the FCC—its most recent move in the wave of current repression in the country—has been to enter the arena, going in with its gloves off, on the issue of obscenity," he said, his voice dripping scorn.

"We've received many complaints about the networks," he said, without elaboration. "Why are they being ignored?" He also talked, again without

elaboration, of mergers "being approved behind closed doors," and "economic interests being protected."

At one point, in midpassage of criticism of broadcasters' lack of sensitivity to public needs, he paused to cite an exception—Donald H. McGannon, president of Westinghouse Broadcasting Co.

Mr. McGannon last month criticized the kind of programming television is offering and called for the establishment of a blue-ribbon committee of members of the industry and the public to help fashion long-range goals for broadcasting.

"Here and there," Commissioner Johnson said, referring to Mr. McGannon, "you find a man who stands up and says what he has been doing is wrong and that 'I'm going to stop it and tell my colleagues to stop it.'"

And when the lights of the television cameras of the Chicago stations that were covering the luncheon went on, he stopped for "an announcement" to the people of Chicago. The licenses of all Chicago and Illinois stations expire in 1970, and the commission can't renew them until it finds that renewal

would be in the public interest, he said. Renewal applications for the stations in the state, he added, must be filed by next Sept. 1.

But one of his principal themes was an appeal to those in his audience in broadcasting to do what they can to effect change in the industry. "You're going to have to decide what you're going to do with your life," he said at one point. "A lot of people around the world are standing up for what they think is right."

Quoting the late Dr. Martin Luther King's phrase, "The fever is spreading," he said: "You are part of this movement. It gives you a great responsibility and a great opportunity. It means you'll have to pay the price from time to time."

The reason for the counter convention, as explained by Ron Dorfman, editor of the *Review* and organizer of the conference, was that 50 glorious years [the theme of the NAB convention] haven't been glorious at all.

"There hasn't been a serious colloquy in broadcasting between employers and the public on matters affecting them—especially in their pocketbooks. We're

ready to discuss alternatives, new technologies."

In the workshops that followed the luncheon, on Saturday afternoon and Sunday morning, the participants aired their complaints and chewed over proposals. By Sunday, they had passed a number of resolutions. One called for the development of citizens groups in Chicago to bring to the FCC's attention charges that Chicago television and radio stations provide "commercialism to the detriment of the public," discriminate in hiring practices, and are insensitive to local community and minority-group problems.

Another took issue with NAB Board Chairman Willard E. Walbridge's assertion—during the convention as well as at other times—that the airwaves are valueless until put to use by broadcasters. The conference called the statement "self-serving nonsense," and reaffirmed "the basic legal and ethical principle that the airwaves belong to the people."

The convention also adopted a resolution petitioning Congress to place a franchise tax on all private use of the radio spectrum, "a public domain in scarce supply," and to use the resulting revenues for the construction, station operation and networking of both present and new television and FM radio stations which are operated for public purposes without private profit."

Other resolutions deplored the government's effort to subpoena reporters' notes and, thus, "disrupt the confidential relationships between newsmen and their sources, called on broadcasters to hire and train minority workers and urged the city of Chicago and all concerned governmental agencies to apply public-utility and common-carrier safeguards in regulating CATV systems in the city and to require them to make channels available on a common-carrier basis to members of the public or institutions.

The *Review*-sponsored convention adjourned shortly after noon on Sunday, their work completed with the adoption of the resolutions—and practically unnoticed by the 6,000 attending the NAB convention. For the communications gap between the two gatherings was wider than the narrow strip of Balbo Street that separates the Conrad Hilton and Blackstone hotels.

## Adventurer finishes tale after two-year delay

Lowell Thomas got a second chance to tell of his broadcasting roots in Chicago last Tuesday night at the Broadcast Pioneers' dinner celebrating broadcasting's 50th anniversary.

He was able to finish telling how he got his first break in radio on William S. Paley's newly-acquired CBS more than three decades ago—a story he had scarcely begun at the same podium two years before only to be interrupted by the surprise entry of President Lyndon B. Johnson.

Mr. Johnson flew to Chicago to address the broadcasters on the morning after he announced he would not stand for re-election. The President popped in just as Mr. Thomas was acknowledging receipt of the NAB's distinguished service award, and the pioneer commentator surrendered his mike to the Chief.

Last week Mr. Thomas finished his piece, honoring two men who he said really deserved credit for his success: "I was heard by millions—waiting for *Amos 'n Andy*."

The Broadcast Pioneers also elected to its "Hall of Fame" the late Dr. Allen B. DuMont, pioneer manufacturer and broadcaster, presenting the scroll to Mrs. Allen B. DuMont.

Entertaining at the dinner was a female vocalist—a promising personality Mr. Thomas called Diana Shore.



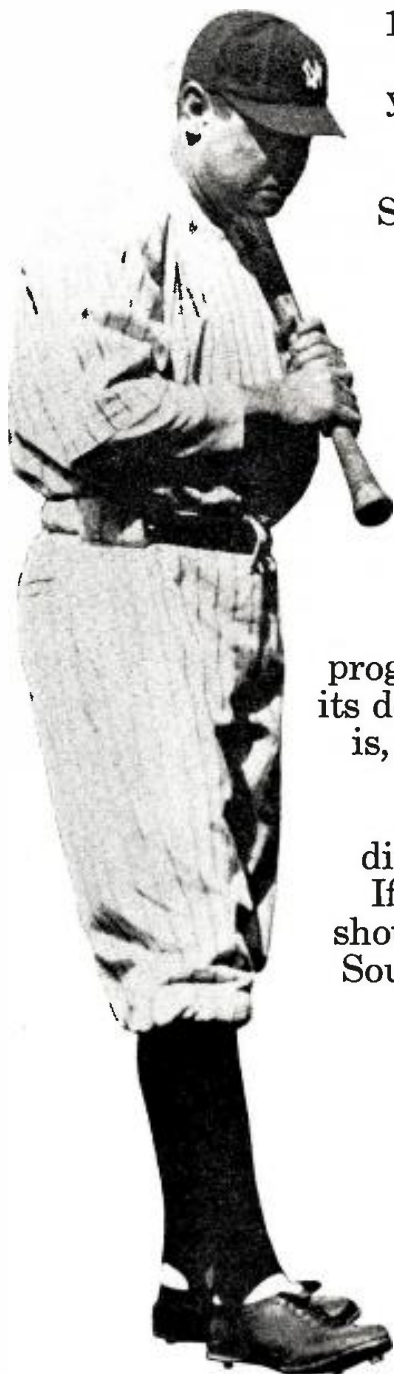
*As an added treat at last Tuesday's (April 7) Broadcast Pioneers dinner, CBS News commentator Lowell Thomas got a hug from entertainer Dinah Shore, as Roy Danish (l), director of the Television Information Office and president of the Pioneers looked on enviously. Two nights earlier NBC-TV, at a reception for its affiliates, announced the return of Miss Shore to a regular TV show, beginning in July (see page 71).*

## Johnson to Japan

FCC Commissioner Nicholas Johnson left for Japan (last Friday) April 10 to attend the International Future Research Conference in Kyoto, sponsored by the Japanese Society for Futurology. On April 18 he will attend the International Symposium sponsored by Japan Techno-Economics Society in Toyko, where he will present a paper.



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\*ARB Oct., Nov. 1969. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

# Pitch for more minority hiring

## First-of-a-kind NAB workshop takes critical view of industry practices

What is the answer for broadcasters who want to hire blacks but are unable to find any who are qualified? Hire them and train them; broadcasting jobs do not require supermen.

In short, make a commitment and keep it.

This was the lesson brought home in the workshop on hiring of minority-group personnel at the National Association of Broadcasters' convention in Chicago last Tuesday and Wednesday (April 7 and 8).

Steve Scott, community affairs director for WFBM-AM-FM-TV Indianapolis, used the experience of his stations as a text on how broadcasters can increase

the number of minority-group workers. He said 25 out of the stations' 160 employees are black; two years ago the number was two. "The problem," he said, "is simply hiring blacks."

He noted that broadcasters feel their industry "is so different that it requires a special breed of man." But, he said, the skills required are comparable to those found in other fields. "It does not require a superman; it does not require a lot of experience."

Stations that hire a man who is highly motivated will very likely succeed even if he is hired without qualifications, Mr. Scott said. But there is a problem in hiring "hard-core" unemployed, men who lack not only skills but apparent motivation.

In that case, he said, the broadcaster must be prepared for extra work in supervising him. The question, he said, is "what kind of commitment are you going to make."

The workshop was the first of its kind to be held at an NAB convention.

But the occasion seemed less one for praising the NAB than for criticizing it for not taking the lead in promoting minority-group hiring sooner. George Norford, vice president and general executive, Westinghouse Broadcasting Co., who was in the audience, said the NAB had been "delinquent in its leadership role."

Mr. Norford is national coordinator of the Broadcast Skills Bank, which was initiated by WBC four years ago to find and train minority-group members for broadcasting jobs. It is now operated by a committee composed of personnel chiefs of ABC, CBS and NBC, and corporate executives of WBC and Metromedia.

And Frederick S. Weaver, community-relations counsel for the NAB, who moderated the workshop, said that, "with some exceptions, broadcasting has lagged woefully behind other industries in minority-group hiring." He said it was now "trying to do something" because of a prod from government and complaints from minority groups.

The role of pressure was brought home forcefully during the presentation of panelist Professor Duncan Whiteside, chairman of the radio-TV department of the University of Mississippi, who has played a leading role in training blacks for broadcasting jobs in Mississippi.

He was describing the training program of one station in which a dozen blacks "with no apparent background" were performing highly skilled jobs when Mr. Norford asked him to identify the station. Professor Whiteside said it was WLBT (TV) Jackson—which was denied a renewal of its license after the United Church of Christ and local black leaders complained it was not serving the interests of the black community. It is now competing with other applicants for the channel on which it is still operating.

The station, Mr. Norford said, "is acting because of a hot poker at its rear. It could have done this years ago." The Indianapolis stations, he said, "are doing what others could do. . . . The broadcaster doesn't want to get up off his assets and do the job. It's a question of getting rid of stereotypes."

The lack of satisfaction with progress being made in minority-group hiring evident at the workshop session was indicated also in a Monday breakfast meeting the Skills Bank held for unit chairmen and committee members it was honoring for their work.

Donald McGannon, WBC president and chairman of the committee operating the bank nationally, said the situation in 1970 "is not very different." But he also said there was a new ele-

## 'Constructive militant' gets NAB platform

Tony Brown, president of the National Association of Black Media Producers, last week faced broadcasters for the first time since his organization was formed in February and put them on notice:

"Racism is so systematized, particularly in the broadcast industry," he told a Wednesday (April 8) session at the National Association of Broadcasters' convention in Chicago, "that only in organizing can we survive as individuals in this hostile medium. Our prime purpose is to make broadcasting more viable and meaningful to black people and minorities."

And, he pointed out, citing the "tremendous wrong" in broadcasting today—in the areas of hiring and programming—"we are prepared to make a determined use of political, economic and legal coercion to change this basic inequity in terms of exploitation of blacks and minorities."

"We understand our legal rights with regard to the challenging of licenses and, when necessary, we are prepared to act upon them."

"I do not believe that any of you here will find it unreasonable for us to want some of the fruits of the labors of our ancestors and of our own personal commitments in building this country. We are basically talking about the struggle for the soul of a nation."

Mr. Brown, noting the great number of hours children watch TV, referred to broadcasters as "educators," blaming



Mr. Brown

them for "creating the imagery of a racist society in which blacks are invisible."

"The insidiousness of the teachings of television today are probably the cornerstone of America's neuroses," he said. "The rage that brews within the hearts of black people when they watch television stems from the constant bombardment of no black situation on the one hand and artificial black situations on the other."

Mr. Brown described his organization's position as one of "constructive militancy. That is," he added, "we will not make criticisms unless we are prepared to offer alternatives."

ment to consider—the increasing interest of the government in the problem.

He referred to the Justice Department's action in negotiating agreements with the networks and the movie industry covering minority-group members (BROADCASTING, April 6). He also noted that the FCC is considering rules requiring broadcasting to make an affirmative effort to hire minority group members and to file detailed reports on such employment.

"Whatever was our pragmatic reason for going into the Skills Bank has been highlighted by government interest," he said.

It was decided at the formation of the bank that if successful it could serve as a model for other media of mass communication.

Certificates of appreciation went to 12 chairmen and 30 committee members of the Skills Bank. The chairmen are Alan H. Andrews, WJAR(AM) Providence, R.I.; Richard A. Borel, WBNS-AM-FM-TV Columbus, Ohio; Herbert Cahan, WJZ-TV Baltimore; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; Lawrence M. Carino, WJBK-TV Detroit; Donald Dahlman, WLWD-TV Dayton, Ohio; Neil E. Derrough, KCBS(AM) San Francisco; Robert Hyland, KMOX(AM) St. Louis; James King, KDKA-TV Pittsburgh; William C. O'Donnell, WBBM(AM) Chicago; Louis A. Read, WDSU-AM-FM-TV New Orleans; and Fred Walker, Reeves Telecom Corp., New York.

The committee members are David Abbott, WLWC-TV Columbus, Ohio; Ken Bagwell, WJW-TV Cleveland; Robert Bell, WVON(AM) Chicago; Steven Dougherty, WVUD(AM) Dayton, Ohio; Robert J. Crohan, WJAR-TV Providence; Len Davis, WGL(AM) Fort Wayne, Ind.; Douglas J. Elleson, WVUE(TV) New Orleans; Hilliard Gates, WKJG-TV Fort Wayne, Ind.; Henry Goldman, WZIP(AM) Cincinnati; James Hanlon, Illinois Broadcasters Association, Springfield, Ill.; Robert Howard, KNBC(TV) Los Angeles; Donald J. Kelly, WCBM(AM) Baltimore; Robert D. Kiley, WIFE(AM) Indianapolis; Erika Lauri, CBS personnel director; Kenneth T. MacDonald, KYW-TV Philadelphia; Thomas G. Maney, WTTG(TV) Washington; Don Dillion, WPTA-TV Fort Wayne, Ind.; Ann Mortenson, WBBM(AM) Chicago; Don Nelson WIRE(AM) Indianapolis; Roger Rice, KTVU-TV Oakland-San Francisco; H. E. Shaper, WHIO(AM) Dayton, Ohio; Gene Taylor, WLS(AM) Chicago; Carl Wagner, WTVN-TV Columbus, Ohio; Edward Wallis, KDKA-TV Pittsburgh; Jo Ellen Webster, NBC, Chicago; Harold Wheelahan, WDSU(AM) New Orleans; Richard E. Reed and Bill Wills, WLWT(TV) Cincinnati; John Wrath, KFRC(AM) San Francisco, and William E. Wuerch, WLWI(TV) Indianapolis.

## Radio fingered by NAB panel

### Few blacks in medium, fewer management chances are subjects of complaints

Radio broadcasters were chided last Tuesday (April 7) for not doing enough to get blacks into the industry—particularly in authoritative positions with black stations.

As a result, panelists at a radio-management assembly agreed, black radio—as Gregory H. Moses Jr. commented—"has failed in its primary role: responsiveness to its community." Mr. Moses is executive vice president, James Brown Enterprises which owns WEBB(AM) Baltimore, WJBE(AM) Knoxville, Tenn.; and WRBW(AM) Augusta, Ga.

Stanley M. Gortikov, president-chief executive officer, Capitol Industries, Los Angeles, the only white panelist, was sharpest in his criticism. Broadcasters

## Spanish-Americans want piece of action

A petition circulated during last week's National Association of Broadcasters convention principally among broadcasters serving large Spanish-speaking populations urged inclusion of this segment of the U.S. populace in all future NAB programs and activities.

The petition asked, among other things, that the NAB "provide basic demographic data for broadcasters about this community and that henceforth the term 'minority' as used by the NAB include in its language the terms Mexican-Americans, Puerto Ricans, Cubans, American Indians and other disfranchised and disadvantaged people in the United States."

A similar message was carried by Domingo Nick Reyes, executive director, National Mexican-American Anti-Defamation Committee, Washington, to several sessions of the NAB convention.

Addressing a panel assembled to discuss "Black Radio: a Positive Profile" last Tuesday (April 7), Mr. Reyes, opening his remarks in Spanish to emphasize his point, asked: "Why do we discuss only one ethnic brushfire at a time?" At another session on minority hiring, Mr. Reyes said Spanish-speaking Americans, many of whom can offer a bilingual capability, are being overlooked in the effort to place blacks in broadcasting jobs. "This is the first time a Chicano has spoken at an NAB convention," he said, "but I'm coming back. We're not going to be left out."

have chosen to "do nothing," he said. "They want the status quo forever. But all must acknowledge the cure-alls—more jobs, opportunity, training, and a bigger, more equitable piece of the action."

Alvin Dixon, president, National Association of Television and Radio Announcers—a primarily black group, concurred. The broadcaster's approach, he claimed, is "how can management get blacks interested in radio and TV with the least amount of effort and revenue? They're just jiving," he said. "They know what they can do. Now they put in some blacks just as an image, to pacify and appease the black community. They don't really want you if you're going to make policy."

Black employees can be an "untapped source of loyalty," added Ken Knight, sales manager, WOBS(AM) Jacksonville, Fla.

Only Howard Sanders, president, Howard Sanders Advertising, New York, dissented on the importance of black ownership of black radio. "The general reality of today's climate won't permit such ownership," he claimed. Instead, he said, the scarcity of black salesmen was the "most serious problem in broadcasting." "It is the salesman," he said, "who must define the true problems in the black community."

Mr. Gortikov who also is board chairman of Capitol Records Inc., criticized the "unforgivable lack of dialogue between radio and the recording industry. The only way we come together in radio," he said, is through playing of records and "because we're both too damned white.

"We have to face what is yet undone," Mr. Gortikov stressed. "Keep focusing on the needs and keep talking to encourage action."

## Media aid is requested in the war on poverty

Television, radio and newspaper cooperation is being sought by the newly formed Interfaith Communications Committee on Poverty to inform the public on the need for immediate action on the national issues of hunger and poverty.

The committee has established its headquarters in New York and has elected Robert B. Beusse, director of the department of communications for the U.S. Catholic Conference, as chairman. Its membership includes leaders of Protestant, Catholic and Jewish organizations active in the field of communications. The committee will distribute information and broadcast materials to networks, stations and newspapers. In addition, member organizations will undertake independent production focusing on the issues of poverty and hunger.

# A law to deter multimedia ban?

## Wasilewski suggests broadcasters turn again to Congress for help in combatting FCC proposals

Vincent T. Wasilewski, president of the National Association of Broadcasters, has sounded a call to battle. The objective: to turn the FCC around on its proposal to break up multimedia combinations within individual markets. And the route to victory, he suggested, is the one traveled last year to reverse the FCC policy implicit in the WHDH-TV Boston decision: through Congress.

Mr. Wasilewski, in a speech at the NAB convention in Chicago last week, said the commission's proposal to break up radio-television and newspaper ownership in the same market is in line with the commission tradition of "perpetuating an annual wrong of spring" (as opposed to the "rites of spring" practiced by others).

The commission issued the proposal three weeks ago, at the same time it adopted an order to prevent the development of new broadcasting combinations in individual markets. The rule bars the owner of one full-time station from acquiring another in the same market (BROADCASTING, March 30).

"The commission's actions on radio-television and newspaper ownership in the same market could be so enormous in its impact that I am almost speechless," Mr. Wasilewski said. But, as he added, not quite.

He said that although the commission's professed aim is to "prevent an undue influence on local public opinion by relatively few persons or groups," the agency has made no effort to determine "whether, in fact, undue influence has been exercised, or in fact even exists."

He recalled that the NAB had convened a year earlier "under a cloud of uncertainty and pessimism" brought on by the commission's "freakish" decision in January in the WHDH case. The commission had denied WHDH-TV Boston a renewal of its license and awarded the franchise to a competing applicant, largely because the station is owned by a Boston communications complex, and the competitor had no media connections.

Broadcasters, Mr. Wasilewski said, recognized that the consequences of the decision—if it stuck—would be "chaos." No license would be safe "from the depredations of those who would promise anything to get it. And there was no real defense against such promises."

He noted that his response, in his 1969 convention speech, was to suggest

that Congress adopt legislation barring the commission from accepting competing applications for an occupied channel before determining that the incumbent was not qualified for license renewal.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced legislation embodying the proposal (S. 2004). Then, Mr. Wasilewski said: "NAB mounted — with strong support from broadcasters all over the country—one of the most effective information campaigns in our history," in support of the Pastore bill. Some 25 senators signed on as co-sponsors of the bill, and 118 similar bills were introduced in the House.

The bright hope for passage of the bill engendered by these developments was shattered as a result of "a very unsavory development"—a campaign of opposition in which the Pastore bill was denounced as "racist," Mr. Wasilewski said. He claimed such a description "was purely and simply a lie" He also implied that it stopped the Pastore bill's momentum.

But the commission, he said, became aware of the "havoc" the WHDH decision could wreak and reversed its policy. He referred to the Jan. 15 statement in which the commission said it would favor renewal applicants involved in comparative hearings if they had "substantially" served their area.

Although there was in the industry "some natural disappointment" that the

Pastore bill was not enacted, he said, "we should recognize" that the change in the commission's policy "was a tremendous victory in a matter, literally, of life and death in terms of broadcast licenses."

In discussing the new diversification rules and proposals, he expressed confidence that, "if broadcasters act with the diligence and focus of dedication that we did last year on the license-renewal question, we will be successful in persuading the commission to adopt sound principles under the guidance of the Congress."

The NAB president pointed to other problems broadcasters face. One involves the "dismaying rise in the noisy chorus demanding restraints on news reporting." One example of the pressures that he cited is the Justice Department's efforts to subpoena newsmen's records, including notes and film outtakes. He said such action "would literally destroy broadcasting's ability to function as a news medium."

However, he appeared to feel that Vice President Spiro T. Agnew's attacks on the news media do not constitute the start of a campaign of intimidation—as some in the media do. The Vice President, Mr. Wasilewski said, "was exercising his right as a citizen and political leader to criticize."

He said broadcasters hope the matter rests there, since broadcast news "must be free." But he also said this freedom imposes an obligation on broadcast news to maintain a high degree of professionalism—to be accurate, fair and objective.

He suggested that the Vice President and other critics of the news media "may be doing us a kind of backhanded favor by reminding all of us . . . of our responsibility to be as fair and honest in all of our coverage as it is humanly possible to be."

Mr. Wasilewski also pointed to another problem he said the industry faces—improving its image. He said broadcasting has contributed time and facilities to the public, yet is accused of money-grubbing and indifference to the public interest.

He said broadcasters have been at a disadvantage in playing a defensive game in response to the attacks on them. He said the time has come for broadcasters to develop "a game plan" of their own—and the NAB-created Ad Hoc Committee to Evaluate Industry Public Relations, he added, is designed to do that.



Mr. Wasilewski

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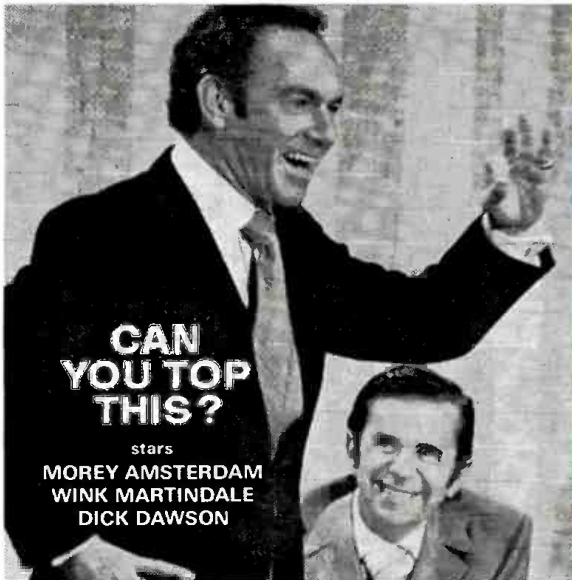
Big improvement over lead-in in these total survey areas:						Big improvement over day-part in these total survey areas:					
MARKET	STATION	LEAD-IN	% HOMES	% WOMEN	% TOTAL VIEWERS	MARKET	STATION	DAY-PART	% HOMES	% WOMEN	% TOTAL VIEWERS
Los Angeles	KCOP	Judd for the Defense	+5	+5	+2	Los Angeles	KCOP	Prime-time	+51	+48	+57
St. Louis	KPLR	Game Game	+155	+110	+176	St. Louis	KPLR	Prime-time	+50	+48	+38
Minn.-St. Paul	WTCN	Judd for the Defense	+75	+88	+125	Dallas-Ft. Worth	KTVT	Prime-time	+32	+14	+40
Tampa-St. Petersburg	WTVT	High Q	+267	+282	+335	Minn.-St. Paul	WTCN	Prime-time	+27	+58	+48
Denver	KOA	Truth or Consequences	+54	+50	+53	Tampa-St. Petersburg	WTVT	Early fringe (Sat)	+57	+45	+61
Charleston-Huntington	WHTN	Peyton Place	+144	+141	+267	Denver	KOA	Early fringe	+12	+17	+18
Oklahoma City	KOCO	Here Come The Brides	+34	+81	+47	Charleston-Huntington	WHTN	Early fringe	+45	+52	+57
Greenville-Spart.-Ashe.	WSPA	News	+129	+129	+189	Oklahoma City	KOCO	Prime-time	—	+9	+2
Orlando-Daytona Beach	WFTV	Dark Shadows	+2	+67	+175	Orlando-Daytona Beach	WFTV	Early fringe	+11	-4	+22
Little Rock	KTHV	Gomer Pyle	+27	+6	+50	Little Rock	KTHV	Day time	+22	-6	+50
Champaign-Dec.-Spring	WAND	I Love Lucy	+48	+133	+56	Champaign-Dec.-Spring	WAND	Early fringe	+19	+50	+31
Spokane	KREM	ABC News	+165	+193	+248	Spokane	KREM	Early fringe	+61	+71	+69
Amarillo	KFDA	Truth Or Consequences	+90	+100	+114	Amarillo	KFDA	Early fringe	+27	+25	+36
Lubbock	KCBD	Hazel	+46	+56	+26	Lubbock	KCBD	Early fringe	+19	+17	+32
San Jose-Salinas-Monterey	KNTV	Showcase	+107	+6	+67	Tulsa	KVOO	Prime-time	+40	+44	+26
Richmond	WTVR	Swift-Soooper	+126	+171	+34	Colorado Springs-Pueblo	KOAA	Early fringe	+29	+25	+109
Phoenix	KTAR	Bold Ones	+24	+43	+15	Phoenix	KTAR	Prime-time	+22	+37	+16
Colorado Springs-Pueblo	KOAA	Truth or Consequences	+157	+67	+411						

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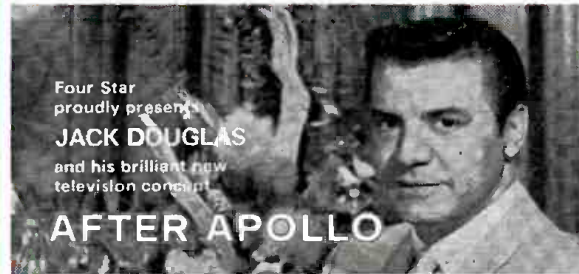
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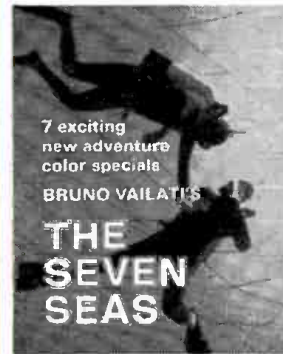


## FOR FALL START BRAND NEW FIRST-RUN SYNDICATION

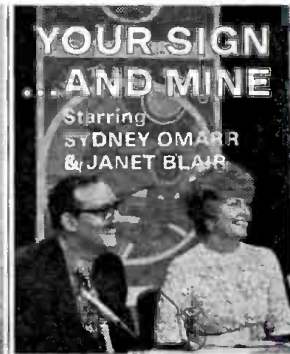
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## Hyde receives top NAB award

Former FCC chairman reviews past achievements on behalf of broadcasting

The National Association of Broadcasters honored former FCC Chairman Rosel H. Hyde with its 1970 Distinguished Service Award in Chicago last week. And he returned the compliment with a speech endorsing stability of broadcast ownership and freedom of broadcast journalism from government censorship.

Mr. Hyde, who retired from the commission on Oct. 31, 1969, after 45 years of government service, in a sense added his vote to those of the commission majority that adopted the Jan. 15 policy statement on comparative hearings in which renewal applicants are involved.

The statement, he said, was designed to eliminate the uncertainties, created by utterances of commission members and the commission's decision last year to give the license of WHDH-TV Boston to a competing applicant—largely on diversification-of-media-ownership and integration-of-management-and-ownership grounds. "Obviously," he said, "we could not have a healthy broadcast industry—one which could serve the public interest—without reasonable stability."

In the policy statement, the commission pledged to favor renewal applicants if they have a record of substantial service. Thus, the former chairman said, the commission makes clear

that "the renewal applicant will not lose because of 'promises, promises' by a would-be licensee who has no record on which to be judged, or be shoved aside regardless of his record of service because he is a multiple owner or owner of another mass medium of communications."

Mr. Hyde, who said he expects the policy to be administered in a way that "will conduce to stability," added that the course is along lines he had recommended while with the commission. He also disclosed he had been prepared to urge Congress to incorporate the principle into law if he had been called to testify.

The former chairman was speaking favorably of another commission policy he had a hand in shaping when he discussed the agency's series of rulings holding that government cannot—and should not try to—authenticate the news, and should "eschew the censor's role."

He also noted that the commission disavowed the practice of holding up renewal licenses to investigate news broadcasts—a decision about which he expressed particular pride and which he described as "one of the more important decisions in my long career." The comment drew a burst of applause from the audience.

Mr. Hyde also defended the fairness doctrine—which he had also helped to shape—as a vehicle for fostering the First Amendment aims of "robust debate." And in the process, he suggested a strategy for broadcasters concerned about the commission's proposal to break up broadcasting and broadcasting-newspaper combinations within markets (BROADCASTING, March 30).

He noted that in his appearance at

the NAB convention last year in Washington, when the fairness doctrine was pending review by the U.S. Supreme Court, he had predicted that a restructuring of the industry would follow a court decision outlawing the doctrine.

Now that the doctrine has been upheld, Mr. Hyde added, "it's an argument for the diversified ownership structure that we have now." He said the Supreme Court's decision, last June, hinges on the view that the fairness doctrine operates "to open channels of communication." Broadcasters had argued the doctrine would chill interest in comment on controversial issues.

The former chairman also said broadcasters should be sensitive to criticism, and expressed confidence the commission would follow the standards it adopted in "eschewing the censor's role."

## What it takes to serve public

Professionals point out to APBE educators why profits are important

Licensees with good intentions but no profits cannot serve the public adequately. The best service will come from broadcasters who are economically competitive and strong.

This was the message FCC Commissioner Robert Wells took to the 16th annual convention of the Association for Professional Broadcasting Education in Chicago last week. The April 4-5 meeting examined future prospects for broadcasting as well as current problems facing the industry.

"Like it or not, the name of the game is money," Commissioner Wells said. The former broadcaster noted that even the educational broadcasters have learned that quality service is expensive and they too are kept busy finding funds.

There are a lot of things wrong in any industry, Commissioner Wells agreed, but in broadcasting "they are minuscule compared to the alternative of government censorship."

Willard E. Walbridge, senior vice president for corporate affairs, Capital Cities Broadcasting Co., and board chairman of the National Association of Broadcasters, in his keynote address to APBE said broadcasting has become the battleground between two conflicting ideologies—government by the people themselves or by an elite group.

After broadcasting's 50 years of service, he said, it is ironic "that we are beset from all sides by those who would



Rosel Hyde, former FCC chairman, who was this year's recipient of the NAB's Distinguished Service Award, was escorted to the platform by earlier recipients. Leading Mr. Hyde were

Clair McCollough, Steinman Stations (l), and Sol Taishoff, BROADCASTING. Behind him were John Fetzer, Fetzer Stations (l), and Donald H. McGannon, Westinghouse Broadcasting Co.



## Three new faces named to TV board

Three incumbents and three new members were elected to the National Association of Broadcasters' television board last Wednesday (April 8) on the final day of the NAB convention in Chicago.

Willard E. Walbridge, Capital Cities Broadcasting Co.'s senior vice president for corporate affairs, meanwhile was chosen unanimously by the NAB nominating committee for another one-year term as NAB chairman. The NAB board will act on his nomination at its meeting in Washington the week of June 22.

Winners in the balloting for TV board membership were Richard C. Block, Kaiser Broadcasting; Donald P. Campbell, WMAR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans, all incumbents; and Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; George R. Comte, WTMJ-TV Milwaukee, and Dale G. Moore, of KGVO-TV Missoula, Mont.

They were elected for two-year terms beginning at the close of the convention Wednesday.

The new members replace Mr. Walbridge and Arch L. Madson, KSL-TV Salt Lake City, who were ineligible for re-election to the board after serving two terms, and Joseph E. Baudino of Westinghouse Broadcasting, an incumbent.

Others nominated with Mr. Baudino were Henry V. Greene Jr., RKO General, and M. C. Watters, Scripps-Howard Broadcasting Co.

Mr. Walbridge's ineligibility to return to the TV board does not affect his eligibility for renomination and election to the NAB board chairmanship.



Mr. Walbridge



Mr. Block



Mr. Comte



Mr. Campbell



Mr. Arries



Mr. Read



Mr. Moore

change and dictate our program content, shatter and reassemble our structure and erode or destroy our economic viability."

Mr. Walbridge noted that "the people we serve like us." But, he continued, "critics such as Vice President Agnew, mercurial and artful Nick Johnson, dilettante Tom Hoving and revolutionary Marcus Raskin" are among those who think they know what is best for the public. "They would change our system by duress and regulation," he said.

Broadcasting mirrors the public interest, the NAB chairman said, and thus the freedom of the public is the same as the freedom of broadcasting.

A warning for broadcasters to be wary of self-appointed protectors of the public interest also was voiced by Grover C. Cobb, vice president-broad-

casting, Gannett Co., and former NAB chairman. He likened the wide public criticism of broadcasting to the ancient practice of beating the messenger because the message was bad.

Elton Rule, president of ABC, reported much of the mail currently being received is threatening. He felt people may be copying pressure tactics attributed to Commissioner Johnson and Vice President Agnew. Mr. Rule spoke on the long-range planning experience at ABC-TV and how it is helping the network to keep ahead of changing public tastes.

J. Leonard Reinsch, president, Cox Broadcasting Corp. and Cox Cable Communications Inc., previewed tomorrow's world where home-communications centers and home computers will make illiteracy obsolete and living conveniences more universal. The technology is here now, he said, awaiting

only the economic development.

Robert Dudley, president, Meeker Co., station representative, told APBE of the industry's need for broadcasting students who are better trained in sales work. This is particularly critical now in the national spot-TV business, he said.

Noncommercial broadcasting also needs recruits, John W. Macy Jr., president, Corp. for Public Broadcasting, told the association. He reviewed new steps to inaugurate live interconnected public radio and announced the first of a number of competitive grants to educational radio outlets.

Citing noncommercial television's considerable growth and acceptance, Mr. Macy said that while national public radio may be less developed, "it possesses no less potential for the improvement of the quality of life in the country."

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# ABC-TV looks for ratings gains

## Amity marks network meeting with affiliates; fourth-quarter sales volume is up one-third

ABC-TV officials assured their affiliates last week that "a momentum of acceptance that hasn't been there before" is moving ABC-TV toward number-one position in the three-network race.

The assurance was given in a closed meeting that marked the changing of the guard as Elton H. Rule, former ABC-TV president, made his first public appearance as president of the ABC broadcast division and James E. Duffy, former network sales vice president, appeared before the affiliates for the first time as ABC-TV president.

The session was held Sunday (April 5) in Chicago in conjunction with the National Association of Broadcasters' convention. An estimated 200 officials of ABC-TV affiliates were on hand.

Mr. Duffy said ABC-TV sales for the fourth quarter—opening quarter of the 1970-71 season—were currently running 33% ahead of last year's in volume and 17% ahead in unit price despite what he said is generally regarded as a slow sales season. He ventured that both CBS-TV and NBC-TV are below their sales levels of a year ago.

Mr. Duffy attributed the sales surge to ABC-TV's ratings records both last fall and since its midyear program changes; to growing "acceptance of our demography"—ABC's claim that it reaches the younger viewers who have prime buying power—and acceptance of the network's plans for 1970-71.

He said ABC was "genuinely" opti-

mistic about its ability to meet "the challenge of the 70's" and move into "the number-one position in prime time [ratings]—nationally as well as in the 70 competitive markets" measured separately by the A. C. Nielsen Co.

In a news conference later Mr. Duffy said he wasn't predicting number-one position for ABC-TV in 1970-71 but that "we'll be nipping at their heels" and "some wouldn't be surprised to see us number one."

In a sort of valedictory Mr. Rule reviewed his two years as ABC-TV president as a period of "steady progress and accomplishment," including a rise to "solid second in daytime," major gains in prime time, strengthening of ABC Sports's position as "the outstanding sports organization in broadcasting" and "tremendous strides" for ABC News.

In ratings, Mr. Rule said, "we're ahead of our prime-time game plan" and "our new fall schedule may well enable us to accomplish in two years what we set out to do in three." He hailed Martin Starger, ABC-TV programming vice president, as "the finest network programming executive in our business today."

Mr. Rule acknowledged that "we are not ecstatic" about audience acceptance of the late-night *Dick Cavett Show*—a matter of obvious concern to many affiliates as well.

Mr. Cavett himself appeared as part

of the network presentation to affiliates and, along with ABC officials, apparently convinced the stations that his show was beginning to move in the ratings and ought to be continued—"not indefinitely," as one source put it, "but long enough to see, without setting a deadline, whether it can't become a really viable and competitive late-night operation."

Mr. Rule said the show "is approaching its stride," has made staff changes that give better production values and has broadened its entertainment scope and increased its use of celebrity guests. These moves, he said, reflect both ABC's and Mr. Cavett's "concern" and desire to make the program succeed.

He also acknowledged "room for improvement" in children's programming, but said "new programs we will introduce this fall should accelerate our development in this area." He also promised "additional positive steps" to be announced shortly.

Elmer Lower, president of ABC News, reported audience advances for *ABC Evening News*, which he said was reaching 17% more homes than a year ago; reviewed 1970 election-coverage plans and projected an expansion of topical documentary programming on the order of last fall's *The Great Dollar Robbery—Can We Arrest Inflation?*

The affiliates also heard a review of audience gains for sports programming by Roone Arledge, president and executive producer of ABC Sports, who also outlined ABC-TV's schedule of National Collegiate Athletic Association games for the 1970 season (BROADCASTING, April 4).

In the follow-up news conference Mr. Duffy reported that availabilities in ABC-TV's series of Monday-night football games this fall are 80% sold, at \$65,000 a commercial minute. The network, he said, will make money on the games. He also noted that affiliates will receive full compensation for two hours of each game (estimated game time is two hours 45 minutes) plus three minutes to sell locally.

The news conference also produced an exchange of tributes between network and affiliate leaders, who collectively credited much of ABC's improved position to a higher degree of cooperation between network officials and the ABC-TV affiliates advisory board.

Mr. Duffy said relationships between the board and the network had changed



L to r: Mr. Duffy, Mr. Rule and Andrew Ockershausen, *Evening Star Broadcasting Co., Washington.*

in the past two years from what used to be "a stand-off" to a cooperative and understanding approach to common problems. He and Mr. Rule said this included, for the first time, the board's departure from a hands-off attitude toward program-clearance issues to active advocacy of better clearances as a way for affiliates to help themselves by helping the network.

George Koehler of the Triangle Stations, elected chairman of the affiliates board during the meeting, attributed much of the new spirit to Mr. Rule's practice of "going out into the field" to meet with the affiliates in regional and other meetings, a policy that Mr. Duffy said he intended to continue as president.

The Chicago meeting, which lasted about three hours, will be followed by a full-scale session in Los Angeles May 10-13 for a more detailed exchange of views and exposition of network plans, including previews of 1970-71 programming.

## Schwartz sees growth in ABC Radio networks

Some 500 executives of stations affiliated with ABC Radio got the word last week that ABC's four-network concept is rolling—in audience delivery, in affiliations and in sales.

The word came from Walter A. Schwartz, president of ABC Radio, who also said the four-services idea, put into effect in January 1968, was no longer merely a concept. He said it had become "a working, striking example of the new vitality of network radio for the 70's" and would bring more and more advertising dollars into all phases of radio, network, spot and local.

Mr. Schwartz, addressing affiliates at a closed meeting in Chicago April 5 preceding the National Association of Broadcasters' convention, said 1969 sales on the four network services were 40% higher than in 1968 and that the number of advertisers using the services rose 54% "despite a decline in [total] network radio dollars last year."

These gains, he said, reflected growing advertiser recognition "that we can offer the demographic market segments—the target audiences they so sorely need."

Mr. Schwartz said each of the four services is in 90 or more of the top-100 markets and that together they have 1,203 affiliates. He said the Contemporary Network has 260 affiliates, the Information Network 443, the Entertainment Network 303 and the FM Network 197. Of the top 100 markets, he said, Contemporary is in 90, Information in 93, Entertainment also 93 and FM 91.

"The ABC Radio four-network serv-



Mr. Schwartz

ices signed more new affiliates in 1969 than there are now in the total station line-ups of CBS and NBC," Mr. Schwartz asserted. (CBS Radio has an estimated 245 affiliates, NBC Radio about 220.)

## FCC eases stance on survey filings

In a revision of procedures announced two weeks ago, the FCC last week said it would accept for filing community surveys accompanying new applications for broadcast stations—even though a final determination hasn't been reached in the commission's survey "primer" proceeding.

Two weeks ago, "to conserve expenditure of funds, time and effort" by applicants, the commission said new applications should be withheld until final action is taken in the primer proceeding, in which the FCC is receiving comments on a proposed question-and-answer policy statement dealing with the survey (BROADCASTING, March 30).

Commissioners Robert T. Bartley and Nicholas Johnson objected to the new "interim" procedures, contending that they amounted to a "virtual freeze" on broadcast applications.

New applicants should make a "good faith and reasonable effort" to comply with the tentative survey standards contained in the proposed primer, the commission said, and should be aware that they may have to amend their surveys to comply with the determination in the primer proceeding.

Applications already on file (but not designated for hearing) will continue to be processed according to the primer's standards, the FCC added.

## AMST licks its '69 wounds

### Legislative reversals on CATV, copyright are cause for concern

For the Association of Maximum Service Telecasters and its fight to contain what it calls "CATV unlimited," 1969 was a very bad year. Things seem to be improving in 1970, but the fight is still in doubt.

AMST does not like the legislative guidelines on CATV regulations proposed by the FCC, and introduced as a bill (S. 3635) by Senator John O. Pastore (D-R.I.). Neither does it like the copyright compromise that the commission suggested.

Jack Harris of KPRC-TV Houston, president of AMST, described both proposals as "unsatisfactory."

He made the comment in a review of the association's battles on the CATV front, which he presented in a speech to AMST's annual meeting, held in connection with the National Association of Broadcasters convention in Chicago last week.

And he predicted the principal battle arena in the CATV fight will be before the Senate Commerce Committee and the commission. He said broadcasters should make themselves heard "loud and clear" in both forums.

As he described it, the past year was "a painful and tortuous and frustrating experience—of seeing the flames leaping ever higher and closer—and sitting almost immobilized, almost transfixed, waiting for them to devour us."

The year began with the shock of the agreement the NAB staff "secretly" reached with the staff of the National Cable Television Association. That agreement, seeking to resolve the two associations' dispute over the regulatory and copyright matters affecting CATV, would have been "the end of the ball game" for broadcasters, Mr. Harris said. AMST persuaded NAB to reject the agreement.

Then there was the Senate copyright bill containing a CATV provision which, Mr. Harris said, was drafted to suit the CATV industry.

Dealings with NCTA in a renewed effort to reach agreement amounted to a "meaningless minuet." The copyright owners did not impress him as valuable allies in the fight over copyright. He said they are interested only in money, not effective CATV regulation.

But now, Mr. Harris thinks the corner may have turned. AMST and NAB are cooperating in dealing with Congress, and in seeking station-management people who will talk to mem-

bers of the Senate Judiciary and Commerce Committees.

He noted, also, that the NAB has expanded its legislative liaison staff and "is beginning to be heard on the CATV issue." He was gratified that a start has been made, he said, "but I regret it has been so late in coming."

## Another spin-off by Capcities

### WSAZ-TV goes next, to Lee Enterprises for \$18 million

Another station sale—that of WSAZ-TV Huntington, W. Va., for \$18 million—resulting from the \$110-million purchase of Triangle Publications' stations by Capital Cities Broadcasting, New York, was announced last week.

The announcement, issued by Capcities President Thomas S. Murphy and David K. Gottlieb, president of Lee Enterprises Inc., Davenport, Iowa, said the agreement in principle for the sale of the channel-3 NBC-TV affiliate carries a price of \$18 million in cash.

Capcities said it was selling WSAZ-TV, subject to FCC approval as is the

Triangle-Capcities transaction, to comply with the FCC's multiple-ownership rules "in contemplation of Capital Cities' acquisition of several television stations" from Triangle (BROADCASTING, Feb. 16.)

The first of the planned spin-offs brought on by the Capcities-Triangle agreement had been announced April 3 with the sale of WNHC-AM-FM New Haven, Conn. (BROADCASTING, April 6). These stations are currently Triangle-held. Wasz(AM) is still owned by Capcities. Howard Stark handled the WSAZ-TV sale.

Lee Enterprises is also a multiple-station owner with stations in Quincy, Ill. (WTAD-AM-FM); Hannibal, Mo.-Quincy (KHQA-TV); Mason City, Iowa (KGLO-AM-TV) and Mawkota, Minn. (KEYE-FM-TV). It also owns 3.2% of WKBH La Crosse, Wis., and 49.75% of Lincoln Neb. Journal, which in turn owns 48.86% of KFAB-AM-FM Omaha.

### Changing Hands

#### Announced:

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

▪ WSAZ-TV Huntington, W. Va.: Sold

by Capital Cities Broadcasting to Lee Enterprises for \$18 million (see this page).

▪ WLTv(TV) Bowling Green, Ky.: Sold by George A. Brown Jr. and others to D. C. Combs, John M. Berry Sr., Frank J. Hildenbrand estate and others for \$1 million. Mr. Combs owns real-estate, insurance, investment and personnel-placement companies. Mr. Berry is an attorney and has real-estate interests. Buyers own or control a finance company, a stockyard operation and a manufacturer of feed additives. WLTv, an ABC-TV affiliate, is on channel 13.

▪ WCVU(AM) Portsmouth (Norfolk), Va.: Sold by Dan Weinig to William F. Rust Jr. and others for \$700,000. Mr. Weinig was formerly general manager of WPAT-AM-FM Paterson, N.J. Buyers own WHAN(AM) and WHFM(FM) Rochester, and WPTR(AM) Albany, all New York; WAEB-AM-FM Allentown, WRAW(AM) Reading and WNOW-AM-FM York, all Pennsylvania. WCVU is full time on 1350 kc with 5 kw. Broker: Blackburn & Co.

▪ WRSV(FM) Skokie, Ill.: 70% sold by Mrs. M. Earlene Stebbins to Bonneville International Corp. for \$455,000. Bonneville (Arch L. Madsen, president) is owned by the Corp. of the President of the Church of Jesus Christ of Latter Day Saints. The Bonneville stations are KSL-AM-FM-TV Salt Lake City; KIRO-AM-FM-TV Seattle; KBIG(AM) Avalon and KBIG-FM Los Angeles, both California; KMBZ(AM) and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York and international shortwave station WNYW(AM) Scituate, Mass. WRSV is on 101.9 mc with 12 kw and an antenna height 560 feet above average terrain. Bonneville bought the other 30% of WRSV last December for \$195,000.

▪ WCMI-AM-FM Ashland, Ky.: Sold by Robert and Charles Levinson and others to O. W. Myers, Robert M. Hauck and others for \$400,000. Messrs. Myers and Hauck have interest in WKKE(AM) Asheville, N.C., and WWKE(AM) Ocala, Fla. Contingent on grant of sale of WCMI-AM-FM, buyers will sell FM station to W. Richard Martin and associates for \$50,000. Mr. Martin is general manager of the Ashland stations: WCMI(AM) is full time on 1340 kc with 1 kw day and 250 w night. WCMI-FM is on 93.7 mc with 50 kw. Broker handling the sale is Blackburn & Co.

#### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 85).

▪ WAPE(AM) Jacksonville, Fla.: Sold by Mrs. Francis U. Brennan and others to Stan and Sis Atlas Kaplan for \$1.48 million and assumption of liabilities. Sellers own WBAM(AM) Montgomery,

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Ala. Mrs. Brennan has interest in WLAS-TV Selma, Ala., and WFLI(AM) Look-out Mountain, Tenn. Buyers own WAYS(AM) Charlotte, N. C. WAPE is full time on 690 kc with 50 kw day and 10 kw night.

▪ WEOK-AM-FM Poughkeepsie, N. Y.: Sold by Paul Smalen and others to Robert Dyson for \$730,000. Mr. Dyson publishes the *Millbrook* (N.Y.) *Roundtable* and the *Pine Plains* (N.Y.) *Register Herald*. WEOK(AM) is a daytimer on 1390 kc with 5 kw; WEOK-FM is on 101.5 mc with 4.7 kw and an antenna height of 830 feet above average terrain.

### Cable television:

▪ Lodi, Calif.—Sold by multiple-CATV-owner Multi-View Systems Inc. (Gordon Rock, president) to King Videocable Co., a division of group broadcaster King Broadcasting Co., Seattle. Price was undisclosed. Lodi system began operating last year and has 3,600 subscribers. Broker: Daniels & Associates.

### FCC review board hands off KNBC(TV) renewal pact

A proposed agreement between NBC and Voice of Los Angeles Inc., providing for dismissal of Voice's competing application for NBC-owned KNBC(TV) Los Angeles, was "certified" to the FCC last week by its review board. The board made no recommendation.

The agreement stipulates that NBC will reimburse Voice \$102,400, the amount Voice says it has incurred in prosecuting its application. Implementation of the agreement is contingent upon commission approval of the reimbursement.

In turning the request for approval and related pleadings over to the commission, the review board noted that the commission's Broadcast Bureau had maintained that the board had jurisdiction, while NBC contended that the commission should pass on the matter.

The board said while it felt it did have authority to consider requests for approval of agreements involving renewal applicants (such as NBC), in view of public-interest considerations and to achieve an "expeditious and orderly disposition" of the KNBC(TV) case, it was leaving a determination up to the commission.

### Fogarty starts consultancy

Frank P. Fogarty, retired corporate vice president and general manager of broadcasting division of the Meredith Corp., Des Moines, Iowa (BROADCASTING, Feb. 2) has opened a management consulting firm specializing in TV, radio and CATV. Address: 502 Twin Towers North, Omaha 68131, (402) 346-0505.

## IBM at arm's length with establishment

Despite FCC's Johnson's pleas, delegates are urged to get into marketplace to improve its quality

Are you running with me, broadcasting? The question wasn't put exactly that way at the 31st annual convention of the Intercollegiate Broadcasting System in Chicago April 3-5.

But that is what many questions meant during the workshops, panels and speeches for the nearly 600 representatives of campus stations and related interests.

Freedom to speak was the theme of the IBS sessions, and the need to make all broadcasting more responsive to the great social and moral issues of the hour proved a frequent companion topic. A recent court decision upholding the right of campus newspaper editors to be free of faculty or institution restraints gave the keynote speaker part of his text.

Daniel Walker, counsel for Montgomery Ward & Co., challenged them: "There is no room for the empty and vapid student media of yesterday."

But, he cautioned, "relevancy is not name-calling and emotional responses to serious problems." Especially, the student broadcaster should be alert to avoid the "group think" syndrome, he

said.

"There is too much name-calling in high places today," Mr. Walker charged, reminding the IBS delegates that "the power of thoughtfulness has to be mobilized." He included recent remarks of Vice President Spiro Agnew about the media as examples of indirect censorship he feels is growing in the land.

Active in Chicago Democratic politics, Mr. Walker headed the special commission investigating Democratic national convention disturbances. He spoke to IBS as a last-minute substitute for former U.S. Attorney General Ramsey Clark who was grounded elsewhere by plane delays.

Admitting he "detests" much of the commercialism in broadcasting today, Mr. Walker urged the students to join agencies and sponsors so they can try to improve the quality of advertising. "Get into the marketplace and raise your voices," he said.

FCC Commissioner Nicholas Johnson appeared for the second year at the IBS meeting and pleaded with the students not to sell their souls to com-

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mercial broadcasting. "You can get on the gold train waiting for you, a plush car for each one, and you can ride in luxury for the rest of your life," he told them, "but you will have to pay a price—you will have to allow them to dissect your brain."

Back again at IBS also was Dennis F. Shannahan, publicist for Tommy Smothers, who left off memories of the Smothers Brothers' program problems with CBS-TV to promote a two-hour dramatic radio special *The Sentencing of Bobby Seale for Contempt*, based on the actual transcript of the Chicago 7 trial before U.S. District Judge Julius Hoffman.

The show will be free to college stations, he said, because a major record firm is about to underwrite the production and will take eight commercials in the program, ready about May 1.

Part of the proceeds will go into the Bobby Seale defense fund, Mr. Shannahan said.

The students also heard much about abuses in the marketplace from Fran Lee, consumer crusader, who said she quit her program on WNEW-TV New York after tiring of sponsor pressures whenever she told the truth. Mrs. Lee is preparing a consumer-education series for IBS.

If the older generation thinks Al Capp is a campus folk hero, their gap is showing. The students voted him an award for not being there.

Record-company representatives at the IBS indicated the college station has become an important market developer for many of the new musical groups whose product is not yet acceptable at traditional top-40 stations. The music itself simply is too "advanced" or sop-

histicatedly experimental, they explain.

College youth today find commercial hard-rock radio too old fashioned, they claim, noting, "It's been around 20 years now."

Many student questions during the IBS workshop sessions indicated a sense of futility in attempting to break into regular commercial broadcasting or being allowed to be creative once accepted after graduation. For some the feeling of futility went deeper.

As one adult adviser long with IBS put it: "I've never seen such overt hostility to the commercial system as has surfaced among the students at this year's convention."

But, as Mrs. Lee noted, half of the students already have chosen to go along with the establishment—perhaps at least some of the rest can be "saved."

## ARB still top small-TV shop talk

### Ratings, overcommercialization, stronger voice in Washington head NAB secondary-market agenda

The chairman of a panel on secondary television markets at the National Association of Broadcasters convention in Chicago last week did his best to galvanize station owners into a figurative, if not literal, march on Washington. Television, he said, was on the defensive on all congressional and FCC fronts. Members of the panel provided hints on how the station men could cut a larger piece of the economic pie they said was sure to grow in size. But what was really bugging the station men, it seemed, was the American Research Bureau.

An indication of the audience's mood was provided during the presentation of ARB's William N. Shafer, vice president, TV station sales and a member of the panel, when he said: "We do listen to you. We follow your advice when we can."

There were distinct guffaws from the audience.

Later, during the questioning period from the audience, Donald E. McClintock, KFBB-TV Great Falls, Mont., asked for a show of hands of those who favored the extra sweep—in May—that ARB is instituting. No one in the audience of some 200 raised a hand. ARB said the sweep, for which the stations pay, was introduced at the request of advertising agencies wanting a third-quarter measurement.

Marshall Pengra, KLTU(TV) Tyler, Tex., who has long been at odds with ARB, growled at Mr. Shafer: "I'm not satisfied that you take care of secondary market needs satisfactorily."

And he found hard to believe Mr.

Shafer's comment that advertising agencies told ARB not to bother editing for the effect of CATV nonduplication of television stations. "Why should we pay you for information we don't believe is accurate?" Mr. Pengra charged. ARB figures are designed to account for CATV nonduplication.

Before Mr. Shafer could answer,



*Former astronaut Michael Collins addressed the National Association of Broadcasters' convention in Chicago, crediting them with helping the world to "be an active participant" and gain "personal involvement" in man's historic Apollo 11 moon mission. NAB returned the compliment, presenting Colonel Collins, now assistant secretary of state for public affairs, with a plaque. Said Willard E. Walbridge, NAB board chairman: "We were proud to play a small part in it."*

Dale G. Moore, KGVO-TV Missoula, Mont., the chairman of the meeting, noting that only 10 minutes remained, tried to steer the discussion into other channels—preferably into what stations could do about the poor way he felt they were being treated at the FCC and in Congress. But, the next question was again directed to Mr. Shafer.

Mr. Moore had begun the meeting by noting that television news was under fire from the administration, that critics were calling for a restructuring of the industry and that broadcasters were responding "by being as quiet as marshmallows in a box."

He said station owners should make government relations "a full-time job." They should write letters, make phone calls and visit personally with members of city councils and congressional delegations, he said, "We're going to have to quit talking to each other and start talking to the others."

He said there was a lack of appreciation in Washington of the effort involved in programming a station, and no realization that to serve the public interest "a broadcaster must first operate a profitable station."

FCC Commissioner Robert E. Lee, a member of the panel, in effect backed him up on the need to make contacts in Washington. He said fewer broadcasters were seeing him than formerly; he also encouraged station owners to "make your voice heard," and said: "Lately, I've seen you outlobbied on some issues."

He also indicated broadcasters may be in trouble again, this time on the





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KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.

question of commercialization. He noted that the issue had been raised recently by Donald McGannon, president of Westinghouse Broadcasting Co., in connection with the networks' plan to allow affiliates more time in which to sell commercials, as part of a plan for recouping the increased cost of interconnection charges.

Commissioner Lee said he did not think the commission could do anything about Mr. McGannon's complaint. But he added: "I don't think the industry has done enough" to solve the commercialization problem itself. "I urge you to give this mature attention before Uncle Sam moves in and makes you do something you don't want to do."

The commissioner disclosed that he will make his own proposal for deal-

ing with the problem, in a speech he will deliver on April 13 to the National Federation of Advertisers, in Absecon, N.J. He will suggest the creation of a government-industry committee to provide a forum for a discussion of the problem. He said the commission has had success with such committees in dealing with various problems over the years.

In discussions that seemed to indicate the problem of overcommercialization was irrelevant to secondary-market television stations, Robert J. Kizer, of Avery Knodel Inc., and Robert Gillespie, of General Foods Corp., said such stations should step up efforts to sell time.

They both said size is not the only criterion advertising agencies use in buying time, that a consumer in one market

is as valuable as one in a larger one. As Mr. Gillespie said: "Cost per sale is more important than cost per thousand." Both advised strong sales presentations based on facts as to the product sales in the market. "A sympathy pitch won't get your advertiser," Mr. Gillespie said.

And Jacob A. Evans, of Television Bureau of Advertising, held out a vision of what is possible given the proper selling job. If advertising sales continue at present rates into the 1970's, Mr. Evans said, television billings will increase by \$1 billion by 1980, and local billings will be three times what they are now.

But in the meantime, the delegates seemed to be saying, there are those problems with ARB, like that third sweep in May.

## Relief seen on renewal forms

### Possibility that community-needs question may be scrapped is raised at NAB workshop

Workshop sessions at National Association of Broadcasters' conventions generally provide broadcasters with little hope that any of the business and governmental problems that are their daily grind will be eased. But there was an exception at an early-bird session on license renewals, at the convention in Chicago last week.

Panelists, including two FCC staff members and an NAB lawyer, discussed the removal of the ascertainment-of-community-needs question—a troublesome one for broadcasters as well as commission staff—as a real possibility, so far as renewal applicants are concerned.

Commissioner Kenneth A. Cox has long proposed requiring renewal applicants only to inform the commission of the most important issues (perhaps as many as 10) facing their community and the programing they have developed to deal with them.

John Summers, chief NAB counsel, who moderated the panel, said that not only Commissioner Cox but "a good percentage of commissioners" favor the proposal. He didn't identify any of the others, but Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells were believed to be among them.

George Smith, chief of the commission's Broadcast Bureau, and Robert Rawson, chief of the renewal and transfer division, who were panelists, both favor the Cox proposal as a substitute for the ascertainment question in renewal applications. It would mean applicants would not be required to make

detailed surveys of leaders and others in their communities along lines prescribed by the commission.

However, neither made any predictions as to whether the commission will adopt the Cox approach. The commission has been discussing the matter in connection with its consideration of the primer it has proposed as a guide to applicants (for new stations, assignments and transfers as well as renewals) in answering the ascertainment question.

Mr. Smith also cautioned those in the audience against assuming the Cox suggestion would eliminate the need to demonstrate knowledge of the community. He said Commissioner Cox would expect applicants to demonstrate how they decided on the significant issues they list. "But the commission won't be looking over your shoulder to see how you're going to do it."

The commission's delay in adopting its primer on the ascertainment question has led to a virtual freeze on all hearing matters in which the question is at issue. However, the commission is processing all other applications.

Mr. Rawson said renewal applicants should continue making community-needs surveys and proposing programing to meet the needs, without particular reference to the draft primer. "We don't know what's coming out," in terms of a finished product—"until the commission adopts a new method," he said.

The commission's new policy on commercialization was a matter of concern to some in the audience. Radio stations carrying more than 18 minutes of com-

mercial time per hour in more than 10% of their air time face hearings on renewal.

Mr. Summers said the manner in which the commission adopted the policy—without a rule or a specific policy statement—makes it difficult for the industry to oppose it—until a renewal hearing is set.

Some in the audience thought that the commission was going counter to the will of the House of Representatives, which several years ago blocked the commission from adopting the NAB's commercial code as a rule. "What does Congress have to say about the commission's policy?" one member of the audience asked.

Washington communications attorney Frank Fletcher, a member of the panel, assured the audience that at least some members of Congress were aware of the commission's new policy. Earlier, he had mentioned a station which he represents, which was questioned by the commission for proposing 36 minutes of commercial time per hour.

"A congressman owns the station" that made that proposal, he said. "So some members of Congress know about it." He didn't identify the station. But it was learned it is WCPS(AM) Tarboro, N.C., owned by Representative L. H. Fountain (D-N.C.) and his two brothers.

The station was granted a renewal after it cut its commercialization proposal in half—it reduced all 60-second spots to 30. However, the station reportedly did not change its rates.

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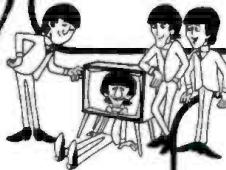
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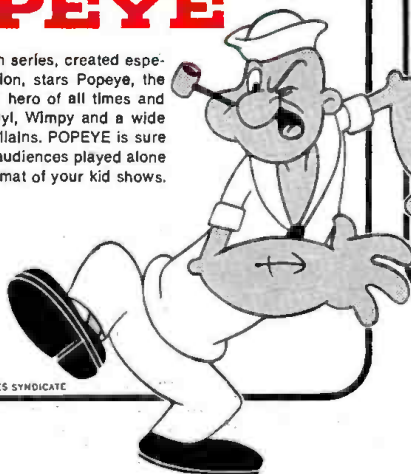
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## NAACP seeks pledges in Columbus, Ohio

### Tack that was effective in Atlanta could spread to other cities in Ohio

Perhaps spurred by success in Atlanta, civil-rights leaders elsewhere are attempting to obtain policy statements from all stations in a given market pledging non-discriminatory hiring and intensified efforts to determine the programming needs of the black community.

The Columbus, Ohio, branch of the National Association for the Advancement of Colored People has sent to all stations in that city an eight-point request for "significant changes" in hiring practice and programming policy, and a brochure elaborating on the changes sought. The material sent to the Columbus stations is said to be identical to that originally distributed to Atlanta stations.

Otho Ray Ball, president of NAACP's Columbus branch, said he was getting a "positive response" so far from the stations, which include WBNS-AM-FM-TV; WLWC(TV); WNCI-FM-TV; noncommercial WOSU-AM-FM-TV; WTVN-AM-TV; WCBE(FM); WCOL-AM-FM; WMNI-AM-FM; WRFD(AM); WBUK-FM; WVKO(AM), and WSP0(FM).

A coalition of black groups in Atlanta was recently successful in obtaining pledges from 22 of that city's 28 stations promising initiation or expansion of programs to hire blacks and to determine and serve the needs of Atlanta's black population (BROADCASTING, April 6).

Negotiations with the stations were launched by the Atlanta branch of the NAACP. While he had reviewed the "case history" of the Atlanta effort, Mr. Ball said, he had not been in direct contact with local black leaders there and he did not know of any nationally coordinated effort to parlay the Atlanta success to other cities.

But expansion of the Columbus negotiations into other Ohio cities was a strong possibility, Mr. Ball indicated, though firm plans have not yet been drawn up. He added that any statewide campaign would initially be coordinated through the Columbus branch, with Cleveland a likely second target.

Columbus stations are asked to institute these procedures:

- Inaugurate programs of recruiting blacks for on-and-off-the-air employment.
- Hire blacks in policy-making positions not limited to programming.
- Place some blacks on boards of directors.
- Carry news programming relating to

black community life.

- Carry programs dealing with the poverty problem and efforts being made to alleviate it.

- Carry local programs in prime time produced by and dealing with blacks.

- Carry daily programs for black school-age children about black history and culture.

- Place some station accounts with black banks and use some black public-relations services.

The NAACP branch is asking the stations to file a "statement of intent" to comply with its requests in conjunction with their renewal applications.

In the event a station fails to file the statement, Mr. Ball said, a petition to deny renewal would be filed with the FCC. Ohio licenses expire Oct. 1.

Mr. Ball said NAACP staff members were sitting down individually with station management to discuss the eight-point request and that future meetings would be sought on a monthly basis to discuss black involvement in local broadcasting.



*FCC Commissioner Robert E. Lee provided the light touch for the FM Broadcast Pioneers' breakfast Sunday (April 5) in Chicago at which 90 FM broadcasters voted to organize formally and make the breakfast an annual affair during the National Association of FM Broadcasters convention. Planning for the pioneers' organization will be done by a committee of Harold Kassens, chief of the FCC's rules and standards division; Lewis Wetzel, assistant director of engineering, Triangle stations; Edward F. Kenehan, secretary of NAFMB, and Karen Layland, administrative director of NAFMB.*

## White House asks help on drug abuse

### Top broadcast, production executives get briefing from Nixon, key aides

President Nixon last Friday (April 10) topped off a big week for the nation's broadcasters with the highest compliment yet.

In greeting 35 network, production and advertising executives from Hollywood and New York at an extraordinary all-day White House conference on the worsening problem of drug abuse, the Chief Executive said he had observed broadcasting on numerous visits to Europe, and mentioned particularly the systems in Great Britain, France and Germany.

"Thank God we don't have it in the United States," the President said.

In citing the gravity of the drug problem among children, the President said he thought "the power in this room can make the difference on dope." He made mention of radio as well as television in reaching young people.

As did others in the exhausting nine-hour session, the President made it clear the need is urgent for voluntary action by the media. But he cited entertainment as "a terribly important fact of life" and said good entertainment provides the most effective medium for the "subtle sell."

The "personal equation" is important in getting to the "eyes and ears" of the youth and the entire family circle, the President told the blue-ribbon gathering.

Attorney General John N. Mitchell outlined the magnitude of the problem: It has now filtered down from high-school to grade-school level, and is causing not only misery and suffering but also more deaths among people 18 to 35 in New York than any other non-accidental cause. Television, more than any other medium, can help reduce supply and demand of drugs and accelerate rehabilitation, the attorney general said.

The big names in network and Hollywood production also heard from Secretary of State William P. Rogers on efforts being made to curb smuggling at the source through work with foreign governments. He, too, cited the importance of bringing the story to the people as only the broadcast media can.

High priority has been given the control of drugs by the administration, John D. Ehrlichman, assistant to the president, said in a luncheon address at the State Department.

The nuts and bolts of the drug crisis were covered by government experts in mainly off-the-record briefing and graphic displays. The speakers were

John Ingersoll, director of the bureau of narcotics and dangerous drugs; Myles Ambrose, commissioner of customs; John Broger, director of Office of Information for the armed forces, Dr. Stanley Yolles, director, National Institute of Mental Health, Gerald Kurtz, director of communications of NIMH and Ben Theisen, narcotics bureau director in Miami.

There was hardly a dry eye in the White House theater during the performance of a play titled "The Concept" by a New York rehabilitation group of youngsters. Also shown by closed circuit from an adjoining room was actual psychiatric group therapy with addicts.

Jeb Magruder, deputy director of communications at the White House, who rode herd on the extraordinary session, recruiting the Hollywood and New York participants, sent each one away with a legal-sized binder, three-inches thick, of selected reference materials on drug abuse. And to make it easy for producers, studios and advertising and network executives there's a handy list of telephones of the key officials concerned with the problem. Mr. Magruder will maintain contact and seek advice and guidance from participants.

What positive steps can the programmers take? The answer came near the end of the all-day session from Mr. Kurtz of the Institute of Mental Health:

"It would be wrong for TV to ignore the drug problem by not dealing with it within the normal context of its entertainment programming. Unfortunately, drug abuse is so widespread that the ostrich approach could only compound the problem by reinforcing the white middle-class thinking that drugs are a ghetto phenomenon. It would be equally wrong for TV to highlight drug usage only among the long-haired 'do-your-own-thing' youth."

NIMH, Mr. Kurtz said, is developing an educational TV training course for teachers, counselors and school administrators jointly with the Office of Education. He thought TV could be helpful in this project if it conducted a national drug-abuse attitude test patterned after the successful national driving and smoking tests.

The roster of attendees other than government officials at the conference:

Network executives: Martin Starger, ABC, New York; William Tankersley, CBS, New York; Mort Werner, NBC, New York.

Studio officials: Ed Bleier, Warner Brothers, New York; Henry Colman, Paramount Pictures, Los Angeles; Willis Grant, Screen Gems, Los Angeles; John Graves, Metro-Goldwyn-Mayer, Culver City, Calif.; Gerald Leider, Warner Brothers, Burbank, Calif.; William Self, 20th Century-Fox Television,

Beverly Hills, Calif.; Sid Sheinberg, Universal City Studios, Universal City, Calif.

Producers: Don Fedderson, (*My Three Sons*), CBS Studio Center, Burbank, Calif.; Leonard Freeman, (*Hawaii Five-O*), CBS Studio Center, Burbank, Calif.; Frank Glicksman, (*Medical Center*), Metro-Goldwyn-Mayer, Culver City, Calif.; Al Ward (*Medical Center*), Metro-Goldwyn-Mayer, Culver City, Calif.; Tony Barrett, (*Mod Squad*), Paramount Pictures Corp., Los Angeles; Morton Fine, (*Zig Zag*), Paramount Pictures, Los Angeles; David Friedkin, (*Zig Zag*), Paramount Pictures, Los Angeles; Walter Grauman, (*The Silent Force*), Paramount Pictures, Los Angeles; Robert Claver, (*The Interns*), Screen Gems, Los Angeles; Harold Cohen, (*The Johnny Cash Show*), Screen Gems, Los Angeles; Richard Mittleman, (*Arnie*), 20th-Century-Fox Television, Beverly Hills, Calif.; Mr. & Mrs. Gene Reynolds, (*Room 222*), 20th-Century Fox Television, Beverly Hills, Calif.; Stanley Rubin, (*Bracken's World*), 20th-Century Fox Television, Beverly Hills, Calif.; Alan Armer, (*Dial Hot-Line*), Universal City Studios, Universal City, Calif.; Richard Irving, (*The Name of the Game*) Universal City Studios, Universal City, Calif.; James Moser, (*Adam 12*) Universal City Studios, Universal City, Calif.; Jack Webb, (*Adam 12*) Universal City Studios, Universal City, Calif.; Quinn Martin, (*The FBI—Dan August*), Warner Brothers, Burbank, Calif.; Chuck Hill, KNBC, Burbank, Calif.; George Mair, KNX-CBS Radio, Los Angeles; Chuck Fries, Metromedia, New York.

Advertising executives: John Ball, J. Walter Thompson, New York; Richard Cox, Doyle, Dane, Bernbach, New York; William Hylan, J. Walter Thompson, New York; William Lynn, BBDO, New York.

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## Fellows grants given four broadcasting scholars

Four scholarships of \$1,250 each, in memory of the late Harold E. Fellows, president of the National Association of Broadcasters, were presented last Monday (April 6) during the management luncheon of the NAB annual convention.

Recipients were Sara O'Briant, University of Kentucky; Stuart G. Zuckerman, Dartmouth College; Edward T. Mutter, Wayne State University; and Arthur Regenold III, University of Denver. The scholarships are awarded annually by the NAB for continued broadcasting studies at a college or university belonging to the Association for Professional Broadcast Education.

## Demgen is candidate for NCTA chairmanship

Ralph Demgen, Willmar, Minn., cable TV owner, was nominated last week to be chairman of the National Cable TV Association for the 1970-71 year. Mr. Demgen at present is a member of the NCTA board.

Other nominees: John Gwin, Robinson, Ill. (Cox Cablevision), vice chairman; Claude Stevanus, Tower Communications Inc., Coshocton, Ohio, treasurer, and W. Randolph Tucker, Cypress Communications Corp., secretary.

Nominated for eight openings on the NCTA board were Bruce Lovett, American Television & Communications Corp.; Harvey Ingham, Bulletin Co.; Eugene Iacopi, TV Signal Corp.; Bruce Merrill, Ameco; John Harrison, Waycross, Ga.; L. W. Kliever, Peninsula Broadcasting Corp. (WVEC-TV Hampton-Norfolk, Va.); Charles Henry, American Microwave & Communications Inc.; David Brody, Jerrold Corp.; Mrs. M. M. Dunn, Columbus, Miss.; William Kearns, National TransVideo; and Buford Saville, Cumberland, Md.

Nominations were made by an NCTA committee whose chairman was Robert Beisswenger, Jerrold Corp.

## Pearson death alters D.C. group's objective

Washington Community Broadcasting Co., which in 1966 filed a competing application for United Television Co.'s WFAN-TV Washington, has asked the FCC to dismiss the application because of the death last summer of columnist Drew Pearson, who was a 5% stockholder and a director of Community.

Noting that Mr. Pearson had been a "major guarantor" of other Community stock subscriptions, and that his estate would apparently be unable to assume his commitments (totaling \$1,373,250), Community said it wished to withdraw its application.

However, it asked the commission to dismiss the application "without prejudice" to its pending competing application for WOOK(AM) Washington, licensed to United Broadcasting Co. WFAN-TV and WOOK(AM) are commonly controlled.

Community expressed the hope that its withdrawal from the television application would enable the commission to act more promptly on its radio application in light of its March 26 one-to-a-customer order.

United acquired WFAN-TV (formerly WOOK-TV) in 1963. The station is a struggling UHF that relies heavily on films. WOOK, a black-oriented station that features soul music, was acquired in 1951.

## Major issues up on the Hill

### Cut-rate politicals, CPB monies and pay TV are top agenda items

Congressional consideration of broadcast matters has been limited in the past few weeks because of a brief Easter lull and a subsequent flurry of pressing business in other areas. Beginning this week, the broadcast issues will begin to surface again.

Heading the list is the Senate Commerce Committee's political-broadcasting bill, which is expected to reach the floor today (April 13). The bill would suspend Section 315 permanently for presidential and vice presidential candidates and would establish a lower rate for political candidates. They would be permitted to buy time at a station's lowest unit rate for the time period they choose to go on the air.

There will be at least two proposed amendments on the floor, and they are likely to generate as much debate as the bill itself. Senator John O. Pastore (D-R.I.) will offer 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. Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.) will propose a set of limitations on the amount of time candidates can buy. The Hart-Pearson plan would also require stations to provide 15 minutes of mandatory availabilities to Senate, House and gubernatorial candidates in their state or district, and would provide an additional discount to candidates.

Both proposed amendments were offered and debated in executive session last month, when the Commerce Committee voted out its bill (BROADCASTING, March 23). The committee decided to take the disagreement to the floor instead of resolving it in closed session.

Also scheduled for this week are House Communications Subcommittee hearings on the administration's bill to provide three years of authorization for the Corp. for Public Broadcasting. Hearings on the bill have already been held in the Senate (BROADCASTING, March 30), and the House sessions are expected to be similar, with testimony from the FCC, the Department of Health, Education and Welfare, and CPB.

The House Commerce Committee will probably resume its deliberations on pay TV some time next week. At the center of debate will be a new bill drafted by Representative John D.

Dingell (D-Mich.) that would establish severe restrictions on pay-TV operation (BROADCASTING, March 30).

The copyright bill with CATV provisions will not be brought before the full Senate Judiciary Committee until early next month. Shortly thereafter, the committee's Subcommittee on Patents, Trademarks and Copyrights expects to turn its attention to the question of "adult" movies on television—a crusade launched late last year by subcommittee chairman John L. McClellan (D-Ark.), and definitely still alive ("Closed Circuit," March 9).

### NABET officials urge rejection of NBC offer

National Association of Broadcast Employees and Technicians will begin to distribute ballots today (April 13) to its members throughout the country for voting on a contract proposal offered by NBC that averted a strike called for April 3 (BROADCASTING, April 6).

The deadline for ballots to be returned to local offices is April 23 and tallies are to be sent to NABET's headquarters in Washington by April 25, a spokesman in New York reported. The proposed three-year contract covers technicians employed by NBC at the television and radio networks and at NBC-owned stations.

Indications were strong last week that New York Local 11 of NABET would reject the proposal. Irving Weiland, its business manager, said the executive board of the local has recommended that the NBC offer be turned down, claiming that provisions for wage increases, working conditions and fringe benefits were "inadequate." He claimed that the union's national negotiators had not agreed to NBC's offer, but merely had agreed to pass it on to the membership.

Most technicians have been earning about \$260 a week under the pact that expired March 31, and under the NBC formula, they would be granted a \$55 a week increase over a three-year period. News writers would rise from a current base of \$245 a week to \$300 in the third year. Comparable percentage rates of increase have been proposed for all other categories.

NBC's offer included advances in vacation benefits, providing for four weeks after 15 years and five weeks after 30 years; a new leave of absence program; an extra holiday and improvement in meal allowances. NABET's membership at NBC covers about 1,500 employees working in New York, Chicago, Los Angeles, San Francisco, Washington, Cleveland and Pittsburgh.

## More FCC action on programs urged

### However, Hill group's prodding draws Burch reminder of commission limitations

The House Appropriations Subcommittee on Independent Offices wants the FCC to allocate more of its time and resources to questions of broadcast program content, especially programming that may be violent or obscene. And FCC Chairman Dean Burch told the congressmen that if the surgeon general's study of television violence reveals a clear causal relationship between violent programming and violent behavior, "then I would say the FCC would be very derelict if it did not take some action," although "it might very well be of questionable constitutional value because we are proscribed from censorship."

This concern with programming was evident in the published transcript of the subcommittee's closed-door hearing in February on the Nixon administration's request for \$24.9 million for the FCC in fiscal 1971. The transcript was released last week.

The subject was not included in FCC Chairman Dean Burch's opening recital of the commission's plans for the coming fiscal year. He dealt initially with the commission's proposed filing-fee schedule, its heavy workload and need for more planning staff, and—above all else—with the projected expansion of spectrum management through establishment of regional monitoring centers. All these matters got favorable response from the subcommittee, especially the filing-fee plan, which Congress has long urged the FCC to adopt.

However, a majority of the congressmen wanted to know why the commission cannot move more clearly into questions of content. A typical comment was that of Representative Joseph M. McDade, (R-Pa.), who asked: "Can't we 'jawbone'? Can't we do something about this enormous industry and say, 'For heaven's sake, gentlemen, you are using a national resource. You cannot be permitted to corrupt a generation of children with violence or obscenity or whatever it is going to be, and we won't accept the answer that you don't have enough money to help correct the situation.'"

The chairman sought to convince the members that the FCC has practically no monitoring facilities and little proper control over broadcast content, particularly news programs. However, there was Chairman Burch's hint that "we would address ourselves" to the question of violence if the surgeon general provided a basis. The chairman was

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OFFICE OF THE PRESIDENT

March 16, 1970

Mr. Eldon Campbell  
Vice President and General Manager  
WFBM Radio Station  
1330 North Meridian Street  
Indianapolis, Indiana 46202

Dear Mr. Campbell:

Please accept my thanks and appreciation for your fair and objective editorial of March 11, 1970. The timing of this presentation was most helpful in clearing the air.

Throughout this whole unfortunate incident at Marian College, your news staff handled a delicate manner in an admirable manner. I am grateful to you and your able reporters for being so professional.

Thanks again.

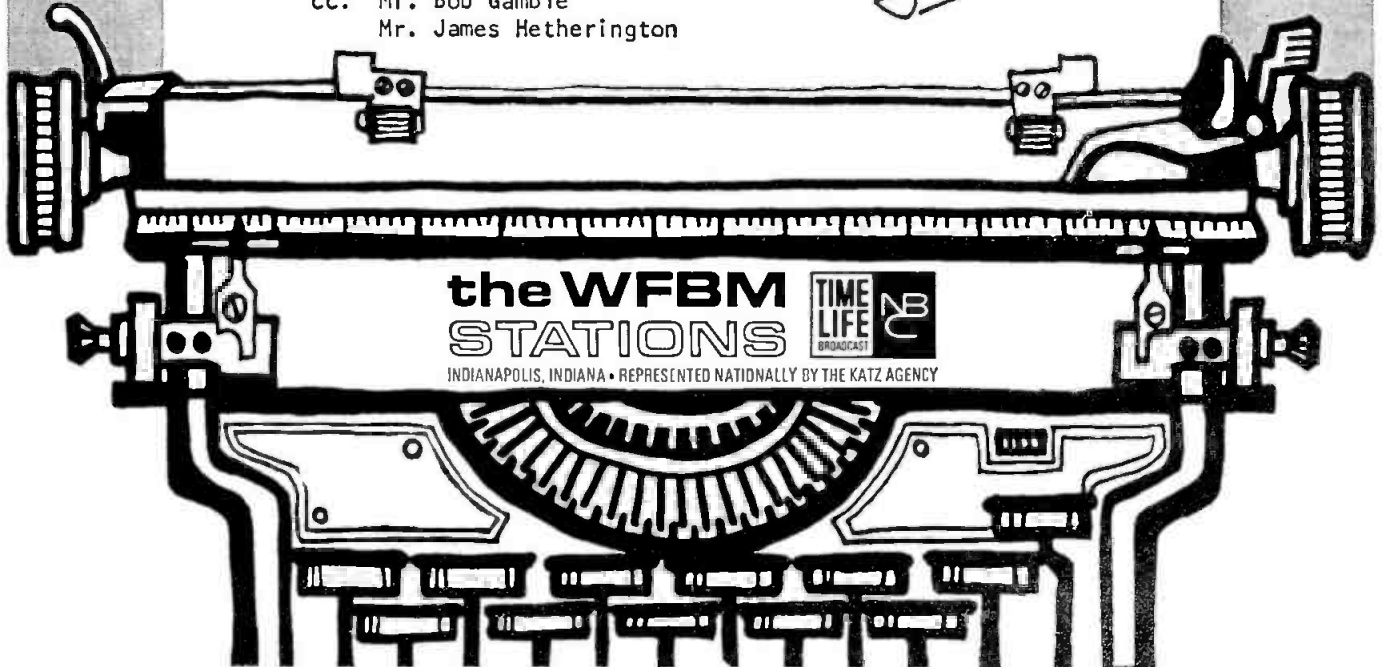
Sincerely yours,

  
D. J. Guzzetta  
President

DJG/jjj

cc: Mr. Bob Gamble  
Mr. James Hetherington

*The Stations  
that Serve Best  
Sell Best!*





more definite in suggesting that the commission would look for a test case on the limits of alleged obscenity in broadcasting. It apparently found one late last month, in a case involving non-commercial WUHY-FM Philadelphia (BROADCASTING, April 6).

On the subject of filing fees, Chairman Burch indicated that he will pay attention to broadcasters' complaints that they have been asked to pay a disproportionate share of the proposed fees—"if somebody can make a persuasive case."

There was no hint in the hearing record of any of the sweeping actions the commission had adopted in the intervening weeks—one-to-a-customer, restrictions on network program clearances, or the tentative decision to deny additional frequency-space to land mobile. There were signs, however, of the commission's inclination to inquire into whether newspaper-broadcast cross-ownership should be dismantled. The commission proposed such a rule when it adopted one-to-a-customer (BROADCASTING, March 30).

## Contender for WESH-TV gets foot in the door

The competing application of Central Florida Enterprises Inc. for the facilities of WESH-TV (ch. 2) Daytona Beach-Orlando, Fla., has been accepted for filing by the FCC.

Licensee Cowles Florida Broadcasting Inc. had urged the commission to reject the application, contending that an alleged lack of engineering data, duplication of Cowles's own programming proposals and other purported deficiencies rendered the application unacceptable.

However, the commission noted that Central Florida had amended its application to provide alternate engineering data, had furnished new programming proposals and had on file a "substantially complete" application as required by commission rules.

The commission also found that Central Florida's proposal to buy the station's physical plant from Cowles—in the event Central Florida won the li-

cense—was appropriate and consistent with the commission's Jan. 15 policy statement on comparative hearings.

### Media notes:

**Associated Utility makes the move** ■ Associated Utility Services Inc., financial consulting service to CATV and public utilities has announced a change of address effective April 1: 212 West Route 38, Moorestown, N.J. 08057, telephone (609) 235-8326.

**Multi-national visit** ■ Professional broadcasters from five countries have arrived at Syracuse University for a one-month seminar conducted by the school in conjunction with the multi-national radio project of the U.S. State Department. The participants will be in the U.S. a total of three months, touring broadcasting facilities in various cities.

**Network switch** ■ WWNH(AM) Rochester, N.H., formerly a Mutual affiliate, has joined CBS Radio. The station is owned and operated by the Strafford Broadcasting Corp.

## Programming

# FCC may open hour in prime time

## Commission could vote—and approve—new rule on independent programs as early as this week

The FCC's proposed rule to limit network domination of prime-time programming is shaping up as one that will free one full hour for new syndicated and local programming.

The networks and their affiliates, basing their assumptions on the proposal as originally advanced, by Westinghouse Broadcasting Co., have been expecting network prime-time programming to be reduced by 30 minutes.

WBC had proposed that stations in the top-50 markets having at least three outlets be barred from taking more than three hours of programming—exclusive of news—between 7 and 11 p.m. And some affiliates carry half-hour network news feeds at 7 p.m.

However, the latest draft of the proposed rule being circulated among commissioners would not exclude regularly scheduled news programs or documentaries from the definition of network programming.

The proposed rule would exclude special news programs, on-the-spot coverage of news events and political broadcasts subject to the equal-time law. Live coverage of sports events would

also be excluded, but only if their duration was not subject to network control and they started at least 30 minutes before prime time. This would hurt ABC, which has a four-year contract to carry professional football games on Monday nights. NBC would be affected, since it is in the second year of a three-year contract to televise professional baseball games, including four to be played at night.

According to some officials, the proposed rule is to be voted on—and, if so, approved—this week. However, others feel Chairman Dean Burch will delay a vote until the return of Commissioner H. Rex Lee, who is due home later this month from a trip abroad (BROADCASTING, March 30).

But sources caution against regarding the language of the rule as presently written as final. Some say news documentaries may yet be specifically excluded from the definition of network programming.

There is also some uncertainty over the scope of a provision limiting the kind of programming that may be used to fill the freed hour. As written, it would

prevent the use of off-network syndicated programs—to assure the public of programming not seen in the market previously.

Feature films previously seen in the market may be included in the ban.

The shape of the proposed rule began to change as the commission was voting tentatively to approve it, three weeks ago (BROADCASTING, March 30). The concern then was to find ways of preventing the networks from frustrating the purpose of the rule, which is to cut back network prime-time programming up to one hour and, thus, encourage the development of new sources of nonnetwork programming.

The draft under consideration in March would have excluded from the definition of network programming newscasts, news interviews, special news programs, on-the-spot-coverage of news events, news documentaries, live sports events and sustaining programs.

But when the commissioners realized the networks could expand their half-hour prime-time news shows to one hour, and freeze out syndicated or local programming, they began considering re-

finements—including the elimination of some or all of the exclusions.

The remaining provisions of the rule, it's understood, stand as written. These are taken from the original commission proposal in the proceeding and would bar networks from domestic syndication, permit them to syndicate abroad only those programs they produce themselves, and bar networks from acquiring any financial or proprietary rights or interests in independently produced programs. (The major provision—prohibiting networks to own or acquire more than 50% of their prime-time entertainment programming—is being dropped in favor of the alternative suggested by WBC.)

The prime-time access rule and the ban on domestic syndication would become effective Sept. 1, 1971; and the provision barring networks from acquiring subsidiary rights, Sept. 1, 1970. The proposed rule would also require networks to dispose of any rights in programs they still retained as of Sept. 1, 1972.

## Broadcasters vital to fight on pollution

### Ecologist Dr. Commoner tells NAB radio, TV best for conveying message

Broadcasters last week were put squarely in the campaign to help the U.S. and world steer off a collision course with suicide by pollution.

Broadcasting's key role was spelled out by ecological expert Dr. Barry Commoner and amplified by Willard E. Walbridge, National Association of Broadcasters board chairman, during last Wednesday's management radio assembly at the NAB convention in Chicago.

Dr. Commoner first—in clear, precise terms—explained the step-by-step pollution-ecological problem. “The public has to know the technical aspects [of the problem] to exercise its political rights and to understand and do something.” He said TV and radio are the best ways to get the message across.

“Broadcasters can—and must—play an important role,” agreed Mr. Walbridge. “Broadcasters have a public-interest mandate to participate in this matter—it's your land, your air—and it's a unique opportunity to really help in what may be the greatest problem of all time.”

Dr. Commoner, director of the Center for the Biology of Natural Systems, Washington University, St. Louis, described the existing ecological system as a “vast network of interconnections in which everything has to go some-

where.” He blamed pollutants for interfering with this network and “destroying the ecological system by breaking it down along the line.

“Technology,” continued Dr. Commoner, “failed to take into account the needs of the ecological system. It has failed in achieving compatibility with the ecological system.” It's a matter, he added, of weighing the cost to industry of changing the situation against the higher costs to society if change isn't implemented.

“We must make our productivity compatible with our ecological system,” he said. “To keep going as we are is suicidal; we must face the problem of saving ourselves.”

Broadcasters demonstrated their reaction to Dr. Commoner's remarks with a 30-second standing ovation, before converging on him at the podium to meet and congratulate him.

Mr. Walbridge who, in introducing Dr. Commoner, used slides as graphic examples of the extent of air, land and water pollution in the U.S., closed the session with a further plea to broadcasters.

“I hope we can concentrate on reporting the facts and the dangers and bringing the message that only a partnership of government, business and the community can solve this problem,” Mr. Walbridge said.

There must be “responsible reporting,” Mr. Walbridge said. “We must dig into the matter, so we can act, rather than react.” As he put it at the close: “It's a matter of survival.”



Dr. Commoner

## TV academy honors local product

The National Academy of Television Arts and Sciences' top awards for local television programming for 1969-70 were presented last week to KNBC-TV Los Angeles and WJZ-TV Baltimore. The presentations were made by FCC Chairman Dean Burch at the opening of the Monday-afternoon (April 6) TV conference of the National Association of Broadcasters' convention.

KNBC-TV received the station award, offered to encourage stations to produce community-interest programs, for *The Slow Guillotine*, a study of air pollution in the Los Angeles area. WJZ-TV won the academy's special citation, for programming on behalf of disadvantaged youth or to avert civil unrest, with *The Other Americans*, dealing with the effects of poverty.

KOMO-TV Seattle received the academy's first honorable mention award, for *Young, Black and Explosive*.

The 1969-70 competition drew 77 entries from commercial and noncommercial stations in 25 states. The three top winners were selected from 16 regional winners.

The regional winners:

In the station award competition—KOOL-TV Phoenix, WDSU-TV New Orleans, WEBA-TV Allendale, S.C., WRC-TV Washington, WNBC-TV New York, WBZ-TV Boston and WGTW(TV) Athens, Ga., in addition to KNBC-TV and KOMO-TV.

In the special citation competition—WBBM-TV Chicago, WETK(TV) Burlington, Vt., WABC-TV New York, WIIC-TV Pittsburgh and KPIX(TV) San Francisco, in addition to KOMO-TV and WJZ-TV.

Robert F. Lewine, new full-time president of NATAS, presided at the presentation ceremonies.

## Cinedex boosts library of history on newsfilm

Off-Network Productions Inc., New York, is stepping up its production of newsfilm shorts and hopes to have completed by the fall of this year its Cinedex library of 1,700 segments that will provide “a visual history” of the world from 1893 to 1970. Metromedia Program Sales is distributor.

Off-Network obtains rights to films of newsreel companies, networks in the U.S. and abroad, government agencies and private sources, and edits thousands of feet into one to four minute episodes. Station subscribers use Cinedex in their news, sports and community-affairs programs and documentaries. Forty-five stations now take the service, paying a five-year license fee. In addition to the library, subscribers receive indexes referencing particular news events.

Washington is strangling on her own traffic. It's a slow but sure death. Unless something is done. But who's responsible? And why all the shilly-shallying? The public has a right to know. So WMAL-TV tells them.

In a series of plain talk editorials, WMAL-TV puts facts on the line. "The only thing stopping construction of a well-balanced transporta-

tion system is the D.C. City Council." The editorials pinpoint action needed, reasons for delays and the consequences of playing "cat and mouse" with the life of a city.

Strangulation by traffic is just one of the problems WMAL-TV airs in public. Whenever something needs to be said, WMAL-TV says it. Loud and clear. And people listen. Because WMAL-TV is talking about

their frustrations, their fears and their hopes for improvement and change.

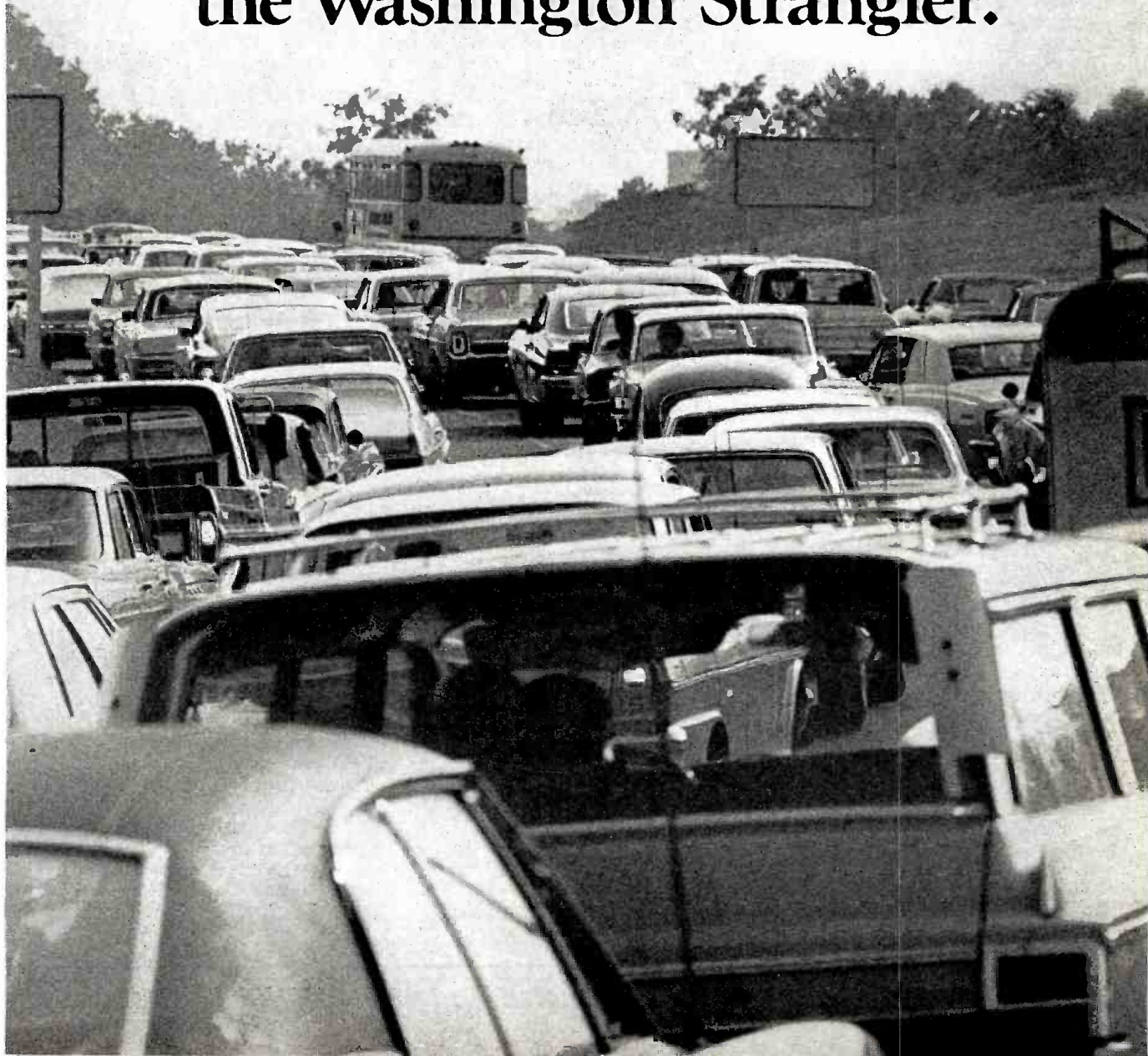
Which says a lot for WMAL-TV.

**WMAL-TV** abc

The Evening Star Broadcasting Company  
Washington, D.C.

Represented by  
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## WMAL-TV is out to get the Washington Strangler.



# A forecast of TV's '70 fall season

## TVSI's Jacobs sees NBC as ratings champ with 'Ed Sullivan' and 'Lawrence Welk' on their way out

NBC will win a substantial lead in the race for prime-time audiences at the end of the first season for 1970-71 with an over-all audience share of 20 while CBS slips to 18.8 and ABC, greatly improved, still runs third at 17.2. These predictions of Herb Jacobs, president of TV Stations Inc., were revealed at the annual membership breakfast of TVSI in Chicago last week during the National Association of Broadcasters' convention.

Mr. Jacobs, who has just formed a new firm, TelCom (see below), has been making network forecasts for several years. Mr. Jacobs's predictions last year, averaged for 149 time periods, were 81% accurate using a three-point margin of error. Some agencies accept a five-point margin, and by this standard, he said, TVSI figures would have been 97% accurate.

For next season Mr. Jacobs predicted declining ratings might bring about the end of two of television's longest running shows, the *Ed Sullivan Show*, on CBS Sunday nights since 1948 and *The Lawrence Welk Show*, ABC's long profitable Saturday-night anchor.

Mr. Jacobs expects NBC to lead the race for audience with 22 first places, 25 seconds and only three thirds. CBS is handicapped at 18 winners, 15 seconds and 17 thirds. ABC will register considerable improvement, Mr. Jacobs says, but will trail with 10 firsts, 10

seconds and 29 thirds.

Mr. Jacobs said the forthcoming television season will contain no real surprises. In summing up the forecasts he made these observations:

"NBC's earlier awareness of the need for demographic balance will pay off next season.

"CBS, paying the price of resisting change too long, will experience a transitional year, which is always difficult.

"While ABC, which spotted the trend long, long ago, still cannot seem to find the right way to execute it."

Mr. Jacobs said he expected none of the new shows to be runaway hits with the exception of Andy Griffith on CBS, and "he's not new."

Mr. Jacobs predicted *Ed Sullivan* would bring up the rear in both half hours of his Sunday-night CBS spot with a 28 share. *Sullivan's* opposition at 8 p.m. will be *Disney*, with a predicted 39 and *FBI* with 30. In the 8:30 time period, Mr. Jacobs says, *Bill Cosby* will experience sophomore-year trouble and drop into a 34-34 tie with *FBI. Sullivan* still will be third, Mr. Jacobs said, "and this could be his last year in line with CBS's announced face-lifting policy."

Of *Lawrence Welk's* future in the Saturday 8:30 spot, said Mr. Jacobs, "as comes to every man, Lawrence's bubble has finally burst. Enough of his audience have gone to their maker to drop

## Sunday

	ABC	CBS	NBC
7:00			
	28	Lassie 31	Wild Kingdom 27
7:30	Young Rebels		
	28	Hogan 30	37
8:00			Disney
	31	28	39
8:30	FBI	Ed Sullivan	Bill Cosby
	34	28	34
9:00			
	32	30	38
9:30		Glen Campbell	Bonanza
	33	30	38
10:00	ABC Movie		
	34	27	31
10:30		Tim Conway	Bold Ones
	35	27	32
11:00			

(The accompanying daily charts show TVSI's predicted shares for the upcoming prime-time schedule.)

him down to 28 and 29. It's safe to bet, after next season, he'll be back in Milwaukee giving polka lessons."

Mr. Jacobs finds little excitement in the coming season. Some shows new this year are unlikely to last another season, some show promise but are expected to suffer from stiff competition.

Among the new shows will be ABC's *Young Rebels*, a one-hour program Sunday at 7 p.m. that Mr. Jacobs calls "a

## TVSI absorbed into TelCom

The formation of TelCom Associates Inc. to take over and expand the program buying and marketing services offered by TV Stations Inc. was announced last week at the annual membership breakfast of TVSI in Chicago. ("Closed Circuit," April 6).

Herb Jacobs, now president of TVSI and slated to be chairman of the board of TelCom, said the goal of the new company is to enlarge its client list in the United States and internationally.

Thomas C. Bostic, chairman of the board of TVSI, said the move was the result of reorganization studies begun last May. Television Stations Inc., which is wholly owned by some 100 stations, will continue as an independent organization owned by its member stations, and the membership has been frozen. TVSI will become a client of TelCom under a three-year con-

tract which provides for a fee not to exceed TVSI's annual income and a guarantee of no increase in cost to stations for the contract term.

Mr. Jacobs' partner in the new company is W. Robert Rich, former vice president in charge of international sales for Warner Bros. Television. Jerome R. (Ted) Reeves, formerly with Westinghouse and Taft broadcast group, has been appointed executive vice president. Frank X. Brady, formerly of Home Testing Institute, is vice president for research and sales. Don Menchel, who has been with TVSI, is vice president for program administration. James J. Gerity Jr., former Michigan broadcaster, is vice chairman of the board. Financing is being provided from within the organization, Mr. Jacobs said.

Mr. Jacobs explained the development of the new company:

"We were boxed in by the TVSI concept, which made it a problem-oriented organization that reacted only to

its members' requested needs. . . . TelCom is geared to spot trends, diagnose the symptoms, and supply the necessary corrective action in advance."

Mr. Jacobs envisions a clientele including stations of all sizes, commercial and noncommercial networks, advertisers, agencies and program producers and distributors.

Mr. Jacobs said all markets have been priced and costs to clients will be in relation to the value of the service with flat rates for markets beyond the 78th. He plans to serve only one client in a market. TelCom plans to use TVSI's 15-year bank of historic data and pre-test studies and program the data into the IBM computer complex of Lever Brothers.

Others on the staff of TelCom will be Jules Power, consulting director for program development; Vicente Ramos, vice president, international; Larry Lynch, director of research, and Harvey Seslowsky, director of program purchasing.

### Monday

	ABC	CBS	NBC
7:30			Red Skelton 33
8:00	Young Lawyers 23	Gun-smoke 38	36
	23		
8:30	Silent Force 20	Lucy 33	Laugh In 40
9:00		Mayberry 35	33
9:30	Football	Doris Day 34	33
		24	
10:00		NBC Movie	34
10:30		Carol Burnett 36	35
		25	
11:00			

### Tuesday

	ABC	CBS	NBC
7:30		To Rome 27	34
8:00	Mod Squad 31	Mary Tyler Moore 28	Don Knotts 34
	32		
8:30		Hee Haw 31	29
		33	
9:00	Movie of the Week 34	Governor & JJ 28	31
9:30			
		35	
10:00		NBC Movie	35
10:30	Welby 40	CBS News Hour 20	36
11:00			

### Wednesday

	ABC	CBS	NBC
7:30	Eddie's Father 29	Store-front Lawyers 28	32
8:00	Danny Thomas 34	28	Virginian 32
8:30	Room 222 30	Beverly Hillbillies 32	33
9:00	Johnny Cash 33	Medical Center 29	30
9:30			
		33	
10:00		Kraft 30	31
10:30	Dan August 24	Hawaii 5-0 35	Four in One 32
11:00			

### Thursday

	ABC	CBS	NBC
7:30		Family Affair 38	30
8:00	Dial Hotline 25	33	Flip Wilson 32
	25		
8:30	Bewitched 30	Jim Nabors 33	34
9:00	Barefoot in the Park 27	Ironside 30	36
9:30	Odd Couple 28	32	Nancy 30
10:00		CBS Movie 34	37
10:30	The Immortal 24	34	Dean Martin 38
11:00			

### Friday

	ABC	CBS	NBC
7:30	Brady Bunch 29	Interns 28	High Chaparral 32
8:00	Nanny 29	28	33
8:30	Partridge Family 23	Andy Griffith 38	29
9:00	That Girl 24	Name of the Game 30	31
9:30	Love American Style 24	31	32
10:00		CBS Movie 32	28
10:30	Tom Jones 26	33	Bracken's World 29
11:00			

### Saturday

	ABC	CBS	NBC
7:30	Let's Make a Deal 27	33	32
8:00	Newlywed Game 28	Mission 34	Andy Williams 32
8:30	Lawrence Welk 29	My 3 Sons 36	Adam 12 30
9:00		Green Acres 31	33
9:30	Zig Zag 26	Arnie 33	35
10:00		NBC Movie 34	36
10:30	Local Time 26	Mannix 35	37
11:00			

200-year-old version of *Mod Squad*." The setting is the American Revolution. He expects it to average 28 against *Lasie* which will get a 31 share. He gives NBC's *Wild Kingdom* a 27.

For the 10 p.m. hour Sunday, Mr. Jacobs said, "finally, after a long and arduous search, CBS has found a replacement in the memorable tradition of Jonathan Winters, Leslie Uggams and Phyllis Diller." It is the *Tim Conway Show*. He gives it a 27 while expecting the ABC movie to rate a 34-35 and *The Bold Ones*, with Hal Holbrook added to the rotating stars, getting a 31-32. Sunday Mr. Jacobs said, will be one of CBS's worst nights.

*Young Lawyers*, at 7:30 p.m. Monday, another of ABC's new shows, is characterized as a carbon copy of *Mod*

*Squad* featuring three law-school students who give legal advice to the underprivileged. Mr. Jacobs said, "We like the program. The low shares, 23, are blamed on the caliber of the opposition, *Red Skelton* with a 33 and *Gunsmoke* winning with a 36.

For the 8 p.m. slot Monday Mr. Jacobs expects *Rowan and Martin's Laugh-In* to be hurt by the loss of regulars such as Goldie Hawn, Judy Carne, Joanne Worley and possibly Arte Johnson and gives it a 36 share. But at 8:30 it will climb to 40 against a new show on ABC, *Silent Force*, which Mr. Jacobs says may never be heard from again.

Monday-night's football on ABC at 9 p.m., Mr. Jacobs sees as a weak entry. "Since we do not see how all the weekend widows can be conned into giving

up control of the set on Mondays too, we gave the first hour a 24, the second 25," he said. Competition will come from *Mayberry*, 35, *Doris Day*, 34, and *Carol Burnett*, 35-36.

TVSI believes NBC's new *Don Knotts* will take the honors with a 34 for the 7:30 through 8:30 period on Tuesday. It will be running against ABC's *Mod Squad*, given a 31-32, and CBS's "deport from Sunday," *To Rome with Love*, getting a poor 27.

Mr. Jacobs explained TVSI treated Knotts differently from Tim Conway because "while both have been successful as number-two comedians, Knotts has proved his ability to be a top banana by the success of his recent motion pictures, both of which did very well on television. Conway, however,

has taken a pratfall twice in a row when given a leading role.

Mr. Jacobs observed that *Mary Tyler Moore* will be in trouble at 8 on CBS. She has been cast in a leading television role for the first time. "We do not think she will make it either, because her success came as a result of being tied to Dick Van Dyke's coattails," said Mr. Jacobs. Coming off a weak *To Rome* lead-in, the Moore show will not do better than 28, according to the forecast.

TVSI last year predicted a smash hit for *Marcus Welby* and was accurate. For next year the show is expected to get the highest shares on the schedule with a 40-41 for the 10 p.m. period Tuesday against the NBC movie's 35 and 36 and *CBS News Hour* and *60 Minutes* averaging 20.

Mr. Jacobs cites *Welby* as an example of his contention that a good show will cut across all age barriers.

Highlight of the Wednesday-evening programs TVSI expects to be ABC's Danny Thomas show, *Make Room for Granddaddy*, with a 34 share. CBS starts off the evening with a new show, *Storefront Lawyers*, which Mr. Jacobs calls a poor copy of ABC's *Young Lawyers*, "not as well cast, not as believable and too heavy for the time period [7:30]." TVSI still gives it a 28 because the competition is weak.

At 10 p.m. NBC's innovation, *Four in One*, is given the runner-up position behind the returning *Hawaii Five-O* on CBS. ABC's new *Dan August* is given little hope with a 24.

Flip Wilson is forecast to be one of the new successes on Thursday night at 7:30 for NBC, but his position opposite *Family Affair* holds him to a 30-32 share. *Family Affair* is expected to go along scoring heavily, with a 38.

*Dial Hotline*, ABC's new Friday opener, is called a "wrong number" with a 25 share. The network's other new entry, *Barefoot in the Park*, with an all-black cast, is given kudos and Mr. Jacobs says he expects it to be around a long time. This show is given a 27 rating only because of its strong opposition from the *CBS Movie* and *Ironside*.

NBC's new show *Nancy* at 9:30 is given a 30 only because it is between *Ironside* and *Dean Martin*. However, Mr. Jacobs said *Odd Couple*, ABC's new entry, has good prospects and its 28 share could increase at the expense of *Nancy*.

Mr. Jacobs calls Friday the dullest night of the week, but finds CBS's new *Young Interns* at 7:30 targeted toward young adults and placed badly for that audience. *Andy Griffith* comes back at 8:30 for CBS playing the headmaster of a private school for boys. TVSI says he can't lose and gives him a 38. NBC's *Name of the Game* is dropped to 29

because of the Griffith pull, and disaster is portended for ABC's new entry, *The Partridge Family*, though Mr. Jacobs calls it a "delightful comedy starring Shirley Jones as the widowed mother of five kids." The family forms its own rock and roll groups. TVSI finds the placement bad and gives it a 23.

Mr. Jacobs notes that *Bracken's World* managed to get renewed but predicts it will do no better next season at 28-29. It is slated at 10 p.m. Friday.

TVSI expects *Mission Impossible* to make a comeback in its new spot at 7:30 p.m. Saturday, with a 33. It will gain at the expense of the fading *Lawrence Welk*. The only new offerings of the evening, will be vying for 9:30 audiences and TVSI expects CBS's *Arnie* to make it at 33 as a good comedy, while ABC's *Zig Zag* with Ralph Bellamy tags along with a 26.

## 'Sesame' sights set even higher

**With \$6 million pledged, workshop incorporates, plans program expansion**

The much-acclaimed Children's Television Workshop production *Sesame Street* will return next fall with 150 hours of new programming produced with about \$6 million from its present principal backers.

The workshop, which has been officially incorporated into an independent, nonprofit company, will also do a feasibility study on a new daily half-hour reading-oriented series aimed at children in the 7 to 10 age group. This proposal should be ready for submission to possible financial backers by fall, according to Joan Ganz Cooney, president of the reorganized CTW. Projected air date for the new series is in the fall of 1971.

Mrs. Cooney announced in New York last week that the U.S. Office of Education would furnish 50% of the \$6 million for *Sesame*. The Corp. for Public Broadcasting has pledged \$1 million, excluding line charges, and the Carnegie Corp. is donating \$600,000. The Ford Foundation has also promised support, but has not named a specific amount.

CTW, which has been an autonomous unit of National Educational Television, preferred to go independent in order to have a board "which can set as its highest priority the future of the Children's Television Workshop—how best to extend its works into such areas as publishing, and how to keep the present momentum in broadcasting going," Mrs. Cooney told non-commercial station managers at their

annual convention last week (see page 70).

The new board is headed by Lloyd N. Morrisett, president of the John & Mary R. Markle Foundation. Other members are James Day, NET president; Dr. Gerald S. Lesser, Harvard University Graduate School of Education; Mrs. Emmett Rice, associate director, College Entrance Board; Ralph Rogers, president of Texas Industries; Terry Sanford, president-elect, Duke University; and Eddie Williams, vice president for public affairs, University of Chicago.

Mrs. Cooney assured the station managers that CTW was not abandoning the noncommercial stations. "We hope to pick up some commercial stations in cities without public TV outlets, but we have no plans to do more than that," she said.

"We may continue to experiment in one or two cities with a combination of public and commercial stations as we did in New York, but, if so, it will be with the knowledge, consent and partnership of the public television station involved. The only reason we might do this is because of our pledge to our government funding sources to undertake this kind of experiment where feasible to reach a maximum number of preschool children."

She noted that ABC-TV had expressed an interest in running one hour of *Sesame Street* on Saturday, but that CTW did not offer it to the network because many noncommercial stations wanted to carry Saturday broadcasts or were making arrangements locally for other stations to carry it.

The new *Sesame* series will begin Oct. 19, about a month after summer re-runs end, and continue for 30 weeks. The off-air period is needed for research purposes and to begin a new promotional campaign, Mrs. Cooney said, and filler material will be provided.

The curriculum will be expanded somewhat in 1970-71, Mrs. Cooney reported. to include preparation for reading, simple addition and subtraction, a more comprehensive approach to reasoning and problem solving, and material for key ethnic groups, such as English vocabulary for Spanish-speaking children.

Promotion and utilization efforts will also be expanded to try to reach 90% of the 3-to-5 age group, instead of the 80% reached this year, she added.

## Equal justice for all

Westinghouse Broadcasting Co., New York, is offering to TV stations without charge a 90-minute program, *The Man Nobody Saw*, a courtroom drama depicting the struggle of the black man in a white society.

# More business, less entertainment

That's the theme of NAB program exhibitors in a year marked by ups and downs in sales

This year it was just a bit subdued.

Surprisingly high sales in certain instances, yes. Ecology, particularly. Brisk foreign sales. Some slow spots too.

But fewer pretty girls and more clothes on those that were there. Less lavish hospitality than in less sober times characterized the annual ritual of buying and selling television syndication product at the convention of the National Association of Broadcasters.

So it went last week in Chicago for television-program exhibitors who were scattered all over the Conrad Hilton, headquarters hotel, and in hotels across the city's downtown and near north side.

Chicago—where an old argument refused to die. You need the united punch of the cooperative "Television Film Exhibits" to get real action. You don't need TFE, regardless of your suite site, if your product is hot and your advance promotion thorough.

TFE was skipped when the NAB met in Washington last year. But for several years before that, TFE brought most of the film people together in one area of the Conrad Hilton where the excitement and traffic ebbed and flowed

from suite to suite, intermingling the business and the sociability.

TFE also was one big reception during the NAB, a single evening's blast that cost the exhibitors around \$18,000 in 1968. No blast this year.

This year Century Broadcast Communications Inc. and a couple of smaller firms were north at the Ambassador East, but Century had carefully targeted and invited its prospects well in advance and had busy traffic throughout the show for screening of its new product.

Group W at the Continental Plaza on upper Michigan Avenue pulled well too, partly with parties for TV-personalities David Frost and Mike Douglas and partly with tintype photographer John Dornes taking pictures of visitors.

Moving on down Michigan to the Sheraton Chicago, traffic was selective at Romper Room Inc. but interest in the live children's format continues high and 14 new markets were signed at the NAB. *Romper Room* now is in 118 U.S. markets and 47 foreign countries.

Crossing the Chicago River bridge to Wacker and Michigan, prospective film buyers could stop at the Executive House and dance away the late hours

at the lively MGM-TV suite while also stopping by a quieter NBC Films and Whitney Productions. Whitney is marketing packages of top-40-type musical shows, enabling TV to add lively visuals to the youth-oriented pop record format. WATL-TV Atlanta, is airing it now.

Hopping on down Michigan to the Pick-Congress, golfers could take a hefty swing at the ball in the suite of Hughes Productions where a special machine gauged driving power. Putting was the more precise skill tested for prizes at the Sheraton Blackstone suite of Bing Crosby Productions while in the same hotel, opposite the Conrad Hilton, Screen Gems and Paramount entertained in large quarters.

Back at the Hilton the action was splintered and varied, a few large firms having lively suites, the smaller firms reporting a range of reaction from good to rather poor.

Traffic in the evening was best at 20th Century-Fox and CBS Films; daytime worked well for United Artists, MCA, ABC Films, Four Star and Metromedia, the last reporting unexpectedly heavy traffic to see its new "Cinedex," an extensive historical library-type service that took eight years



Floor traffic was mixed at film exhibitors' suites. If the product was popular, the traffic was heavy. But pretty hostesses didn't hurt one's chances



either, as in the Century Broadcast Communications room (left). Rosey Grier did his bit for ABC Films (center-r) and Group W Productions used



the services of tintype photographer John Dornes (right-l) and TV personalities David Frost and Mike Douglas to draw the crowds.



*Product exposure and hospitality are all Screen Gems expects to offer at NAB time. Gloria Keil, SG's hostess, was the hospitality as she table-hopped at the Sheraton Blackstone suite. Flying Nun and Here Come the Brides were the product, center of considerable sales interest.*



*The fun-and-games bag at the Sheraton Blackstone suite of Bing Crosby Productions Inc., the Cox Broadcasting Co. TV-syndication subsidiary, was "sink the putt and win the putter." Crosby's Irene Rodgers gives a helping hand to*

*Gerald Yost, KWTX-TV Waco, Tex. He missed, but Crosby didn't, with heavy renewal interest shown in Paul Harvey Comments and exposure for its new Kup's Show that can be used as a weekly single or stripped daily daytime.*



*Curvaceous beauties were somewhat scarce at the film-exhibitor suites, but spots like Hilton's Haymarket Lounge helped break the monotony. Haymarket hostess Miss Bobby provides the hospitality—and the libations.*



*If station men could make the Conrad Hilton rounds to sample new TV product, so could executives from Norman, Craig & Kummel, New York. Visiting with Pierre Weis (r), president, United Artists Television Inc., Mitchell Johnson, senior vice president-director, radio-TV programming.*





Paramount Television Sales Inc. took an ornate period suite at the Sheraton Blackstone to offer hospitality and program previews for NAB delegates. Judi Wright gave the place the appropriate touch of the contemporary.



Stars of Land of the Giants, Deanna Lund and Don Matheson (r), recall filming of former ABC-TV series for Alan Silverbach, vice president, TV sales, 20th Century Fox Television, which put program into syndication.

The Conrad Hilton suite traffic pulled well for a long list of 20th Century's programs through volume was not as high as in earlier years when all the film exhibitors got together in the same area of the hotel for a group sell.



Morning guests at Firestone Film Syndication Inc. suite were greeted with cup of coffee and a smile from Raejene Ratliff. "Traffic was slow but select," said Leonard Firestone, president, for series such as To Tell the Truth.



Taking off your shoes, tip-toeing through darkly lit, squishy-carpeted mysteries of Triangle Television suite in the Conrad Hilton, you sat on the floor around charming astrologist Michelle Carlton and patiently awaited your

analysis. The photoflash ruined the mood, but helped you see who was there. Triangle had heavy traffic, plenty of exposure for its various syndication series. Later it mailed each guest a detailed astrological analysis.

to compile and contains more than 1,700 films. Four Star had heavy action for *After Apollo*, news-feature vignettes.

Atwood Richards Inc. took a ballroom Monday evening to host a party with dancing and entertainment.

Contrasting this one-shot, Pepper & Tanner, radio supplier now offering TV product too (Al Capp series, other features), showed its customary hustle day and night and scored \$400,000 in sales at the NAB for its film-production library services alone. The NAB 1970 sales in all divisions broke previous records, the Memphis-based firm said.

Despite hide-away locations some of the other film companies reported good sales too. Time-Life Films, in a very

remote Hilton corner, reported excellent traffic for a new firm, offering BBC product among other fare.

Schnur Appel Television wasn't so sure the scatter plan is good for either film firm or station prospect, noting the visitor is really put to a disadvantage by long elevator waits and equally long searching walks if he really wants to shop the show. A return of TFE would be welcome.

Sandy Frank Program Sales (*Lassie*, *Lone Ranger Cartoons*) likes TFE too, but not to sell. NAB is for entertaining; selling comes later on road calls.

Mark Century reported excellent sales of its new Commercialscope service, made up of elements for tailored local and regional commercials and

logos, sold on exclusive market basis.

Several film companies expressed disappointment over the failure of the NAB to devote ample formal agenda time to discussions of program product. Avco Embassy TV also noted a tendency to avoid serious or controversial product in favor of musical or lighter formats.

Two film veterans ate crow in Chicago last week.

One pioneer with Four Star and another at Bing Crosby admitted that for years they each had protested spending the time and money to screen product and entertain during the NAB because real selling came later. Both felt this year was the surprise sleeper; sales were beyond all expectations.

## Permanent watchdog on music pacts

### License committee sets its first negotiating session with BMI executives

The All-Industry Television Stations Music License Committee was reconstituted as a permanent organization last week and moved immediately to seek new contracts with Broadcast Music Inc. ("Closed Circuit," March 30).

Robert H. Smith of WCYB-TV Bristol, Va., committee chairman, told the Wednesday (April 8) television assembly at the National Association of Broadcasters' convention that the first negotiating meeting with BMI officials had been set for May 26 in New York.

That date was fixed in a meeting with BMI leaders the day before, virtually within minutes after the committee's reorganization on a permanent basis had been approved.

Mr. Smith said that unless a new contract—meaning one calling for lower payments—is negotiated with BMI, TV stations stand to lose over 50%, or about \$30 million, of the estimated savings they are due to get over the 10-year term of the new contract completed with the American Society of Composers, Authors and Publishers last fall.

He ventured that if the committee permitted BMI's rates to remain static after negotiating a reduction in ASCAP's, "in my opinion ASCAP wouldn't take that easily," either during the life of the ASCAP contract or in negotiations for a new one when it expires.

Mr. Smith noted that, unlike ASCAP, BMI is not compelled by consent decree to negotiate with the users of its music. But he said that as a matter of "good faith, we feel it is important to

negotiate," and that in their meeting on Tuesday BMI "basically offered" to use "a simplified contract form."

However, he said, to "get equity" for all, "some complication" may be a necessary part of the form.

Reorganization of the committee from an essentially ad hoc to a permanent group resulted at least in part from a provision in the new ASCAP

contract that makes it necessary to have a permanent committee of station broadcasters to deal with ASCAP in administering some of the contract's provisions.

The permanent committee will do this. In addition, Mr. Smith indicated, within a year it will propose a form of by-laws to all of ASCAP's TV-station licensees, who include virtually all TV

### Music groups hit a note of accord

A trio of music-licensing executives sang in unusual harmony in Chicago early Monday morning (April 6) at the annual breakfast seminar of the Mark Century Corp., despite some sour notes to be heard currently in network music negotiations. Milton Herson, Mark Century president, was host.

Sidney Guber of SESAC Inc., Edward Cramer of Broadcast Music Inc. and Herman Finkelstein of the American Society of Composers, Authors and Publishers explained the bargains stations get in terms of the performance-rights fees their respective organizations charge and cited various steps they have initiated voluntarily over the years to make the licensing procedures easier.

They also agreed broadcasters could not afford to negotiate individually and competitively with recording-stars, composers and writers even if it were practical. The point did not go unnoticed as broadcasters replied that the recording artists would not have become stars and

able to command such high remuneration without broadcast exposure.

Mr. Guber, hoping to dispel notions that music-licensing groups are virtual gold mines for the composers and publishers, reported SESAC's entire annual income is only around \$2 million.

Mr. Cramer cited the growth and diversity of new music sources and new music throughout the country as a result of competition in music licensing. He felt the music license reflects a cooperative, not adversary, spirit between station and licensing group.

Mr. Finkelstein, admitting that ASCAP perhaps got what it deserved when broadcasters took a musical hiatus in 1940 and formed BMI, said that since then "we've made amends." He recalled that when music went back on the air "the broadcasters then dictated the terms and contracts for 18 years. ASCAP certainly didn't."

Those who dislike features of present contracts and feel they were pressured, Mr. Finkelstein continued, should remember "these are not contracts we impose—they are contracts your whole industry has negotiated for you."



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stations. The committee will also handle the BMI negotiations and deal with other industry-wide music-copyright issues as they arise.

The Tuesday meeting that converted the committee from ad hoc to permanent was open to all commercial broadcasters but attended by only about 15. Committee leaders said, however, that they had solicited proxies for the meeting from all commercial stations and had received them from about 170.

In recent years the committee has been supported by some 375 nonnetwork-owned TV stations. Mr. Smith said the treasury currently was adequate to support the committee's activities for another year unless court action or lengthy negotiations developed.

Other committee sources said that although negotiations for network-owned TV stations in the past have been handled by the respective networks rather than by the committee, committee authorities hoped to get their support eventually.

After completion of the eight-year-old ASCAP negotiations last fall, the committee membership was extensively overhauled with only three incumbents remaining and eight new members added. This new group was the one voted into the permanent organization last week.

Chairman Smith, Paul H. Goldman

of KNOE-TV Monroe, La., and John McCoy of Storer Broadcasting are the holdovers from the old group. The new members are Leslie G. Arries, WBEN-TV Buffalo, N.Y.; Joseph P. Dougherty, Capital Cities Broadcasting; Joseph Liss, WGN-TV Chicago; Cecil Morris, Westinghouse Broadcasting; Richard Percival, KRNT-TV Des Moines, Iowa; James Stabile, Metromedia; John McClay, Taft Broadcasting, and Blaine Whipple, KSL-TV Salt Lake City.

Mr. Smith praised Charles Tower of Corinthian Broadcasting, chairman of the old committee, for "inhuman" work during the eight years of the last ASCAP negotiations—and said he would be delighted to hear from any broadcaster wishing or willing to serve on the new group.

## How to build up local news team

### Quality of operation and its personnel is subject of NAB panel

A lot of hustle, a competent staff and go-ahead from management can make a broadcast news department attract audiences and return a profit.

This was the theme emerging from the panel discussion on news departments at one of the National Association of Broadcasters' early-bird workshops in Chicago last week.

But the development of a good news department carries with it problems of cost and obtaining personnel. And all the speakers stressed the need for competent newsmen. In fact, the still-dominant practice in smaller markets of using announcers to read wire copy was strongly condemned. Local news and the value of competence in building credibility for the station's news operation were stressed. It was observed that local news coverage is one area in which a station can compete with network programming.

Dick Petrik, news director of KOEL-AM Oelwein, Iowa, said: "If you are a manager of a small radio station and you claim you cannot afford to hire a full-time news director, or even two newsmen, then I think you are wrong. You are not only missing a golden opportunity to make some revenue for the station but more important, you are missing the cultivating of a very loyal, legitimate audience, one which will stick through some less desirable programming until the newscast comes up."

J. William Roberts, Time-Life Broadcast bureau chief in Washington who moderated the panel, reviewed results

of a recent Radio-Television News Directors Association survey showing TV station news budgets quadrupling in 10 years (BROADCASTING, March 30). But, he noted, there is a shortage of journalists entering the field. Mr. Roberts is president of the RTNDA.

Mr. Petrik said the problem of personnel was most critical in small markets and, "as a result, local stations settle for a lot less than competency and the newscasts reflect this thing, and so does the audience. Therefore, it is difficult to get sponsors who want to be associated with the newscasts or newscasters."

Jack Thomson, news director of woc-TV Davenport, Iowa, said television news habits were changing from the day camera crews were called ambulance chasers. "We now roll only on fatals or spectacular accidents. Stand-ups and interviews on harder subjects make up most of our newscasts now."

However, Mr. Thomson said he thought Vice President Agnew's remarks about network newscasts also were directed at local newscasts.

He said he thought the result was more public awareness, more criticism and less enchantment with personalities. "The day of the personality newsmen is fast fading," he said. He noted increasing pressure from people who want their activities covered their way. He was concerned about the use of subpoenas for news files. He also noted an increasing tendency of police departments to deny access to public records.

Mr. Thomson said television has come a long way and will go much farther. He said many journalists feel the public has reacted adversely to the medium that brings riots and disasters into the homes. It reacts by blaming the person who brings it to them.

Speaking from management's point of view, James Caldwell, WAVE(AM) Louisville, Ky., described the extensive news operation of his station.

He stressed the importance of top management backing its news operation and emphasized the importance radio retains in the news field, providing much of the news most people get. He said a news director should know his market and be given his head. He said his station favored the magazine format with participating spots rather than the selling of special segments.

Jack Hauser, WFAA-TV Dallas-Fort Worth, said his station's commitment to news was total and unqualified. "It is one place we can compete equally," he said.

Mr. Hauser said WFAA-TV's news commitment did start from the top. He observed that in three years the staff had increased from 55 to 167 and film usage daily from 1,500 to 4,500 feet.

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## Looking ahead to radio in 70's

### NAB panel discusses programing trends to meet public demands

Creative radio programing in the 1970's will be determined by greater research into what makes people tick. It will have to be—because radio selling can no longer be based only on counting heads.

Such was the consensus of panel participants in Chicago last week at the opening radio-management session of the National Association of Broadcasters convention. The ultimate dominance of FM over AM in national business also was predicted.

"Tomorrow's leaders are sweeping away everything we stood for," Jack G. Thayer, vice president-general manager, KXOA-AM-FM Sacramento, Calif., observed, noting that youth today are challenging every seat of power at all levels.

The acceleration of social and personal pressures might even come to the point where the broadcaster, he said, would run this promotional ID: "Protect yourself from shock—stay tuned to your stable station."

Probing of personal motivation, "what sells them," will be the thrust of program planning in this decade, Mr. Thayer said, and the result will be more program specialization. This trend will require creative management as well as programing, he said.

"We talk at people, but we don't communicate," Mr. Thayer said. Instead, for example, he said, broadcasters must learn "to think about controlling disease, not just selling pills."

Higher rate cards, "heads-up competition" and stereo will be among the elements of a healthier radio medium in the new decade, according to Graham Richards, program consultant, Nashville. He believes also that "FM will replace AM as the No. 1 national-spot carrier."

Mr. Richards continued: "Showmanship is going to return to radio—and God knows we need it. Whatever happened to that good old-fashioned pizazz?"

The 1960's "were the decade of

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demographics," he said, "but the 1970's will be the decade of psychographics. Stations will learn to treat the listener like a girl friend, studying her to please her in every way."

Tom Campbell, personality at KYA (AM) and KOIT(FM) San Francisco, said: "The one-to-one relationship will beat the stereotype every time. The young, everyone, will no longer be conned. They want credibility—not time tones and sirens."

The on-air person must become deeply involved in his community if he really wants to discover the needs and wants of his audience. Mr. Campbell said. "Fan mail will often show the trends," he added.

Ted Randall, program consultant, chided station ownership and management for not devoting sufficient time to the development of program product, noting that the executive decision process in other fields is usually equally divided between quality of product and aggressiveness of sales. He noted the paucity of industry meetings concerned with product.

The point was not lost on Gene Chenault, president of KYNO-AM-FM Fresno, Calif., and half of the Drake-Chenault programing service: "We have a Radio Advertising Bureau. Where is a Radio Programing Bureau?"

Radio's competitive growth will soon demand 2,000 new creative program directors, he said, and they will command salaries equal to the station manager's. The program chief "will also program commercials," he added, "and if he is in the building more than two hours a day you are wasting your money." He should be out mingling with his audience, Mr. Chenault said.

### Cleveland AM seeks aid in the war on apathy

John N. Jay, general manager, WABQ (AM) Cleveland, has begun a two-front assault on public apathy toward crime and other major domestic and international issues. One is centered in Cleveland, the other in markets around the U.S.

On March 28 the United Media Anti-Crime Committee, conceived and organized by Mr. Jay, swung into action with R.A.D.A.R.S. (Radio Announcements Describing Automobiles Recently Stolen)—by which eight radio stations simultaneously broadcast descriptions of stolen autos. Four TV stations promoted the radio announcements, which were repeated in different time periods.

Mr. Jay started his campaign against apathy last fall when he wrote 4,600 broadcasters, asking that they use an editorial he enclosed urging listeners to write their congressmen expressing con-

cern about Vietnam. Stations were urged to use the editorial—which took no position—on the same day: Nov. 11, Veterans Day. Mr. Jay addressed a couple of sessions at last week's NAB convention thanking the 300 stations which, he said, cooperated and used the editorial.

Mr. Jay and Van Lane, assistant general manager, WABQ, said they are writing state broadcaster associations asking them to help continue this cooperative approach so other problems, besides Vietnam, can be tackled.

"I think they [radio and TV stations] are doing enough," explained Mr. Jay, "but I think they're disorganized." He stressed the impact of editorializing on the same subject at the same time and subsequent contact of lawmakers. "What we are doing," he added, is "enlisting citizen participation in government."

### ABC-TV buys rights to 'Z'

ABC-TV announced last week it has acquired the rights to "Z" which won the Academy Award as the best foreign-language feature film of 1969. The motion picture, which is still in theatrical release, was licensed to ABC-TV by Cinema V Distributing Inc., New York, for telecasting at a date still to be determined. The purchase price was not divulged.

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# ETV's rite of spring

## CPB, Ford dole out funds for fall programs, but station managers are concerned about their quality

Despite announcements that \$17,450,000 would be spent on noncommercial, educational television in 1970-71 and that national program production would be more diversified by using local stations as well as National Educational Television, station managers last week were not entirely satisfied with the outlook for noncommercial programming.

One of their primary concerns, voiced at the Public Television Conference in New York last week (April 8-10), was the handling of obscene language and "four-letter words" creeping into broadcasts. Hartford Gunn, president of the Public Broadcasting Service, one of the four conference sponsors, assured the station executives that PBS would study the issue of program practices and would set up an apparatus for channeling reactions to programs. Some of the managers even felt that a code should be drawn up to govern program practices.

The conference, run by the Corp. for Public Broadcasting, National Educational Television, the Educational Television Stations Division of the National Association of Educational Broadcasters, and PBS generally exuded optimism and expanded plans for the coming year.

CPB President John W. Macy Jr. greeted the gathering with the announcement that CPB and the Ford Foundation would contribute \$9.2 million and \$8.05 million respectively toward program and station development during the coming season.

General-purpose and competitive grants, financed entirely by CPB, will total \$3.5 million. These will include support grants to all television licensees, ranging from \$12,500 to \$32,500, depending on last year's operating expenditures, for a total of \$2.8 million; and \$700,000 to be awarded to 14 licensees after a program-proposal competition.

The remainder of CPB's contribution, \$5.7 million, and the Ford donation, will be used for national programming under the new diversified structure. Net will receive \$9.25 million; KCET-TV Los Angeles and WGBH-TV Boston will continue production of *The Advocates* with \$1.5 million; the same two stations will receive \$750,000 each for production of 19-1/2 hours of national programming; KQED-TV San Francisco will work with \$1 million for a 16-week series, *The San Francisco Mix*; WQED-TV Pittsburgh will use \$200,000 in pro-

duction of four documentary-dramas; and WGBH-TV will get an additional \$500,000 for a 13-week summer series with the Boston Pops Orchestra.

Mr. Macy noted that more stations would be granted funds as they became available and as the stations demonstrated their capability. The general-support grants were increased this year; last year CPB gave out \$10,000 to each station that applied.

Donald R. Quayle, director of network affairs closing the Wednesday morning CPB session, said CPB had placed an order for an interconnected system with AT&T in March and that construction had begun on facilities, but that charges were still subject to further discussion when AT&T furnishes more financial information.

In a Thursday-morning session, NET outlined "an entirely new concept in television programming and a consolidation of its public affairs and cultural programming in a total reality" series for the coming season.

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## CBS pays \$6.4 million in settlement to ASCAP

CBS and the American Society of Composers, Authors and Publishers have come to an understanding regarding a court order issued last January and the network has withdrawn its appeal of the order (BROADCASTING, March 23).

The appeal bid was set to be heard in the U.S. Appeals Court in New York last Monday (April 6) but attorneys for CBS-TV and ASCAP met several days earlier and came to an agreement that satisfied both parties. CBS then paid ASCAP approximately \$6.4 million to cover the balance owed for TV network music-licensing fees spanning the years from 1966-69.

CBS's appeal was not aimed at challenging the figures but was fearful that the court order settling the matter could be construed as meaning the figures were "reasonable" and might be used against them in future negotiations with ASCAP. The network reportedly was assured by ASCAP that this would not be the effect of the order.

CBS and NBC have now paid ASCAP through 1969. ABC is expected to make its settlement with ASCAP, now that CBS has paid.

The new concept is *Wednesday Night*, two-hours of short features on such topics as sports, TV and the press, satire, consumer reports and a weekly ecology report. The program will also develop personalities, according to coproducer Jack Willis. Al Perlmutter is the other producer on *Wednesday Night*.

The "reality" series includes news and culturally oriented documentaries, along with experimental formats. *Black Journal* will be a monthly feature in this series.

NET will also stress the environment with two of its science series, *The World We Live In* and *The Vanishing Wilderness*, and has scheduled a weekly slot devoted to music and dance. Children's programming will focus on specials, including a Robert F. Kennedy theatre for Children's Ballet performance of *Peter and the Wolf*, in addition to the *Misterogers Neighborhood* series and several appearances of Kukla, Fran and Ollie.

NET plans to increase coverage of national and international events through its special-events unit based in Washington, and will return with *NET Opera* and *NET Playhouse*.

Further emphasis on consumerism may come from WGBH-TV Boston in one of the programs it develops for national distribution. A *Nader Report* with consumer-advocate Ralph Nader is under discussion, according to the station's program director, Michael Rice, who hopes to have a definite commitment from Mr. Nader shortly. WGBH-TV will bring back its *French Chef* series in 39 new color shows under a grant from the Polaroid Corp.

NET honored seven TV stations with 11 awards during the conference. WITF-TV Hershey, Pa., won the top prize of \$2,500. Other stations cited were WHA Madison, Wis., KQED-TV San Francisco, KEBS-TV San Diego, KUED-TV Salt Lake City, WTIU Bloomington, Ind., and WETA-TV Washington.

## 'Saturday Review' gives its first TV awards

The 1969-70 television season contained some commendable programs in the viewpoint of the magazine, *Saturday Review*, which released last week a list of 11 winners of the publication's first independent television-awards competition.

Of the 11 eight were from program



## A way out of slow-pay woes

Standardized invoice forms, TV-spot coding win widespread approval at NAB session

Advertising-agency and television sales leaders threw their weight behind the new TVB/AAAA standard invoice form (BROADCASTING, March 9, et seq.) last week as the surest cure for one of the severest complaints of TV broadcasters—slow pay by agencies.

"This form if properly used can cut your accounts receivable 75% overnight," Avram Butensky, vice president of Dancer-Fitzgerald-Sample, told a ballroom full of broadcasters at a "slow money costs money" session last Monday (April 6) at the National Association of Broadcasters' convention in Chicago.

The broadcasters were also told of another new standard form—a uniform coding system for TV commercials—and of work on still others, all designed to make life more livable for both buyers and sellers of time. But their immediate attention was centered on the one aimed directly at the slow-pay problem, the new standard invoice form.

At the outset they heard President Norman E. Cash of the Television Bureau of Advertising, which arranged the session, sketch the dimensions of the problem. If only 10% of all spot-TV receivables were constantly outstanding—\$124 million, based on 1969 spot-TV billings of \$1.245 billion—he said TV would lose \$12 million in interest alone—and, in terms of pre-tax profits, would have to find \$43-million worth of new business to make up the \$12-million interest loss. (This loss assumed the \$124 million could have been invested at 10% interest.)

In his appeal, Mr. Butensky showed real-life examples of some of the invoicing horrors that the standard form was designed to correct by getting all the necessary information onto a single sheet in readable form and thus eliminating or at least minimizing the expensive and time-taking delays needed to clear up misunderstandings and discrepancies.

Archibald McG. Foster, president of Ted Bates & Co., one of the top spot agencies, added not only the weight of his own agency but that of the American Association of Advertising Agencies to the call for stations to adopt the new

form and thus reduce the "truly monumental waste" in TV billing and paying procedures.

Mr. Foster said the AAAA board had authorized him, as vice chairman, "to pledge to you that we are all going to give you every bit of help we can."

"More time has been spent by the AAAA recently on this subject than any other. And results, which can lead us to the promised land where pay is quick and paying clerks enjoy their jobs, are beginning to show."

As for his own agency, Mr. Foster said Bates people had been "instructed to deal first with bills that come on the standard invoice form."

George Claffey, controller of WRoc-TV Rochester, N.Y., described the speed-up in receivables his station enjoyed as a result of a similar invoice form that WRoc-TV introduced a few years ago. "We spend a day a month longer [making out invoices] but save a day a week [in collections]," Mr. Claffey said. The new standard invoice "does all ours does and more," he asserted.

A National Cash Register representative estimated that NCR equipment to handle the new form could be bought for \$4,000 to \$5,000, and that existing NCR equipment could be modified for \$250-\$300.

Of the latter cost, Mr. Foster told the station men that "I'll bet you've spent that much in time and phone costs in resolving the discrepancies on

a single advertiser in a single month—I know that we have."

"The key point," Mr. Foster said, "is that we cannot, under the terms of our contracts with our clients, pay you for spots unless we have the information required on the standard invoice form. Since we must somehow and some time get it all from you, why not organize it in a standard way? And that is really all we've done. Instead of juggling a dozen pieces of paper, you and we can have one—clear, simple, instantly actionable."

Other panelists lending support to the new form—which was said to have been endorsed by all of the top-50 spot-TV agencies—were Seymour Banks, Leo Burnett Co.; Justin Gerstle, Ted Bates & Co.; James Jurist, John Blair & Co.; Albin B. Nelson, TVB, and Robert Small NBC owned-and-operated-stations divisions.

Aside from the standard invoice, which was developed by TVB and AAAA, Mr. Foster announced a new industry-wide coding system for TV commercials, to go into effect with commercials released after July 1, and also reported task forces at work to define a "standard broadcast week" and to develop standardized film instructions and terminology.

Though these seemed unlikely to provide the dramatic speed-up in payments envisioned for the standard invoice form, they were expected to make commercial film and tape traffic much simpler and more efficient at both agencies and stations.

The new standard coding system for commercials, Mr. Foster said, is designed to deal with "a nightmare area" by substituting a uniform system of eight characters for the individual and random identifications currently used by advertisers and agencies, many as long as 12 to 15 characters.

"Some [current] codes seem to me to provide for noting client's birthday," Mr. Foster told the broadcasters. "You translate them into your own codes because you can't use 100 different systems, and then you translate them back into the agency codes, and error multiplies."

The new system, known as ISCI for



Mr. Foster



Industry Standard Commercial Identification, was developed by AAAA and TVB, working with the Association of National Advertisers, the Station Representatives Association and the NAB. It identifies each commercial by eight characters, no more and no fewer, consisting always of four letters followed by four numbers.

Specific letters, known as prefixes, are assigned to specific advertisers or, in the case of conglomerates, to the parent company. Advertisers with less than \$100,000 in annual TV billings are assigned four-letter prefixes; those between \$100,000 and \$1 million have three-letter prefixes and those over \$1 million have two-letter prefixes (usually the same as the company's New York Stock Exchange identification).

Unassigned letters in the four-letter prefix may be used at the advertiser's discretion to denote subsidiary companies or divisions, types of products, etc.

The four numerals that round out the code also are used at the advertiser's option. The first might designate the agency, the second and third identify the specific commercial and the fourth denote the length; or the first three numerals might designate the commercial, counting from 000 through 999, and the fourth might denote a revision.

Assigned ISCI prefixes have been published in a booklet and sent to member companies by AAAA, TVB and ANA. Companies for which no assignment has been made may request one from AAAA, 200 Park Avenue, New York 10017.

Smaller advertisers who use only commercials produced by or at TV stations may also use an eight-character code, but theirs should put the numerals first and the letters second, the letters being only the station's call letters (or three letters and a dash in the case of three-letter calls).

Albin Nelson, TVB director of special services, coordinated development of ISCI, assisted by the AAAA committee on broadcast administration under Harold J. Saz of the Bates agency, with David Dole of Leo Burnett Co., Chicago, as chairman of the technical subcommittee in charge. The ANA television committee, headed by E. P. Genock of Eastman Kodak Co., also worked with Mr. Dole, and George Bartlett of NAB and Morris S. Kellner of SRA served as consultants.

## Positive steps urged to prod slow payers

Radio and TV station officials arose early last Tuesday (April 7) to examine that never-ending headache afflicting stations of all sizes: collections from client agencies.

Spokesmen for three broadcasting or-

## United spot campaign aimed at vacationers

### Airline allots \$4 million of \$6-million campaign for radio and television

United Air Lines starts this week (on April 15) on a \$4-million radio-TV campaign that will run through June. This is a big slice of a \$6-million drive to appeal to the vacation market.

Fred W. Heckel, United's vice president of advertising, said the airline emphasized broadcasting in advertising because "sound is important in the [airline] business" and that United is a "believer in the effectiveness of the TV medium in our business. It [TV] will reach more—and more effectively—those people who *may fly*."

The spring-summer vacation campaign has a "Best years of your life are now" theme with a musical background, which Mr. Heckel emphasized sounds right on radio. He said the airline is spending \$1 million in radio alone, covering the top-20 markets in which the airline does business.

While radio is taking a substantial amount of the budget (equal to newspapers with \$1 million), television is

the prime medium for United, Mr. Heckel said. In the 2½ months, United will spend \$3 million in television (\$1.7 million in spot, \$1.3 million in network). Magazines in the budget get \$350,000 and the remainder goes into outdoor and other promotion. On a yearly basis, United spends about \$26 million in advertising.

Several commercials have been produced to cover the 25 network prime-time shows and heavy spot (20 markets with up to 20 commercials run each week). Radio spot will feature some 40-50 plays weekly. Most of the commercials feature the travel agent, which Mr. Heckel stressed, took some \$31 million from the airline in commissions last year but which in return provided some \$465 million of revenue to United (or slightly better than one third of United's \$1.4-billion-plus total revenues in 1969). Mr. Heckel predicted that the commission payments will be up to about \$40 million this year with the revenue return at some \$500 million.

In United's ad program, prepared by Leo Burnett Co., the travel agent "becomes the focal point of everything we do," Mr. Heckel said. And, along with this philosophy of sitting the agent on a pedestal, United will fly 1,800 of them to Hawaii, starting this month, for a first-hand knowledge of one of the vacation lands advertised.

ganizations explained to about 60 attending a morning workshop at the National Association of Broadcasters' convention in Chicago how each administrators credit policies.

There was over-all agreement on one key point: Stations must not be shy in going after delinquent payments needed to continue their operations. As Joseph Laskowski, Triangle stations, expressed it: "Keep asking, asking, asking." And, "be aggressive, persistent, conduct a free credit check, know your clients, what they owe and hold old the debt is."

Mr. Laskowski also suggested that "you get the salesman involved." Don Cripe of WFBM-AM-FM-TV Indianapolis carried the idea even further. "Make the salesman completely responsible for collection," he said. "Keep pressure on the salesman."

"Stations should have a defined credit policy, created and approved by management," according to Dale Worden, WISN-AM-FM-TV Milwaukee.

"Don't restrict credit too severely," Mr. Laskowski suggested, but he noted that he asks for references from all prospective advertisers from other media or, if necessary, from suppliers.

In response to a question from the audience, Mr. Laskowski acknowledged

that FM stations pose an even greater collection problem. "FM is the toughest in all the world," he admitted. "They're all marginal accounts and you have to go out there beating the bushes."

Earlier in the program, Joseph Coughlan, of Price Waterhouse & Co. accounting firm, reviewed the alternatives and techniques available for estate-planning by broadcast executives.

## Agencies may get together

Carson/Roberts, Los Angeles, and Dodge & Delano, New York, have worked out a creative buying arrangement for Mattel Inc., Carson/Roberts client, that may lead to an agency partnership in the near future. For the games division of Mattel, South Plainfield, N.J., with an estimated \$2 million in billings, Dodge & Delano will handle creative and media-planning aspects, and Carson/Roberts will be the agency of record for purchases. Cooperative arrangements with other clients will be settled soon.

Carson/Roberts, with about half of its \$30-million billings in broadcast, has a client list including Purex Corp., Hunt-Wesson, Munsingwear, and many large California-based companies. Dodge & Delano has \$14-million in billings.

# Agency chief sees TV in trouble

## Grey's Meyer warns that audiences and advertisers may both abandon medium if it doesn't shape up

Television is in danger of losing its two key constituencies: a loyal audience and the agency-advertiser community.

This Cassandra-like message was the highlight of a keynote address by Edward H. Meyer, president and chief executive officer of Grey Advertising Inc., that was prepared for delivery before the Association of National Advertisers' seminar on TV advertising management in Absecon, N.J., opening yesterday (April 12) and continuing to Wednesday (April 15).

In the area of audience disaffection, Mr. Meyer pointed out, "the numbers are still there," but "for the first time in memory of this miraculous medium, audiences are not growing." Mr. Meyer stressed he found "equally disturbing" the "rising cacaphony of TV consumer critics," which he said no longer include "the intellectual few."

"In today's climate, where criticism of our institutions has become a way of life," Mr. Meyer observed, "the vociferous new breed of consumer critics of TV is not only getting plenty of exposure, but demonstrating surprising political muscle, too."

He claimed that "real problems" are developing for TV with respect to advertiser-agency support. He asserted that "heretofore fervent advertising

supporters" of the medium are questioning its efficiency and effectiveness.

"In just four years, the average nighttime cost per minute rose 18%, a significant increase," Mr. Meyer noted. "But even more significant: the growth in television homes over this same period was only 9%, not enough to offset the increased cost of buying time. The end result has been a yearly increase in cost-per-thousand averaging about 7%.

Increased unit costs and rising C-P-M, in turn, he explained, created problems of their own. Advertisers and their agencies took steps to combat this problem, including he move to the 30-second spot instead of 60's and the buying of "participation" and "scatter" plans, rather than full sponsorships. Viewers began to complain there were too many commercial interruptions, he stated, and the National Association of Broadcasters changed its code to allow clustering of commercials.

Mr. Meyer said the end result is that on TV today there is "more clutter"; there is a sharp loss in product protection, and though "programs aren't interrupted often, neither are the commercials."

He cited several recent research studies as showing TV recall scores dropping

substantially, with one advertiser placing the decline at 48% over the past nine years and a Grey Advertising test for all brands indicating a 27% decrease in three years.

Beyond this, Mr. Meyer said, there is evidence that more and more people are leaving the TV set when the commercial comes on. Between 1961 and 1963, it was normal for an average of 15-18% of the audience to turn away from the commercial, he stated, but the latest information indicates that last year the figure rose to 27%.

Mr. Meyer appeared to be suggesting that advertisers and agencies cast a baleful eye toward television in the future when he said: "At what point do the demands of our society for less commercialism merge with our own interest in seeing TV re-emerge as the most effective advertising medium—with commercial time more limited, but also more valuable?"

"Perhaps it is time for advertisers to walk away from those government-versus-TV confrontations where our own interests, as members of society and businessmen, are in the long run divergent from those of the TV industry.

"Just maybe the toy, candy and peanut-butter manufacturers should not be

## Armstrong bows out of television

### Network placements go to print because programing is said to be 'Pablum'

The vice president in charge of advertising for the Armstrong Cork Co., Lancaster, Pa., which had been active in network-TV sponsorship for 20 years until this past January, charged last week that network television is not a suitable medium for many advertisers, including Armstrong, because of its "Pablum" programing.

Craig W. Moodie Jr. told a national convention of building-products distributors in Lancaster that for the remainder of 1970, Armstrong has dropped network-TV sponsorship and will place its entire national advertising schedule

in magazines for its floors, carpets, furniture and ceilings.

Though Mr. Moodie did not disclose TV-advertising expenditures, Armstrong spent an estimated \$3.65 million in network TV in 1969 with its sponsorship of *Jacques Cousteau* specials on ABC-TV and of an *Andy Griffith* special on CBS-TV. The company has been represented minimally in national spot TV for several years, though it has a cooperative advertising program with dealers for local radio and TV. It began with network TV in 1950 with *Armstrong Circle Theater* on NBC-TV and continued with this program until 1963; sponsored the *Danny Kaye Show* on CBS-TV for several years and recently has sponsored various special programs.

Mr. Moodie's central complaint was that regular prime-time programing on the network has not responded to the change in the audience which has become better educated and has higher in-

comes. He claimed that millions of Americans are "turning out TV," and with them are the advertisers who "seek to reach these well-educated drop-outs."

He cited General Electric, U.S. Steel and Philco as examples of other companies which have left network TV because "they found they could only lose in the battle of the ratings." Mr. Moodie said that "big audience numbers mean little when your market is a selective one" and added that "more and more research showed that the better educated-higher income families were watching less and less television."

Mr. Moodie did not slam the door shut on broadcasting. He pointed to "new growth" in other types of broadcast advertising, specifically mentioning the resurgence of radio; the rapid development of syndicated programing that can fit the needs of the advertiser in the markets he wants, and the emerging electronic video receivers, pay TV,

the first line of TV's defense when commercialism of kiddie shows is attacked. Just maybe there's a harbinger of the future in the final attitude of the cigarette companies in breaking away from the broadcasting groups as they sought to maintain cigarettes as an ad category."

## TV could rate priority in policy at the FTC

Federal Trade Commission Chairman Caspar W. Weinberger last week singled out television as an area likely to warrant closer FTC scrutiny in coming years, because of the medium's dominant role in American communications.

In a speech to the antitrust section of the American Bar Association in Washington, Chairman Weinberger noted that one of his primary goals as new regulator is to work out priorities at the FTC, which has been charged with excessive attention to trivia and a lack of priorities.

In order to do so, he said, the trade commission must "first decide what is important. All else by definition then becomes trivial. For example we could, and probably would, conclude that whatever happens in television is important because of that medium's vast influence on our society." He suggested that one task for FTC policy planners might be to "quantify" its importance.

Chairman Weinberger also expressed the hope that Congress would pass the Nixon administration's consumer-protection proposals to expand the FTC's power to seek preliminary injunctions, assess civil penalties, and award damages when consumers have been injured

by illegal practices. "Possessed with these additional responsibilities," he said, "the little old lady of Pennsylvania Avenue will have doffed her tennis shoes and put on cleats."

He added, however, that the commission would not emphasize consumer protection to the detriment of its other primary responsibility, trade regulation. "The best consumer-protection program of all is one that prevents a monopoly," he said.

## Another attack on TV-ad dollar

### Now congressman wants to ban spots for drugs bought over-the-counter

Just one week after the President signed into law a ban on broadcast cigarette advertising, a House Commerce Committee member launched a one-man campaign to remove another kind of advertisement from television.

Representative Paul G. Rogers (D-Fla.) called last week for a voluntary halt to televised advertising of so-called "mood drugs"—nonprescription stimulants and depressants. He said the commercials for such products are creating "a sense of acceptability to taking pills," especially among young viewers.

The congressman is making his call for action in a letter to the three networks and to several drug companies. And at a news conference last week, he went a step further: If network spokesmen and drug companies are unwilling to cooperate, he said, he will consider including a ban on such commercials in anti-drug-abuse legislation now pending before the House Public Health and Welfare Subcommittee.

If Representative Rogers does propose such a ban, it would not apply to radio, an aide said last week. His concern is solely with the "great impact" of television commercials.

"When young people have seen countless adults changing their moods by taking pills in television commercials," the congressman said in his letter, "they see little difference in accepting a pill to make them feel better from one of their peers on the school playground."

Representative Rogers did not specify by name the products he felt should not be advertised on television, but he said at his news conference that the category would include nonprescription sleeping aids, stimulants and depressants in general, and even aspirin when it is promoted as a mood changer or aid to sleep.

He said aspirin should be advertised as a medicine.

Here's what's new in Better Programming... an electronic device now permits broadcasters



to write...draw,



diagram over any TV image



# TELESTRATOR\*

\*T.M., PATS. PEND.

Successfully used by ABC to sketch *Eclipse*, *Apollo 11 & 12 landing*, *Pro-bowling* and other *Wide-World of Sports*.

A wonderful innovation! Now dramatize or emphasize what's happening on the screen with this remarkable Telestrator which permits the broadcaster to superimpose moving dotted, dashed, and continuous lines on images from slides, studio cards, live action, film, EVR or videotape. Saves production costs, too. Find out all the details.

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TELESTRATOR INDUSTRIES INC.  
166 East Superior St.  
Chicago, Ill. 60611

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Your Name \_\_\_\_\_

and cable television.

"Armstrong has been investigating all of these," he observed. "And when the right vehicle comes along that fits our market needs, and reaches our customers at a reasonable price, we will get back in television again, using it as an effective companion to magazines."

Armstrong spent an estimated \$6 million in magazines in 1969.

Television Bureau of Advertising figures indicate that Armstrong Cork has been spending less in network TV each year over the five years starting with 1965. Armstrong billed \$7.4 million in network in 1965, \$5.4 million in 1966, \$4.1 million in 1967 and again in 1968, and \$3.65 million in 1969. Its spot-TV spending was under \$1 million in each of these years with the exception of 1966 when Armstrong put nearly \$1.2 million in spot. In the years 1969 and 1968, Armstrong's spot-TV spending was relatively negligible.

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 29, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 29	Total dollars week ended March 29	1970 total minutes	1970 total dollars
	Week ended March 29	Cume Jan. 1-March 29	Week ended March 29	Cume Jan. 1-March 29	Week ended March 29	Cume Jan. 1-March 29				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 151.2	\$ 1,631.9	\$ 338.8	\$ 4,045.6	97	\$ 490.0	1,056	\$ 5,677.5
Monday-Friday 10 a.m.-6 p.m.	1,909.1	23,023.4	3,241.0	41,946.4	1,737.0	23,155.1	837	6,887.1	10,270	88,124.9
Saturday-Sunday Sign-on-6 p.m.	1,261.3	15,341.0	1,143.2	21,837.2	335.5	9,681.6	270	2,740.0	3,662	46,859.8
Monday-Saturday 6 p.m.-7:30 p.m.	265.7	3,232.2	913.6	11,385.9	467.1	8,213.8	73	1,646.4	950	22,831.9
Sunday 6 p.m.-7:30 p.m.	127.0	1,606.1	274.6	4,398.3	218.0	3,901.4	19	614.6	263	9,905.8
Monday-Sunday 7:30-11 p.m.	6,120.4	73,586.3	7,534.8	100,471.7	7,240.1	90,227.9	436	20,895.3	5,468	271,526.0
Monday-Sunday 11 p.m.-Sign-off	355.2	2,843.9	347.8	4,253.7	668.9	7,162.4	115	1,371.9	1,269	14,928.9
<b>Total</b>	<b>\$10,033.7</b>	<b>\$119,632.9</b>	<b>\$13,606.2</b>	<b>\$185,925.1</b>	<b>\$11,005.4</b>	<b>\$143,291.4</b>	<b>1,847</b>	<b>\$34,645.3</b>	<b>22,938</b>	<b>\$ 459,854.8</b>

## New approach for radio research

### RAB works with three services to get more accurate information

A little-publicized program initiated by the Radio Advertising Bureau to strengthen and improve radio ratings was outlined to broadcasters last Tuesday (April 7) at one of the early-bird workshops at the National Association of Broadcasters' convention.

Richard Montesano, RAB research vice president, said "radio research is as good as TV's, if not better," but that RAB launched the program about six months ago to improve methods further and that all three of the major radio services—American Research Bureau, C. E. Hooper Inc. and Pulse Inc.—were cooperating.

He said that Pulse is evaluating ways of asking questions to get the most accurate information on how many people listen to radio; that ARB is evaluating internal weighting provisions and that Hooper is examining different ways of learning how many people listen outside their homes.

Mr. Montesano indicated the project would continue into other areas. He said RAB had not sought to publicize it because critics might jump to the conclusion that present radio research was bad.

He also told the estimated 150 broadcasters at the workshop that if they had trouble getting rating services to reply to their queries—as broadcasters fre-

quently complain they do—they might, if they wished, send carbons of their letters to him and that RAB would then ride herd, if necessary, to see that they get an adequate response from the services.

"You're subscribers and you have a right to know," he asserted.

Mr. Montesano's talk preceded descriptions of their respective radio services by Laurence Roslow of Pulse and William T. McClenaghan of ARB. Frank Stisser of Hooper had also been scheduled to participate but did not attend.

### 'Red' chides radio men for being money hungry

"The Old Redhead," Red Barber—who in his 40 years of baseball broadcasting was never known for pulling any punches—approached the podium, acknowledged the cheers, and made an ominous admission:

"This talk has caused me more disturbance, pain, trouble than any talk I've ever given," he said. And then he explained, firing pitch after pitch at the economics of today's radio programming. His audience of several hundred broadcasters gathered last Tuesday (April 7) for a radio management assembly at the National Association of Broadcasters' convention.

"Weren't we shook up when Vice President Agnew spoke," he asked, "because we've forgotten that radio belongs to the people—not just to a loyalty to the last right line of the ledger?"

And he went on from there, first decrying the loss of live radio and the substitution of the "incessant rock-and-

roll that dominates radio, because it's making money.

"Instead of programing for listeners," he claimed, "radio is being controlled by clients." Today, he noted caustically, "some stations don't even have program managers."

The accent, he said, "is placed on how much money he [the broadcaster] can take from the station. That's his only concern, but there should be others," he stressed.

After his talk, Mr. Barber, a lay Episcopalian preacher, amplified his thoughts.

He quoted St. Paul: "Reasonableness in all things," adding, "there should be a limit to what stations are permitted to make."

Reflecting on his years as a baseball broadcaster, Mr. Barber, who lives in Key Biscayne, Fla., and still does occasional sportscasting, observed wryly: "I don't know how you get into sports broadcasting any more, unless you hit .300 or win 20 games."

### Henderson to hold on to job

Henderson Advertising Agency, Greenville, S. C., said last week that James M. Henderson would continue as president and chief executive officer of the agency irrespective of the outcome of an election for lieutenant governor of South Carolina. Mr. Henderson has won the Republican Party nomination for that office. He had spent a year in Washington as special assistant to U.S. Postmaster Winton M. Blount and had returned to South Carolina last January. The agency currently bills at an annual rate of \$30 million.

## Democrats seek more time on the tube

The Democratic National Committee and the Senate Democratic Policy Committee are launching a joint effort to determine how the party can gain more and better television exposure.

National Committee Chairman Lawrence F. O'Brien and general counsel Joseph A. Califano will be working with a special subcommittee set up by the Senate Democrats to explore the access problem. The Senate unit is headed by Senator Edmund S. Muskie (D-Me.); other members are Senator William Proxmire (D-Wis.) and Henry Jackson (D-Wash.). The special subcommittee was launched independently last month (BROADCASTING, March 9).

Among the avenues of approach to be explored are how the fairness doctrine may be used as a wedge to get Democrats on the air, and whether legislation can be passed that would alleviate the party's difficulties. The Democratic debt has reached \$9 million, and party leaders attribute most of that deficit to television costs in the 1968 campaign.

Some clues to the party's specific intentions may emerge this week when the Senate takes up its Commerce Committee's bill to repeal Section 315 in presidential and vice presidential campaigns, and to provide lower rates for political candidates. At least two proposed amendments to that bill are certain to be introduced (see page 54), and a spirited debate is expected.

## Bartering is optional at new timebuying firm

Another wrinkle has been added to the mode of buying time with the formation by the Chemway Corp., Wayne, N.J., of a service company offering both barter and non-barter media buying.

Chemway, which is a manufacturer of drugs, dental-care products, cosmetics and household items, announced last week it has agreed to acquire SMY Inc., Chicago, media-buying service, of which A. E. Staley III is president. In 1968, Chemway acquired Atwood Richards Inc., New York, and has operated it as a subsidiary providing barter time and space to new advertisers and other eligible clients.

Dr. Charles F. McKhann, chief executive officer, said the new advertising-service company will be called Advertising Contractors Inc. and will consist of the two separate and competing divisions, SMY Inc. and Atwood Richards. Richard D. Rosenblatt, president of Atwood Richards, will be named chairman of Advertising Contractors and Mr. Staley will become chief operating of-

ficer of the firm.

Among Chemway's products are Dr. West and Oral B. Toothbrushes, Owens brushes, Lady Esther cosmetics, Zonite and other products of the Armstrong Cork Co.'s consumer-products division, which Chemway has acquired. Advertiser Contractors Inc. will operate for the products owned by Chemway.

"Until now, companies engaged in barter and new non-barter media buying were in competition, each advocating its own type of service exclusively," Dr. McKhann said. "Advertising Contractors, having both services, can select the one best suited to the clients' needs."

## RAB news sheet

The Radio Advertising Bureau used the National Association of Broadcasters' convention in Chicago to introduce a newsletter, *Executive Hotline*, expected to be sent to radio men three times a month.

## Ward's ad manager puts his remarks on record

Fred W. Bliesener, advertising manager of Montgomery Ward & Co., Chicago, recorded a use-radio pitch to his retail-store managers during the opening radio management session of the National Association of Broadcasters in Chicago last week, perhaps something of a first.

The retail executive's message to local Wards stores was made during the annual presentation by Radio Advertising Bureau Monday afternoon. Mr. Bliesener's remarks, to be put on a record, will accompany the special radio manual that was prepared with the help of RAB. It will be sent to each store and is a working textbook to make effective use of radio.

Earlier RAB prepared similar material for use by Sears, Roebuck & Co. A breakthrough in supermarket use of radio may come next with the help of a similar manual.

"We feel A&P may be receptive to a manual," Carl Loucks, RAB vice president for regional sales, reported.

Miles David, RAB president, reported on the progress of the project to develop a combined affidavit and invoice form to cut radio buying paperwork. The preliminary draft form is in station hands now, he said, and reaction generally is favorable. Nearly 600 different forms presently are in use, he noted, contributing to agency feelings that radio can be complicated to buy.

Too much paperwork often is the agency explanation for slow pay, Mr. David observed, though that may not be the whole picture. "But let's close

## Lever may spot Edwards show on barter basis

One of television's stalwarts of yesteryear, *This is Your Life*, is scheduled to return to the air early next year as a weekly half-hour syndicated program under the sponsorship of Lever Bros. in the top 50-75 markets.

Ogilvy & Mather, New York, agency for Lever, last week said the program will be produced by Ralph Edwards Productions at Western Video Industries' Hollywood video-tape center and on location. It will feature Mr. Edwards as host. The show is to be aimed for showing in prime time.

The agency said no decision has been made as to whether *This is Your Life* will be offered to stations on a so-called "barter" basis or for cash. The program is to be a modernized version of the series that ran for nine years on NBC-TV until 1961.

off all excuses," he said, adding that modifications in the proposed new affidavit-invoice form will be made to assure it will match every station computer system variation.

April 13 is kick-off date for RAB's booster campaign for auto sales, a promotion spot package created by Detroit advertising agencies and produced by Hugh Heller, Hollywood.



Messrs. Bliesener and David

## NAB TV code maintains ban on unclad models

The television code review board of the National Association of Broadcasters has again rejected moves to relax the code policy against the use of live models in lingerie commercials. The board acted last week during the NAB convention after hearing results of a survey in which member stations voted 2-to-1 against change.

Agitation for easing the policy was begun last fall by Avco Broadcasting. At its meeting in December (BROADCASTING, Dec. 15) the board requested its Code Authority to make a survey of stations. The results were 226 stations, or 66.2%, favoring continuation of the existing policy and 112, or 32.8%, favoring change. The survey was answered by 341 subscribing stations, 83% of TV Code subscribers. Three subscribers indicated they had no opinion on the issue.

The code review board noted that photos of live models also are prohibited unless they are fully clothed, but it kept the door open by adding:

"The board recognizes the ever changing nature of our society and instructs the Code Authority staff to maintain a continuing review of this



Two new directors of the NAB's television code review board were present to honor retiring director Reeve Owen, WCTV Chattanooga. The directors shown are (l-r) Charles Batson, Cosmos Broadcasting Corp., Columbia, S.C., new di-

rector; Mr. Owen; Chairman Robert W. Ferguson, WTRF-TV Wheeling, W. Va., Morton S. Cohn, WLOS-TV Asheville, N. C.-Greenville, S. C., new director, and Stockton Helffrich, TV Code Authority director.

issue and to bring to the attention of the board any proposals or developments which the staff believes merit review."

## Market test skipped for new cigarette

Vantage, a new low tar and nicotine cigarette from R. J. Reynolds Tobacco Co., will be introduced nationally this summer without benefit of test marketing. Though a spokesman for R. J. Reynolds said that neither packaging nor advertising plans had been drawn up as yet, representatives of Leber Katz Paccione Inc., New York, the Vantage agency, met late last week with the client at R. J. Reynolds Tobacco offices in Winston-Salem, N. C.

The Reynolds spokesman denied that the blitz introduction was designed to beat out the Jan. 2, 1971, deadline on a cigarette advertising cutoff in broadcast. He pointed to two R. J. Reynolds brands currently in test market as evidence that the multi-million dollar advertiser had not changed its new product marketing procedures.

R. J. Reynolds introduced Mr. Menthol in February of this year in a two-market test, spending an estimated \$10,000 in spot TV according to broadcast advertiser reports for that month. BAR data for 1969 also indicates that Reynolds' Embra, a new 100 mm cigarette, was launched at year's end in five markets, with \$100,000 spent in spot TV. The introduction of Mr. Menthol is also being handled by Leber Katz Paccione. The Embra agency is Dancer-Fitzgerald-Sample, New York.

## Phoenix finds a medium

The first television advertising in the history of the 120-year old Phoenix Co.'s, Hartford, Conn., will address its

appeal to a male demographic group concerned with financial planning. Starting with ABC-TV's *Save on Your Taxes with Sylvia Porter* on April 6, Phoenix will outline, in three 60-second commercials, its plan for a reduction in life-insurance rates for non-smokers, its investment services and a description of its corporation. Phoenix has been advertising primarily by coupon for many years; but after appointing Warwick & Legler, New York, as its agency last year, the company decided to experiment with other media.

## Business briefly:

Purchases on NBC Radio include Colgate-Palmolive Co., through Ted Bates & Co., both New York, for Dermassage cream and lotion on *Emphasis, News On The Hour* and *Monitor*; MacCabees Mutual Life Insurance, Southfield, Mich., through Burton, Lachuisa, Sohigian Inc., Detroit, on *Chet Huntley's Perspective On The News*; National Oak Flooring Manufacturers' Association, Memphis, through Greenshaw & Rush Inc., Memphis, on *Monitor*, and Swissair, through Teknamedia, both New York, on *Monitor*.

*NFL Action* starting its second year on CBS-TV May 24, has attracted five sponsors: American Express Co. and Shell Oil through Ogilvy & Mather, Beecham Products Inc. through Kenyon & Eckhardt, Cluett, Peabody & Co. through Young & Rubicam and duPont through N. W. Ayer & Son. The 16-week, Sunday afternoon series of half-hours is produced by NFL Films, with Ed Sabol as executive producer. Until this year, American Express had been the sole sponsor on the network telecasts and in previous syndication.

Department of Tourism, Province of Ontario, is spending an estimated \$700,000 for one-minute announcements on

# Minority Recruitment Specialists



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some 50 TV station in from 15 to 18 U.S. markets to attract visitors to Ontario. Campaign will run 10 weeks, starting April 20. James Lovick Agency, Toronto, was assisted by D'Arcy International, N.Y., in placing campaign.

**Dejur-Amsco Corp.**, Long Island City, N.Y. through Galbraith, Hoffman & Rogers, New York, in launching a major advertising and promotion campaign for Stenorette dictating and transcribing equipment from late April through June has included radio scripts for the use of dealers around the country.

**McDonald Corp.**, through Needham, Harper & Steers, both Chicago, has

purchased sponsorship for its drive-in restaurants on ABC Radio's American Contemporary and Information networks' *Speaking of Sports* and various news programs.

### Rep appointments:

▪ **WFBC-AM-FM-TV** Greenville, S.C., **WMAZ-AM-FM-TV** Macon, Ga., **WBIR-AM-FM-TV** Knoxville, Tenn., and **WWNC-AM** Asheville, N.C.: Katz Radio and Katz Television, both New York.

▪ **KBPI-FM** Denver: Grener, Hiken, Sears Inc., New York.

▪ **KIRO-FM** Seattle: RKO Radio Representatives/FM Inc., New York.

▪ **WAPE(AM)** Jacksonville, Fla.: Robert E. Eastman Co., New York.

### Young executive

**OMPC Productions**, Oakland, Calif., will form special division designed for producing commercials for restaurants, company's 19-year-old president Tim O'Malley announced. Company, engaged in radio-television, movies and record production, has produced and syndicated interview with California Governor Ronald Reagan and projects another with President Nixon and a second with Governor Reagan.

## International

### Carl Ally Inc. expands overseas

Another advertising agency has joined the parade of agencies expanding their international operations. Carl Ally International Inc., has added eight more affiliated agencies—four in Europe, two in South America, one in Australia, and one in Hong Kong.

Henri E. Arn, who joined Carl Ally Inc. in July 1969 from Interpublic's European operation, has been elected the first president and the chief operating officer of Carl Ally International.

The agencies signed as new affiliates are: Propulsa International, S.C., Buenos Aires; Berry Currie Advertising (NSW) Pty. Ltd., Sydney Australia; Julio Ribeiro, Mihanovich Publicidade Ltda., Sao Paulo, Brazil; Jean Leveille & Associates Inc., Montreal; Wunderman International Direct Marketing Ltd., London; Novad (Frits Van Alphen Reclame & Marketing N.V.), Amsterdam, The Netherlands; Cathay Advertising Ltd., Hong Kong; CS Marketing & Werbund GMBH, Munich, West Germany.

In addition to the eight new affiliates and previously established correspondent agencies in Venezuela, Israel and Kenya, Carl Ally International announced that it will sign with agencies in Italy, France, Belgium, Scandinavia and the Caribbean in the near future.

Joseph Foran, senior vice president and director of international operations, said that Carl Ally International was expanding to meet the growing needs of one client, Investment Overseas Services, representing approximately \$3 million in billings to the agency. He added, however, that the broadened international operation would solicit new European business and that it was hoped U.S.-based international clients

of Carl Ally Inc., such as International Business Machines and Hertz Corp., might benefit.

Investment Overseas Services in an international financial planning organization, active in the fields of insurance, banking and mutual funds which do not operate in the U.S.

### Abroad in brief:

**Canada's first UHF** ▪ The Marconi Broadcasting division of GEC-Marconi Electronics has been awarded a \$200,000 contract for what Marconi said is Canada's first high-power UHF transmitter. The 55 kw transmitter is expected to be installed in Toronto later this year. The Canadian Broadcasting Corp. will own and operate the transmitter, and lease it to the Ontario Department of Education to use for the country's first full-time educational channel in the fall.

**RFK special sold overseas** ▪ *The Journey of Robert F. Kennedy*, the documentary on the life of the New York senator produced for the David L. Wolper Co., New York, has been sold to the Swedish

Broadcasting Co. It is the first foreign sale of the program which aired initially on ABC-TV as a movie of the week.

### CBS gets \$30 million for Canadian CATV's

CBS Inc., which has acquired cable systems worth an estimated \$21.5 million during the past year (BROADCASTING, June 2, 1969) is selling its majority interest, reportedly a little over \$30 million, in National Cablevision Ltd. with systems in Toronto, Montreal and Quebec City.

CBS said last week it had reached an agreement in principle with the *Toronto Daily Star*, Bushnell Communications Ltd. and Civitas Corp. for the sale, subject to the approval of the Canadian Radio-Television Commission and the three companies' boards of directors.

A ruling of the Canadian government limiting foreign ownership of Canadian CATV systems to 20% made the sale necessary (BROADCASTING, April 7, 1969).

*More than a decade of Constructive Service  
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*Brokers—Consultants*

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## Sluggish March impede stocks

March proved a month of doldrums for the BROADCASTING index of 98 selected stocks; the index kept pace with a slight general-market slump of 0.3%, according to the Standard and Poor Industrial Average. Over-all the 98 companies monitored dropped by 0.8%.

Programming stocks paced the advance for the second straight month with a

1.5% increase; manufacturing issues gained a miniscule 0.05%. All other categories posted losses. CATV stocks were down 16.4%; service issues, 4.5%. Broadcasting stocks dipped 3.2% and the broadcasting-with-other-major-interests group slipped by 2.5%.

Among the most active issues in March were Scripps-Howard, up 6%; ASI Communications, a 4.5% increase, and Metromedia, up 2.8%. Trans-National Communications, trading last month at about \$3.50 a share, gained

60% over February; Time Inc. rose 4.5%. Disney was up 8.8%; MCA gained 9.8%.

In the service category, Grey Advertising led the gainers with a 10.6% increase; Doyle Dane Bernbach wasn't far behind with 9.6%. Among manufacturing issues, Conrac posted a hefty 18% increase; CCA Electronics was up 14.4%; Ampex rose 3.1%. Other gainers were Magnovox and Westinghouse, both up 1.7%.

Heavy losses were registered by Vis-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 99 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing April 9	Closing April 2	% change Month of March	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	32 $\frac{3}{8}$	33 $\frac{3}{8}$	- 2.9	39 $\frac{1}{4}$	31 $\frac{1}{2}$	7,271	242,623
ASI Communications	O		5 $\frac{1}{8}$	5 $\frac{1}{8}$	+ 4.5	7	5 $\frac{1}{8}$	1,789	10,287
Capital Cities	CCB	N	32 $\frac{1}{2}$	35 $\frac{1}{4}$	- 1.7	36 $\frac{1}{2}$	28 $\frac{1}{4}$	5,804	204,591
CBS	N		43 $\frac{1}{4}$	44 $\frac{1}{4}$	- 1.4	49 $\frac{1}{8}$	43 $\frac{3}{8}$	26,250	1,161,583
Corinthian	CRB	N	28 $\frac{3}{8}$	29 $\frac{3}{8}$	- 7.7	33 $\frac{3}{8}$	28 $\frac{1}{4}$	3,384	101,080
Cox	COX	N	18 $\frac{5}{8}$	20 $\frac{1}{2}$	-13.2	24 $\frac{3}{8}$	18	5,789	118,675
Gross Telecasting	GGG	A	15	15 $\frac{1}{2}$	- 7.6	17 $\frac{3}{4}$	15	805	12,172
Metromedia	MET	N	20	20 $\frac{3}{4}$	+ 1.8	22 $\frac{1}{2}$	15 $\frac{1}{2}$	5,603	116,262
Pacific & Southern	O		14	14 $\frac{1}{2}$	-23.7	23	14	1,627	23,592
Reeves Telecom	RBT	A	6 $\frac{3}{8}$	6 $\frac{1}{8}$	- 8.7	15 $\frac{3}{8}$	5	2,163	14,060
Scripps-Howard	O		22 $\frac{1}{2}$	22 $\frac{1}{2}$	+ 6	24	20 $\frac{1}{2}$	2,589	57,605
Sonderling	SDB	A	23 $\frac{3}{8}$	25 $\frac{3}{8}$	-10.1	34 $\frac{3}{8}$	23 $\frac{3}{8}$	985	25,236
Starr Broadcasting	O		13	12 $\frac{1}{4}$	-12.5	18	12 $\frac{1}{4}$	338	4,141
Taft	TFB	N	20 $\frac{1}{2}$	22 $\frac{1}{2}$	-18.8	29 $\frac{3}{4}$	20 $\frac{1}{2}$	3,585	79,300
							<b>Total</b>	<b>67,982</b>	<b>\$ 2,171,217</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	21 $\frac{3}{8}$	22 $\frac{3}{8}$	- 9	25 $\frac{1}{4}$	21 $\frac{1}{8}$	11,469	260,920
Bartell Media	BMC	A	10 $\frac{3}{8}$	11 $\frac{1}{2}$	-10.6	14	10 $\frac{3}{8}$	2,292	26,358
Boston Herald-Traveler	O		33	35	-12.5	43	29	574	20,090
Chris-Craft	CCN	N	8 $\frac{3}{8}$	8 $\frac{3}{8}$	- 4.1	11 $\frac{1}{2}$	8 $\frac{1}{4}$	3,500	30,625
Combined Communications	O		11 $\frac{1}{4}$	11 $\frac{3}{4}$	-16.1	16 $\frac{3}{8}$	11	1,798	21,127
Cowles Communications	CWL	N	7 $\frac{3}{8}$	8 $\frac{1}{8}$	- 8.5	10 $\frac{1}{4}$	7 $\frac{1}{4}$	3,969	32,228
Fuqua	FQA	N	16 $\frac{3}{8}$	17	- 8.2	31 $\frac{3}{8}$	16 $\frac{1}{4}$	5,541	94,197
Gannett	GCI	N	24 $\frac{1}{2}$	25 $\frac{1}{2}$	-10.5	29 $\frac{3}{8}$	25 $\frac{3}{8}$	7,117	181,484
General Tire	GY	N	18 $\frac{1}{2}$	19 $\frac{1}{2}$	- 1.3	20 $\frac{1}{2}$	17 $\frac{3}{8}$	18,122	353,379
Gray Communications	O		5 $\frac{1}{4}$	5 $\frac{1}{2}$	-17	7 $\frac{3}{8}$	5 $\frac{1}{4}$	475	2,613
Lamb Communications	O		3 $\frac{3}{8}$	4 $\frac{1}{8}$	+12	6	3 $\frac{3}{8}$	2,650	11,925
Lee Enterprises	A		19	19 $\frac{3}{4}$	- 6	20 $\frac{3}{4}$	19 $\frac{3}{8}$	1,957	38,651
Liberty Corp.	LC	N	20 $\frac{3}{8}$	20 $\frac{3}{8}$	+ 0.8	21 $\frac{3}{8}$	16 $\frac{1}{4}$	6,743	139,041
LIN	O		9 $\frac{1}{4}$	8 $\frac{3}{8}$	-13.4	11	7 $\frac{3}{8}$	2,174	17,653
Meredith Corp.	MDP	N	31 $\frac{3}{8}$	30 $\frac{3}{8}$	- 3.9	44 $\frac{3}{8}$	28 $\frac{3}{8}$	2,779	85,454
Outlet Co.	OTU	N	16 $\frac{3}{8}$	16 $\frac{3}{8}$	+ 4.6	17 $\frac{3}{8}$	15 $\frac{3}{8}$	1,336	22,378
Plough Inc.	PLO	N	77 $\frac{1}{2}$	78 $\frac{3}{4}$	- 3.1	85	74 $\frac{3}{8}$	6,788	534,555
Post Corp.	O		14	14	- 3.5	17 $\frac{1}{2}$	13	713	9,982
Rollins	ROL	N	30	32 $\frac{1}{2}$	+ 6.5	40 $\frac{3}{8}$	28 $\frac{3}{8}$	8,029	260,943
Rust Craft	RUS	A	25 $\frac{3}{8}$	25 $\frac{1}{2}$	- 2.9	32 $\frac{1}{4}$	25 $\frac{1}{2}$	1,168	29,784
Storer	SBK	N	23 $\frac{3}{8}$	24 $\frac{3}{8}$	-10	30 $\frac{3}{4}$	19	4,221	103,921
Time Inc.	TL	N	35 $\frac{3}{8}$	37 $\frac{1}{2}$	+ 4.5	43 $\frac{3}{8}$	27 $\frac{1}{2}$	7,241	271,538
Trans-National Comm.	O		3 $\frac{3}{8}$	3 $\frac{3}{8}$	+60	4 $\frac{3}{8}$	1 $\frac{1}{8}$	1,000	3,370
Wometco	WOM	N	19 $\frac{1}{4}$	18 $\frac{3}{4}$	- 3.3	20 $\frac{1}{4}$	17 $\frac{1}{4}$	5,812	106,708
							<b>Total</b>	<b>107,459</b>	<b>\$ 2,658,924</b>
<b>CATV</b>									
Ameco	ACO	A	8 $\frac{1}{8}$	8 $\frac{3}{8}$	-15.7	16	8 $\frac{3}{8}$	1,200	10,500
American TV & Comm.	O		17 $\frac{1}{2}$	18 $\frac{1}{4}$	-15.1	22 $\frac{1}{4}$	17 $\frac{1}{2}$	1,775	50,144
Cablecom-General	CCG	A	10	11	-12	23 $\frac{3}{8}$	10	1,605	17,655
Cable Information Systems	O		2	2 $\frac{1}{8}$	- 5.8	2 $\frac{1}{4}$	2	955	2,025
Citizens Finance Corp.	CPN	A	13 $\frac{3}{8}$	14 $\frac{3}{4}$	+ 1.7	17 $\frac{1}{2}$	12 $\frac{1}{2}$	1,094	16,137
Columbia Cable	O		13	14	- 4.3	15 $\frac{1}{2}$	12 $\frac{1}{4}$	900	12,600
Communications Properties	O		8 $\frac{3}{8}$	8 $\frac{1}{4}$	+ 6.4	17 $\frac{1}{2}$	7	644	5,313
Cox Cable Communications	O		16 $\frac{3}{8}$	18	-18.2	24	16 $\frac{3}{8}$	3,550	63,900
Cypress Communications	O		13	13 $\frac{3}{8}$	-30.6	17 $\frac{3}{8}$	13	854	11,529
Entron	O		5	5 $\frac{1}{4}$	-19.3	8 $\frac{1}{8}$	5	1,320	6,930
General Instrument Corp.	GRL	N	17 $\frac{1}{4}$	20	- 8.1	30 $\frac{3}{8}$	17 $\frac{3}{8}$	6,111	122,220
H & B American	HBA	A	20	21 $\frac{3}{8}$	- 7.9	30 $\frac{3}{8}$	18 $\frac{3}{8}$	4,973	108,760
Sterling Communications	O		4 $\frac{3}{8}$	4 $\frac{3}{8}$	-26.9	7 $\frac{1}{4}$	4 $\frac{3}{8}$	500	2,375
Tele-Communications	O		12 $\frac{3}{8}$	13	-13.4	20 $\frac{3}{8}$	12 $\frac{3}{8}$	2,704	35,152
Teleprompter	TP	A	84 $\frac{1}{2}$	92 $\frac{1}{4}$	-12	133 $\frac{1}{2}$	73	1,007	92,896
Television Communications	O		11	11 $\frac{1}{2}$	-22	18 $\frac{3}{4}$	11	2,816	32,384
Vikoa	VIK	A	10 $\frac{3}{8}$	12	-18.7	27 $\frac{1}{2}$	10 $\frac{3}{8}$	2,232	26,784
							<b>Total</b>	<b>34,240</b>	<b>\$ 617,304</b>



ual Electronics, down 58.2% and attributable, according to the company, to a technical breach of a covenant in its 5¼% debenture offering (see page 81) and nine-month losses of \$865,000 (BROADCASTING, March 2). Telemation dropped by 66%; Admiral slumped by 14.5%; RCA was off 6.1%.

In the broadcasting group, Cox slipped by 13.2%, Taft Broadcasting by 18.8%. Other issues registering declines were Storer, down 10%; LIN, 13.4%; Cox Cable Communications, 18.2%; Teleprompter, 12%, and Vikoa, 18.7%.

A new addition to the stock index, bringing it to a total 99 companies, is Collins Radio Co., Dallas-based equipment manufacturer, which is traded on the New York Stock Exchange.

## Visual to ask waivers

Visual Electronics Corp., New York, has acknowledged that it has borrowed more money than was allowed under rules set forth in a 1967 debenture sale.

Visual's announcement on April 3 that it was in technical breach of a covenant contained in the debenture offer led the American Stock Exchange to hold up trading in the company's stock. The trading was resumed in the early afternoon of April 3 and the issue closed at \$4.25, off 25 cents.

James E. Tharpe, president of Visual, said the company intends to ask its debenture holders "for a waiver of this technical breach of the indenture" in the near future. He added that Visual

"intends to continue to meet all of its debt obligations, including interest payment on its debentures."

The company revealed also that a suit asking damages of \$3.1 million had been filed against it in the U.S. District Court of Massachusetts by George D. Mason, who recently resigned as president of Educational Electronics, Watertown, Mass., a subsidiary of Visual. Mr. Mason, who sold Educational to Visual in 1968, charged that Visual had deceived him into accepting certain financial terms by overstating the value of another company Visual had bought. A Visual spokesman said the company has complied with agreements it has made with Mr. Mason and it plans to file counter-claims.

	Stock symbol	Ex-change	Closing April 9	Closing April 2	% change Month of March	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	23½	23½	- 2.1	31½	21½	5,942	141,836
Disney	DIS	N	139½	150½	+ 8.8	158	125½	5,133	771,849
Filmways	FWY	A	11½	12¼	- 9.3	18½	11½	1,700	20,825
Four Star International		O	2½	2½	- 8.4	4	2½	666	1,832
Gulf and Western	GW	N	15½	16½	- 8.8	20½	16½	16,310	273,193
Kinney National	KNS	N	19½	34½	+ 3	34½	27	7,738	265,027
MCA	MCA	N	23½	23½	+ 9.8	25½	19½	8,297	195,975
MGM	MGM	N	25½	26	- 3.8	28½	20½	5,843	151,918
Music Makers Group		O	6	6	-	9	6	589	3,534
National General	NGC	N	17½	17½	+ 2.1	20½	13	4,515	80,141
Transamerica	TA	N	20½	22½	-	26½	19½	61,869	1,329,053
Trans-Lux	TLX	A	16	17½	- 2.1	23½	15½	1,020	17,717
20th Century-Fox	TF	N	16½	17½	+ 2.9	20½	15	8,169	145,980
Walter Reade Organization		O	6½	7¼	- 1.7	13½	6½	2,342	16,980
Wrather Corp.	WCO	A	8	8¼	- 7	10½	7½	2,161	17,828
							<b>Total</b>	<b>132,294</b>	<b>\$ 3,496,688</b>
<b>Service</b>									
John Blair	BJ	N	18½	20½	- 7.3	23½	19½	3,006	61,984
Comsat	CQ	N	33½	36½	- 7.5	57½	34	10,000	367,500
Creative Management		O	12	12½	-	14½	9½	918	11,475
Doyle Dane Bernbach		O	23½	24½	+ 9.6	24½	19½	1,924	47,138
Foote, Cone & Belding	FCB	N	10½	10½	-	12½	10½	2,156	22,358
Grey Advertising		O	11	13	+10.6	13½	11	1,140	14,820
Movielab	MOV	A	5½	5½	-10.5	7½	5	1,407	7,556
MPO Videotronics	MPO	A	8½	8½	-13.3	9½	8½	548	4,742
Nielsen		O	40	39½	- 3.1	42	36½	5,299	209,310
Ogilvy & Mather		O	22½	22½	+ 4.6	22½	18½	1,090	24,798
PKL Co.	PKL	A	6½	7¼	-18.3	12½	7½	739	5,358
J. Walter Thompson	JWT	N	32½	31½	+ 2.8	36	28½	2,778	86,813
Wells, Rich, Greene		O	10	11½	-13.1	13½	7½	1,601	18,603
							<b>Total</b>	<b>32,606</b>	<b>\$ 882,455</b>
<b>Manufacturing</b>									
Admiral	ADL	N	10	11½	-14.5	14½	10½	5,150	57,268
Ampex	APX	N	32	37½	+ 3.1	48½	32½	10,825	404,530
CCA Electronics		O	5	5	+14.4	5	4½	800	4,000
Collins Radio*		N	25½	*	*	37½	20½	*	*
Conrac	CAX	N	21	24½	+18	32½	20½	1,249	30,600
General Electric	GE	N	75½	74½	- 0.4	77½	67½	91,025	6,781,363
Harris-Intertype	HI	N	64½	67	- 2.2	75	61½	6,351	425,517
Magnavox	MAG	N	35½	36½	+ 1.7	38½	29½	16,485	603,681
3M	MMM	N	103½	106½	- 0.4	114½	99½	56,093	5,980,636
Motorola	MOT	N	106¼	118½	- 2	141½	106½	6,649	787,907
RCA	RCA	N	29½	30½	- 6.1	34½	29½	62,773	1,930,270
Reeves Industries	RSC	A	3½	4	-	5½	3½	3,443	13,772
Telemation		O	14½	14½	-66	24	14½	1,080	15,660
Visual Electronics	VIS	A	4½	4½	-58.2	10½	3½	1,357	5,930
Westinghouse	WX	N	66	66½	+ 1.7	68	53½	39,521	2,628,147
Zenith Radio	ZE	N	33½	34½	- 3.5	37½	29½	19,020	663,287
							<b>Total</b>	<b>321,821</b>	<b>\$20,332,568</b>
							<b>Grand total</b>	<b>696,402</b>	<b>\$30,159,156</b>
<b>Standard &amp; Poor Industrial Average</b>			88.53	89.97	.03				

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

Shares outstanding and capitalization as of April 2.  
\* New addition to index.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

## Automation keynote of NAB exhibits

**New color cameras, video-tape recorders bring record crowds, on-floor sales**

Television broadcasters are marching on the road to automation. The signposts were all over the five exhibit halls at the Conrad Hilton hotel last week in Chicago during the annual convention of the National Association of Broadcasters.

The move toward no-hands TV station operation was implicit in the showing of two video-tape cartridge machines, one a production model by RCA that is promised for delivery late this year, and the other, a "feasibility" model shown for the first time by the Ampex Corp. RCA, which exhibited a prototype last year at the Washington NAB meeting, displayed its TCR-100 cartridge-tape recorder that sells for \$89,500. Ampex showed its ACR-25 cassette tape recorder that is priced at \$168,000, but this includes both the slave unit and the playback unit.

Even farther in the direction of TV station automation were the distribution switchers that had been designed specifically to interface with computers. General Electric, in fact, displayed a fully-computerized TV system, its BAC package that starts at \$150,000.

Perhaps the greatest interest at the exhibits, however, was shown in the performances of working color-TV cameras, all featuring simpler handling, lighter weight, greater sensitivity at low light levels, some down to 12.5 foot candles, greater stability and lower noise levels. Color-TV cameras are becoming more and more like black-and-white cameras, a number of observers noted, simpler to operate, less bulky and easier to maintain.

New in the color-TV camera field, and shown for the first time, was the Fernseh camera, priced at \$56,650 FOB Chicago. The camera is made by the Robert Bosch Co., a West German firm.

Equipment manufacturers who displayed their wares at the NAB convention were prepared beforehand for diminished traffic because of travel problems, but by the end of the first official day, their spirits had risen.

Because of general economic conditions they anticipated visitors to be economy-minded and in this they were

not disappointed; broadcasters generally toured the exhibition halls with unopened checkbooks. Manufacturers conceded at the close of the convention that broadcasters seemed to be deferring major, big-ticket item purchases—not only because of general economic conditions but also because of the uncertainties of ownership following the FCC's order last month on one-to-a-customer and prospective newspaper ownership divestiture (BROADCASTING, March 30).

Nevertheless, exhibit booths were thronged and some exhibitors said they found the quality of those shopping higher than at previous conventions. Harry Smith, GE Visual Products marketing manager, for example, said he was impressed not only with the numbers attending the GE showings, but the "kind" of people who were examining the equipment. These, he commented, seemed to be operating production personnel, significantly interested in studio equipment and other "creative" devices, such as the TS-400 program switcher, priced from \$20,600 to \$75,000.

A. L. Hammerschmidt, RCA broadcast systems manager, said he had a "clear" impression that broadcasters are planning on improving and expanding their facilities. He termed this an "encouraging" sign in view of the current state of the economy, and declared that RCA continued to look for a good year in sales.

In addition to its video cartridge-tape recorder, RCA also featured its new TV tape recorder, the TR-70C, using integrated circuits, that sells for \$93,500, and the new 35-kw VHF TV transmitter, the TT-35FH, priced at \$287,500.

Ampex's Lawrence Weiland said he was "more than satisfied" with the traffic at the Ampex exhibit space, and with sales. He estimated that Ampex had sold more than \$8 million in confirmed orders or promises—a sales record for his firm at an NAB convention. He noted that Ampex had sold \$7 million at the 1967 NAB convention, up to that year the best business it had done at any convention.

"Our exhibit area," Mr. Weiland

said, "was as dense with broadcasters as I have ever seen."

Ampex featured its third-generation video-tape recorder, the AVR-1 that sells for from \$110,000 to \$145,000.

E. O. Edwards, sales manager for Gates Radio, said Sunday started out slowly, but by the end of the day was at "normal" levels. Nevertheless, Mr. Edwards said, things this year seemed slower than in previous years. But, he added, customers seemed to be "pretty serious" about their interrogations.

Gates showed its new BT-55U, a 55-kw transmitter for UHF television stations that uses intermediate frequency-modulation circuitry. Although no price has been established for the transmitter, Mr. Edwards said it would be in the area of \$280,000.

F. B. Bundersmann, marketing sales manager for Philips, called the daily traffic at the Norelco area "overwhelming." He said he thought it was even better than the throngs that crowded the Philips exhibit three years ago, when the new Plumbicon tubes were first introduced.

Philips featured its new PC-70S-2 studio-type, low-light-level picture enhancer, that is priced at \$72,000 complete, and its new PTU-55A UHF transmitter, priced at \$314,000.

James B. Tharpe, president of Visual Electronics, noted that although he sensed that attendance seemed to be a bit down [official NAB figures showed registrants at 5,498, 111 more than last year], broadcasters who toured the Visual area seemed to be serious in their looking. He acknowledged that there did not seem to be any "boom" in big-ticket items, but, he said, good sales took place in equipment in the \$1,000-to-\$25,000 range. Visual reported that it had sold all the equipment it showed on the floor, including 12 of its CATV packages priced at \$16,590 each.

Among the highlights of the Visual display was its new Data-Vision V-1000 titling system (made by CBS Laboratories), priced at \$18,000 to \$24,000, and its 24-10 vertical interval video switching system.

Russell Ide of Sarkes Tarzian, said traffic at the Tarzian area had been

"outstanding." He noted particularly the increased interest in production switching equipment, echoing Mr. Smith's observation that there seemed to be more production personnel around than in previous years. Mr. Ide said he had sold several switchers in the \$30,000 to \$50,000 class.

In this area, Tarzian featured its Rotek special-effects generator said to have an unlimited number of effects. It is priced at \$3,300.

Harold C. Blakeslee, national sales manager of International Video Corp., said he was "delighted" at the traffic at the IVC exhibit. Although he declined to specify the sales dollar volume made at the convention [as did most of the manufacturers], Mr. Blakeslee said IVC's total sales exceeded the company's target for this convention and the sales total at last year's convention in Washington.

IVC featured its \$12,000 to \$18,000 broadcast color video-tape recorder, the IVC-900 that uses one-inch helical-scan tape.

Frank Marx, president of Abto Inc., the firm that is marketing the black-and-white-film-to-color process, said traffic through the Abto exhibit was "the greatest." Although declining to identify customers, Mr. Marx said three major groups had signed contracts, with at least a half-dozen others indicating serious interest.

The Abto process permits a station to shoot in black-and-white 16mm film which appears in color when projected through a modified projector.

Customers of Abto will share the savings between the cost of using black-and-white film and color, Mr. Marx said. The contracts will be based on the amount of footage used by a station

per year.

Perhaps the most exuberant reaction to the four-day NAB convention came from Jack Taylor of Television Equipment Associates, whose principal feature was a 12-inch color monitor, made by World Video Inc., and selling for \$950. Sales, Mr. Taylor said, "have been beyond our wildest expectations."

## Big production items of interest at NAB

Featured for the first time at National Association of Broadcasters' convention was heavy-duty production gear, designed not for broadcasters but for TV production houses, networks and group owners.

Three items caught the attention of production operators: Ampex's high-speed color TV tape duplicator, 3M's Chromabeam system for making 16mm color prints from color TV tape, and Unilux's System 700 stroboscopic analyzer.

The Ampex ADR-150 duplicates video-tape on a reel-to-reel basis at one-tenth the time ordinarily taken to make copies. The system, priced at \$90,000, is promised for delivery early next year.

The Chromabeam system is a product of 3M's Minicom Division. Priced at \$99,887, it converts color video tape to high-quality 16mm color film. 3M also has announced it is working on a tape duplicating process (BROADCASTING, March 30).

The Unilux stroboscopic system is used in capturing on film or video tape the nuances too rapid to be captured normally, as in commercials where liquid is poured, or in programs depicting a dance or dancers. The system, containing the flash head, console,

pedestal and cable, is priced at \$6,900. Unilux Inc. is in Woodside, N.Y.

## Computer system shown for broadcast stations

Data Communications Corp., Memphis, unveiled its Broadcast Industry Automation System (BIAS) at the National Association of Broadcasters' convention in Chicago last week.

The service is an on-line computerized information system using a typewriter-like device—the TC500—at a radio or TV station linked by telephone lines to DCC's high-speed digital computer in Memphis. All information stored in the central computer can be fed back through the TC500 when desired.

Cost of the service to the station would range between \$2,500 and \$4,000 a month, a DCC spokesman said.

At present, DCC is able to computerize station traffic functions through BIAS and by June the system will be able to perform accounting functions. Optional functions including payroll, accounts payable, demographic analyses and comparison of station performance vs. FCC commitments will be added to the BIAS system this spring and summer.

## And some stayed after

More than 100 station engineers remained in Chicago Thursday to attend the all-day technical seminar sponsored annually by Visual Electronics Corp. at the conclusion of the National Association of Broadcasters' convention in Chicago. Engineering topics were covered, including satellites and cable TV. Host was James Tharpe, president.

*Not the least reason for the numbers who viewed equipment exhibits during the four-day NAB convention—satisfyingly large to exhibitors who feared smaller numbers because of air travel problems—was a larger-than-usual contingent of foreign broadcasters. A significant contributor to this state was the Memorex Corp., Santa Clara, Calif. (magnetic tape and related products), which brought in 120 video engineers from 18 European and Middle Eastern countries, shown here on their arrival at O'Hare International Airport in Chicago on April 5. The largest group came from West Germany and the United Kingdom, with over 20 each; France and the Scandinavian countries sent seven each, and there were also representatives from Yugoslavia and Poland. Memorex also brought in a group of South American video engineers.*



# Broadcasting's place in space

## 'Satellite revolution' seen as 'salvation' to high costs of TV networking, education

A panel of space-communications experts last week heard one of their foremost prophets predict that "most if not all broadcasting will be from space" eventually, then knuckled down to the nitty-gritty of space broadcasting in the nearer future.

The panel, appearing at the Monday afternoon (April 6) TV conference of the National Association of Broadcasters' convention in Chicago, concentrated largely on satellite technology and policy questions without ranging far from positions they and other space authorities had already taken on most of the issues.

Dr. Joseph Charyk, president of the Communications Satellite Corp., renewed earlier predictions that a U.S. domestic-satellite system offering 24 TV channels and costing about \$30 million a year to operate may be aloft and functioning in about three years—if all the political and other nontechnical problems are resolved.

Dr. Charyk, who noted that the panel was being held on the fifth anniversary of the launching of the Early Bird satellite, devoted much of his talk to tracing the increasing capacity and sophistication of satellites. He envisioned 25,000 to 50,000 circuits per satellite, or even 100,000 to 1 million per satellite, as technically possible in the future.

Allen R. Cooper, NBC vice president for planning, reviewed AT&T's rising charges for TV networking, which he said had led NBC to regard satellites as a source of "salvation." This year, he said, NBC will pay AT&T more than \$23 million, an increase of \$7 million over last year.

He also noted that the three TV networks have underwritten a feasibility study seeking an alternative program-distribution system for themselves and the Corp. for Public Broadcasting, with the operation of their own satellite system as one possibility (BROADCASTING, Feb. 2).

Mr. Cooper also showed disappointment that the FCC, instead of giving a clear go-ahead, asked for further comments along with applications for satellite operation (BROADCASTING, March 30). "We are serious about the need for alternatives to the AT&T," Mr. Cooper declared.

Dr. Edward C. Welsh, former executive secretary of the National Aeronautics and Space Council, was even more critical. He said he not only was disappointed but also felt current satellite

policies were "going backwards."

"I have a higher regard for some of the FCC personnel than for the performance of that agency," he said.

He called for more orderly use of spectrum space and stressed Comsat's availability for domestic-satellite operation, but said the greatest need is for an international satellite-communications system, especially to serve underdeveloped nations. But, he added, "the domestic need is there, too."

Dr. Coleman Raphael, vice president of Fairchild Hiller Corp. and general manager of its space and electronics systems division, said "huge" satellites with power enough for a direct reception on conventional home TV sets could be put up, but he saw "no sense" in having anything so complex for U.S. service. A more likely domestic possibility, he suggested, would be smaller and less powerful satellites that could transmit direct either to home sets, modified for direct reception at a cost of perhaps \$100 or \$200, or to regional ground stations for distribution to home sets.

Keynote speaker for the space conference was Arthur C. Clarke, science-

fiction writer and space expert, who said that eventually most or all broadcasting will be from space, perhaps with terrestrial distribution by cable in urban areas but with direct reception from satellites in areas outside the cities.

He envisioned far-reaching effects of "the forthcoming satellite revolution" on business, language, cities, nations and international relations.

As "a modest proposal" he suggested that the U.S., for example, offer the entire planet a satellite TV network for education. The hardware, he said, would cost \$1 per pupil a year, and the end result could be to bring "the whole planet out of ignorance."

Describing TV as "the most revolutionary influence," Mr. Clark told the broadcasters that young militants making bombs "are not the revolutionaries—you are."

James Ebel, vice president and general manager of KOLN-TV Lincoln, Neb., and chairman of the satellite committee of CBS-TV affiliates, was moderator, sitting in for Jules Bergman, science editor of ABC News, who could not attend.

## Regionals attack proposal on AM power

An FCC proposal to allow certain AM stations to considerably boost their power will be opposed by the Association on Broadcasting Standards' Inc., the regional full-time AM station group decided at its annual meeting in Chicago last week. The protest in FCC Docket 18651 will be filed April 17.

The commission's proposal would authorize power increases up to 250 kw in the case of Class I stations.

Jay W. Wright, KING(AM) Seattle, chairman of the ABS Technical Committee, said the proposed boosts would not be available generally for most classes of stations and would benefit only the advocates of super-power for Class I-A stations. He claimed there would not be sufficient benefit to the public.

ABS members also voted to support the FCC in directional-antenna proposals in Docket 16222. In comments to be filed April 9, ABS will urge the commission to adopt standards to govern the design of AM DA's and to

make adequate provision to permit necessary modifications in existing directional stations as may be required to meet changing service needs of the public.

In addition to electing new directors, the ABS members also voted to modify the organization's name to Association for Broadcast Engineering Standards.

New officers and directors: George Comte, WTMJ Milwaukee, president; Ralph Jackson, WAVE Louisville, Ky., vice president; Frederick S. Houwink, WMAL Washington, D. C., treasurer; Jay W. Wright, KING Seattle; Leslie G. Arries Jr., WBEN Buffalo; E. K. Hartenbower, KCMO Kansas City; Oscar Hirsch, KFVS Cape Girardeau, Mo.; William Koster, WEAN Providence, R. I.; Herbert Krueger, WTAG Worcester, Mass.; Clifford Stevens, KTAR Phoenix.

Also: Clair McCollough, Steinman Stations; John E. McCoy, Storer Broadcasting; Hamilton Shea, WSVB Harrisonburg, Va.; James M. Ward, WLAC Nashville; Harold M. Wheelahan, WDSU New Orleans. George S. Dietrich continues as executive director and secretary.

# Macy formula for satellite success

## Conference in Los Angeles is also given report on satellites in Canada and India

Scientists and engineers from 10 countries, gathered in Los Angeles last week, heard John W. Macy Jr., president of the Corp. for Public Broadcasting, praise the many technical advances that have enabled broadcasters to reach all corners of the world.

The Third Communications Satellite Conference also got some specifics on this in the form of reports on latest developments in satellite communications bringing TV to new areas.

In his speech, Mr. Macy said that technological achievements, no matter how great, are worthless unless they contribute to a better world for people everywhere. Mr. Macy said that science and the arts should engage in a "constant process of cross-fertilization; the scientist and artist should stand on the same ground or we are apt to find that ground crumbling beneath us."

Describing one of the common grounds as broadcasting, the CPB president said that the history of the industry has proven to be one of a marriage between scientist and nonscientist. "That partnership continues today," Mr. Macy added, "and right here and now. You the scientist have provided the medium and broadcaster the message, and with each refinement of the delivery system of the medium—such as by satellite—you challenge the broadcaster to refine and improve the message as well."

Paul M. M. Norman of Telesat Canada, Ottawa, described the service requirements and initial design of the system that would be in operation by the end of 1972. The three distinct service requirements outlined by Mr. Norman are to provide communications service to remote Arctic regions of Canada, bring television service in both French and English to sparsely populated regions of the country's northern sector, and arrange for a diversity route for heavy-route television (program transmission, reception and telecasting) and message traffic. The initial plan approved by the Canadian government was based on a system of two six-TV-channel satellites, one in orbit and one in reserve on the ground, and a long-term arrangement for construction of ground stations to meet demands as they occur. Expected costs of the program, according to John H. Chapman, assistant deputy minister for research, department of communications, were listed as \$65 million.

The six channels are expected to be assigned to English-language TV, Atlantic time zone; French-language TV, Atlantic time zone; English-language

TV, Pacific time zone; message traffic, Toronto to Vancouver, B. C.; message traffic, Arctic; and, the sixth channel for research by Bell Canada.

In his address, Mr. Macy referred to the necessity of educating the people through the use of television. A program of mass education of an entire nation is being conducted in India, using a combination of ground, airborne and space segments. Although that program is similar to one being conducted in the U.S., he said, the main difference is that in India, airborne planes will serve as transmitting sites for programs that originate on the ground. In America, taped programs originate on board the aircraft, Mr. Macy said. Satellite use will provide, in addition to the television signals which will be rebroadcast in the UHF band, a total of 3,600 one-way voice channels or a corresponding

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## Mexican ratification awaited by DBA

Daytime Broadcasters Association officials last Sunday (April 5) at the Conrad Hilton hotel in Chicago combined a review of matters affecting their operations with an appeal for added membership.

Included in the program were reports on the status of the Mexican agreement—which would permit 280 U.S. stations on Mexican clear-channel frequencies to sign on at 6 a.m. or sunrise, whichever is earlier.

Noting that the United States had approved the Mexican agreement, Ray Livesay, DBA board chairman, predicted accord by the Mexican senate in September.

Ben Cottone, DBA counsel, added another forecast. "If approval for broadcasts before 6 a.m. is given for Mexican channels," he said, "there's no reason we can't operate in daytime on clear channels in the U.S." He referred specifically to a pending case, involving KIKK(AM) Pasadena, Tex., a daytimer which has petitioned the FCC for permission to operate from 6 a.m. to 6 p.m.

Mr. Livesay, owner-operator of WLBH-AM-FM, Mattoon, and WHOW(AM) Clinton, all Illinois, urged all daytime broadcasters to help financially in preparation of petitions for rulemaking. He noted that of the 2,200 daytime stations (one-half of all AM's), only about 100 belong to the DBA.

number of data and facsimile channels. When TV distribution is being conducted, the number is reduced to 3,120. The Canadian system, expected to be operational by 1972, will provide at least two UHF channels in over 90% of country. Approximately 80% would receive programs suited to their regional needs and in their regional language. Total start-up costs — including 15 ground stations and related equipment, 35 aircraft with transmitters, the satellite including cost and orbital placement, and the purchase of 1.14-million UHF receivers, antennas and the installation—are estimated to be \$445.5 million. Maintenance costs for succeeding years is reported as \$155 million.

Another aspect of the use of satellites in the education process was presented by P. A. Bergin, systems engineering specialist, Convair division of General Dynamics. Of primary concern was the cost of a system that would combine instructional TV broadcasts during normal school hours with ETV broadcasts during early morning and evening hours. Mr. Bergin concludes that such a system is technically possible with costs directly related to the number TV channels required and the type of system settled upon—direct, where the satellite signal is received at the viewer's facility, and redistribution, requiring a fairly complex receiving station to distribute the signal to the users—as well as the number of receivers in use. He notes that the demand for an ETV/instructional TV system in light of increasing student population and operating costs coupled with marginal facilities and decreasing availability of funds makes a satellite system an effective means of bringing education to students at all levels.

## Color-set market forces plant shutdown

Softness in the color-TV set market prompted Motorola Inc., Chicago, to drop its color-picture-tube manufacturing plant last week. The equipment was sold to the international tube-making subsidiary of General Telephone & Electronics Corp. whose domestic subsidiary, Sylvania Electric Products Co., sells color tubes to Motorola.

Motorola had started making some of its own color picture tubes in 1966. The unit became unprofitable early this year. Motorola also has temporarily closed four consumer-products division plants in the Chicago area until April 30 to balance inventories.

Two other major Chicago TV-set makers, Zenith Radio Corp. and Admiral Co., continue to make their own color picture tubes. An independent color tube maker, National Video Corp., of Chicago, recently closed.

## A tube any light can take a shine to

A television camera tube capable of operating in direct sunlight or in almost total darkness has been developed by RCA. The silicon intensifier tube (SIT) is applicable in industrial and governmental markets now, RCA said, and should be ready for commercial color-TV use in about three years.

The tube uses an electronic light amplifier and a silicon target integrated circuit to produce bright pictures in dimly-lighted areas. In a commercial broadcasting situation, the tube could save electricity, lighting and air-conditioning costs in a studio and provide improved telecasts of poorly-lighted outdoor events, RCA said.

The cost of the tube is presently \$15,000, but the price will drop to about \$5,000 when produced in quantity, RCA noted.

### Technical topics:

**Automatic logger** = Marti Electronics Inc., Cleburne, Tex., announces a new solid-state remote control and automatic digital transmitter logging system, the ACL-100, that is compatible with radio

or wire studio-transmitter links. Standard system, which includes clock, alarm and mode monitors, handles up to 24 remote telemetry channels and up to six local channels, expandable to any combination up to 100 channels.

**'Hands-off' cameras** = A new series of closed-circuit TV cameras (TE-33, A, B, C, D, E) featuring automatic "hands-off" operation with completely solid-state circuits and offering high performance and broad operating flexibility for single or multiple camera security and surveillance applications has been introduced by General Electric.

## TV-radiation ruling clarified by FCC

All television receivers manufactured after July 31, 1970 must comply with new radiation rules adopted last Jan. 28, the FCC has ruled.

While it feels the requirements should apply as soon as possible, the commission said, it "did not contemplate the immediate cessation of manufacture of receiver models which were already in production. . . ."

The consumer-products division of

the Electronic Industries Association had requested an interpretive ruling of the order, pointing out that immediate compliance in the middle of the model year could cause serious disruption and hardship within the industry.

## More FM's in '69

FM's share of the total radio-set market continued to grow in 1969, reaching over 50% for the first time in two categories, Consumer Products Division of the Electronic Industries Association has reported.

In the home field, radio receivers with FM were 55.3% of total, a record high. In portables, sets with FM were 53.8% of the total, also an all-time high. In auto radio, FM maintained steady gains, reaching 14% last year.

Over-all, FM penetration of total U.S. radio sales, which includes imports, reached a record 46.1%.

According to the EIA report, last year's home radios with FM totaled 20.9 million, broken down by table sets, 2,280,000 (48.3%; clock, 4,121,000 (52.8%)), and portable, 14,504,000 (53.8%). All TV-photo and radio-phono combinations had FM receivers in them.

## Promotion

## TIO's answer to TV-radio critics

### Danish unveils series of 'right to know' spots, urges community action

Grass-roots efforts to ease the pressures on broadcasting were urged by Roy Danish, director of the Television Information Office, at last Wednesday's (April 8) television assembly of the National Association of Broadcasters convention.

"Whatever understanding and support we can hope for will have to be generated by this industry itself," he said. "It will have to be earned by the concerted effort of licensees and the organizations which they support. . . ."

"You are the men who know the individuals in your communities whose sympathy and aid must be enlisted. It is the broadcaster who senses and meets the needs of his area."

Actually, he said, most of today's issues are not new, just more intense.

Complaints about commercialization, he recalled, date back to Herbert Hoover when he was secretary of commerce

in the 1920's; people have been calling for more "good" programs since Caruso broadcast from the stage of the Metropolitan Opera; questions about taste in broadcasting go back to 1923 when AT&T delayed a program on tooth care while debating whether toothbrushing was too personal to mention on the air, and pressures on news coverage are as old as the Democratic party's granting of 1924 convention coverage rights on condition that no disorder be reported.

"We are in trouble today because television is so pervasive, so popular and, as a consequence, so successful," Mr. Danish declared.

He reviewed some of the films, ads, booklets, speeches and other materials that TIO has distributed to point up television's values, and in general to offset popular criticisms of the medium.

He also unveiled a new film extending the theme of last year's "You Have a Right to Know" spot, which he said was used so extensively that TIO will produce at least three more this year. The one shown last week, called "News Is People," shows pictures of people in the news, many of them controversial, and concludes with a shot of the earth from the moon and voice-over saying

"no matter how far out they are, you have a right to know."

The film, in color, Mr. Danish said, is 30-seconds in length to offer greater flexibility and "give more opportunities to expose it, especially in prime time." Prints will be sent free to sponsoring stations (TIO members) and made available to non-sponsors at cost.

## Radio pushes anniversary jingles; TV use is slow

Reports at the National Association of Broadcasters' convention workshop on promoting broadcasting's 50th anniversary indicated radio stations generally were making good use of jingles provided by NAB but that TV stations appeared slow to go along.

Stations that have made use of it have praised the NAB material, Don C. Dailey, KGBX(AM) Springfield, Mo. moderator of the session, reported. He said a number of promotions using the NAB marigold seeds and rose plants had been successful.

Joe Costantino of Avco Broadcasting also praised the NAB material and noted the wider use by radio than television. Roy Benjamin, The Benjamin

Co., publishers, New York, said the history of broadcasting being published by NAB titled, "Cavalcade of Broadcasting," would go to the printer in June and be available in September.

## Chairmen picked for BPA committees

The Broadcasters Promotion Association's 1970 seminar will be held Nov. 9-11 in Houston, under the co-chairmanship of Lila Gordon, KTRK-TV Houston, and Elliott W. Henry Jr., ABC, Los Angeles.

Other committee chairmanships announced last week were: membership/1971 seminar—Dick Robertson, KRON-TV San Francisco; education and research—Boyd Seghers, WGN-AM-TV Chicago; publications—Calo Mahlock, WKJG-TV Fort Wayne, Ind.; audience-promotion awards—Tom Cousins, WCCO-TV Minneapolis; by-laws—L. C. Pitt, CFCF-TV Montreal; RAB liaison/radio sales-promotion awards—Andy Erish, ABC Radio, New York; 1973 seminar—Jack Dorr, WKYC-TV Cleveland; college liaison & workshops—Ed Hessel, WHAS-AM-TV Louisville, Ky.

Also, TVB liaison/TV sales-promotion awards/publicity—Ken Mills, the Katz Agency, New York; finance and auditing—Phil Wygant, WBAP-TV Fort Worth; future of BPA—Don Fischer, WPLG-TV Miami; work kits/1972 semi-

nar—Howard Wry, WHNB-TV Hartford, Conn.; public and trade relations/advertising—Mike Byrne, WOW-AM-TV Omaha; employment—Edna Herbst, KCRG-AM-TV Cedar Rapids, Iowa; 1974 site selection—Paul Martin, Triangle Stations, Philadelphia; nominating—K. C. Strange, WFBM-AM-TV Indianapolis.

## For golden anniversary

Four leaders of broadcasting received gold medallions honoring the 50th anniversary of broadcasting last week at the NAB convention. The special commemorative coins, minted at the Franklin Mint in Philadelphia, were presented by Broadcast Electronics Inc., Silver Spring, Md., manufacturer of Spotmaster tape cartridges and machines, to FCC Chairman Dean Burch, former FCC Chairman Rosel H. Hyde and NAB President Vincent T. Wasilewski. A fourth went to comedian Bob Hope in absentia. The presentations were made by John L. Neff, president, and Donald Smith, vice president, of the firm.

## Promotion tips:

'Sesame' product = Noncommercial TV's *Sesame Street* is being commercialized—at least in book form. Time-Life Books has developed *Sesame Street* kit containing five books, records and posters, now being offered to the general

public for \$19.95. Books alone cost \$3.95. Children's Television Workshop, producer of *Sesame*, is taking royalties in kind and distributing materials free to poor neighborhoods through day-care centers and nursery schools.

Sorry, wrong station = Two Seattle, Wash. radio stations pulled an April Fools Day switch on themselves and their listeners. KVI(AM), one of the adult-oriented stations and KJR(AM), a top-40 station traded air personalities for the entire day, April 1.

## Airport flap brings KMED to the rescue

Medford, Ore. had a parking problem at its airport until KMED-AM-TV there stepped in with the solution.

Free parking facilities around the Medford-Jackson county airport had been eliminated by local officials, who had granted an airport-parking franchise to a national corporation. Area residents protested not only the inconvenience to travel caused by the action, but also that they now had to pay to bring youngsters to see the planes.

Ray Johnson, vice president and general manager of KMED-AM-TV, editorialized against the unpopular action, and the station went one step further. It leased a 130-foot-by-40-foot plot of land adjacent to the airport, surfaced, fenced and marked it for free parking.

## Fates&Fortunes®

### Broadcast advertising



Mr. Streff

**Douglas Streff**, sales manager, central division, ABC-TV Chicago, named VP, sales, central division, succeeding James T. Shaw, named VP, sales, ABC-TV, New York (BROADCASTING, March 30).

**Harry L. Darling**, director of member relations, Association of National Advertisers, New York, named VP with responsibility for member relations.

**E. Lanier Finch**, executive VP, Busby, Finch & Woods, Atlanta-based rep firm, named president.

**John Volkhardt**, VP, marketing and sales, Best Foods division, CPC International Inc., New York, named to newly created position of executive VP.

**Ben D. Waldie Jr.**, secretary of Waldie and Briggs, Chicago agency, named VP.

**James J. Carroll Jr.**, production controller, Benton & Bowles, New York, named VP.

**Richard Zagrecki**, director of information services; **Robert B. MacDonald**, director of media and market planning, and **John T. Gowdy**, director of applied media, Needham, Harper & Steers, New York, all named VP's.

**George Asch**, creative supervisor and **Arthur Borghi**, business manager, commercial-broadcast division, Ted Bates & Co., New York, named VP's.

**Robert C. Hood**, associate media director, Campbell-Mithun, Minneapolis, named VP.

**John Cummings** and **George C. Nicastro**, account supervisors, SSC&B, New York, named VP's.

**Jay Howard Heyman**, creative group head, Dancer-Fitzgerald-Sample, New York, named VP.

**E. John Farley Jr.**, VP and account supervisor, Dean L. Burdick Associates, New York, joins Sudler & Hennessey there in same capacity.

**William F. Bennett**, advertising manager, Houston Sports Association, named VP and general manager of newly opened Houston office of SFM Media Service Corp., New York-based independent media buyer.

**Jack Dorr**, advertising and promotion manager, WKYC-TV Cleveland, joins Odell and Associates agency, Mansfield, Ohio, as creative director.

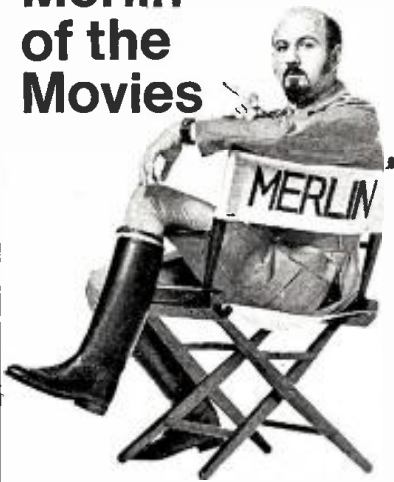
**Conrad H. Thorne**, with Campbell-Ewald, Detroit, joins The Patton Agency, Phoenix advertising and PR firm, as copy director.

**Dudley O. Kelley**, research manager, *Business Week* magazine, New York, joins Kenyon & Eckhardt there as associate director of information management.

**Allen Hoke**, account executive, N. W. Ayers, Jorgensen, MacDonald, Los Angeles, joins Computer Sciences Corp. there as corporate advertising manager.

**John B. Guthrie**, with Young & Rubicam's Bern, Switzerland office joins Philip Morris International, New York, as advertising manager.

# Ask Merlin of the Movies



## Grand Seer of TV Programming . . .

*brought to you as a service of  
Metro-Goldwyn-Mayer Television.*

### A station research manager in the Midwest asks:

"What do we know about BIB ratings?"

### Answer

Broadcast Information Bureau, in their Feature Film Source Book, has "rated" most pictures now in release to TV. This \$ sign rating indicates the audience tune-in expectancy for each picture when played (and properly promoted) in the three major time classifications. These are based on critical reviews and known performances, both theatrically and on TV.

For instance, the recent re-issue of features by MGM called Lion/70, when checked out on the BIB ratings, indicated that the average picture in the list should deliver a local rating of 19.9 in A time . . . 12.4 in B time and 7.3 in C time. Time will tell, but it does add another aid to film buyers who know movies play well on TV, but must also play well on the budget sheet.

*Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.*

**Louis J. Roche**, general manager, WARV-AM) Warwick, R.I., joins WSTV-TV Steubenville, Ohio, as general sales manager.

**William C. Crews**, with WDJC-AM) and WKTZ-FM Jacksonville, Fla., appointed general sales manager.

**Steven B. Mathis**, with ABC-TV Spot Sales, New York, joins ABC-owned WXYZ-TV Detroit as sales manager. He succeeds Jack B. Allen, appointed general sales manager.

**Julie Garriott**, formerly with WCLO-FM Janesville, Wis., joins Kane, Light, Gladney, New York, as broadcast-media manager. **Robert Simon**, with Daniel and Charles, New York, joins KLG as associate creative director.

**Clyde M. Ricketts**, with WGBF-AM) Evansville, Ind., appointed to newly created position of sales manager.

**Maynard Grossman**, chief account executive, WINX-AM) Rockville, Md., appointed sales manager.

**Robert Feldman**, with NBC Spot Sales, New York, joins WOR-TV there as local sales manager.

**Norman G. Andrus Jr.**, with Katz Television, San Francisco, joins KUTV-TV) Salt Lake City, as local sales manager.

**Bill Taub**, writer/producer, J Walter Thompson Co., New York, joins Compton Advertising there in same capacity.

**Jim Marzano**, with WMAQ-AM-FM Chicago, appointed administrator, sales development and research.

## Media

**Thomas E. Bolger**, WMTV-TV) Madison, Wis., elected president, Association for Professional Broadcasting Education, during sessions in Chicago last week concurrent with annual convention of National Association of Broadcasters. He succeeds **Mary Ann Campbell**, Avco Broadcasting Corp. Other new APBE officers: VP, **John Pennybacker**, Louisiana State University, and secretary-treasurer, **Clark Pollock**, Nationwide Communications Inc., Columbus, Ohio, group owner. **Harold Niven**, VP for planning and development at NAB, continues as APBE executive secretary.

**John H. McAllister**, attorney advisor to chief of FCC's field engineering bureau, Washington, appointed chief of compliance branch of Complaints and Compliance Division.

**William Rimmelin**, general manager, WTTO-AM) Toledo, Ohio, named VP, Shepard Broadcasting Corp. of Ohio. Shepard stations include WTTO, WLA-AM-FM Grand Rapids, Mich., and WLYV-AM) Fort Wayne, Ind.

## Richer heads FM group

**John L. Richer**, WFIL-FM Philadelphia, elected president of National Association of FM Broadcasters at Chicago convention. Other officers and board members elected: **Lynn Christian**, Dawson Communications, Dallas, chairman; **James Gabbert**, KIOI-FM San Francisco, VP for western division; **Alex Smallens Jr.**, ABC American Radio Network, VP for eastern division; **Robert Ardrey**, WWCO-FM Waterbury, Conn.; **Don Lebrecht**, WBT-FM Charlotte, N.C.; **J. Robert Cole**, CBS Radio; **Gunther Meisse**, WVNO-FM) Mansfield, Ohio; **Elmo I. Ellis**, WSB-AM-FM Atlanta; **Joseph Coons**, WRTS-FM) East Liverpool, Ohio; **Hugh Wright Dickie**, WTMB-FM Tomah, Wis.; **George Kravis**, KRAV-KFMJ-FM) Tulsa, Okla.

**William J. Flynn**, controller, CBS Television Stations Division since 1958 and financial executive with CBS since 1938, appointed general executive of division. Succeeding him as controller is **Charles H. Kadlec**, director of financial-planning department of division.

**Burton C. Person**, director, product management, North Atlantic Consumer Products Group, Singer Co., New York, joins CBS Inc. there as director of corporate planning.

**Gene Swanzy**, with KMOX-TV St. Louis, appointed manager, business affairs, and **Robert DeVoe**, also with KMOX-TV appointed to newly created position of manager, accounting services.

**Robert Huth**, general manager, KWG-AM) Stockton, Calif., named VP, Barnes Broadcast Group, group-owner Santa Clara, Calif. **Denny Kirwan**, with KWG, named general manager to succeed Mr. Huth.

**Michael McCormick**, program director, KQV-AM-FM Pittsburgh, joins WLS-AM-FM Chicago as operations manager. Both are ABC-owned stations.

**Michael E. Hobbs**, executive assistant, Educational Television Stations division, National Association of Educational Broadcasters, Washington, appointed secretary and general counsel, Public Broadcasting Service, national network for educational television there. **Samuel C. O. Holt**, communications consultant, appointed coordinator of programing, and **Gerald Slater**, program specialist in communications for Ford Foundation, New York, appointed general manager.

**W. Clarke Swanson Jr.**, Swanco Cable Communications Corp., Fort Myers Beach, elected president, Florida CATV Association. Other officers elected: **Thomas Gilchrist**, Palm Beach Cable



Television, North Palm Beach, first VP; **Verne Coolidge**, Teleprompter of Florida, West Palm Beach, VP; and **James H. Hall**, Sarasota Central Antenna Network Inc., Sarasota, secretary and treasurer.



Mr. Cook

in sales promotion and local origination.

**Gene C. Cook**, with Television Signal Corp., San Francisco, appointed national sales manager, General Electric Cablevision Corp., Schenectady, N.Y. He will work with all General Electric cable systems

**P. S. Church**, Logan Cable TV, Bellefonte, elected president. Ohio Cable Television Association. Other officers elected: **William Randles**, Better TV of Zanesville. Zanesville. VP, and **Leo Hoarty**, Buckeye Cablevision, Toledo, secretary-treasurer.

**Roy Polevoy**, research director, CKLW-TV Windsor, Ont.-Detroit. joins WXYZ-TV Detroit in same capacity.

**John W. Walther Jr.**, with The Washington Post Co., Washington, joins Post-Newsweek Stations Inc. group owner there, as assistant to business manager.

**Ian Zellick**, in charge of special projects, KTVU-TV Oakland-San Francisco, named public-affairs director and assistant to VP and general manager.

## Programing

**Jack Mann**, VP-marketing. Dick Clark Enterprises, Hollywood, named president, National Telesystems Corp. there. NTC provides CATV operators with equipment-programing.

**Donald W. Kilbrith**, program manager, Continental Electronics division of Ling-Temco-Vought Inc., Dallas, joins National CATV Programs Inc., Dallas, supplier of video-tape programs and services to CATV, as VP-marketing.

**Roger Adams**, formerly with MGM Television, Chicago, named central division sales manager, Group W Program Sales, that city.

**Gerard B. Petry**, with broadcast standards department, NBC West Coast, Burbank, Calif., appointed director, broadcast standards.

**John Graves**, manager of film programing. NBC-TV, New York, joins MGM Television there as director of current programing. **Edward A. Montanus**, director of syndicated sales. MGM Television, appointed director of sales.

**Gary Waller**, director of programing

## Koehler heads ABC affiliates

**George A. Koehler**, general manager, Triangle Publications, radio and TV division, elected chairman of ABC-TV Network Affiliate Board of Governors at board meeting in Chicago last week. **Mort Cohn**, retiring chairman, continues as member of board.

Newly elected as board members were **Roger Le Grand**, VP and general manager, WITI-TV Milwaukee, and **R. Reeve Owen**, VP and general manager, WTVC-TV Chattanooga. Mr. Le Grand and Mr. Owen succeed, respectively, **A. Donovan Faust**, VP and general manager, WSIX-TV Nashville, and **Tony J. Moe**, executive VP and general manager, WKOW-TV Madison, Wis.

at Chris-Craft owned KCOP-TV Los Angeles, also appointed director of programing. television-broadcasting division. Chris-Craft Industries Inc., Oakland, Calif.

**Homer Griffith**, formerly manager, WII-FM St. Louis, forms Homer Griffith Radio-Television Products there. Address: Suite 2802, 400 Mansion House Center, St. Louis 63102. Telephone: 436-5198.

**Norm Wille**, with WSMB(AM) New Orleans, joins WNVV(AM) Pensacola, Fla., as program director.

**Bill Ross**, air personality, WJAS-AM-FM

Pittsburgh, appointed program manager.

**Chase Mellen**, manager, network feature-film development, ABC-TV, Hollywood, joins Aaron Spelling Productions there as associate producer of company's *Movie of the Week* features for ABC-TV.

**Howard Junker**, associate producer, *Newsweek*, and free-lance writer, joins KPX(TV) San Francisco as associate producer-writer.

## News

**Martin Rubenstein**, general manager of ABC News, New York, elected VP. He has served as chief administrative officer for ABC News since November 1969 when he became general manager after having been director of business and legal affairs for that division.

**Tom Jones**, from WHTN-TV Huntington, W. Va., and **Peter Sherman**, from WFMJ-TV Youngstown, Ohio, have joined KMOX-TV St. Louis news department as reporters. Mr. Jones will anchor station's week-end news broadcasts.

**Ralph A. Renick**, VP for news, WTVJ-TV Miami, also appointed consultant, Wometco group news operations, Wometco Enterprises Inc., Miami. **Joseph K. Abrell** and **Ruth Spurling**, with WTVJ, appointed news director and assistant news director, respectively. Wometco Enterprises includes WTVJ, WLOS-AM-TV Asheville, N.C., and KVOS-

## AMST selects new board

Association of Maximum Service Telecasters, meeting at National Association of Broadcasters' convention in Chicago last week, elected officers and members of board and named two standing committees.

Following are members of the new board: **Norman P. Bagwell**, WKY Television System, Oklahoma City; **Charles H. Crutchfield**, Jefferson Standard Broadcasting, Charlotte, N.C.; **Joseph B. Epperson**, Scripps-Howard Broadcasting, Cleveland; **Harold Essex**, WSJS-TV Winston-Salem; **Jack Harris**, KPRC-TV Houston; **A. M. Herman**, WBAP-TV Fort Worth; **Ralph Jackson**, WAVE-TV Louisville, Ky.; **Howard Lane**, KOIN-TV Portland, Ore.; **Terry H. Lee**, Storer Broadcasting, Miami Beach; **Lester W. Lindow**, AMST, Washington; **Arch L. Madsen**, KSL-TV Salt Lake City; **August C. Meyer**, WCIA Champaign, Ill.; **James M. Moroney Jr.**, WFAA-TV Dallas; **John T. Murphy**, Avco Broadcasting, Cincinnati; **C. Wrede Petersmeyer**, Corinthian Broadcasting, New York; **A. Louis Read**, WDSU-TV New Orleans; **Lawrence H. Rogers II**, Taft Broad-

casting, Cincinnati; **Willard Schroeder**, WOOD-TV Grand Rapids, Mich.; **Haro'd C. Stuart**, KVOO-TV Tulsa, Okla.; **Franklin C. Snyder**, WTAE-TV Pittsburgh; **Robert F. Wright**, WTOK-TV Meridian, Miss.; and **Roger W. Clipp**, **John A. De Witt Jr.** and **Ward Quaal**, directors emeritus.

Officers are Mr. Harris, president; Mr. Crutchfield, first VP; Mr. Rogers, second VP; Mr. Essex, secretary-treasurer. and Mr. Lindow, assistant secretary-treasurer as well as executive director.

Executive committee consists of Mr. Harris, Mr. Essex, Mr. Petersmeyer, Mr. Crutchfield, Mr. Madsen, Mr. Rogers and Mr. Lee.

**Clyde Haehnle**, Avco Broadcasting, was named chairman of a technical committee, whose other members include: **Albert Chismark**, WHEN-TV Syracuse, N.Y.; **A. James Ebel**, KOLN-TV Lincoln, Neb.; **Joseph B. Epperson**, WEWS-TV Cleveland; **Phillip B. Laeser**, WTMJ-TV Milwaukee, **Carl G. Nopper**, WMAR-TV Baltimore; **Henry E. Rhea**, WFIL-TV Philadelphia.

TV Bellingham, Wash.

**Robert Benson**, news director. WLS-AM-FM Chicago, joins KGO-AM-FM San Francisco in same capacity. Both are ABC-owned stations.

**Bill Vance**, city editor, WBBM-TV Chicago, joins KYW-TV Philadelphia as assistant news director.

**Robert J. Cohen**, assistant executive secretary to former Mayor Joseph M. Barr of Pittsburgh, joins WTAE-TV there as news assignments editor.

**James E. Maddox**, with KCBS-AM-FM San Francisco, joins WLS-AM-FM Chicago as newsmen.

## Promotion

**Mary Nell Sherman York** named director of Office of Communications of 1970 White House Conference on Children and Youth. Office handles public information and publicity for conference which is held every ten years with current sessions to run through 1971. Mrs. York will be on loan from Peace

Corps where she has been radio-TV director.

**Gilbert A. Robinson**, president, Gilbert A. Robinson Inc., New York PR firm, joins Gulf & Western Industries as head of company's corporate communications department, responsible for G&W's corporate PR and advertising programs.



Mr. Guidi

years as Lew Martin, will report to the chamber's news department manager, Joseph Gambatese. Post is newly created and regarded as added recogni-

**Hugh V. Guidi**, formerly with WTOP - AM - TV Washington, joins U.S. Chamber of Commerce, Washington, as radio-television specialist in news department. Mr. Guidi, known profession-

ally for many years as Lew Martin, will report to the chamber's news department manager, Joseph Gambatese. Post is newly created and regarded as added recogni-

tion of broadcast media's importance ("Closed Circuit," March 23).

## Deaths

**Ruth C. Woodman**, 75, radio-TV writer, died April 2 in Santa Monica hospital, Santa Monica, Calif., after brief illness. She was creator of and wrote over 700 scripts for *Death Valley Days* radio series and also wrote for TV series of same name. She is survived by son and daughter.

**Kirby Hawkes**, 67, director of radio-television for Republican Congressional Committee, died of stroke March 30 at Manor Care nursing home, Adelphi, Md. He began career with Benton and Bowles, New York. He is survived by sister in England.

**Byron Foulger**, 70, movie and television actor, died April 4 of heart malfunction in Los Angeles. Actor for 50 years, his last role was in TV series *Petticoat Junction*. He is survived by wife, actress Dorothy Adams, and daughter.

## ForTheRecord

As compiled by BROADCASTING, March 31 through April 6 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

### Application

■ \*Agana, Guam—Guam Education Telecommunications Corp. Seeks VHF ch. 10; ERP

27.1 kw vis. 5.475 kw aur. Ant. height above average terrain 199 ft.; ant. height above ground 190.3 ft. P.O. address: c/o Edward G. Titus, Box 3615, Agana 96910. Estimated construction cost \$99,728.20; first-year operating cost not indicated; revenue none. Geographic coordinates 13° 26' 13" north lat.; 144° 48' 17" west long. Type trans. Standard Electronics TL653-1. Type ant. JAMPRO JAT6. Legal counsel none. consulting engineer W. J. Kessler & Associates, Gainesville, Fla. Principals: Daniel W. Smith, director, et al. Ann. April 1.

### Other actions

■ Review board in Norfolk, Va., TV proceeding, Docs. 18791-92, granted Broadcast Bureau's request for extension of time, filed April 1. Action April 2.

■ Review board in Tijuana, Mex., TV proceeding, Doc. 18606, denied appeal from adverse ruling by Hearing Examiner filed March 12 by Radio-Television, S.A., and Bay City Television Inc. Action April 3.

### Call letter action

■ Big Chief Television Co., Winona, Minn. Granted KVIH(TV).

## Existing TV stations

### Final actions

■ KNBC-TV Los Angeles—FCC certified joint petition for approval of agreement, filed Feb. 13 by NBC and Voice of Los Angeles Inc. Involving dismissal of Voice's mutually exclusive application for CP to operate on same channel as NBC's KNBC-TV, ch. 4, in return for reimbursement of expenses incurred by Voice in preparation and prosecution of application for determination on commission by review board (Docs. 18602, 18603). If agreement wins commission approval, NBC will reimburse Voice for itemized and substantiated expenditures amounting to \$103,460.94. Action April 6.

■ WOTG-TV Ocala, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 575 kw vis.; 115 kw aur.; change type ant.; ant. height 940 ft.; granted mod. of CP to extend completion date to Sept. 30. Action March 31.

■ \*WGTV(TV) Athens, Ga.—Broadcast Bureau granted license covering changes. Action April 1.

■ WJRJ-TV Atlanta — Broadcast Bureau granted mod. of license covering change in name to Turner Communications Corp. Action April 6.

■ WXIX-TV Newport, Ky.—Broadcast Bureau granted CP to change studio location to Woodlawn Industrial Park, 10490 Taconic Terrace, Cincinnati. Action March 31.

■ KYTV(TV) Springfield, Mo. — Broadcast Bureau granted CP to change type trans. Action April 6.

■ WECT(TV) Wilmington, N. C.—Broadcast Bureau granted CP to replace expired permit for alternate main trans. Action March 27.

■ WXTV(TV) Paterson, N. J.—Broadcast Bureau granted CP to change type trans. Action April 6.

■ WKBN-TV Youngstown, Ohio—Broadcast Bureau granted CP to change aur. ERP to 46.8 kw; change type trans. Action March 31.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 3. Action April 3.

■ WTAR(TV) Norfolk, Va.—FCC dismissed petition by Hampton Roads Television Corp., Norfolk, for reconsideration of order (Jan. 27) designating for hearing renewal appli-

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Radio And TV Stations • CATV  
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212-687-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950  
408-375-3164



## Summary of broadcasting

Compiled by FCC, April 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,260	2	17	4,280	70	4,351 <sup>1</sup>
Commercial FM	2,044	0	67	2,111	122	2,233
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	49	180	120 <sup>2</sup>	300
Total commercial TV	624	2	64	689	135	824
Educational FM	382	0	24	406	49	455
Educational TV-VHF	75	0	5	80	5	85
Educational TV-UHF	96	0	12	108	11	119
Total educational TV	171	0	17	188	16	204

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

cation of WTAR-TV and application for CP for same facilities by Hampton Roads. In same action, commission denied Hampton Roads' request for waiver of rules (Docs. 18791, 18792). Action April 1.

■ WBAY-TV Green Bay, Wis.—Broadcast Bureau granted CP to change type trans. Action March 31.

### Actions on motions

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted request by applicant and postponed prehearing conference to April 3 (Doc. 18797). Action March 30.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition by Broadcast Bureau and extended until close of business April 15, time to file proposed findings of fact and conclusions of law on all aspects of case other than suburban issue and to April 29 time to file reply briefs (Docs. 18401-2). Action March 31.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV] et al.), TV proceeding, denied motion of Washington Community Broadcasting Co. for protective order re interrogatories submitted to Jack Anderson and ordered Community answer questions submitted for consideration on motion except that it may eliminate necessity for answering by notification to hearing examiner and all parties hereto that answers previously submitted do have meaning stated in this order for purposes of record (Docs. 18559-63). Action March 26.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAO-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.), TV proceeding, granted request of RKO General Inc. and extended through April 13 time to file answers to interrogatories of Community Broadcasting of Boston Inc. (Docs. 18759-61). Action March 26.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend application to reflect change in leadership of news department (Doc. 18711-2). Action March 31.

### Rulemaking action

■ FCC adopted new method for establishing statistical location of Grade A and B field strength contours of TV stations—of particular advantage to majority of UHF stations, which use technique of "beam tilt" to provide more uniform signal—in amendments to Part 73 of rules, effective May 8 (Doc. 17253). All commercial TV's must file showing as to location of their Grade A and B contours under new rules, within 90 days from publication of present commission order in Federal Register. It was ordered, unless commission alters or postpones requirement by further order, 90-day requirement is subject to approval by Bureau of Budget, commission stated. Action April 1.

## New AM stations

### Final action

■ Walker, Minn.—Edward P. De La Hunt Jr. FCC granted 1600 kc, 0.5 kw, P.O. address: Box 49, Park Rapids, Minn. Estimated construction cost \$11,000; first-year operating cost \$30,000; revenue \$45,000. Principal: Edward P. De La Hunt Jr., sole owner. Mr. De

La Hunt owns KPRM-AM-FM Park Rapids, Minn., and KEHG-AM-FM Fosston, Minn. Mr. De La Hunt is also applicant for new FM at Fosston, Minn. Action April 1.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, ordered directions of Hearing Examiner given at close of March 19 prehearing conference that petitions for leave to amend applications be filed by April 20, be amended to delete all reference to proposed amendments pertaining to community-survey issue with which each applicant is confronted; further ordered any action on part of applicants in responding to community-survey issue stayed until 10 days after commission has released decision in Doc. 18774 relating to requirements of adequate community survey (Docs. 18782-3). Action March 27.

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, reopened record until commission has made final determination in matter of notice of inquiry, Doc. 18774, pertaining to ascertainment of community problems and broadcast matter to deal with those problems; within 20 days after release of commission decision in Doc. 18774, each applicant shall file statement indicating whether he intends to seek to amend application to comport his showing with commission's announced requirements and, if so, date on which he will be prepared to exchange proposals with other parties (Docs. 18198-9). Action March 27.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, reopened record; cancelled dates now specified for filing of proposed findings on April 3 and replies thereto on April 24; scheduled further prehearing conference for April 15 (Docs. 18714). Action March 26.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, scheduled further hearing conference for April 2 (Docs. 18526-7). Action March 30.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, scheduled further conference for April 29; continued hearing to June 16 (Docs. 18526-7). Action April 2.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, continued April 16 hearing conference to May 12 (Doc. 18413). Action April 2.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate, Radio New Jersey), AM proceeding, continued April 15 further hearing to April 28 (Docs. 18251-2). Action April 1.

■ Hearing Examiner Millard F. French in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.), AM proceeding, granted petition by Radio Catonsville for leave to amend application to report changes with respect to broadcast interests of its principals; reopened record to accept amendment and again closed record (Docs. 15835, 15839). Action April 1.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broad-

casters, James River Broadcasting Corp.), AM proceeding, pending action by commission in Doc. 18774, stayed further proceedings in case until further order (Docs. 17605-8 and 18375). Action March 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Shenandoah, Iowa (Sandern of Iowa Inc., et al.), AM proceeding, granted petition by Buddy Tucker Evangelistic Association Inc. for leave to amend application to show that application has been filed to acquire two-thirds of common stock of Richards & Associates Inc., licensee of KDMI-FM Des Moines, Iowa; granted petition by C & H Broadcasting Inc., and dismissed with prejudice application (Docs. 18746-49). Actions April 1.

### Other actions

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-58, adopted order denying motions to correct transcript, filed March 13 and 19 by Mobile Broadcast Service Inc. and WGOK and on board's own motion corrected transcript of oral argument in accordance with subject motion. Action April 1.

■ Naples, Fla.—FCC denied petition by Justin O. Blackwelder and Max T. Smith Jr., for reconsideration and for extension of cut-off date for application of Radio Voice of Naples, a new AM at Naples on 1510 kc, 250w-DA-D. Action April 1.

■ Elmhurst and Wheaton, Ill.—FCC granted motion by DuPage County Broadcasting Inc. to stay hearing of remanded proceeding involving mutually exclusive applications of DuPage and Central DuPage County Broadcasting Company for permit to construct AM in Elmhurst and Wheaton, respectively (Docs. 16965, 16966). Action April 1.

■ Review board in Shenandoah, Iowa, AM proceeding, Docs. 18746-49, denied petition for clarification or enlargement of issues (alternately, appeal from examiner's erroneous ruling), filed Jan. 19 by Sandern of Iowa Inc.; granted motion re recipient Shenandoah Broadcasting Co.'s reply to Broadcast Bureau's comments, filed Feb. 20 by Sandern of Iowa Inc. Action April 1.

■ Review board in Louisa, Ky., AM proceeding, Docs. 18235-36, granted joint petition for approval of agreement, filed Feb. 12 by Two Rivers Broadcasting Inc. and Lawrence County Broadcasting Corp.; agreement is approved, application of Two Rivers dismissed with prejudice; application of Lawrence County granted; proceeding terminated. Action April 7.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, denied further motion to enlarge issues, filed Jan. 5 by Natick Broadcast Associates Inc. Action April 1.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for extension of time, filed April 3 by Natick Broadcast Associates Inc. Action April 7.

■ Review board in Graham, N. C., AM proceeding, Docs. 18441-43, 18445, granted petition for extension of time, filed March 31 by Blue Ridge Broadcasters. Action April 2.

■ Review board in Sapulpa, Okla., AM proceeding, Docs. 13341-42, 13344, denied appeal from Hearing Examiner's adverse ruling filed Feb. 24 by M. W. Cooper. Action April 1.

### Call letter applications

■ Broadcasting Inc., Kansas City, Mo. Requests KAYQ.

■ TV Cable of Waynesboro, Waynesboro, Pa. Requests WEEQ.

## Existing AM stations

### Applications

■ KFQD Anchorage—Seeks CP to change from 10 kw-U to 10 kw, 50 kw-U, install new trans. and change trans. and studio location to sw Abbott Road and Lake Otis Parkway, south of Anchorage. Ann. April 7.

■ KYAK Anchorage—Seeks CP to change from 25 kw-U DA-1 to 25 kw, 50 kw-U DA-2. Ann. April 7.

### Final actions

■ FCC granted requests for waiver of limitation on number of affiliates permissible for ABC's four specialized American Radio networks in smaller markets for sixteen stations. Requests by nine stations have been denied. Waivers were granted for KJOY Stockton, Calif.; WMEN Tallahassee, Fla.; WDEC Americus, Ga.; WPNO Auburn, Me.; WROA Gulfport, Miss.; KLIN Lincoln, Neb.; WKSJ Jamestown, N. Y.; WIRC Hickory, and WISP Kingston, both North Carolina; KQWB Fargo, N. D.; WASC

Spartanburg, S. C.; KISD Sioux Falls, S. D.; KSVN Ogden, Utah; WILA and WYPR both Danville, Va.; and WRAC Racine, Wis. Those denied were KHAK Cedar Rapids, Iowa; KQYX Joplin, Mo.; WYGB Massena, N. Y.; KTIJ Pendleton, Ore.; KBYG and KHEM both Big Spring, and KPEP San Angelo, all Texas; KEYY Provo, Utah; WELK Charlottesville, Va. Action April 1.

■ WAFB Jasper, Ala.—Broadcast Bureau granted license covering installation of new trans. as alternate-main, night & auxiliary day trans. Action April 1.

■ WNUZ Talladega, Ala.—Broadcast Bureau granted CP to replace expired permit to install new auxiliary trans. Action March 26.

■ KHOS Tucson, Ariz.—Broadcast Bureau granted mod. of CP to add MEOV to authorized directional patterns. Action April 3.

■ KSTR Grand Junction, Colo.—Broadcast Bureau granted license covering installation of new trans. at main trans. location for auxiliary purposes only. Action April 3.

■ WILI Willimantic, Conn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 3.

■ KAYL Storm Lake, Iowa—Broadcast Bureau granted CP to replace tower and increase height. Action March 3.

■ WHYN Springfield, Mass.—Broadcast Bureau permitted remote control for main, auxiliary, and alternate main trans.; conditions. Action March 31.

■ KRVN Lexington, Neb.—Broadcast Bureau granted mod. of CP to change from 50 kw-U, DA-2 880 kc to 50 kw-U, DA-N 880 kc. Action April 3.

■ WWLE Cornwall, N. Y.—Broadcast Bureau granted license covering permit for new AM. Action March 3.

■ WHAM Rochester, N. Y.—Broadcast Bureau granted mod. of license covering change in name to Rust Communications Group Inc. Action March 31.

■ KEX Portland, Ore.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2130 Southwest Fifth Ave., Portland, Ore.; conditions. Action April 3.

■ KWJJ Portland, Ore.—Broadcast Bureau granted mod. of license covering change in studio location to 931 S.W. King Ave. Portland, Ore., and operate trans. by remote control from studio location; conditions. Action April 1.

■ WAEB Allentown, Pa.—Broadcast Bureau granted mod. of license covering change in name to Rustcom Industries Inc. Action March 31.

■ WIXZ McKeesport, Pa.—Broadcast Bureau permitted remote control. Action March 31.

■ WRAW Reading, Pa.—Broadcast Bureau granted mod. of license covering change in name to Rust Multimedia Inc. Action March 31.

■ WGBI Scranton, Pa.—Broadcast Bureau granted CP to install new trans. for auxiliary use. Action March 31.

■ WVOZ Carolina, P. R.—Broadcast Bureau granted CP to replace expired permit for an alternate main trans. Action March 31.

■ WCGB Juana Diaz, P. R.—FCC granted application for mod. of license by Grace Broadcasters Inc. requesting change in designation of station location from Pastillo, P. R., to the town of Juana Diaz. No physical change in station location was proposed. Action April 1.

■ WITA San Juan, P. R.—Broadcast Bureau granted license covering changes in trans.; condition. Action March 31.

■ WWGM and WSET-FM both Nashville—FCC denied petition filed by John R. Cheadle, trustee in bankruptcy for Second Thursday Corp., licensee of WWGM and permittee of WSET-FM seeking reconsideration of commission orders designating for hearing Second Thursday's applications for renewal of license of WWGM and extension of time within which to construct WSET-FM (Docs. 17914, 18175). Action March 27.

■ KTAP Austin, Tex.—Broadcast Bureau permitted remote control; conditions. Action March 24.

■ WFAA Dallas—Broadcast Bureau granted mod. of CP to extend completion dates to Oct. 1. Action March 31.

■ WBAP Fort Worth, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action March 31.

■ KPAC Port Arthur, Tex.—Broadcast Bureau granted license covering use of present auxiliary trans. as auxiliary day-alternate-main night trans. Action March 27.

■ WCMS Norfolk, Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 5600 Curlew Drive, Norfolk, Va.; conditions. Action April 3.

■ WRNL Richmond, Va.—Broadcast Bureau granted CP to change MEOV. Action April 3.

■ WBCI Williamsburg, Va.—Broadcast Bureau granted license covering changes. Action April 3.

■ KZUN Opportunity, Wash.—FCC granted application of KZUN Inc. for CP to increase power from 500 w to 1 kw. Action April 1.

■ WAJR Morgantown, W. Va.—Broadcast Bureau granted CP to install trans. to be used as auxiliary trans, daytime (1 kw) and main trans, nighttime (500 w). Action March 31.

■ WJAX Jacksonville, Fla.—Broadcast Bureau granted license covering changes. Action April 3.

■ KZUN Opportunity, Wash.—FCC granted application of KZUN Inc. for CP to increase power from 500 w to 1 kw. Action April 1.

■ WAJR Morgantown, W. Va.—Broadcast Bureau granted CP to install trans. to be used as auxiliary trans, daytime (1 kw) and main trans, nighttime (500 w). Action March 31.

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., Christian Broadcasting Co. and Tim Timothy Inc. [KBHS]). AM-FM proceeding, scheduled further hearing conference for April 17 to discuss matters including what effect, if any, commission's interim procedure relating to submission of community survey showings will have on proceeding and whether, in view of commission's present interim procedure, application of George T. Herrreich, only applicant confronted with community survey issue, should be severed from this consolidated proceeding (Docs. 18241, 18388 and 18591). Action March 27.

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc. [WNAR]), AM proceeding, reopened the record until commission has released decision in Doc. 18774; stayed all proceedings in this case pending the release by the commission of its decision in Doc. 18774; further ordered that within 20 days after release of decision in Doc. 18874, applicant will file pleading stating whether it intends to seek to amend application and, if so, to indicate date on which proposed amendment would be served on other parties in proceeding (Doc. 14952). Action March 27.

■ Chief Hearing Examiner Arthur A. Gladstone in matter of inquiry into operations of KISN Vancouver, Wash.; KOIL-AM-FM Omaha and WIFE-AM-FM Indianapolis, denied request by Star Stations, Inc. for stay of proceeding until commission action on Star's application for review of chief hearing examiner's denial of request for establishment of certain procedural ground rules; denied request for certification of request for stay to commission (Doc. 18807). Action April 2.

■ 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 WYNX, denied petitions to change place of hearing filed by Messrs. Hubert, Graham, Carreker and Gnann; granted request of Broadcast Bureau for leave to file reply to opposition to pending petition; granted petition of Broadcast Bureau to move site for this hearing from Washington to Smyrna, Ga., subject to further appropriate order of presiding hearing examiner establishing more specifically time and place of such hearing (Doc. 18784). Action March 26.

■ 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, denied leave to Times Journal Inc. and M. W. Kinney Jr. to file opposition pleading to Broadcast Bureau supplemental pleading in respect to certain petitions seeking to change place of hearing (Doc. 18784). Action March 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Arecibo Broadcasting Corp. [WMNT] and Zaba Radio Corp.), AM proceeding, extended to April 3 date for notification of identity of witnesses (Docs. 18564-6). Action March 31.

■ Hearing Examiner Forest L. McClennix 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, scheduled further prehearing conference for April 2 (Doc. 18784). Action March 27.

■ Hearing Examiner Forest L. McClennix in Jackson, Mo., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, ordered record reopened and stayed further proceedings pending final determination in Doc. 18774; further ordered each applicant, within 10 days after public announcement of commission's final determination in Doc. 18774, to submit written statement that it will rest upon record made with respect to issue 5 or it will submit appropriate amendment to application purporting to comply with requirements specified in determination (Docs. 18354-5). Action March 31.

■ Hearing Examiner Forest L. McClennix in Jacksonville, N. C. (Seaboard Broadcasting Inc.), revocation of license of WLAS, scheduled further hearing conference for April 2 and continued hearing without date (Doc. 18549). Action March 27.

■ Hearing Examiner Herbert Sharfman in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-TV, granted request by Midwest Radio-Television Inc. and extended to April 13 time to respond to Broadcast Bureau's motion to produce; extended time for answering Broadcast Bureau's written interrogatories of March 20 to date to be announced after hearing examiner's ruling on bureau's concurrent motion to produce (Doc. 18499). Action March 31.

■ Hearing Examiner Forest L. McClennix in Jacksonville, N. C. (Seaboard Broadcasting Inc.), revocation of license of WLAS, scheduled further hearing conference for April 2 and continued hearing without date (Doc. 18549). Action March 27.

■ Hearing Examiner Herbert Sharfman in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-TV, granted request by Midwest Radio-Television Inc. and extended to April 13 time to respond to Broadcast Bureau's motion to produce; extended time for answering Broadcast Bureau's written interrogatories of March 20 to date to be announced after hearing examiner's ruling on bureau's concurrent motion to produce (Doc. 18499). Action March 31.

#### Processing line

■ FCC notified on May 12 following applications from top of processing line will be ready and available for processing: KGRO Pampa, Tex., Pampa Broadcasters Inc., Has: 1230 kc, 250 w, U, Req: 1230 kc, 250 w, 1 kw-LS, U, KVWC Vernon, Tex., KVWC Inc., Has: 1490 kc, 250 w, U, Req: 1490 kc, 250 w, 1 kw-LS, U, KVFL Vernal, Utah, Uintah Broadcasting and Television Inc., Has: 1250 kc, 5 kw-D, Req: 920 kc, 5 kw-D, KVAC Forks, Wash., Forks Broadcasting Co., Has: 1490 kc, 250 w, 500 w-LS, U, Req: 1490 kc, 250 w, 1 kw-LS, U, Actions April 1.

#### Call letter applications

■ KCMS, Garden of the Gods Broadcasting Co., Manitou Springs, Colo. Requests KEDI.

■ KABH, Green Dolphin Broadcasting Corp., Midland, Tex. Requests KNAM.

#### Call letter action

■ WWOM, Wagonvord Broadcasting Inc., New Orleans. Granted WVOG.

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## New FM stations

### Applications

■ Phoenix City, Ala.—Chattahoochee Broadcasting Inc. Seeks 100.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 2131, Columbus, Ga. 31902. Estimated construction cost \$25,232; first-year operating cost \$25,680; revenue \$46,000. Principals: James K. Sanders III, sole owner. Mr. Sanders is sales manager for WCLS-(AM) Columbus, Ga. Ann. April 2.

■ Yuma, Ariz.—Lan-Jol Enterprises seeks 95.1 mc, 25 kw. Ant. height above average terrain 76 ft. P.O. address: 841 Avenue G, Yuma 85364. Estimated construction cost \$43,660.41; first-year operating cost \$38,787.64; revenue \$85,932. Principals: Robert Hardy Langill and Joel Eugene Pollard (each 50%). Messrs. Langill and Pollard each own 50% of swimming pool service, sales, house rentals and candle shop. Mr. Langill is program director-announcer for KBLU-TV Yuma. Ann. April 2.

■ \*Stockton, Calif.—San Joaquin Delta Junior College District. Seeks 89.5 mc, 10 w. P.O. address: 3301 Kensington Way, Stockton 95204. Estimated construction cost \$12,090; first-year operating cost \$14,350; revenue none. Principals: James P. Darrah, president of board of trustees, et al. Ann. April 6.

■ \*Boulder, Colo.—Regents of University of Colorado. Seeks 91.9 mc, 1.8 kw. Ant. height above average terrain minus 7 ft. P.O. address: Regent Hall 301, University of Colorado, Boulder 80302. Estimated construction cost \$46,070; first-year operating cost \$46,770; revenue none. Principals: Frederick P. Thieme, president of board of regents, et al. Ann. April 6.

■ Freeport, Ill.—Freeport Broadcasting Co. Seeks 92.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 214 West Stephenson Street, Freeport 61032. Estimated construction cost \$50,852; first-year operating cost \$30,900; revenue \$85,000. Principals: Francis X. Mahoney, president, Elwood F. Kortemeler, vice president, Donald A. Dagele Jr., treasurer (each 30%), and Ruth Mahoney, secretary (10%). F. X. Mahoney is attorney. Mr. Kortemeler is ophthalmologist, owns 50% of auto-parts wholesaler and 30% of office building. Mr. Dagele Jr. owns 50% of home-building firm and mobile-home park and sales, Ann. April 2.

■ Anderson, Ind.—Broadcasting Inc. of Anderson. Seeks 97.9 mc, 50 kw. Ant. height above average terrain 500 ft. P.O. address: 1107 Meridian Street, Anderson 46015. Estimated construction cost \$67,763; first-year operating cost \$25,000; revenue \$92,763. Principals: Ronald R. Ross, president (50%), Gordon L. Beck, vice president (40%), et al. Mr. Ross is executive vice president for advertising agency. Mr. Beck is former manager of WHUT(AM) Anderson and general manager at present for WFWR(AM) Ft. Wayne, Ind. Ann. April 6.

■ Perry, Iowa—Perry Broadcasting Co. Seeks 104.9 mc, 3 kw. Ant. height above average terrain 298 ft. P.O. address: Box 26, Perry 50220. Estimated construction cost none indicated; first-year operating cost \$9,464; revenue \$10,400. Principals: Shirley Whitehead, executrix of G. E. Whitehead (68%), and Thomas A. Quinlan, treasurer (32%). Mrs. Whitehead owns printing company. Mr. Quinlan is station manager of KDLS(AM) Perry, licensed to principals. Ann. April 2.

■ Las Vegas—University of Nevada. Seeks 88.1 mc, 1 kw. Ant. height above average terrain 15.75 ft. P.O. address: 4505 Maryland Parkway, Las Vegas 89109. Estimated construction cost \$25,600; first-year operating cost \$3,000; revenue none. Principals: Dr. Roman J. Zorn, president of board of regents, et al. Ann. April 6.

■ Bay Shore, N.Y.—WBLI Inc. Seeks 103.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address 1290 Peconic Avenue, Babylon, N.Y. 11704. Estimated construction cost \$109,706; first-year operating cost \$61,650; revenue \$55,000. Principals: Beck-Ross Communications Inc., 100%, Martin F. Beck, president, and George H. Ross, vice president-secretary-treasurer (each 40.3%). Principals own WKMF(AM) Flint, Mich., and WGLI(AM) Babylon, N. Y. Mr. Ross is attorney. Ann. April 2.

■ Wilmington, Ohio—5 KW Inc. Seeks 102.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o WMWM Wilmington 45177. Estimated construction cost \$35,074; first-year operating cost \$25,000; revenue \$50,000. Principals: Carl A. Cook, vice president, et al. Principals own WMWM-(AM) Wilmington and WBRJ(AM) Marietta, Ohio. Ann. April 2.

■ Berlin, Wis.—Kingsley H. Murphy Jr. Seeks 94.3 mc, 3 kw. Ant. height above

average terrain 160 ft. P.O. address 1821½ Logan Avenue, South, Minneapolis 55403. Estimated construction cost \$24,103; first-year operating cost \$12,000; revenue \$12,000. Principals: Kingsley H. Murphy Jr., sole owner. Mr. Murphy owns WISS(AM) Berlin.

### Initial decision

■ Sheboygan, Wis.—WHBL Inc. Hearing Examiner Jay A. Kyle in initial decision proposed grant of 97.7 mc, 3 kw. Ant. height above average terrain 241 ft. P.O. address: Box 27, Sheboygan 53081. Estimated construction cost \$17,759.93; first-year operating cost \$5,100; revenue \$5,100. Principal: Paul F. Skinner, president and general manager (51.1%), et al. Mr. Skinner owns WHBL-(AM) Sheboygan. Action April 1.

### Final action

■ Front Royal, Va.—Wayside Broadcasting Corp. Broadcast Bureau granted 103.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o Wayside Inn, Middletown, Va. 22645. Estimated construction cost \$51,500; first-year operating cost \$32,750; revenue \$36,000. Principals: Leo M. Bernstein, president-treasurer, Stuart A. and Richard D. Bernstein, vice presidents (each 33%). Messrs. Leo and Stuart own numerous business, including real estate, hotels, insurance firms and rentals. R. D. Bernstein is president of savings and loan association in Silver Spring, Md. Action April 6.

### Actions on motions

■ Chief, Office of Opinions and Review in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station, Inc.), FM proceeding, granted petition by Broadcast Bureau, and extended to April 14 time to file responsive pleadings to petition for reconsideration filed by Christian Voice (Docs. 18308, 18793). Action April 2.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted petition by Voice of Dixie Inc. for leave to amend application to show that William E. Bennis Jr., 25% owner has 49% interest in corporation which has pending application for AM in Jacksonville, Fla., mutually exclusive with two other applications, but which has not yet been designated for hearing and to show that Daniel M. Brennan became corporate director Feb. 6 (Docs. 18664 and 18666). Action March 27.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, postponed further hearing to April 6 (Docs. 18664, 18666). Action April 3.

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Christian Broadcasting Association Inc.), FM proceeding, pending action by commission in Doc. 18774, stayed further proceedings in case until further order (Doc. 18439). Action March 31.

■ Hearing Examiner Millard F. French in Williamson and Matevan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, reopened record and stayed further proceedings pending commission action in Doc. 18774 (Docs. 18456-7). Action March 31.

### Other actions

■ Review board in Corydon, Ind., FM proceeding, Docs. 18636-38, granted appeal from adverse ruling of hearing examiner filed Dec. 2, 1969, by Radio 900 Inc.; granted to extent indicated, dismissed to extent indicated and denied in all other respects petition to enlarge issues, filed Sept. 8, 1969, by Radio 900 Inc. Action April 1.

■ Review board in St. Johns, Mich., FM proceeding, Docs. 18708-09, granted petition for extension of time, filed April 3 by Dittmer Broadcasting Inc. and Carmine Broadcasting Co. Action 7.

### Designated for hearing

■ Fairmont, Minn.—FCC designated for hearing application by KNUJ Inc. for CP for new FM on 106.5 mc in Fairmont. Applicant proposed operation with ERP of 100 kw and ant. height of 217 ft. Action April 1.

### Call letter application

■ Graham Broadcasting Co., Tucson, Ariz. Requests KATN(FM).

## Existing FM stations

### Final actions

■ KAMS(FM) Mammoth Spring, Ark.—

Broadcast Bureau granted CP to change type trans. and ant.; ant. height 97 ft.; ERP 75 kw. Action March 31.

■ KPLX(FM) San Jose, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action March 30.

■ WDBO-FM Orlando, Fla.—Broadcast Bureau granted CP to change trans. location 0.25 mile north of State Rte. #420 east side of Lake Pickett, Orange County, Fla.; operate by remote control from 750 N. Texas Ave., Orlando; change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,460 ft.; conditions. Action April 1.

■ WILL-FM Urbana, Ill.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action March 31.

■ WFIM(FM) Elkhart, Ind.—Broadcast Bureau granted CP to change trans. location. Action April 2.

■ WLBC-FM Muncie, Ind.—Broadcast Bureau permitted remote control. Action March 27.

■ WLBC-FM Muncie, Ind.—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 420 ft.; remote control permitted. Action April 6.

■ KAYL-FM Storm Lake, Iowa—Broadcast Bureau granted CP to change type ant.; make changes in ant. system; ant. height 400 ft.; ERP 10.5 kw vert.; 17.5 kw horiz. Action March 30.

■ WWJS(FM) Falmouth, Ky.—Broadcast Bureau granted mod. of CP to change ant. trans. location atop hill, approximately 1.9 miles northwest of center of Falmouth, Ky.; change type ant.; make changes in ant. system; ERP 1.8 kw; ant. height 380 ft.; remote control permitted. Action April 3.

■ WFTG-FM London, Ky.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment; change type ant.; ERP 3 kw; ant. height 190 ft.; condition. Action April 3.

■ WDSU-FM New Orleans—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location on 93.3 mc; ERP 16 kw; ant. height 600 ft. Action March 31.

■ WBRK-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment and trans. line; change type trans. Action April 3.

■ WBIL(FM) Biloxi, Miss.—Broadcast Bureau granted license covering changes; condition. Action April 3.

■ WBAQ(FM) Greenville, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to May 19. Action April 2.

■ WROA-FM Gulfport, Miss.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 160 ft. Action March 31.

■ KTXR(FM) Springfield, Mo.—Broadcast Bureau granted CP to change trans. location to 2½ miles north on FF Rd., Fordland, Mo.; studio location to 3002 East Cherry, Springfield; operate remote control from proposed studio location; change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,150 ft. Action March 31.

■ KRGN(FM) Las Vegas—Broadcast Bureau granted CP to make changes in trans. equipment; condition. Action March 30.

■ WHCU-FM Ithaca, N. Y.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action March 31.

■ WHFM(FM) Rochester, N. Y.—Broadcast Bureau granted mod. of license covering change in name of licensee to Rust Communications Group Inc. Action March 31.

■ \*WRPI(FM) Troy, N. Y.—Broadcast Bureau granted CP to install former main trans. as auxiliary at main trans.; ERP 2 kw. Action April 3.

■ WVWB-FM Bridgeton, N. C.—Broadcast Bureau accepted data filed March 16 in accordance with first report and order adopted Feb. 4 and released Feb. 6 in Doc. 18765, showing proposed operation on 106.5 mc, change type trans. and ant.; ant. height 210 ft.; ERP 100 kw. Action March 30.

■ \*WCRF(FM) Cleveland—Broadcast Bureau granted CP to change trans.-studio location 9746 Barr Road, Brecksville, Ohio; change type trans. and ant.; make changes in ant. system; ERP 25.5 kw; ant. height 660 ft. Action April 3.

■ WCHO-FM Washington Court House,

Ohio—FCC granted application of Court House Broadcasting Co. for license to cover CP for license period ending Oct. 1. In decision released March 6 commission granted short-term license renewals to Court House Broadcasting's two other Ohio stations, WCHO(AM) Washington Court House and WCHI(AM) Chillicothe, and denied license renewal to WKOV(AM) Wellston, Ohio, as a result of rule violations over long period of time. Action April 1.

■ KJAK(FM) Oklahoma City—Broadcast Bureau granted mod. of CP to change type ant.; ant. height 480 ft. Action March 30.

■ WAEB-FM Allentown, Pa.—Broadcast Bureau granted mod. of license to change name of licensee to Rustcom Industries Inc. Action March 31.

■ WIOV(FM) Ephrata, Pa.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 50 kw; ant. height 500 ft.; conditions. Action April 1.

■ WDAS-FM Philadelphia — Broadcast Bureau granted CP to install trans. and ant.; ERP 50 kw; ant. height 185 ft. Action April 3.

■ WAMO-FM Pittsburgh—Broadcast Bureau granted CP to make changes in trans. equipment; change type ant.; ERP 72 kw; ant. height 430 ft.; remote control permitted. Action April 2.

■ WFID(FM) Rio Piedras, P. R.—Broadcast Bureau granted mod. of CP to operate with vertical trans.; ERP 30 kw. Action March 31.

■ KSOO-FM Sioux Falls, S. D.—Broadcast Bureau granted mod. of CP to operate by remote control from studio location 206 N. Phillips, Sioux Falls, S. D.; change type trans. and ant.; ERP 51 kw; ant. height 1,880 ft. Action April 2.

■ KQUE(FM) Houston—Broadcast Bureau granted CP to change type ant.; ERP 280 kw; ant. height 540 ft.; remote control permitted. Action March 31.

■ Houston—FCC granted request by Texas Coast Broadcasters Inc., KQUE(FM) Houston for commercial testing of "sight radio" through end of current license term (Aug. 1, 1971). Applicant holds development subsidiary communications authorization looking toward development of method for activating visual display boards by means of inaudible tones superimposed on multiplex sub-carrier frequency 67 kc. Action April 1.

■ KPUP(FM) Kingsville, Tex.—Broadcast Bureau granted mod. of CP to make changes in ant. system and make changes in trans. line; ant. height 156 ft. Action April 3.

■ KWTX-FM Waco, Tex.—Broadcast Bureau granted mod. of CP to change type ant. and trans. Action April 2.

■ WAVA-FM Arlington, Va.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted. Action April 3.

■ WCMS-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 7. Action March 27.

■ KFKF-FM Bellevue, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action April 3.

■ WKJC(FM) Welch, W. Va.—FCC granted application by Kenneth J. Crosthwait to change station location to Bluefield, Va., and make changes in facilities. Action April 1.

#### Action on motion

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, dismissed as moot Broadcast Bureau's petition to dismiss applications (Docs. 17410, 18174). Action April 1.

#### Other action

■ Following FM's notified FCC of stereophonic operation. Supplements previous listings: KBXL-FM Caldwell, Idaho; KFMQ(FM) Des Moines, Iowa; \*KIOS(FM) Omaha; KIVE-FM Glendive, Mont.; KOTN-FM Pine Bluff, Ark.; KRYT-FM Colorado Springs; KSM-A-FM Santa Maria, Calif.; KSNM-FM Pocatello, Idaho; KTFM(FM) San Antonio, Tex.; KVMG(FM) Bellingham, Wash.; KXOA-FM Sacramento, Calif.; WAAV(FM) Wilmington, N. C.; \*WBAL(FM) New York; WBUK-FM Columbus, Ohio; WCIS-FM Moss Point, Miss.; WEXA(FM) Bayamon, P. R.; WFER(FM) Frederick Md.; WGUS-FM Augusta, Ga.; WHEW(FM) Fort Myers, Fla.; WMKC(FM) Oshkosh, Wis.; WMRV(FM) Endicott, N. Y.; WNAP(FM) Indianapolis; WNFM(FM)

Napies, Fla.; WPVR(FM) Roanoke, Va.; WSBM(FM) Saginaw, Mich.; WSRF-FM Fort Lauderdale, Fla.; WVLR(FM) Sauk City, Wis. Ann. April 7.

#### Fine

■ WUHY-FM Philadelphia—FCC notified of apparent liability forfeiture of \$100 because of alleged indecent programming on its *Cycle II* show of Jan. 4 which featured tape-recorded interview with Jerry Garcia, leader of California rock group The Grateful Dead, and live comments by person known as Crazy Max. Commission invited review by courts in order that scope of agency's authority to act in this sensitive area may be definitely established. Action April 1.

#### Call letter action

■ WWOM-FM. Wagonvoord Broadcasting Inc., New Orleans. Granted WWOM(FM).

#### Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WKKO Cocoa, Fla., to Oct. 1; WYEA-TV Columbus, Ga., to Sept. 30; WJCL(TV) Savannah, Ga., to Sept. 30; KNUI Kahului, Hawaii, to Sept. 23; WBLG-TV Lexington, Ky., to Sept. 30; \*WKMS-FM Murray, Ky., to June 30; WMIC-FM Sandusky, Mich., to June 15; condition: KTIS-FM Minneapolis to Oct. 4; KWK St. Louis to Sept. 30; WHOM New York to Aug. 6; WHN New York to Oct. 1; WFNC Fayetteville, N. C., to Sept. 30; WCOS Columbia, S. C., to July 18; WAMB Donelson, Tenn., to Aug. 15; \*WFMQ(FM) Lebanon, Tenn., to July 1; WBP Fort Worth, Tex., to Oct. 1; WRAR Tappahannock, Va., to Oct. 1; WISM Madison, Wis., to Oct. 1. Actions March 31.

#### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K70BW Lihue, Kauai, K82AM Waimea, K78AR Kihue, Kauai, K63AA and K72DB both Waipaka, K76CN Lihue, K79BR Hakalua, K80CJ Anahola, K70BS Naalehu and K83AZ Pepekeo, all Hawaii; K08EX Metlakatla, K09HO Thorne Bay, K04DF Wildwood Military Base, K04DL Gastline Channel, Alport area, Auke Bay and Mendenhall Glacier, K04DS Upper Kenai River area, K04FO Cooper Center, K04FP Gakoha, K04FQ Glenallen, Richardson Highway area north and south of Glenallen, K07IN Glenn Highway west and east of Tolsona, K09CW Usibelli, Suntranna and Healy, K09FC Nenana, K09HG Girdwood, Mile 100 Area Seward Highway, K09GC Sterlitz, Soldotna, Kasliof and Kenal, K09GZ Sutton, K09IZ Richardson Highway Community South of Copper Center and Kenny Lake, K12GF North Tongass Community and K03AB Delta Junction, all Alaska. Action April 1.

■ Broadcast Bureau granted renewal of licenses for following: \*WREK(FM) Atlanta; \*WABW-TV Pelham, \*WACS-TV Dawson, \*WCES-TV Wrens, \*WCLP-TV Chatsworth, \*WDCO-TV Cochran, \*WGTV(TV) Athens, \*WJSP-TV Columbus, \*WVAN-TV Savannah and \*WXGA-TV Waycross, all Georgia; KA2XQF Cazenovia, N. Y.; KE2XNY Marlton and Union Mills, New Jersey; KS2XBR Chicago; WMAZ-TV Macon, WRDW-TV Augusta and WSAV-TV Savannah, all Georgia; WSFA-TV Montgomery, Ala.; WTOG-TV Savannah and WTMV(TV) Columbus, both Georgia; WTVY(TV) Dothan, Ala.; WROM-AM-FM Rome, WRFC Athens and WSAV Savannah, all Georgia; WSGN Birmingham, Ala. Actions April 1.

■ WAPE Jacksonville, Fla.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within 45 days of date of grant. Action April 3.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WABB Mobile, Ala.; WERD, WIIN and WKLS(FM) all Atlanta; WQXI-FM Smyrna and WNEA Newnan, both Georgia; WPLC-AM-FM Atlanta; WRBL-AM-FM Columbus, WSFB Quitman and WYNX Smyrna, all Georgia; WSB-AM-FM-TV Atlanta. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K04CO Usibelli and Suntranna, K04CF Sutton, K04DC Talkeetna, K07EU Nenana, K07GA Soldotna, Kasliof, Kenal and Sterlitz, and K13GQ South Wildwood and rural area and North Wildwood and rural area,

all Alaska; K07HQ Umatac, K12ER Anderson Air Force Base, K12GC Merizo, and K13HV Apra Heights, all Guam; K04FE Hilo, K08FT Kilauea and K12FX Hanalei, all Hawaii. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for the following stations and their co-pending auxiliaries: WQSB(FM) Albertville and WQLT(FM) Florence, both Alabama; WXLM(FM) Savannah, Ga.; WAAV-TV Huntsville, and WALA-TV Mobile, both Alabama; WALB-TV Albany, Ga.; WBMG(TV) Birmingham, and WBRCTV Birmingham, both Alabama, WCTV(TV) Thomasville, Ga.; WHNT-TV Huntsville, Ala.; WJBF(TV) Augusta, Ga.; WAHR(FM) Huntsville, Ala.; WBBQ-FM Augusta and WCJM(FM) West Point, both Georgia; WDJC(FM) Birmingham and WERH-FM Hamilton, both Alabama; WFAV(FM) Cordele, Ga.; WFM(FM) Montgomery, Ala.; WGBA-FM Columbus, WGUS-FM Augusta, WNGR-FM Bainbridge, and WNGC(FM) Athens, all Georgia; WJLN(FM) Birmingham, Ala.; WJIZ(FM) Albany, Ga.; WLJM(FM) Gadsden, WOAB(FM) Ozark and WTVY-FM Dothan, all Alabama; WVOP-FM Vidalia, Ga. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WNDV(FM) Huntsville, WQWL-TV Florence and WAPI-AM-FM-TV Birmingham, all Alabama; WDXV Buford, Ga.; WELR-AM-FM Roanoke, WENN Birmingham, WFIX Huntsville and WFMH-AM-FM Cullman, all Alabama; WFOM Marietta, Ga.; WFPA Fort Payne, Ala.; WGC Augusta, Ga.; WGAD and WAAX both Gadsden, WABF-AM-FM Fairhope, WABT Tuskegee, WACT Tuscaloosa, WAGC Centre, WAVU Albertville, WBHF Huntsville and WBEB Centerville, all Alabama; WBIE-AM-FM Marietta, and WBIT Adel, all Georgia; WBRC-AM-FM Birmingham, Ala.; WBRO Waynesboro, Ga.; WBTS Bridgeport and WBEY Calera, both Alabama; WDAX McRae, WDEN-AM-FM Macon, WDGL Douglasville and WDUN-AM-FM Gainesville, all Georgia. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WAOA Andalusia and WARF Jasper, both Alabama; WAZA Bainbridge and WBHF Cartersville, both Georgia; WBLO Evergreen, Ala.; WBML Maco, and WCLB Camilla, both Georgia; WCRI Scottsboro, WCRL Oneonta, WDIG Dothan, WELB Elba, WELY Talladega, all Alabama; WGPC-AM-FM Albany and WGSB Millen, both Ga.; WGVY Greenville, WHEB Selma, WHEP Foley and WKAC Athens, both Alabama; WKRW Cartersville and WLAG-AM-FM LaGrange, all Georgia; WLIQ Mobile, Ala.; WMGA Moultrie, Ga.; WMSL-AM-TV Decatur, Ala.; WSEM Donaldsonville, Ga.; WSHF Sheffield, Ala.; WSYL Sylvania, Ga.; WULA Eufaula, WSYM Rainsville, WKLD(FM) Oneonta and WIAY-FM Muscle Shoals, all Alabama. Actions April 3.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WJDB Thomasville, WJLD Homewood and WJOI Florence, all Alabama; WKIG Glennville, Ga.; WLCB Moulton, Ala.; WLFA Lafayette, WLOW Washington, WLYB Albany and WMAZ-AM-FM Macon, all Georgia; WMGY Montgomery, Ala.; WMJM Cordele, Ga.; WMOO Mobile, Ala.; WNEG Toccoa, WGHC Clayton and WGTA Summerville, all Georgia; WHRT Hartselle, Ala.; WHYD Columbus and WIMO Winder, both Georgia; WJBB Haleyville, Ala.; WGAU Athens, and WGFS Covington, both Georgia; WAGF Dothan and WAMA Selma, both Alabama, WCLA Claxton, WDAK Columbus and WMOG Brunswick, all Georgia; WTCC Flomaton and WNBX Andalusia, both Alabama; WRGA-AM-FM Rome, Ga. Actions April 3.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WANZ(FM) Sebring, Fla.; WAPA-TV San Juan, P. R.; WAYR Orange Park, Fla.; WBMJ San Juan, P. R.; WFUN South Miami, WJKS-TV Jacksonville, WKIZ Key West and WMEG Eau Gallie, all Florida; WMNT Manati, WOLE-TV Aguadilla and WORA-TV Mayaguez, all Puerto Rico; WSEB Sebring, and WSUN and WTOG(TV) both St. Petersburg, all Florida; WISA-AM-FM Isabella, WIVV Vieques and WLEY Cayey, all Puerto Rico; WOKB Winter Garden, Fla.; WBUY(AM) and WLXN(FM) both Lexington, and WCPA-AM-FM Tarboro, all North Carolina; WPKR Perry, Fla.; WIVA-FM Aguadilla, P. R.; WOCN-AM-FM Miami, Fla.; WSUR-TV Ponce, P. R. Actions March 31.

■ Broadcast Bureau granted renewal of licenses for following: WACX Austell, Ga.

(Continued on page 97)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

Display ads \$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Manager with sales ability for small market, New York State. Immediate opening. Box C-339, BROADCASTING.

Manager-Sales manager for small, active daytime in major metropolitan market. Must be real radio man. Box D-28, BROADCASTING.

Small daytime in large, major market needs manager, 1st phone man. Must be a pro. Box D-29, BROADCASTING.

Manager for AM/FM established MOR small town (30,000) station. Midwest. Previous managerial experience a must. Salary \$1,200 per month plus, (depending on your experience and ability) plus car and fringes. Send full information with 1st letter. Box D-97, BROADCASTING.

General Manager, for two (2) radio stations. WGBS-AM, 1000 watt daytime and WYSL-FM, 100,000 V, 100,000 H watts, should be on the air by June 15th. Only experienced managers need apply. Bill Carrett, Broadcasting Corporation, Slidell, Louisiana 70458.

Accountant/office manager responsibilities: handle books, prepare statements, billing, payroll, budgets, qualifications. College accounting major. Audit experience helpful. Send resume to B. Brassard, WTEN TV, P.O. Box 10, Albany, N.Y. 12201.

Live in the hub of northern Michigan and enjoy life in a bustling resort town. Ideal for manager who likes sales, hunting and fishing. Stock available for working-managing ownership. Call 517-482-9695 or send resume to Box 1292, Lansing, Michigan.

## Sales

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-337, BROADCASTING. All replies strictly confidential.

New Math. Sharp salesman with hustle and feel for small market sales, plus training, equals one well-paid sales manager. Box D-20, BROADCASTING.

Wanted: Sales manager and one salesman for top country music station in S.E. Florida. Will consider 1st ticket ancr./salesman. Will soon be adding FM to our AM operation. List all information including minimum salary requirements first letter. Reply to Box D-84, BROADCASTING.

We'll look till we find the right man for our expanding Sales Department. Dale Low, KLSS/KSMN, Mason City, Iowa.

Madison, Wisc.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up, strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis. A Mid-West Family station.

James Rivers Stations has opening for experienced salesman. Potential unlimited for a dynamic up & comer. WMJM, Cordele, Georgia.

Young growing radio station organization with plans for several California stations needs experienced radio salesman to sell long established pioneer FM stereo station in Fresno, California. Write: General Manager, Box 4261, Fresno, California 93744.

## Announcers

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

Experienced DJ-announcer. Contemporary format. Play-by-play football, basketball necessary. Good pay; hospitalization, other benefits. Virginia City. Tape with disc show, news, play-by-play. Box C-266, BROADCASTING.

## Announcers continued

Announcer—fast pace. Modern country. Professional sound. Permanent with advancement. Write Box C-435, BROADCASTING.

One of the country's foremost major market rockers is searching for mature professional for excellent time slot. Great opportunity for dedicated individual. Must be experienced and good. Send current tape, resume and pic to Box C-440, BROADCASTING.

Experienced MOR personality for major southern market. No beginners please. An equal opportunity employer. Box C-452, BROADCASTING.

First phone: if you are a morning man, interested in becoming part of a growing, progressive organization; interested in living near the city without being involved in urban congestion; interested in working with a station which considers announcers as more than necessary evils; interested in doing your job without the boss constantly looking over your shoulder; interested in paid vacations, sick leave, plus group medical insurance plan; and willing to start at \$130 weekly; call now 703 368-3108 or send tape and resume to Box D-5, BROADCASTING.

Need personality for up-tempo, very contemporary, MOR. 25-30 years old. You need tape, talent, experience, picture and resume. Box D-44, BROADCASTING.

Top Montana station needs program director-1st phone. Aggressive 5kw. Extra benefits. Salary open. Must have the pace, production, and ability to entertain. Send tape and resume to Box D-55, BROADCASTING.

One of the nation's historic and beautiful southeast college towns is looking for a pro to handle the early morning shift on its top-rated CBS outlet. If you're the man, we'll start you at \$10,000. First phone wanted, but not essential. Tape, resume and picture. Box D-56, BROADCASTING.

Announcer-salesman for Western Pennsylvania full-timer. Must be experienced and professional in announcing and selling. Average salary \$9,500. Forward tape, resume, photo to Box D-65, BROADCASTING.

Experienced announcer in top 50 market, Northeast. MOR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Why fight air pollution, crime and "big" station politics. Life is for living at our small market station with big station ideas. Need all round broadcaster who can create novel commercials and do board shift. Advancement. Box D-106, BROADCASTING.

Up tempo MOR needs experienced announcer-production; 6-12 PM air-shift. Many opportunities with this "home-station" of six-station group. Work with finest equipment and facilities in Midlands. An equal opportunity employer. Send resume, tape references immediately to Operations Mgr., KFOR, Box 391, Lincoln, Nebraska 68501.

This station needs a strong staffer who can cut production, do a mod air show and be an overall asset to a heavy commercial news station. If you don't know how to move, don't call. If you do, contact WAAC Radio, Terre Haute, Indiana, 812-234-3791.

Immediate opening for announcer with 1st phone experience. New FM-MOR station located in the duck hunting capitol of the Midwest on the Illinois River. Must have pleasing personality and be able to work with his fellow workers. No drifters or dead-beats. Send tape, resume, photo and salary requirements to WDUK, 200 N. Plum Street, Havana, Illinois 62644.

Immediate opening for experienced announcer. Contemporary music format. Contact Jerdan Bulard, WKUL, Cullman, Alabama.

Experienced nighttime announcer wanted. Reliable jock, able to follow directions and run tight board, needed immediately for Northeast Massachusetts top 40 station. Third endorsed. Send resume and tape to Program Director, WLLH, Lowell, Massachusetts.

## Announcers continued

Immediate opening—announcer. First phone. WMIC, AM/FM, Sandusky, Michigan.

Central Wisconsin's number 1 station wants you if you're a mod contemporary swinger. Send tape, photo and resume to Howie Stieber, WRIC AM/FM, 529 Third Street, Wausau, Wis. 54401.

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.

You're young, have a heavy voice, creative production mind, believe that today's contemporary radio does not have to mean the top 40, dream of a mystical place where programing departments really program . . . Come home, to New England's great music station. Joel Lyons is eagerly awaiting your tape and resume at WRSR, Stereo 96, Worcester, Mass. 01602.

First phone announcer with mature voice for 5 kw semi-automated MOR near Detroit. Write WTHM, Lapeer or call manager, 313-664-8555.

Outstanding morning man. 1st ticket required. Good production with creative air-selling ability with personality to match. Opportunity for TV booth experience. J. Strider Moler. 1-301-797-4400.

## Technical

Los Angeles FM seeks capable chief engineer. Give full details, requirements. Box C-365, BROADCASTING.

Chief engineer needed, experienced AM/FM stereo directional. References required. Box C-408, BROADCASTING.

Wisconsin AM/FM full-time station seeking transmitter and studio engineer. Prefer some announcing experience. Send complete resume and references to General Manager, WSWW, P.O. Box 1, Platteville, Wisconsin 53818.

Mature adult chief engineer needed for AM located in N.Y.'s fastest growing market. Send complete qualifications, background, references & salary desired to: Mgr., WWLE, Box 484, Cornwall-On-Hudson, N.Y. 12520 (914) 534-7854.

Wanted: Chief engineer/announcer for Texas-Mexican border AM operation. Must be able to repair and perform preventive maintenance. The more that you save us, the higher the pay. Write Box 1731, Laredo, Texas.

5000—1000 watt (non-directional nights) station needs chief engineer who knows full maintenance, directional systems, rules and regs. Top money for top man with benefits. New transmitter soon. Contact manager (812) 423-2821.

## NEWS

Aggressive full time group owned FM looking for news director, who's looking for a career, not a job. Beautiful, small Midwestern community. Best conditions & young staff. 219-244-7700.

## Programming, Production, Others

Somewhere there's a first class engineer-salesman-announcer familiar with automation (preferably ICM) who believes in FM sufficiently to be able to sell and program such a station operated completely separate from its AM sister in a Carolina town of over 20,000. Good salary plus liberal commission. If you're good enough to be chief engineer for both operations, it's worth more. Send complete resume. Box D-31, BROADCASTING.

Opportunity for community minded, musically knowledgeable program director—daytime. Fastest growing county in New York state. Ideal living conditions. MOR format. Prefer 1st phone, but looking for program director. Send resume and tape. Box D-112, BROADCASTING.

Versatile broadcaster wanted: Escape from the big city problems in a small Iowa community with a big station. Able to do a variety of jobs on and off the air. Group owner. Station owned by same people for 45 years. If you have the potential and want to work, send complete resume, tape and salary requirements to manager, KMA radio, Shenandoah, Iowa.



## Situations Wanted Management

Fifteen years management experience. Seeks market with greater potential. Box D-41, BROADCASTING.

Network veteran, all phases radio-TV programming, broadcasting. Looking for quality AM-FM management position in N.Y.C. commuting area. Unusually impressive background. Presently employed. Top references. Box D-70, BROADCASTING.

Sales manager offering experience and know how of nine highly productive and successful years in sales and management—emphasis sales. Seeking growth opportunity with sound aggressive operation in top 100 markets. Will consider others. Solid MOR and contemporary background with two 50,000 watt stations in medium markets. Box D-75, BROADCASTING.

Experienced broadcaster available. 33, married, 3 children. Will relocate. Prefer small to medium market. Years of experience and successful just sold own station. Good health. Available for personal interview. Will reply to all inquiries. Box D-107, BROADCASTING.

## Sales

6 years newspaper advertising manager—doubled revenue. 3 years radio sales—doubled salary. Television sales now—\$14,000.00. Would consider top flight radio or television organization only. Box D-64, BROADCASTING.

## Announcers

Soul jock. 1st phone. Willing worker seeks break. Will relocate. Box D-12, BROADCASTING.

Black soul beginner. D.J., announcer, newscaster. versatile, creative and aggressive. New to the business, but matured to life itself, hard work and dedication. Sound better than most experienced. N.Y.S.A.S. graduate. Third endorsed. Box D-61, BROADCASTING.

Top 40 entertainer. R&B, FM rock. Different personality. Experienced. Veteran. Box D-63, BROADCASTING.

Announcer, DJ, authoritative newscaster. Writing at N.Y.U. Family man. Will relocate. Box D-66, BROADCASTING.

Mature, 1st. phone jock, service completed, can do news, talk show, any music format, prefer MOR or CGW, sales experience also; Pa., N.J., N.Y. area only. Box D-71, BROADCASTING.

Soul jock, limited experience, ambitious and good! 27, third endorsed. Will relocate anywhere. Professionally trained in N.Y.C. Box D-74, BROADCASTING.

Florida bound? Commercial experience doing play-by-play. D.J., and news. B.S. Telecommunications. Some sales. Available June 15. Box D-77, BROADCASTING.

Announcer. Two years experience. First phone and experienced MOR format. News experience. School grad. Electronics background too. Prefer California but willing to relocate mid-west. Available immediately. Box D-78, BROADCASTING.

Major markets. Versatile personality strong in creative production with 12 years experience, wants professional operation. Box D-80, BROADCASTING.

Witty personality with experience. Broadcasting school graduate. Third phone. Don't let me get by you. Box D-85, BROADCASTING.

D.J., announcer, newscaster. 3rd endorsed. Need chance to prove my creative sales ability. Box D-86, BROADCASTING.

First phone, will travel, dependable, hard working, presentable, young man of 21. Draft exempt. 1 yr. experience. D.J., asst. sports director. Box D-87, BROADCASTING.

Chicagoland veteran sportscaster of 12 years (age 35). Desires major or medium market radio and TV outlet. Presently employed. 50,000 watt experience. Box D-93, BROADCASTING.

Annrc. Strong on voice, personality and production. Versatile. MOR to progressive. No drifter, no screamer. Married, 8 years exp., draft exempt. Ready for top market but will settle for medium if it's away from congested, polluted east coast. Prefer West. You can't go wrong. Box D-94, BROADCASTING.

First phone, heavy voice, production and some technical work. Stable family man with four years experience. Will work to your advantage. Box D-95, BROADCASTING.

Country jock. Prefer nights. First phone and experience. Box D-102, BROADCASTING.

## Situations Wanted

### Announcers continued

Soul jock. Creative writer. Tight board. Will relocate. Box D-103, BROADCASTING.

Announcer sportscaster/newscaster: fully experienced air play-by-play; some TV. Locate anywhere. Tape available. Box D-104, BROADCASTING.

D.J., news. Three years experience, third, draft exempt. Box D-105, BROADCASTING.

Prior experience. Bill Wade grad. Tight board. Good news, 3rd. 213-463-7540. Box D-113, BROADCASTING.

Detroit area part-time or weekend work, 3rd, endorsed, some experience, broadcasting school graduate. For more information contact John Murray, Jr., 15717 Chatham, Detroit, Mich. 48223

Broadway MOR jockey, vast knowledge of show music. 3rd ticket. 212-881-5644 or 212-BU 8-3673.

All around radio man, twelve years experience. Strong on all sports, play-by-play, news, management and sales. 38. Relocate. Andy Denonn, P.O. B. 423, Chipley, Florida, 32428. Tel. (904) 547-5431.

Experienced Black combo. Available, will relocate anywhere for \$190.00 minimum. Roy Lambert, 5047 Page St., St. Louis, Mo.

Recent IBA graduate, third endorsed, tight board, single. Would like to work all night shift or what have you. Preference to Denver, Colorado, but willing to work anywhere. Donald Drew, 223 Jones Drive, Bridgeville, Pa. 15017.

DJ, tight board, good news, commercials, 3rd phone, veteran. Write Jim Danczek, 353 4th St., Prairie du Sac, Wisconsin 53578.

1st phone, experienced, strong on news, medium range voice, adaptable, anywhere U.S.A. Mike Jeske, 1033 Carteret, Pueblo, Colorado, 545-0604.

1st phone announcer. 2 years experience. Married, 23, young and ambitious with mature sound. Willing to relocate. Contact Arthur MacCammon, c/o R.E.I., 1336 Main St., Sarasota, Fla. 33577.

Trained and experienced, 1st phone. Good references. Ready for advancement. Very mature voice, tight work. Prefer up-tempo to contemporary sound. Around or in Chicago. Draft deferred. Call immediately 312-879-1742.

Beginner 3rd endorsed seeking position with rocker or upbeat station. Has own top 40 collection 50's to 70's. Charles Mosier, 2534 N. Drake, Chicago, Ill. 60647.

Soul D.J., newsman. Third endorsed, Draft exempt. Will travel. Call Jim Richardson 312-277-5491.

DJ/newscaster looking for MOR or top 40 format. Northeast preferred. BA degree, 4 years experience, third endorsed. Rated #1 last station. Refreshing, creative upbeat style. Tight board. Dedicated worker. Excellent references. Available immediately. Call Collect 201-376-6835. 66A Lakeside Drive, Millburn, N.J. 07041.

Ex-Navy, ex-Vista. 27. Family. Broadcast school. Love news, sports. Mature, responsible, able. Prefer Pacific Northwest. Roy Brewer, 206-839-0893.

Exp. combo man looking for housewife trick or other. Dependable, cooperative, mature, progressive-minded w/ pleasant informal attitude on board. Can build and hold adult audience without format. Good news. Third endorsed. Service obligation comp., married, stable. Available immediately. Presently news dir. w/housewife trick. Call collect 307-956-5083 or write Jim Kidd, 502 North 2nd W., Riverton, Wyoming 82501.

Beginner, 3rd phone endorsed, broadcast school graduate. Call 215-333-8141 or write R. McGinsey, 3140 Brous Avenue, Philadelphia, Pa. 19152.

3rd endorsed. Announcer board man. One year experience in college. Draft exempt. Bob Jones, 4655 North Kenmore, Chicago, 312-DE2-4117.

Announcer/sportscaster, four years experience, first phone, college graduate, married, just discharged from Navy. Call Bob Romanko, 217-345-6584.

1st phone, 25 yrs. old, draft exempt, creative, ready to cook at a rock, soul or up-tempo MOR station. Anywhere. Limited experience. John Charbualaf, 714-274-8656, or 5053 Merrimac Ct., San Diego, Calif. 92117.

What's your need? 15 years radio, management, sales, programming, copy, announcing, first phone, 36, married. Prefer southeast. B.L. 341, Worthington, Ohio.

## Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box D-69, BROADCASTING.

Got job for engineer experienced as chief, combo, starting \$160 week? Call 1-215-748-8640.

## Situations Wanted

### News

I'll make your news program the most distinctive, attractive, and professional-looking package in town. Experienced producer-editor, writer and reporter. Only interested in the station which is seriously concerned with news. Box D-3, BROADCASTING.

R-TV Grad, University of Illinois. Thorough knowledge all sports and sports history. Want play-by-play experience. Also top newsmen, investigative reporter. Draft fulfilled. Married, 24. Excellent references. Photo, resume available. I'll come cheap. Box D-10, BROADCASTING.

Local news is what counts! Experienced reporter, writer wants position at northeast station that cares about news. Announcing acceptable. B.A. degree. Presently small market news director. Married. Box D-72, BROADCASTING.

Young man with mature, authoritative voice and delivery, seeks position as newsmen. Limited experience, unlimited desire. College grad., will relocate. Box D-96, BROADCASTING.

## Programing, Production, Others

Promotion/public relations . . . 4 years experience major market radio, host two public affairs programs, 1 year experience as director of publicity for agency, master of education degree, author of trade articles, absolute top references, salary open, will relocate. Box C-275, BROADCASTING.

Community relations or any other position that requires organizational ability. Want to relocate in the Dallas or Houston area. Box D-48, BROADCASTING.

15 year veteran with experience to give excellent overview of industry seeks first program director slot. Box D-59, BROADCASTING.

Male copywriter with 3rd wishes relocate west Mississippi River, Southwest, southern Rockies preferred. Available May 1st. Trained, experienced. Best references. Request samples, resume. Box D-83, BROADCASTING.

Many faceted radio man wants to specialize in sports. 10 years radio experience. Strong play-by-play baseball, football, basketball. A hard working "can do" man. 5 figure salary. Tape and resume on request. Prefer midwest. Will consider other locations and TV. Box D-101, BROADCASTING.

New owners plan format changes. Therefore CGW PD-Ann. looking. Family man prefers Northcentral, but will consider anywhere. Scott Stephenson, Duluth, Minnesota, 218-525-2818.

## Television

### Help Wanted Management

TV general manager. Young, intelligent, aggressive man with sales and programming experience to assume full responsibility for management of small market VHF station. Call D. C. Combs, Louisville, Ky. 502-245-8814. Or write Box D-53, BROADCASTING.

## Announcers

Immediate opening for announcer for booth, on-camera work including weather and interview shows. Major market independent. Five day week, plus benefits. Send videotape audition and resume to Box D-19, BROADCASTING.

## Technical

Maintenance engineer—video tape. Experience required Ampex 1002. Expanding UHF. Contact chief engineer, KCTV, P.O. Box 1941, San Angelo, Texas 76901, or phone 915-655-7383.

Wanted first class engineer experienced with microwave and all phases transmitter operation. Salary commensurate with experience. Write KDUH TV, Box 250, Hay Springs, Nebraska 69347. Phone 308-638-2741 after 6 PM.

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.

## Television Help Wanted

### Technical continued

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., WNHG, 135 College Street, New Haven, Connecticut 06510.

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.

Studio maintenance technician for metropolitan New York City. UHF station seeks experienced engineer. Must be strong on Ampex 1200 VTR's and GE color equipment. Please send resume or call Fred M. Samuel, Chief Engineer, WXTV channel 41, 611 Main St., Patterson, New Jersey. 201-345-0011.

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.

Video and microwave maintenance engineers for medical center telecommunications. To build and operate point-to-point microwave, closed circuit television and video recording facilities. Positions are open at various experience levels. Send full particulars to T. Brask, University Communications engineer, 75 Howe Street, New Haven, Connecticut 06511.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravo Sales Incorporated, Station Plaza East, Great Neck, N.Y., phone 516-487-1311.

## NEWS

Newsman to anchor, investigate at midwest medium market of VHF. Join young pros armed with latest color equipment in sharpening their abilities with imaginative visual casts. Radio reporter considered if he has good delivery. Tape, picture, and resume to Box D-79, BROADCASTING.

"Experienced" writer-researcher for documentary unit; also news writer-editor with film experience. Journalism degree or comparable experience required. Contact Gene Strul, WCKT TV, Miami, PL 1-6692. An equal opportunity employer.

Hawaii calls for newsman with professional on air ability and TV news experience. Must send VTR with resume to news director, 6370 Hawaii Kai Drive #41, Honolulu, Hawaii 96821.

## Programing, Production, Others

PTV station in northeast has openings for 3 TV teachers effective Sept. 1, 1970: Children's Literature (Gr. 2-3), Math/Science (Gr. 4, 5, 6), Behavioral Science—Man and His Culture (Gr. 6-7). Suitable TV personality, subject matter expertise, and teaching experience essential. Audition tapes necessary. Box D-67, BROADCASTING.

Promotion manager. If you are tired of doing all the work and letting your boss get all the credit, move away from the snow and come to Texas' leading resort city, Corpus Christi. Leading station wants to improve its promotion with your help. Send ideas, salary, resume to Box D-68, BROADCASTING.

Wanted: Responsible director needed in fast growing Fla. market. Position is a challenging one calling for a creative self-starter. Send tape, resume, and salary needs to Box D-91, BROADCASTING.

Commercial photographer, 16 mm. Must be creative and a self starter. Job is highly responsible. Experience in all phases required. Send film and resume to Box D-92, BROADCASTING.

Artist for VHF in Kansas City. Metromedia owned ABC affiliate offers challenging position for versatile, youthful thinking creator with unique flair for print and imaginative on-the-air promotion materials. Send resume and salary requirements to Kevin Butcher, KMBC-TV, 1049 Central, Kansas City, Missouri. Applicants from all races desired.

## Help Wanted continued

### Programing, Production, Others

Major market southwest VHF looking for bright, creative reporter-producer. Air ability helpful but not essential. Will consider exceptional college graduate, but prefer 1-2 years experience. Send resume to Box D-110, BROADCASTING.

### Situations Wanted Management

General manager—Outstanding track record—local, regional and national—administrative and sales, plus overall management. Exceptional business, agency, rep., and network contacts and references. Small or medium markets. East, south or midwest preferred. Box C-422, BROADCASTING.

Attn. Station managers: If sales manager, look no further. At 34, I've spent 10 years preparing in four different markets. I've made the move from local sales to local sales manager, national sales manager, and a New York TV rep. as well. I've got ideas, I've got the experience. If you've got the opportunity for me to use them, the next move is yours. Box D-57, BROADCASTING.

Manager, station manager or operations. Problems? Let me help you solve them. If you knew me I'd be working for you! Box D-82, BROADCASTING.

Operations/production manager. Experienced in all phases of station and studio operations including programing and promotion. 912-743-8110 or Box D-99, BROADCASTING.

## Sales

Salesman. Proven results with network and independent stations. Additional experience includes national marketing and advertising with company and AAAA agency. Strong on product knowledge, ideas, and service. Box D-109, BROADCASTING.

## Announcers

Sportscaster, wants radio-TV combination. Top play-by-play ratings. Major college and professional experience. Box D-108, BROADCASTING.

## Technical

Experienced radio-TV chief. Excellent references. Write c/o Carole Currie, 2104 Oak Lane, Apt. 1, Petersburg, Va. 23803.

## NEWS

Senate investigator with five years TV news background seeks challenge of heading news operation with forward looking management in medium or large metro market. Details on request. Box C-102, BROADCASTING.

Am presently at a very large station in a very large market "awaiting my turn" which seems is not coming. Wish a return to a smaller market as anchorman, legman, talk host, what have you. Stable, mature, capable. Journalism major. Box D-58, BROADCASTING.

Young pro in TV & radio—sports, weather, news. 13 yrs. experience. Degree. Will consider major markets or chains. Let's stop talking and act! Contact Box D-88, BROADCASTING.

TV Anchorman, formerly with small market station. Good delivery. Worked with film and tape. Good production work. Available now. Details on request. Tom Stephens, 313-893-3689.

## Programing, Production, Others

Producer/director, 23, married. Extensive news and studio production—particularly interested in commercial production. Several award-winning commercials: 4 years experience—professional, ambitious. Resume and VTR on request. Box D-40, BROADCASTING.

Experienced children's show host wants any phase of TV. Box D-62, BROADCASTING.

Television production, programing, promotion or sales position sought by young man with M.A. degree in Radio-Television-Film. Box D-73, BROADCASTING.

Bool Talkative, friendly ghostwriter yearns to return to air himself. News, features & commercials my bag. East or Southeast my scene. Currently with advertising agency. Age 28. VTR available. Box D-76, BROADCASTING.

Director with over seven years studio, remote and film experience. Resume and references on request. Box D-100, BROADCASTING.

Producer/director/host. College-grad, presently producer/director/host Ed. TV shows, network exp., wants to put all talents to work in West. E. Kuhn, 525 Duncan #3, San Francisco 94131.

## 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.

Zoom lens minimum 15-inch for use on RCA TK11 camera. WSAV-TV, Savannah, Georgia.

Ten year old State University CCTV system must go to "Quad". Seek solid-state quadrature VTR. Contact H. Rotowski, Eastern Michigan University, Ypsilanti, Mich. 48197 or call 313-487-2168.

## FOR SALE

### Equipment

Coaxial-cable—Helix, 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 415-932-3527.

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 4 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Ampex 1000C, monochrome. Has 07 Intersync, heads. Operational. \$5,500.00. Box D-60, BROADCASTING.

For sale: 1 Bauer late model 8 channel stereo console. Solid state. Box D-90, 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-Paris.

For sale: Two almost new twelve inch Gates CB77 turntables with Viscous arms, \$125.00 each cash. Glenn Deal, WMAC, Metter, Ga. 912-685-2136.

Rust remote system R1-108, Rust tower lighting unit 108-5, Rust two meter panel and one four meter panel. Collins 26w limiter, Gates SA-38A limiter. Andrew 33598-3 hanger kits, 33984-1 hangers, new. Used AM/FM stereo operation, stations not now remote. Walter Hunt, WOOO, Deland, Florida, 904-734-3422.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Fla. 32301.

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and other supplies. Can be seen in operation for a few days yet. Phone 803-246-2112 for appointment.

## MISCELLANEOUS

Deejays! 11,000 classified gamedy catalog. \$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 26343, 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.

Five voice station i.d.'s of d.j.' jingles. Drum roll. \$10.00. Send check or m.o. to Mid-America Promotion, P.O. Box 2812, Muncie, Indiana 47302.

Current Comedy—65—70 original, topical one-liners, each issue, twice a month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Coverage maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and costs write Ed Felker, Box 141, Ambler, Pa. 19002.

**Miscellaneous continued**

Send \$3.00 for set number one and catalogue of worlds best one line gags. Shad's House of Humor, Suite 500, 3744 Applegate Avenue, Cincinnati, Ohio 45211.

**INSTRUCTIONS**

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog, Crantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared... let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. Elkins Institute\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 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. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. Dallas\*\*\* — Atlanta\*\*\* — Chicago\* — Houston — Memphis\* — Minneapolis\* — Nashville\* — New Orleans\*\*\* — San Francisco\*\*\*

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for 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)

Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home school: 4444 Geary Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

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.

R.E.I. in Fascinating K.C. at 3123 Gilham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

No: Tuition, 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.

**INSTRUCTIONS continued**

Licensed by New York State, veteran approved for FCC 1st Class license\* and\*\*announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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 June 15, starting date. For information on all locations including Portland and Sacramento, phone 206-682-3696 or write 170 Denny Way, Seattle, Wash. 98109.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida.

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.

Philadelphia and New York areas. Your FCC first phone in five weeks. The American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pennsylvania 19106. Phone 215-922-0605.

Portland F.C.C. First Class License. 5 weeks with Ron Bailie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

Salt Lake City F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 206/682-3696.

Spokane F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 509/624-6878.

**RADIO**

**Help Wanted Sales**

**SALES MANAGER**

Major market ethnic station has sales management opening. Station located within 200 miles of New York City. Top salary plus incentive. Call Carl Young, 312-337-5318.

**Situations Wanted Announcers**

\*\*\*\*\*  
 \* **SEEKING** \*  
 \* **7-MIDNIGHT OR ALL NIGHT SHIFT** \*  
 \* I have the sharpest ear in the country for contemporary, MOR and soul. I possess the best record library in the country—top 100 song hits since 1950. Ten years radio and TV experience at top stations in Dayton, Cincinnati, Providence and Montgomery. Have been personally-MD at same major Ohio station the last 4 years. "Let me play a few oldies plus current hits and I'll upset your market with my warm, sincere and friendly delivery." \*  
 \* X-TV dance party host, great P.R. man. Taps for in-person gigs. Well mannered, clean cut. \*  
 \* No financial problems. Knowledge of music and sports unlimited. I'm ready to go—are you? \*  
 \* **Box D-111, Broadcasting.** \*  
 \*\*\*\*\*

**Situations Wanted**

**Announcers continued**



**• Announcers • Disc Jockeys • Newscasters • Sportscasters**

We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate. ♣

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**Situations Wanted**

**Management**

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innovator	broadcaster	correlator	planner
<b>PROGRAM DIRECTOR</b>			
reporter	announcer	coordinator	teacher
scheduler	entertainer	producer	director
programer			informor
no rock			no c&w
Box D-15, Broadcasting.			

**Programing, Production, Others**

**PROGRAM DIRECTOR**

The national program director of a large chain desires affiliation with one station in a major market.

**Box D-32, Broadcasting.**

**TELEVISION**

**Help Wanted**

**Technical**

**Wanted: First Class Technicians**  
**KUAM-TV, Guam**  
 Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam. Salary \$9,600 annually, round trip travel expenses paid, minimum 2 year contract.  
**Box D-114, Broadcasting.**

**Television**

**Help Wanted**

**News**

**Great Opportunity**

**Newsman and Newswoman**

Midwest VHF, network affiliate, top 35 market desires young, aggressive newsman and newswoman to write, film, edit, and present news. Only self-starters with sincere desire to be top-notch news reporters need apply. Excellent salary for right person. Send resume, film, VTR or photo.

Box D-9, Broadcasting.

**Programing, Production, Others**

**METEOROLOGIST**

Major market VHF need staff weatherman with AMS Seal. Top money for strong on-camera delivery backed by honest forecasting experience. Equipment provided—no radar show and tail or gimmicks—just solid performance. Equal opportunity employer. Rush resume and tape, if possible, to:

Box D-98, Broadcasting.

**Employment**

**Service**

527 Madison Ave., New York, N.Y. 10022



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Sherlee Barish, Director

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3. CP. Another major Midwest market. By owners.

Box C-395, Broadcasting.

La.	small	daytime	\$ 70M	50%	N.Y.	small	fulltime	\$600M	29%
Tenn.	small	AM & FM	175M	65M	Miss.	small	daytime	75M	20M
Ariz.	medium	fulltime	300M	29%	Ala.	medium	daytime	120M	cash
Ark.	metro	FM	85M	50%	MW	metro	FM	65M	50%
Mass.	metro	daytime	525M	29%	West	major	TV	1.5MM	nego



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(Continued from page 91)

WBAM Montgomery, Ala.; WBBQ Augusta and WCOH-AM-FM Newnan, all Ga.; WDNG Anniston, WEBJ Brewton and WEIS Centre, all Alabama; WGAJ Valdosta, Ga.; WHOD-AM-FM Jackson and WHOS Decatur, all Alabama; WIBB Macon, Ga.; WLPH Irondale and WMFC-AM-FM Monroeville, all Alabama; WMVG-AM-FM Milledgeville, WRIP-AM-FM Rossville, WSGA Savannah and WVOP Vidalia, all Georgia; WDRM(FM) Decatur and WCFT-TV Tuscaloosa, both Alabama. Actions April 1.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: WNEK Macon, WNMT Garden City and WOGA Sylvestor, all Georgia; WOZK Ozark, Ala.; WPAX Thomaston, WPEH Louisville and WPLK Rockmart, all Georgia; WPXC Prattville, WQTY Montgomery, WRAB Arab, WRLD Lanett, WRMA Montgomery and WRMG Red Bay, all Alabama; WSNE Cumming and WSOK Savannah, both Georgia; WTLS Tallahassee, Ala.; WTOG-AM-FM Savannah, WTTA Thomson and WUFE Baxley, all Georgia; WUNI Mobile, Ala.; WVOH Hazlehurst, Ga.; WVOK Birmingham, WVOH Huntsville, WVSA Vernon, WYAM Bessemer and WYDE Birmingham, all Alabama; WYTH Madison, Ga.; WZAM Prichard and WZOB Fort Payne, both Alabama. Actions April 1.

## Other actions, all services

■ Hampton Roads Television Corp. & Community Broadcasting of Boston Inc.—Request adoption of rule to be applied in comparative hearings involving regular renewal applicants. Ann. April 3.

■ Auditcom Corp., New York — Requests amendment of rules to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Ann. April 3.

## Translator actions

■ K09JE Palmer, Alaska—Broadcast Bureau granted license covering new VHF translator. Action April 1.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harscope Broadcasting Corp.), CP for new translator rescheduled hearing for March 31 (Docs. 18737-8). Action March 25.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harscope Broadcasting Corp.), TV translator proceeding, scheduled further hearing for May 1 (Doc. 18737-8). Action April 2.

■ Trout Creek Heron and Noxon Television District, all Montana—Broadcast Bureau granted CP's for new VHF translator to serve Trout Creek, Heron, and Noxon on ch. 8 by rebroadcasting KREM-TV and ch. 10 by rebroadcasting KXLY-TV both Spokane, Wash. Action March 27.

■ Valler Television District, Valler, Mont.—Broadcast Bureau granted CP's for new VHF translators to serve Valler on ch. 11 by rebroadcasting KRTV(TV) Great Falls, Mont., and ch. 13 by rebroadcasting CJLH-TV Lethbridge, Alberta, Canada. Action March 31.

■ K74DQ Brownwood, Tex.—Broadcast Bureau granted mod. of CP to change trans. location of UHF translator to approximately 2 miles west of Brownwood, 0.16 miles south of U. S. Routes 67 and 84. Text. Action March 31.

■ K70FC Laramie, Wyo.—Broadcast Bureau granted license covering new station. Action March 31.

■ Thomas Fork Translator System, Lincoln, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Raymond and Geneva, both Idaho on ch. 11 by rebroadcasting KSL-TV Salt Lake City. Action March 31.

## CATV

### Applications

■ Television Communications Corp.—Seeks distant signals of KTFE(TV) El Dorado-Monroe, La.; KAIT-TV Jonesboro, Ark.; WABG-TV Greenwood, Miss.; WREC-TV WMC-TV and WHBQ-TV all Memphis and KTBS-TV, KATL-TV and KSLA-TV all Shreveport, La.; to Pine Bluff, Arkansas (Little Rock, Ark. ARB 70). Ann. April 2.

■ Sullivan Cable Systems Inc.—Seeks distant signals of KTVI(TV) KMOX-TV, KSD-

TV, KPLR-TV and KETC-TV, all St. Louis; WTVW(TV) WFIE-TV, WEHT(TV) and WNIN(TV) all Evansville, Ind.; WUSI-TV Olney, Ill. and WDXR(TV) Paducah, Ky., to Benton, Ill. (Cape Girardeau, Mo. Paducah, Ky.-Harrisburg, Ill. ARB 80). Ann. April 2.

■ Twin County Trans-Video Inc.—Seeks distant signals of WHYV-TV Wilmington, Del.; WGAL-TV and WLYH(TV) both Lancaster, Pa.; WTPA(TV) and WHP(TV) both Harrisburg, Pa.; WITF-TV Hershey, Pa.; WXTV(TV) Paterson, N. J.; WNJU-TV Newark, N. J.; WVIA-TV Wilkes-Barre-Scranton, Pa.; WUHY-TV Philadelphia; and WNBT(TV) WNYC-TV WNYE-TV and WNBC-TV all New York to Allen Twp., Allentown, Bath, Bethlehem, Bethlehem Twp., Catasauqua, Coplay, E. Allen Twp., Freemansburg, Hanover Twp., N. Catasauqua, N. Whitehall Twp., North Hampton, Sallsbury Twp., So. Whitehall Twp., Whitehall Twp., Lehigh, Upper Macunzie, Lower Macunzie, Upper Saucon, Lower Saucon, Moore, (Wilkes-Barre-Scranton, Pa. ARB 69; Philadelphia, Pa. ARB 4). Ann. April 2.

### Final actions

■ Springfield-Decatur-Champaign, Ill.—FCC granted petition by First Illinois Cable TV Inc. requesting waiver of hearing provisions of rules to permit it to carry distant signals of \*KETC-TV St. Louis on CATV system. CATV system serves Springfield, Jerome, Leland Grove, Southern View and Grandview, all Illinois. Action April 1.

■ Danville, Ill.—FCC denied petition by Midwest Television Inc., licensee of WCIA(TV) Champaign, Ill., asking for review of review board grant of microwave applications to deliver distant signals of WGN-TV Chicago to Danville Community Antenna System Inc., Danville. Action April 1.

■ Gillman and Onarga, Ill.—FCC granted petition by Cass Community Antenna TV Inc. for waiver of hearing requirements of rules. Cass Community has been authorized to carry distant signals of WAND-TV Decatur, Ill., WBBM-TV, WMAQ-TV, WLS-TV, WGN-TV, WCUI-TV and WFLD-TV all Chicago on its CATV system serving Gillman and Onarga, Ill. In Champaign-Decatur-Springfield, Ill., TV Market (ARB-72). Action April 1.

■ Bloomfield-Blanco, N. M.—FCC authorized in response to petition by Televents of New Mexico, CATV system, requesting reconsideration of action by Chief, Broadcast Bureau, granting CP for new VHF translator to serve same area on ch. 3, has set aside original grant and authorized operation on ch. 7. Translator licensee is San Juan Non-Profit TV Association. Televents opposed channel 3 application on grounds that it would cause interference to reception on cable ch. 3. Action April 1.

■ Canajoharie, Fort Plain, St. Johnsville, Nelliston and Palatine Bridge, all New York—FCC denied Valley Cable Vision Inc., 12-channel CATV system, petition for waiver of single channel program exclusivity requirements and directed to comply with rule section within 30 days. Action April 1.

■ Henryetta, Okla.—FCC authorized Buron Inc. to carry distant signals of WKY-TV, KOCO-TV and KWTW(TV) all Oklahoma City on proposed CATV system in Henryetta. Action April 1.

■ Pine Grove, Pa.—FCC granted Pine Grove TV Cable Service, five-channel CATV system, further temporary waiver of carriage and program exclusivity requirements until June 1 or seven days after it completes conversion of system to twelve-channel service. Action April 1.

■ Aberdeen, S. D.—FCC denied joint petition for reconsideration filed by TV Signal Co. of Aberdeen and Citizens Committee Against Monopolization of TV against commission action denying Committee's petition for permanent denial of authorization of Aberdeen Cable TV Service Inc.'s proposed CATV system at Aberdeen. Action April 1.

■ Corpus Christi, Tex.—FCC authorized Cablecom-General of Corpus Christi to operate five-channel TV system at Corpus Christi carrying signals of KZTV(TV) KRIS-TV and KIII(TV) all Corpus Christi, and distant signals of KWEX(TV) and \*KLRN-TV all San Antonio. Petition for special relief filed by K-Six Television Inc., licensee of KZTV(TV) was denied. Action April 1.

■ Dayton, Wash.—FCC ordered Touchet Valley Television CATV system to show cause why it should not be directed to cease and desist from violation of CATV rules by failing to carry signals of KNDU(TV) Richland, Wash. Action April 1.

## Actions on motions

■ Cable Television Bureau on joint request by Jerrold Corp., National Trans-Video Inc., Television Communications Corp., Newchannels Corp., Buckeye Cablevision Inc., and Athena Communications Corp., extended to April 13 time to file comments on CATV Program Originations Report to May 6, time to file comments on Annual Report of CATV Systems and to May 20 time to file comments on CATV Annual Financial Report in matter of amendment of rules relative to community antenna television systems; inquiry into development of communications technology and services to formulate regulatory policy and rulemaking and/or legislative proposals (Doc. 18337). Action March 30.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding granted motion by Wheeling Antenna Inc. and Rust Craft Broadcasting Co. and extended to April 3 time for filing reply findings (Doc. 18612). Action March 27.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, rescheduled April 7 conference for April 17 (Doc. 18701). Action April 2.

### Other action

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, dismissed as moot petition for deletion and change of issues filed Oct. 9, 1969, by Taft Broadcasting Co. Action April 7.

## Ownership changes

### Applications

■ WKLS(FM) Atlanta—Seeks transfer of control of Kenco Broadcasting Co. from Donald C. Kennedy, James G. Latham, Arthur G. Swan, et al (100% before, none after) to San Juan Racing Association Inc. (none before, 100% after). Consideration: \$750,000. Principals of San Juan Racing: Hyman N. Glickstein, president-chairman executive committee (7.7%), Bernard S. Needle (4%), et al. Mr. Glickstein is partner in law firm and 33 1/3% owner of real estate investment firm, Mr. Needle is attorney. Buyers own WUST(AM) Washington and WJMD(FM) Bethesda. Ann. March 30.

■ WRAM(AM) Monmouth, Ill.—Seeks assignment of license from Faircland Broadcasters to Monmouth Broadcasting Co. for \$170,000. Sellers: Stephen P. Bellingier, Joel W. Townsend, Ben H. Townsend and James Mudd (as a group, 100%). Messrs. Bellingier, J. W. Townsend and E. H. Townsend own 49%, 24.5% and 13.75% respectively, of WIZZ-AM-FM Streator, 45%, 26.5% and 18.5%, respectively of WJZ(AM) Decatur, and 43.75%, 25% and 18.75%, respectively, of WILY-AM-FM Centralia, all Illinois. Mr. Mudd owns 20% of WPRC (AM) Lincoln and 12.5% of WILY-AM-FM Centralia, both Illinois. Buyers: John R. and Joan A. Hallstrom (70% and 30%, respectively). Mr. Hallstrom is manager and owns 12.75% of WIZZ-AM-FM Streator. Ann. March 30.

■ WRSV(FM) Skokie, Ill.—Seeks transfer of control of Radio Skokie Valley Inc. from Mrs. M. Earlene Stebbins (70% before, none after) to Bonneville International Corp. (30% before, 100% after). Consideration: \$455,000. Principal of Bonneville: Joseph Fielding Smith, sole owner. Bonneville owns KMBZ(AM)-KMBR(FM) Kansas City, Mo., international short-wave station WNYW and WRFM(FM) both New York, KBIG(AM) Avalon, Calif., KBIG-FM Los Angeles, 98.2% of KSI-AM-FM-TV Salt Lake City, 99.915% of KIRO-AM-FM-TV Seattle. Mr. Smith is president of Brigham Young University, licensee of \*KBYU-FM-TV Provo, Utah. Ann. April 9.

■ WIFN(FM) Franklin, Ind.—Seeks assignment of license from Voice of Johnson County Inc. to Vogel-Douglas Corp. for \$130,000. Sellers: Howell B. Phillips, president, et al. Sellers own WBMP(AM) Elwood and WMP(AM) Scottsburg, both Indiana. Buyers: William R. Vogel, president (62.7%), et al. Mr. Vogel is majority owner of WGN(AM) Murfreesboro, Tenn., WAMA(AM) Selma, WHOD-AM-FM Jackson, WBLO(AM) Evergreen, and has interest in WUIA(AM) Eufaula, all Alabama. Ann. April 6.

■ WCMJ-AM-FM Ashland, Ky.—Seeks assignment of license from Charbert Industries Inc. to Greater Ashland Broadcasting Corp. for \$400,000. Sellers: Robert and Charles Levinson (jointly, 100%), et al. Buyers: O. W. Myers, president (38.88%).

James R. Beldon, Daniel E. Wagoner, both vice president (each 19.44%), Robert M. Hauck, treasurer, and William C. Turnbull, secretary (each 11.12%), Messrs. Myers and Hauck own 45% and 10%, respectively, of WKKE(AM) Asheville, N. C., and 25% each of WWKE(AM) Ocala, Fla. Mr. Wagoner owns building materials firm, real estate firm, aluminum products company and 50% of home construction company, real estate firm and home building firm. Mr. Beldon owns dental laboratory firm. Mr. Turnbull owns credit firm, 99% of truck sales and 91% of automobile dealership. See WCFM-FM below. Ann. April 6.

■ WCFM-FM Ashland, Ky.—Seeks assignment of license from Greater Ashland Broadcasting Corp. to Stereo 94 Inc. for \$50,000. Sellers: see above. Buyers: W. Richard Martin, president (22.9%), Gillard B. Johnson Jr. (20.9%), et al. Mr. Martin is general manager of WCFM-FM. Mr. Johnson owns 50% of real estate firm, 50% of auto parts and tire distributor, 45% of glazing and paint business, 35% of wholesale hardware and industrial supply business, and other interests. Contingent on grant of assignment of license of WCFM-FM, Greater Ashland Broadcasting Corp. Ann. March 24.

■ WLTV(TV) Bowling Green, Ky.—Seeks assignment of license from Argus Broadcasting Co. to Professional Telecasting Systems Inc. for \$1 million. Sellers: George A. Brown Jr., chairman of board, H. L. Lester, president, et al. Buyers: Lincoln International Corp., 100%. Principals of Lincoln and Professional: D. C. Combs, president (35%), John M. Berry Sr. (30%), Frank J. Hildenbrand estate (15%), et al. Mr. Combs owns real estate, insurance and investment company, 80% of two personnel placement companies. Mr. Berry Sr. is an attorney and owns real estate holdings and a farm. Lincoln owns or controls a finance company, stock yard operation and manufacturer of feed additives. Ann. March 30.

■ WTKY(AM) Tompkinsville, Ky.—Seeks assignment of license from WMCV Inc. to J. K. Whitmore for \$70,000. Sellers: W. H. Clark, president, Marshall Bacon, manager, et al. Buyer: J. K. Whitmore, sole owner. Mr. Whitmore owns radio-TV sales and service firm and is announcer-engineer for WKCT(AM) Bowling Green, Ky. Ann. April 3.

■ WBME(AM) Belfast, Me.—Seeks assignment of license from Belfast Broadcasting Corp. Inc. to Spence Broadcasting Corp. for \$110,000. Sellers: David F. Milligan, president, et al. Buyers: A. W. Spence III and Jr., president and 62.6% owner and vice president and 37.4% owner, respectively. Mr. Spence III operates restaurant and is brokerage consultant. Mr. Spence Jr. is vice president-director for Dancer, Fitzgerald, Sample Advertising Inc., New York, and owns 66.66% of same restaurant. Ann. March 24.

■ KGHM(AM) Brookfield, Mo.—Seeks assignment of license from Green Hills Broadcasting Co. to W-H Enterprises for \$115,000. Seller: George P. Williams, sole owner. Mr. Williams owns KEXS(AM) Excelsior Springs, Mo. Buyers: Joe Bankhead, president, William B. Tanner, each 26%, James F. Waltrip, vice president, and Gary L. Hogan (each 24%). Messrs. Bankhead and Tanner are vice president and president, respectively, of Pepper & Tanner Inc., Memphis broadcast service firm. Messrs. Waltrip and Hogan are employees of publishing company. Ann. April 3.

■ WTOS(FM) Wauwatosa, Wis.—Seeks assignment of license from WCAB Inc. to Margaret S. Sudbrink for \$170,000. Seller: Stuart D. Mishlove, vice president, et al. Buyer: Margaret S. Sudbrink, sole owner. Mrs. Sudbrink owns 15% of farm land, real estate KYND(AM) Burlington, Iowa, 50% of farming partnership, 50% of WRMS(AM) Beardstown, Ill. and applicant to purchase WZIP-AM-FM Cincinnati. Ann. April 2.

## Actions

■ KPOP(AM) and KPIP(FM) both Roseville, Calif.—Broadcast Bureau granted sale of stock from Donnelly C. Reeves (85% before, 81% after) to Harry Gonzales (4% before, 8% after) for \$3,400. Principals: Mr. Reeves owns KAHF(AM) and KAPF(FM) both Auburn, Calif. Action March 30.

■ KSEA(FM) San Diego—Broadcast Bureau granted 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. Action March 31.

■ WCCC-AM-FM Hartford, Conn.—Broadcast

Bureau granted assignment of license from Elektra Broadcasting Corp. to Greater Hartford Communications Corp. for \$325,000. Sellers: Irwin E. Schiussel, vice president-secretary, et al. Buyers: Saul and Alfred Dresner (each 50%). Messrs. Dresner have interest in WELV(AM) Ellenville, N.Y. Saul Dresner also owns 50% of Broadcast Products Corp., company dealing in sale of broadcast supplies. Action March 27.

■ WAPE(AM) Jacksonville, Fla.—Broadcast Bureau granted assignment of license from Brennan Broadcasting Co. to Sis Radio Inc. for \$2,000,000. Sellers: Francis U. Brennan (45%) as individual, Francis U. Brennan and C. V. Stelzenmuller trustees (45%) and Cyril G. Brennan (5%). Sellers own WBAM(AM) Montgomery, Ala. Francis Brennan owns 5% of WSLA-TV Selma, Ala., and 18% of WFLI(AM) Lookout Mountain, Tenn. Buyers: Harriet Jan Kaplan, secretary-treasurer (94%), Stanley N. Kaplan, president (5%), and Jack Gale (1%). Buyers own WAYS(AM) Charlotte, N.C. Action April 3.

■ WFLD-TV Chicago—FCC granted assignment of license from Television Chicago to Field Communications Corp. for \$2,500,000. Sellers: Harry and Elmer Balaban et al. Messrs. Balaban and other principals control WICS(TV) Springfield, WICD(TV) Champaign, WTVO(TV) Rockford, all Illinois, and WHNB-TV New Britain, Conn. Messrs. Balaban own a chain of motion picture theaters and hold CP for new TV at Flint, Mich. Buyers: Field Enterprises (100%), Bailey K. Howard, president, et al. Field, which already owns 50% of WFLD-TV, publishes Chicago Daily News and Sun-Times and other newspapers and is involved in educational publishing. It also holds CP for WCAN-TV Milwaukee, which it intends to surrender or sell. Action April 1.

■ WAXU(AM) Georgetown, Ky.—Broadcast Bureau granted assignment of license from Robert E. Johnson to Central Kentucky Broadcasters Corp. for purpose of corporate reorganization. No consideration involved. Principal: Robert E. Johnson, sole owner. Action March 30.

■ KHOM(FM) Houma, La.—Broadcast Bureau granted transfer of control of La-Terr Broadcasting Corp. from James J. Bouquet Jr. (50% with wife before, 33 1/3% after) and Thomas Kenneth Watkins (50% with wife before, 33 1/3% after) to Raymond Saadi (none before, 33 1/3% after). Consideration: \$10,000. Mr. Saadi is manager of KHOM(FM). Action March 27.

■ KKCA(FM) Fulton, Mo.—Broadcast Bureau granted assignment of CP from KFAL Inc. to KKCA Inc. for purpose of corporate reorganization. No consideration involved. Principals: Dr. Inks Franklin, president, Thomas A. Barney, vice president, and Kenneth E. Meyer (each 33 1/3%). Principals own respective interests in KFAL(AM) Fulton. Action March 31.

■ WEOK-AM-FM Poughkeepsie, N. Y.—Broadcast Bureau granted transfer of control of WEOK Broadcasting Corp. from Paul Smullen, et al. (100% before, none after) to Wefour Communications Inc. (none before, 100% after). Consideration: \$730,000. Principals of Wefour: Robert R. Dyson, sole owner. Mr. Dyson owns 25% of job printing concern and publishes Millbrook Roundtable and Pine Plains Register Herald, both New York, and vice president of real estate and cattle concern. Action April 6.

■ WDHO-TV Toledo, Ohio—Broadcast Bureau granted assignment of CP from D. H. Overmyer (individually) to D. H. Overmyer Telecasting Co. Assignment is for business convenience. No consideration, no ownership change. Action March 31.

■ KWCO(AM) Chickasha, Okla.—Broadcast Bureau granted transfer of control of Sooner Broadcasting Corp. from M. G. Tomlinson (51% before, none after) to Jackie Gene and James Robert Brewer (jointly 49% before, each 50% after). Consideration: \$121,692.68. Principals: See KBFK(AM) Elk City, Okla. below. Action March 27.

■ KBK(AM) Elk City, Okla.—Broadcast Bureau granted assignment of license from Turner-Whitehill Broadcasting Co. to Beckham Broadcasting Co. for \$94,000. Sellers: James A. Turner (51%) and Robert D. Whitehill (49%). Sellers own respective interests in KCCE(FM) Weatherford, Okla. Buyers: Jackie Gene Brewer, secretary-treasurer, James Robert Brewer, president, and Howard M. McBee, vice president (each 33%). Messrs. Brewer each own 24.6% of KWCO(AM) Chickasha, Okla. Mr. J. R. Brewer owns 51% of KTAT(AM) Frederick, Okla., and 100% of movie theater. Mr. McBee has interests in banking, real estate development, title company, is law partner and owns 33 1/3% of KRBT(AM) Anadarko, Okla. Action March 27.

■ WIFI(FM) Philadelphia—FCC granted assignment of license from High-Fidelity Broadcasters Corp. to Philadelphia Inc. for \$790,000. Sellers: Melvin Gollub, president, et al. Buyers: Alexander M. Tanger, sole owner. Mr. Tanger and wife own broadcast consultant firm. He also owns WLKW-AM-FM Providence, R.I. Action April 1.

■ WRJK-TV Ponce, P.R.—FCC granted transfer of control of Ponce Television Corp. from Alfredo A. deArellano III (100% before, 19.9% after) to United Artists Broadcasting Inc. (none before, 80.1% after). Consideration: \$6.1 million. Principals of United Artists Broadcasting: United Artists Corp., 100%. United Artists Corp. is wholly owned by Transamerica Corp., a diversified public company. United Artists Broadcasting owns WUAB(TV) Lorain-Cleveland and holds CP for KUAB(TV) Houston. United Artists Corp. is primarily engaged in motion-picture distribution for theaters and TV, and in music publishing and recording fields. Note: Mr. deArellano now holds 82.23% of WRJK-TV. Sale of station is contingent on his acquisition of 17.77% from other stockholders, 10% of which is to be purchased from Angola Investment Inc. This stock was owned by Luis A. Ferre, but was turned over to Angola when he took office in January 1969 as governor of Puerto Rico. Action March 11.

■ WCSW(AM) Shell Lake, Wis.—Broadcast Bureau granted assignment of license from Erwin Gladdebeck (50% before, none after) to Charles R. Lutz (50% before, 100% after) for \$56,000. Action March 25.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through April 7. 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*.

■ *Campbell, Calif.*—Nation Wide Cablevision Inc., Los Angeles (multiple-CATV owner) has been awarded a franchise.

■ *San Bruno, Calif.*—Jerrold Corp., Philadelphia (multiple-CATV owner) has been granted a franchise. The monthly fee for use of the system has been set at \$4 for the first unit of service and \$1 for each additional unit.

■ *Estes Park, Colo.*—Cable TV Inc., Granby, Colo. has applied for a franchise. The company proposed a \$10 installation fee and a \$6 per month fee for service.

■ *Edgewater, Fla.*—TM Communications Co., Los Angeles (multiple-CATV owner) has applied for a franchise. The proposal offers the city 6% of the company's gross annual revenue from the system. Cost of installation per customer would be \$10 and the monthly rate would be \$5 for the first outlet and \$1.50 for each additional one.

■ *Ottawa, Ill.*—Seneca Cable Co. has been awarded a state corporation franchise. The charter authorizes 1,000 shares of common stock with no par value.

■ *Rock Island, Ill.*—H & B Communications Corp., Los Angeles (multiple-CATV owner) has applied for a franchise. The company proposes to pay the municipality 5% of its total gross receipts, and guaranteed a minimum fee of \$2,500 annually until the system is finished. The firm further proposed an installation fee not to exceed \$15 (overhead) or \$25 (underground), a monthly fee of \$5.50 and a \$5 installation fee for each additional set.

■ *Pascagoula, Miss.*—Teleprompter Corp., New York (multiple-CATV owner) has applied for a franchise. If granted the company would pay the city \$500 a year until the system began to produce revenue.

■ *Poughkeepsie, N.Y.*—Four firms have applied for a franchise: American Tele-Systems Corp., Bethesda, Md. (multiple-CATV owner); U. S. Cablevision (multiple-CATV owner); WEOK Cablevision Inc. and Hudson Valley Cablevision Corp., all Poughkeepsie.

■ *Smithtown, N.Y.*—Brookhaven Cable Television has applied for a franchise.

■ *Olney, Tex.*—R. H. Tyler Co., Wellington, Tex. has been awarded a franchise. Monthly charge to users will be \$5.95 with the city to receive 3% street rental from the firm.

■ *Strasburg, Va.*—Lurray Trans-Video, Luray, Va. has applied for a franchise.

Barry Zorthian, president of Time-Life Broadcast, feels he has been leading five separate lives since October 1968, when he joined Time Inc.

"I'm still in a period of adjustment," he confessed the other day in his comfortable office on the 19th floor of the communications complex in New York.

"One different life is that for first time in 20 years I've been working in private business instead of government. Another is that I'm in the United States after more than seven years abroad. The third is that I'm involved in business management instead of editorial work. The fourth is I'm living in the city (Manhattan) after many years in the suburbs. And the fifth is I'm involved in regular family living, after periods of long separation from my wife and children while I was operating from Saigon for four-and-a-half years."

He acknowledged that these abrupt changes resulted in "certain cultural shocks," but he appears to have recovered satisfactorily. Adaptability seems to be a hallmark of Mr. Zorthian's make-up.

He was brought to the U.S. at the age of three by his parents from his native Turkey. He was a scholarship student at Yale. He started at a low rung in government service in 1947 and climbed to the top public-information post in Vietnam before he was asked to join the prestigious Time Inc. family.

Mr. Zorthian recalled that he had met Time Inc. executives on occasions during their visits to Saigon. When one company official asked him if he would consider joining Time in 1968, he decided to accept.

"There were several reasons for my decision," he explained. "For one thing, I felt I had reached a plateau in government. I also felt that I had been away from the U.S. a long time and my country was changing. And, of course, the offer from time was very attractive."

Mr. Zorthian is a medium-sized, stockily built man of 49, who radiates alertness, energy and determination. These attributes earned him the nickname of "Zorro" when he was in Saigon. One friend cited his humble beginning as the son of an Armenian writer turned pants-presser in New Haven, Conn., to explain Mr. Zorthian's considerable drive, and added:

"Barry works twice as hard as anyone else because he thinks he was born two steps behind other people."

For four-and-a-half years, as chief of press relations and psychological operations for the U.S. in Vietnam, Mr. Zorthian held various formal titles: head of the Joint United States Public Affairs Office (composed of 500 U.S. and Vietnamese civilian and military personnel); minister-counselor for information of the U.S. Embassy and special assistant

## Deep in broadcast business after 20 years in government

to Ambassador Ellsworth Bunker. His duties brought him into contact not only with the huge Saigon news corps, but with many distinguished visitors from all parts of the world, including Time Inc. officials.

For the first three months of his tenure at Time, Mr. Zorthian had no explicit assignment ("it was a period in which I got to know something about the company and top executives here got to know me better," he observed). In January 1969 he was appointed executive vice president of the broadcast division of Time and that August he

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### Week's Profile

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Barry Zorthian, president Time-Life Broadcast Inc., New York, and vice president, Time Inc.; b. Oct. 8, 1920, Kutahia, Turkey (brought to New Haven, Conn., 1923); U.S. Marine Corps, 1942-46, released as captain; reporter, New Haven Register, New Haven, Conn., 1946-47; news writer, Voice of America, Washington, 1947; news writer, CBS international division, 1947-48; rejoined Voice of America, 1948 and rose to program manager, 1956-61; deputy public affairs officer, U.S. Information Service, New Delhi, 1961-64; chief of press relations and psychological operations in Vietnam, 1964-68; joined Time Inc. in October 1968 on corporate management staff; executive vice president, broadcast division, Time, Jan.-Aug. 1969; president, Time-Life Broadcast since Aug. 1969; m. Margaret Aylatan of New York, June 6, 1948; children, Gregory, 16; Stephen, 14.

was elected president of Time-Life Broadcast and a vice president of Time Inc.

"I've been busy the past 13 months spending considerable time learning all I can about the broadcasting industry," Mr. Zorthian stated. "It is a complex industry and requires a great deal of homework, and I feel I am still learning."

His area of responsibility encompasses the company-owned stations (four VHF and one UHF TV, four AM and four FM); T-L's international broadcast investment in Argentina, Brazil and Hong Kong, and the cable-TV properties. He noted that Time-Life stations operate autonomously and function within broad guidelines furnished by corporate headquarters.

"Our stations last year contributed more than their share to Time Inc. profits," Mr. Zorthian pointed out. "Our strength is that we have a group of general managers who are first-rate."

He envisioned a continuing trend on the part of local stations to involvement in community-affairs programming that is relevant to the needs of localities. In addition, there will be a heavier accent on news programs, he suggested.

Mr. Zorthian voiced the view that the industry "over-reacted" somewhat to Vice President Agnew's criticism of network TV news coverage, and added:

"I think a certain amount of self-examination has been engendered by the controversy and I think that's all to the good."

From his vantage point on the firing line in Vietnam, Mr. Zorthian evaluated TV coverage there as consisting of pluses and minuses. He praised the courage and resourcefulness of correspondents operating under difficult conditions.

"But on the other hand, the nature of the medium led to problems," he explained. "In television, there is a need to emphasize the dramatic, the need to obtain visuals, the need to be brief. These requirements sometimes led to distortions, which, of course were entirely unintentional."

As the chief press spokesman for the U.S. in Vietnam, Mr. Zorthian has been in demand for speaking engagements at colleges, schools and other groups.

"I don't like to put a label on myself as being a 'hawk' or a 'dove,'" Mr. Zorthian said in response to a question. "During my talks before various groups, I have tried to place the emphasis on explanation rather than on the advocacy of a particular position."

"But I have gone on record as saying that I support our involvement in Vietnam, though I have sometimes been critical of our execution. I've also urged disengagement at a more rapid pace but not a hasty withdrawal."

## Contributing author

FCC Chairman Dean Burch wrote his own editorial last week. Here is the text of the last paragraph of his speech to the National Association of Broadcasters' convention:

"I do not intend to nag you constantly. I do not intend to call you names, however picturesque and attention-grabbing a word like 'rapist' may be. I do not intend to tinker endlessly with the way in which you go about your business for the sake of showing how activist I am. I want a strong, confident broadcast industry, not a tattered figure patched over with sure-fire remedies that do not work and reeling from side to side as the commission kicks it first in one direction and then in another for the claimed purpose of making it walk straight. I will endeavor to create a climate that allows you to flourish and maintain your healthy growth. But it is only fair to make just as clear that I believe you have a responsibility to the public and that you must be accountable for your stewardship. No responsible broadcaster thinks of himself in any other terms. Responsibility is the essence of our complementary tasks in giving the American public the best broadcast service of which resourceful and imaginative man is capable. The times demand it. And, frankly, so do I. But, more important, so do you."

## Back to basics

This simple but vital message came through in Chicago last week at the convention of the National Association of Broadcasters: Further erosion of broadcasting freedoms can be prevented only on the premise that the basic broadcast service is journalism, not entertainment or advertising or fun and games.

It is the simple message of the First Amendment, which is persistently misread by several members of the FCC even as it is laughed at by the radicals who witlessly forget that they would be silenced without it.

Almost as if they had rehearsed, the convention's featured speakers sounded the First Amendment call, if not in all cases by formal reference. The message came because of what had taken place within weeks of the NAB meeting. It flowed from the FCC's one-to-a-customer action and the proposed rulemaking to outlaw newspaper-broadcast combinations.

Broadcasters finally came to realize that the protocol and pussyfooting had to stop, if they are to survive. The first scene of combat must be the FCC.

Isn't it about time to write off the broadcast baiters like Nicholas Johnson, who talks and travels incessantly at government expense to incite trouble? Or Kenneth Cox, who should know better but who has become a Johnson disciple? Or H. Rex Lee, who seems not to know which way to turn but is often shepherded into the Johnson-Cox camp? Or Robert T. Bartley who for years has been an automatic vote against any transfer to a group owner without a hearing?

As we said a week ago, the FCC ought to reconsider its one-to-a-customer rule, pursue its study of newspaper and broadcast ownership and, meanwhile, act case by case as acquisitions come before it. If that cannot be arranged while the dismember-everybody group is still intact, all legal means to tread water should be exerted. The replacement of Commissioner Cox, whose term expires June 30,

should give the FCC a fourth and therefore decisive vote on the side of—and we use the expression in its original sense—law and order.

The ownership problem is not confined to the newspaper-broadcast crossownerships. It affects all broadcasters and all publishers. So it isn't the fight of the NAB and other broadcaster associations alone. It is also the fight of the American Newspaper Publishers Association and all the groups—including magazines—that can claim to be parts of the press.

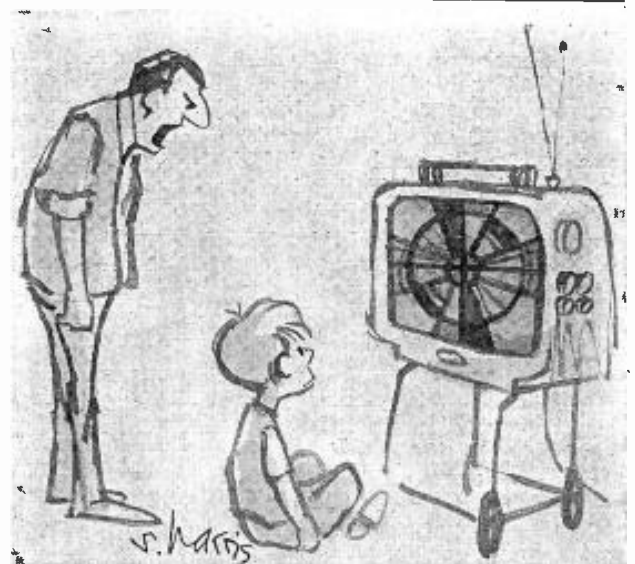
## A return to never-never land

The old myth that broadcast journalism is somehow tainted by an association with broadcast advertising was raised again on the eve of the NAB convention. The exhumation was performed by Hubert H. Humphrey (who will never forgive television for covering the Chicago demonstrations during the Democratic convention that nominated him to run against Richard Nixon). Mr. Humphrey spoke before a seminar of the Broadcast Advertising Club of Chicago (BROADCASTING, April 6).

It was Mr. Humphrey's thought that if advertising were removed from network-news programs, the change "might modify the element of rating competition that so often leads to unnecessarily spectacular coverage of certain public events."

If getting rid of television-network news is Mr. Humphrey's real objective, his suggestion makes sense. As Julian Goodman, NBC president, said afterward, networks now spend more for news than they recover in revenue. If advertising were denied them, they would have to give up the practice of journalism in any true meaning of the word.

Happily, the administration now in office takes issue with Mr. Humphrey. Herbert G. Klein, the President's director of communications, made it clear to the broadcasters that he understands what advertising means to journalism and to the economy in general. With that the ghost was laid again. Too bad it won't stay laid.



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