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JUL 29 1970

WINFIELD

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

It's final: Wells for Cox, Unger for Wells. p21
FCC report reflects deceleration of TV's growth. p24
SPECIAL REPORT: Why set up a D.C. news bureau? p42
Pastore moves in to take command of fairness. p55

Nine of the top ten markets have taken up the habit.



There's one reason why: In 3 years on the network "The Flying Nun" reached, per household, 20% more young women 18-34 than the average situation comedy. 82 half-hours in color. Distributed by **SCREEN GEMS**

ready sold to:

NEW-TV New York
TV Los Angeles
FLD-TV Chicago
TAF-TV Philadelphia
SBK-TV Boston

KTVU San Francisco/Oakland
WUAB-TV Cleveland
WIIC-TV Pittsburgh
KDNL-TV St. Louis
WHNB-TV Hartford

WTEV Providence
KOMO-TV Seattle
KBMA-TV Kansas City
WSOC-TV Charlotte
WKEF-TV Dayton

KGMB-TV Honolulu
KATU Portland
KALB-TV Alexandria
WEHT Evansville
AND OTHERS

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When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH

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

They laughed when he
 sat down at the typewriter.
 They didn't know he was programming
 the station for a week in advance!



We don't recommend that the night
 maintenance man program your station.

But he could—with just a few hours of
 training on the new Schafer 8000 Automation
 System.

Imagine. A system that gives you 21 times
 more walk-away—that can increase "people
 utilization" by 100% or more—that
 automatically types the program log. A system
 which you can't possibly outgrow.

Mind boggling but true. Because with the
 Schafer 8000 you can individually program
 each day of the week up to 7 days in advance.
 Then, without disturbing the basic structure,
 you can add, delete or change segments at will.
 Merely by typing a few simple commands on
 the system typewriter.

And don't let the word "computer" shake
 you. Ours is the size of a stereo receiver. It's
 about as simple to use as your office calculator.
 Simple yes. But far more flexible and
 expandable than any other system.

Our new 16-page brochure is must
 reading for everyone in AM and FM radio.
 Just mail the coupon.

schafer

Schafer Electronics, 9119 De Soto Avenue,
 Chatsworth, California 91311 (213) 882-2000
 A division of Applied Magnetics Corporation

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JUL 29 1970

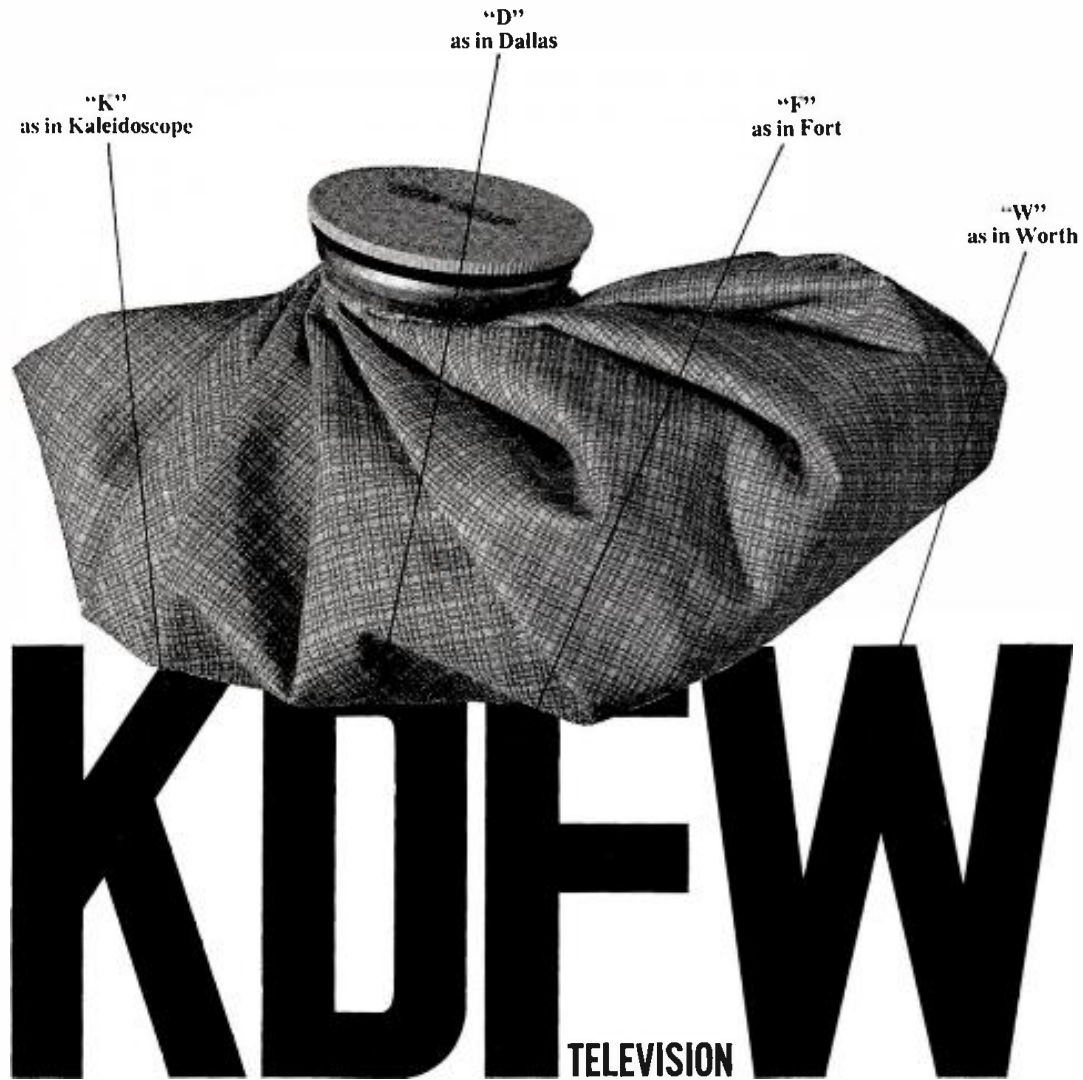
WINFIELD, KANSAS

Send me the new brochure describing the Schafer 8000

| | | |
|---------|-------|-----|
| _____ | | |
| name | title | |
| _____ | | |
| station | phone | |
| _____ | | |
| address | | |
| _____ | | |
| city | state | zip |

A name change is a painful thing...but KRLD-TV is now KDFW-TV

Thanks for suffering with us.



We've changed our name because of FCC regulations, but only the name is changed. We're still channel 4. We're still CBS. We're still the No. 1 station in the market.



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

People's choice

Number of TV households is showing substantial increase. According to preliminary estimate of A. C. Nielsen Co.—final figure will be cut in September—total of 60.1 million homes, or 95.5% of all U.S. homes (excluding Hawaii and Alaska), will be TV-equipped as of Sept. 1. That would represent increase of 1.5-million TV homes in one year with saturation up from 95.3%.

No rush

It may be mid-August before there'll be confirmation hearings on FCC nominations of Commissioner Robert Wells to seven-year term of departing Kenneth A. Cox and Sherman Unger, general counsel of Department of Housing and Urban Development, to 11 months left of Mr. Wells's present term (see page 21). Aides say key senators—Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, and John O. Pastore (D-R.I.), chairman of Communications Subcommittee—have heavy schedules for next couple of weeks. Confirmation hearing could come after session scheduled Aug. 4-6 by Senator Pastore on fairness doctrine (see page 55).

Delay in clearing new appointments will presumably leave Mr. Cox on job through what is billed as important FCC meeting Aug. 5, when agenda is expected to be heavy with matters including number of fairness disputes. Mr. Cox is Democrat, like Senators Magnuson and Pastore, and was Magnuson protegee.

Kinescopes modernized

New system using lasers to make color-TV kinescope film recordings has reportedly been developed by CBS Laboratories. It is said to provide "extremely high" color resolution and registration to meet quality-color needs in both commercials and programming. Society of Motion Picture and Television Engineers has been given abstract of paper to be delivered. Describing new system, at SMPTE national conference in New York in October.

Sales-minded

Reeves Telecom Corp., New York, which is said to be willing to consider offers to buy some of its stations and cable-TV systems (story, page 47), has also been talking with prospective buyers for its subsidiary, Previews Inc., international real-estate marketing group. Among prospective buyers is Wyatt

Dickerson, real-estate developer, whose wife, Nancy Dickerson, is resigning as NBC News Washington correspondent Sept. 1 (BROADCASTING, July 20).

Eeny meeny

FCC is having trouble settling on interim operation of WLBT(TV) Jackson, Miss., while hearing on five competing applications for channel-3 facility is under way. Staff has recommended interim grant to Communications Improvement Inc., nonprofit group that is not seeking permanent license. However, certain commissioners, concerned about possible disruption of service to public, reportedly are leaning toward letting Lamar Life Broadcasting Co., which lost channel-3 license in court-ordered decision because of purported anti-Negro programming, operate on interim basis, though perhaps on condition it surrender profits. Lamar is one of applicants for permanent license.

Also under consideration for interim operation is joint application in which three permanent applicants have joined. Commission wrestled with issue in last two meetings, but not to decision. Group favored by staff is funded by Office of Communications of United Church of Christ. That was office that led fight against Lamar's license renewal application.

Authorized history

"Cavalcade of Broadcasting," 250-page book to commemorate radio's 50th anniversary authored by Curtis Mitchell and commissioned by National Association of Broadcasters, is now in production. Volume, of which more than 100 pages are pictorial, is for mid-September release and will sell for \$9.95 hardcover and \$4.95 softcover, but with substantial volume discounts for broadcasters.

Forward, written by Bob Hope, chairman of special advisory committee comprising recipients of NAB's Distinguished Service Award, was final piece of copy to go to printer last week.

Staying on

George S. Smith, expected to relinquish his directorship of FCC Broadcast Bureau upon qualification of his indicated successor, Dean Francis R. Walsh of San Francisco University, (BROADCASTING, July 13) won't, however, depart FCC scene. He is slated for senior staff assignment or possibly will return to Commissioner Robert E. Lee's executive staff, until end of year. Mr. Smith turns 70 next year and had expected to

retire than.

In either status, Mr. Smith will be available to break in his successor in complexities of bureau operations, which involve larger percentage of FCC's workload than all other bureaus combined. Should Mr. Smith rejoin Commissioner Lee, it will be to fill legal advisory slot which will have been vacated by Byron E. Harrison, who is considering offer of examinership from another administrative agency.

Pamphleteering

House Investigations Subcommittee must think it has best seller in its recently completed report on CBS News coverage of plot to invade Haiti (see page 62). Chairman Harley O. Staggers (D-W. Va.) has asked House for authority to print 4,000 copies. Average committee report goes to press run of at most 800. Nobody at subcommittee will say why so many copies are wanted. Official word is only that there has been abnormal demand.

Slimming down

Reports that Metromedia shake-up (see page 46) will extend to discontinuance of Radio News Service, with wholesale dismissals of news personnel, were denied Friday by Washington spokesmen. Differing stories are as follows: Metromedia will immediately dismiss six of 17 bureau operatives in Washington and let several others go as their contracts expire, as part of cutback that will leave company with capital bureau for owned-and-operated stations, but eliminate syndication arm. Metromedia sources, on other hand, say radio service will remain almost intact, with slight cut in news product and some personnel reductions, as part of over-all streamlining operation.

It won't fly

Caroline Television, pirate TV station that was scheduled to begin beaming programming to British Isles viewers from plane flying over North Sea on July 1 (BROADCASTING, May 4), is yet to get off the ground. On July 1 and 2, attempts were made to begin operations, but station ran into transmitter trouble. Principals vow to try again in early August and are confident they will have solved technical problems by that time. Edward Petry & Co., New York, is representing Caroline TV, but advertising will not be carried until one month after regular telecasting has begun. RCA has been called in to work on technical difficulties.

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

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

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

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

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

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

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

added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company
Where you get all the extras.

President Nixon adds two strong Republican links to FCC Chairman Dean Burch's conservative chain of command in commission's own Robert Wells and HUD's Sherman E. Unger; blacks term appointments insensitive. See . . .

Final: Wells for Cox, Unger for Wells . . . 21

FCC figures on 1969 sales of spots, programs, talent and facilities show record revenues of approximately \$3.325 billion, up 11% from 1968. Considerably less dramatic gains are seen for this year, however. See . . .

Deceleration in TV's growth rate . . . 24

Consumers with headaches caused by alleged deceptive advertising for Excedrin tablets join forces to stop the spots or attach a disclaimer; filing suit in Washington court, they shun FTC action as useless. See . . .

Group asks damages for Excedrin ads . . . 39

Capitol Hill is meat for a Washington correspondent with the formidable task of pinning down senators from home. Like windmills grinding flour from wheat, bureau men sift through a nation's news for local angles. See . . .

Why set up bureau in Washington? . . . 42

Metromedia revamps radio division management set-up, as David C. Croninger, president of division, and Alan Walden, vice president of Metromedia Radio News, leave company. Affiliates get more autonomy. See . . .

MM realigns its radio division . . . 46

Financially troubled Reeves Telecom Corp., in throes of executive shuffle, is said to be considering offers to purchase some and possibly all of its broadcast and cable properties. See . . .

Reeves undergoes shake-up . . . 47

Parallel lines formed last week at a hearing with those for and against New York City's CATV proposal to grant two Manhattan franchises under 20-year contracts. The five-hour debate was only the beginning. See . . .

Sides drawn on N.Y. cable plans . . . 50

Citing widespread reciprocity in America, RKO General fears instability of broadcasting industry if FCC agrees with Justice Department that RKO's KHJ-TV Los Angeles deserves the ax for alleged reciprocal trade. See . . .

RKO answers Justice on reciprocity . . . 53

Plethora of complaints and countercomplaints concerning political access to television becomes subject of hearing spearheaded by John O. Pastore (D-R.I.), chairman of House Communications Subcommittee. See . . .

Pastore takes command of fairness . . . 55

In surprise, 11th-hour move, CBS orders scheduling changes in its fall prime-time line-up—with six of 13 half-hours affected—to achieve 'programming in rhythm and in tandem'. See . . .

CBS juggles line-up . . . 56

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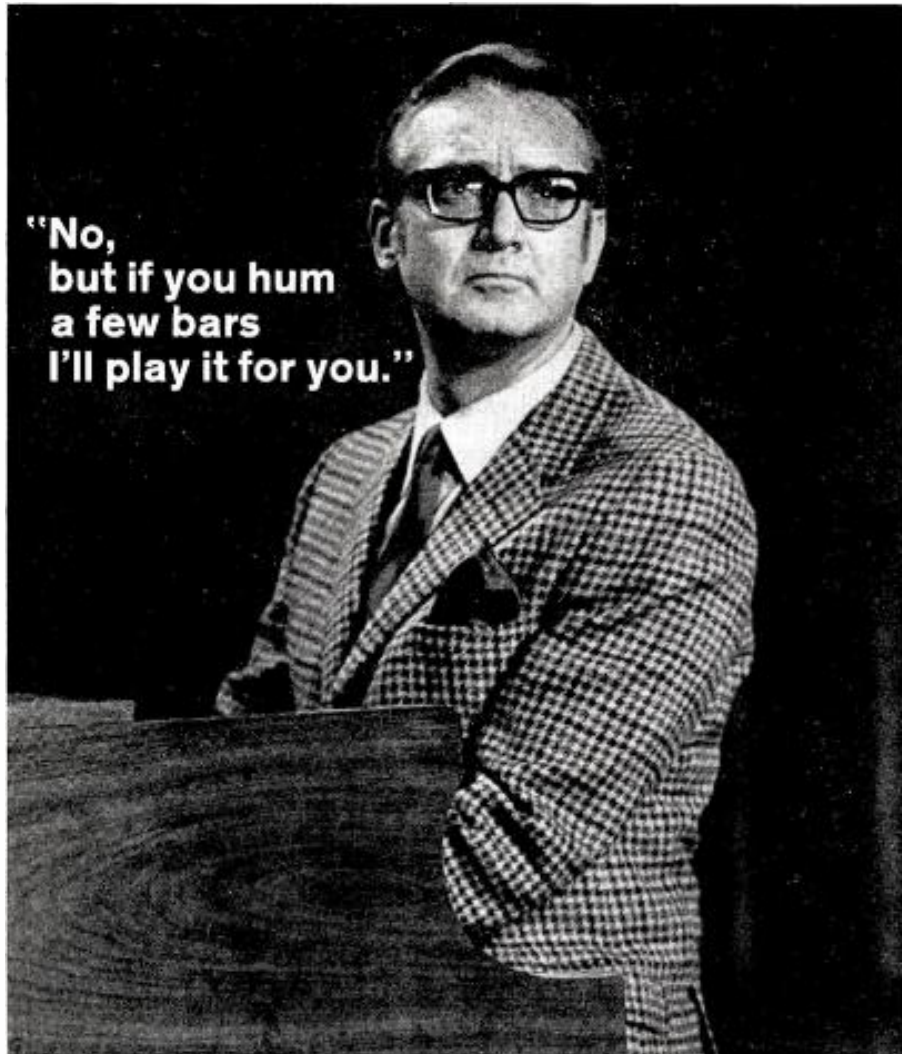
Broadcasting

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“Do you know Steve Allen’s new show comes in 30, 60 or 90 minutes?”



And Steve plays it five days a week. On the Allen Show. All in color. All new. 90 minutes of topical talk, galloping guests and loads of laughs that start fresh every half hour. So you can program a full 90 or 60 or 30 minutes — daytime, nighttime, prime time there's a size just right for your time. Call now and we'll play it for you.

STEVE **THE ALLEN SHOW**

Produced by Golden West Broadcasters in association with Meadowlane Enterprises, Inc.

Distributed by Vikoa Entertainment Corporation

250 West 57 St., New York, N.Y. (212) 757-4630 / 1717 North Highland Ave., Hollywood, Calif. 90028 (213) 464-9281

Cereal ads on TV attacked

Cereal companies reported no immediate plans Friday (July 24) to alter advertising to meet challenge that industry's TV commercials entice children to buy "nutritionally worthless" products.

Robert B. Choate Jr., Washington nutrition analyst, made charges July 23 during hearing of Senate Consumer Subcommittee headed by Senator Frank E. Moss (D-Utah).

He contended that low nutrition cereals are "huckstered" to children—particularly during Saturday morning cartoon shows—on basis of sweetness, with total disregard for nutritional value.

In main presentation, that many dry cereals have little nutritional value, Mr. Choate said that General Mills's Cheerios, nation's most-advertised cereal with TV budget of \$5,404,800, ranked 25th of 60 tested for nutritive value, while Kellogg's Rice Krispies, second most advertised brand with TV budget of \$3,609,200, ranked 39th. Next in line came Sugar Frosted Flakes, also Kellogg product, with TV budget of \$2,738,000 and ranking of 58th.

Attitude of cereal makers, who are awaiting their chance to testify before Senate Subcommittee, was summarized by General Mills spokesman:

"No single food is complete in itself," he said. "Unfortunately, Mr. Choate has disregarded this fact in his testimony. But if we compare cereals along with other foods, they rate very favorably."

Approximately \$87,489,000 was spent to advertise cereals on TV in 1969, according to Television Bureau of Advertising, which said \$30,376,000 was in spot, \$57,113,000 in network. These figures included hot as well as dry cereals, but it is presumed that dries account for larger share.

Cereals are not very heavy in radio, according to Radio Advertising Bureau.

After hearing, Senator Moss asked FTC to look into charges.

FTC sources said that although they had not received letter as of Friday, request fits into its investigation of cereal industry that was announced earlier this month. FTC is looking into cereal industry from monopoly viewpoint, as well as performance.

Allied with performance, it was noted, would be advertising and promotion and certainly probity of nutritional claims made by cereal advertisers on TV and radio as well as in print advertising.

Talk show rules proposed

FCC Friday (July 24) proposed rules concerning "open-mike" programs to allow stricter licensee control, reaffirm applicability of fairness doctrine and aid in enforcing personal attack requirements

Proposed rules require licensees to tape telephone interview programs and make them available to interested parties.

Broadcasters would be required also to obtain and make available listing of names and addresses of those who participate on telephone-talk shows. List would have to be kept for 15 days, after which, if there were no complaints, list could be destroyed and tapes re-used.

Commission stressed fairness doctrine applies fully to such programs and added licensee is required to play "a conscious and positive role in bringing about balanced presentation of opposing viewpoints."

Commission said when personal attacks are aired during discussion of controversial issues on telephone interview show, licensee has "affirmative duty" to send copies of attacks to persons or groups attacked with offer of time to respond.

AFM pact is reached

American Federation of Musicians has reached agreement with television networks on new three-year contract, it was disclosed Friday (July 24). Terms of settlement were not disclosed pending ratification by more than 1,400 AFM members who are eligible to vote in referendum.

Hits 'Migrant' program

Florida fruit and vegetable grower charged Friday (July 24) that NBC's documentary on migrant labor included "much sneaky journalism." Allegation was made by George H. Wedgeworth, president of state Sugar Cane Growers Cooperative and past president of Flor-

ida Fruit and Vegetable Association, before Senate committee investigating migratory labor (see page 61).

Mr. Wedgeworth claimed program took exceptional circumstance, "many times out of context," to imply Florida was rampant with conditions bordering on slavery and racism.

Milton Carr, producer of NBC program that was shown July 16, disagreed. "The documentary presents a fair picture of migrant labor conditions as they exist in Florida," he said.

Earlier flap involved charges that Coca-Cola Co. had pressured NBC to alter half-hour documentary in some respects. Network officials defended changes, said no demands had been made by Cokc officials (BROADCASTING, July 20).

CATV study issued

FCC has released staff study that it considered in connection with its notice of proposed rulemaking to permit CATV systems to import distant signals into major markets.

Study examines economic effect of such importation on stations and on program suppliers and other copyright owners.

Commission said it was releasing study to interested parties preparing their comments on proposal that would require systems to substitute local commercials for spots in imported programs and contemplates compulsory copyright payments by CATV systems.

Study notes that question of CATV impact is variable, depending on whether station is VHF or UHF, network affiliate or independent, number of competing stations, among other factors.

Most VHF stations in top-100 markets were found to have profit margins that would protect them against CATV-caused losses. Most UHF's, on other hand, were found to be operating marginally and likely to be seriously affected by any significant impact—absent rule requiring CATV systems to strip

News staff slashed

Sagging economy has forced many businesses to adopt belt-tightening measures, but few matched drastic step taken by KPLR-TV St. Louis—independent VHF fired entire 16-man news staff.

Effective Aug. 1, station will discontinue its half-hour mid-evening news. In its place will be noon newscast that will involve one anchorman, one film editor, one secretary, no local news,

wire-service machine, and national news-film service.

Station manager James Herd said move was a result of "economic factors." He added that station plans to increase its emphasis on documentaries and public-affairs programming.

KPLR-TV has been operating with news budget said to be in excess of \$350,000. Station launched its evening news broadcast in April 1969.

Week's Headliners



Mr. Jones

Merle S. Jones, who retired in 1968 as VP, general executive of CBS Inc., named chairman-designate of Viacom International Inc., new public corporation being spun off by CBS to handle its domestic CATV interests and worldwide TV program syndication (see page 48).

Donald W. Coyle, president of ABC International Television Inc. since its founding in 1961, resigned Thursday

(July 23). Elton H. Rule, president of ABC, noted that Mr. Coyle "has made significant contributions to the growth" of ABC International, and that ABC wished him "well in his future endeavors." He said successor to Mr. Coyle would be announced today (July 27). Mr. Coyle joined ABC in merchandising in 1950, became director of research, ABC-TV, 1953, and in the next five years moved up to VP and general sales manager.

Victor (Buck) Forker, general sales manager, RKO Radio Representatives Inc., named VP-general manager, WGMS-AM-FM Washington; Hugh S. Wallace, general manager, WOR-FM New York, appointed general manager, KHJ(AM) Los Angeles; Ronald L. Ruth, general manager, WGMS-AM-FM, appointed general manager of WOR-FM, and Meridee Herman, music director, WOR-FM, appointed music coordinator for RKO radio division.

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

commercials from imported programs and replace them with spots sold by local UHF's.

Study noted two contrary CATV effects an UHF viewing—cable negates so-called handicap resulting from receiver station-coverage problems, but fractionalizes audience with distant signals.

Study made these other points:

- Increase in number of off air or CATV channels does seem to result in increase in total viewing.

- If 25% of U.S. TV homes were CATV subscribers, as is expected to be case by 1975, networks would lose 4% to 5% of their average all-day audiences. However, in view of network profits—\$226 million in 1969—networks' ability to operate in public interest does not appear to be in danger.

Time for local candidates

Honoring pledge made by NBC President Julian Goodman in congressional testimony last October (BROADCASTING, Oct. 27, 1969), NBC-TV is announcing today (July 27) availability for affiliates of five 60-second spot announcement positions per week in prime time between Sept. 21 and Nov. 2 for local sale to political candidates. Each of five weekly minutes will be scheduled on different nights. If station chooses not to use time for political candidates, network will furnish public-service announcement.

Indiana stations cleared

Judging that six Indiana TV's had fairly covered issues concerning Eastern Daylight Savings Time question, FCC Friday (July 24) denied petition to serve death penalty on stations.

National Association of Theater Owners of Indiana charged WFBM-TV, WISH-TV and WLWI(TV) all Indianapolis; WTTV(TV) Bloomington-Indianapolis; WANE-TV Fort Wayne, and WPTA(TV) Roanoke-Fort Wayne with joining forces to "foist unwanted [EDT]" on Indianans by slanting and distorting issue in editorials. NATO asked that FCC deny license renewals of stations.

NATO failed to offer sufficient evidence to support allegations, commission said. Commission added it is not an arbiter of news events or editorials and that before acting in "extremely sensitive area of freedom of the press," it required significant evidence.

Vitt signs Boston shops

Vitt Media International, New York, has formed association with five Boston advertising agencies under which Vitt will perform their broadcast buying functions as needed. Agencies are John Dowd Advertising; Dan Sullivan & Co.; Ingalls Associates; Reach, McClinton; Pearson Guy Weiss Inc. Vitt said it now bills more than \$26.5 million for 43 national advertisers.

Kinney acquires Elektra

Kinney National Service Inc., parent company of Warner Brothers, has announced purchase for \$10 million of Elektra Corp., folk, classical and rock record producer. Elektra will operate autonomously, according to Jac Holzman, president of New York-based Elektra.

'Star' buy canceled

Planned purchase by Capital Cities Broadcasting Corp., of Star Publishing Co. has been called off.

Star, subsidiary of Cowles Communications Inc., publishes *San Juan* (P.R.) *Star*. No reason was given for change in plans. Purchase price had been set at \$9.75 million (BROADCASTING, July 6). Capital Cities is parent company of Fairchild Publications.

Aubrey sees black ink

Citing CATV and video-cassette field as "additional potential" for MGM's film library, MGM President James T. Aubrey Jr. has followed up report on first 28 weeks for MGM (BROADCASTING, May 25) with optimistic updated accounting of operations for 40 weeks ended June 4. He reported 23% decrease (\$27 million) in debt for last nine months. Mr. Aubrey noted that final move of headquarters from New York to Culver City, Calif., has been completed.

For 40 weeks ended June 4:

| | 1970 | 1969 |
|------------------|-------------|--------------|
| Earned per share | \$.93 | (\$2.49) |
| Revenues | 128,154,000 | 150,101,000 |
| Net income | 5,477,000 | (14,412,000) |

Group holds steady

Scripps-Howard Broadcasting Co., group owner, reported today (July 27) slight declines in revenues and income; its per-share earnings were same for first six months in 1970 ended June 30:

| | 1970 | 1969 |
|------------------------|------------|------------|
| Earnings per share | \$0.95 | \$0.95 |
| Net operating revenues | 11,139,385 | 11,212,108 |
| Net income | 2,450,536 | 2,453,992 |

Another Intelsat relay

Eighth and final satellite in Intelsat 3 series was circling earth Friday (July 24) after launch from Cape Kennedy Thursday night.

Spokesman for Comsat said satellite—which will serve as spare for predecessors now relaying telephone, television and data signals—was in excellent transfer orbit. Apogee motor was to be fired at 10:15 p.m. (EDT) Friday to thrust spacecraft into synchronous circular orbit.

Satellite's eventual station was undecided but it will most likely hover over Indian Ocean.

BEAT THE CLOCK

runs on

Eastern, Central, Mountain and Pacific Times!

Rating Increases

| Market | Station | Oct. '69 | Jan. '70 | % of Improvement |
|----------------|---------|----------|----------|------------------|
| Buffalo | WKBW-TV | 5 | 10 | 100 |
| Chicago | WGN-TV | 2 | 10 | 400 |
| Detroit | WKBD-TV | 2 | 4 | 100 |
| New York | WPIX | 4 | 5 | 25 |
| Seattle-Tacoma | KTNT-TV | 5 | 8 | 60 |

NSI

Share Increases

| Market | Station | Oct. '69 | Jan. '70 | % of Improvement |
|----------------------|---------|----------|----------|------------------|
| Atlanta | WATL-TV | 2 | 4 | 100 |
| Cincinnati | WXIX-TV | 5 | 8 | 60 |
| Minneapolis-St. Paul | WTCN-TV | 11 | 17 | 54 |
| Pittsburgh | WPGH-TV | 2 | 3 | 50 |
| St. Louis | KDNL-TV | 2 | 3 | 50 |

NSI

Beats Previous Programs

| Market | Station | Previous Program (Oct. '68) | % of Share Increase BEAT THE CLOCK (Oct. '69) |
|------------|---------|-----------------------------|-----------------------------------------------|
| Buffalo | WKBW-TV | Olympics/Various | 57 |
| Cleveland | WUAB-TV | I Spy | 133 |
| Cincinnati | WXIX-TV | Run for Your Life | 400 |
| Detroit | WKBD-TV | Password | 33 |

ARB/NSI

No. 1 in Time Period

| Market | Station | Rating | Share | Rating Period |
|--------------------------------------------|---------|--------|-------|---------------|
| Flint-Saginaw-Bay City (Mon.-Fri. 2:30 PM) | WJRT-TV | 9 | 37 | Feb.-Mar. '70 |
| Johnstown-Altoona (Mon.-Fri. 4:00 PM) | WFBG-TV | 8 | 31 | Nov. '69 |
| Syracuse (Mon.-Fri. 4:00 PM) | WHEN-TV | 9 | 42 | May '70 |

ARB/NSI

More Homes

| Market | Station | Oct. '69 | Nov. '69 | Jan. '70 |
|-------------|---------|----------|----------|----------|
| Chicago | WGN-TV | 64,800 | 77,000 | 96,000 |
| Los Angeles | KCOP | 175,200 | 192,000 | 214,000 |

ARB

...Now entering another exciting production year

Produced by Goodson-Todman with Jack Narz as host





IT WON'T BE A PARTY WITHOUT YOU

Hugh Hefner is making Playboy After Dark a great hour of wonderful entertainment for all of his friends.

Each week he's got people like Tommy Smothers, Johnny Mathis, Carmen McRae, Bill Cosby, Bob Newhart, Jack E. Leonard, Della Reese, Mort Sahl, James Brown, Tony Bennett, Rowan & Martin, Otto Preminger, Don Rickles, Steppenwolf, Joan Baez, Don Adams, Carol Burnett, Robert Goulet, The Modern Jazz Quartet, Tony Randall, Evie Sands, Jackie Gayle, Blinky and Joe Cocker dropping in.

And look at these stations who have already R.S.V.P.'d.

WOR-TV New York
KTLA Los Angeles
WFLD-TV Chicago
WPHL-TV Philadelphia
WSBK-TV Boston
KEMO-TV San Francisco
WUAB-TV Cleveland
WDCA-TV Washington
WPGH-TV Pittsburgh
KSD-TV St. Louis
KRLD-TV Dallas
WTCN-TV Minneapolis
WATL-TV Atlanta
WXLX-TV Cincinnati
WPLG-TV Miami
WGR-TV Buffalo
WHNB-TV Hartford
WTMJ Milwaukee
KCIT-TV Kansas City
KCRA-TV Sacramento
WTOG-TV Tampa-St. Petersburg
KBTV Denver

WVUE New Orleans
WZZM-TV Grand Rapids
WKEF Dayton
WAVY Norfolk
KPAZ-TV Phoenix
WFTV Orlando
KARK-TV Little Rock
WDHO-TV Toledo
WHBF-TV Rock Island
KRNT-TV Des Moines
WRDU-TV Durham
WMT-TV Cedar Rapids
WYTV Youngstown
KGMB-TV Honolulu
KGGM-TV Albuquerque
WIRL-TV Peoria
WTVO Rockford
KELP-TV El Paso
KATC Lafayette
WJET-TV Erie
KMID-TV Midland
WWTV Cadillac
KSHO-TV Las Vegas

There are 52 hours in color of Playboy After Dark. You are cordially invited!

Produced by Playboy.



Distributed by **Screen Gems**



PLAYBOY AFTER DARK

What it takes to reach the option-minded consumer

Something has happened with the dawning of the "Age of Options" for the consumer. He used to be a simple fellow, whose collar was blue or white, who lived in the city or country, had a choice of six cigarette brands and his pick of a new car limited to searchlights and seat covers.

His main contribution to this new age was "human nature." When given more money, he bought a greater variety of things; with more time, he indulged himself and, with a better education, he became more skeptical of the commonplace and more receptive to the exotic.

Meantime, the marketers and the communicators were deliberately (and constantly) giving him wider and wider options. We gave him 125 brands of cigarettes from which to choose, and 132 options on one model of car alone.

Now, how near are we—the marketers and communicators—to self defeat? How long before the market becomes so congested that a viable share of it becomes impossible to achieve and at a profit? Or before in the mounting uproar of communications, it becomes uneconomical for some of us to buy mass communications and we are blocked from reaching our market?

It is my belief that the consumer market of the 1970's will be distinguished by three things: greater individuation; greater mobility of response, and greater skepticism and indifference to communications.

The National Industrial Conference Board says that by 1980 more than half of U.S. families will be earning over \$10,000 in terms of 1966 dollars and 30% of the income will be discretionary—meaning about \$350 billion available for products and services now classified as nonessentials.

With all this money, leisure time and progressively more educated tastes, we can see before us a degree of market diversification that will make the 1950's look monolithic.

A greater mobility of market response means more brand switching, more fads and style changes.

A rise in skepticism and distaste for the very commercial processes that brought about this shower of distracting goodies will result from several things—among these are better education, and responses to continued attacks on the commercial process of govern-

ment, to the increase in the volume of commercial messages to an almost insufferable level and to just plain inept advertising.

We face the 70's under a triple threat: The consumer will aggregate in smaller market units, so it will be harder to locate him; his loyalties will decline, his tastes and spending patterns will change more rapidly—and he will be less responsive to communications, partly out of surfeit and boredom.

The primary communications problem will be to get through at all to the consumer—to get through the communications glut enough times to affect his or her behavior at all. To survive, we are going to have to rededicate ourselves to one fundamental principle: the power or specific. The specific promise aimed at a real need gets action.

An example from the current advertising scene: The airline industry has been talking about two things almost continuously now for five years—good food and friendly service. It has come to the point where there is so much chewing and smiling going on that you can't remember which airline goes where.

But Northeast Airlines played it differently and with a relatively small advertising budget got a disproportionate share of consumer attention by being specific. Northeast says it "is the all-steak airline. Every passenger gets a sirloin steak broiled on board in our own galleys." By focusing on a specific, they made their proposition and their airline easy to remember.

But one has to decide what to be specific about. Almost any choice will be of more interest to some than to others—and to this extent a marketing risk is incurred.

Take Johnson Wax. In moving into the 1960's, it faced a complex series of choices. The business had been built on floor-care products and Johnson had successfully diversified into other areas of home care. But the floor-care market was still of enormous importance to the company, and it was changing fast.

Johnson management, by applying a three-point philosophy, came through the period of change with a commanding share of the market. It decided:

- Product development would seek products addressed to evolving major market segments.

- No product was to be marketed unless it had a demonstrable point of superiority.

- Products within the line would be allowed to compete freely with one another—that is, find their own levels.

Glo-Coat, which has been recycled six times since its birth 30 years ago, now says, "shields against black heel marks," while Kleer says, "never yellows" and appeals to women concerned less with traffic than with sustained floor beauty.

It remains that the key to advertising impact lies in precise but flexible product strategy. It is not in esthetics, in the beauty and humor of advertising executions. While I am a great believer in finely chiseled copy, the advertiser who expects to gain market share primarily by being funny or bizarre is deluding himself.

In the new communications environment, there will be plenty of other things to laugh at, leer at and swoon over. But the job of commercial communications is to be fast and clear, to express unmistakably what is for sale and to talk to the right people.



Paul C. Harper Jr.'s career from cub copywriter to board chairman and chief executive officer of Needham, Harper & Steers, New York, started shortly after World War II with an introduction to Maurice H. Needham, founder of Needham, Louis and Brorby. From copy Mr. Harper moved into account work and steadily up the executive ladder, becoming president and chairman of the executive committee in November 1960. In a merger with Doherty, Clifford, Steers and Shenfield he became its chairman.

Calif. 91601 (213) 877-3550.

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

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

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

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

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

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

Sept. 16-18—Technician orientation program on use of *C-COR* equipment. Los Angeles. Contact Mr. Phil Simon, *Crown Electronics*, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

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

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

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

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently. Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

Sept. 23-25—Technician orientation program on the use of *C-COR* equipment. Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108, (817) 244-3699.

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

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

October

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

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

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

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

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

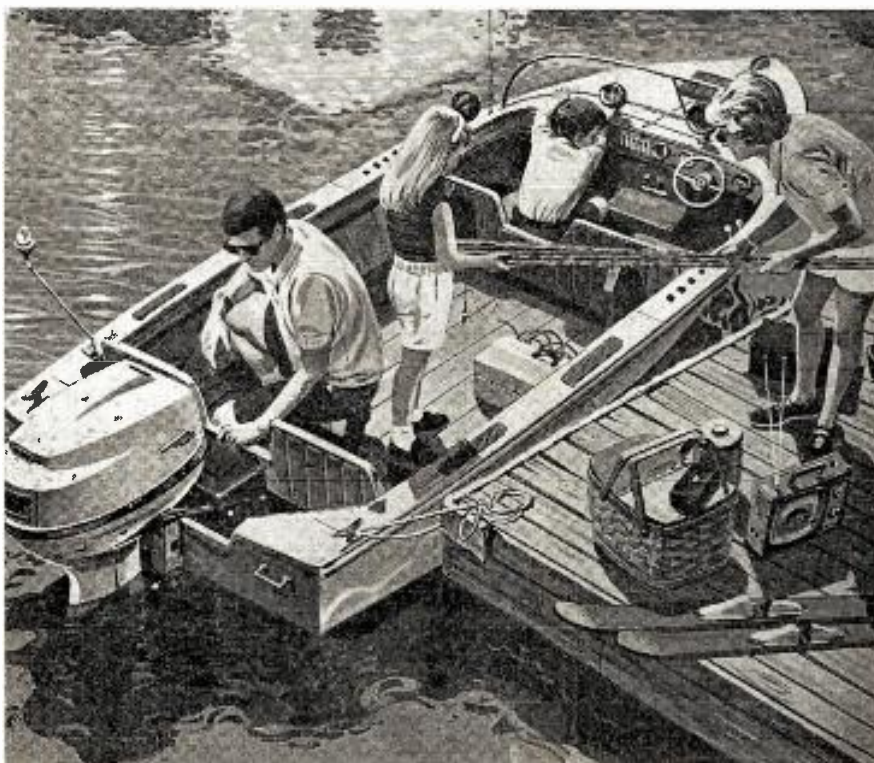
Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see *BROADCASTING* June 29).



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On demands for TV time

EDITOR: The fairness doctrine was once a sensible idea to encourage broadcasters to fully meet their ethical responsibilities. It belonged in the [National Association of Broadcasters] code rather than the commission's rules. The wild outbursts of demands for time by the political opportunists are the outgrowth of the misuse of what was once a flexible and workable policy left to the licensee to exercise his own best judgment.

Incidentally, how does it happen that no one came up with such a commendable idea as "The Loyal Opposition" during the previous Democratic administrations?—*Rex G. Howell, president, XYZ Television Inc., Grand Junction, Colo.*

EDITOR: Several stories in your July 13 issue about the fairness doctrine suggest to me that there may be something for American broadcasters to learn in the way the British handle political broadcasting.

In the first place, their law excludes the sale of time to political parties. Our basic problem is that we run political broadcasting largely by the rules for selling advertising.

The British distinguish among four types of political programs: broadcasts preceding general elections, "party political broadcasts," "ministerial broadcasts" and news and discussion programs.

For several weeks preceding each general election, a number of free broadcast periods are made available on BBC radio and on both BBC and ITA (commercial) television. Air time is divided in proportion to the number of votes received by the parties at the previous election. Usually the Labor, Conservative and Liberal parties share on a five-five-two or six-five-two basis. In addition, all other parties—and these may include the Communist Party—with 50 or more candidates for Parliament receive a few periods.

"Ministerial broadcasts" are equivalent to reports by the President of the United States or members of his cabinet. If the subject is controversial, other parties are given an opportunity to answer. It is up to the broadcasters to decide whether the right of reply should be given.

"Party political broadcasts" are scheduled regularly throughout each year to give the parties opportunities to discuss current issues as they see them. Time is assigned on the same proportion as during election broadcasts.

Sometimes in Britain, as here, there are important viewpoints not advocated officially by any party. Since 1947 the BBC has reserved the right, after consultation with party leaders, to offer air time to a member of Parliament "of outstanding national eminence who may have become detached from any party."

Finally there are the routine news and discussion programs, aired regularly in Britain as here, in which advocates of various points of view are given chances to broadcast.

I am not naively suggesting that we adopt the British or any other system, lock, stock and barrel. But there are lessons to be learned from their experiences.—*Burton Paulu, director, radio and television, University of Minnesota, Minneapolis.*

Fears easing of ban

EDITOR: Your premise is correct, but your conclusion is lacking. You have editorially recommended that the banning of certain categories of products by the television code should be eliminated, based on the fact that acceptable commercials can be framed for almost any product. We know this to be true.

In the heat of competitive marketing, the production of commercials is quite likely to become a contest to see which advertiser can go furthest. And at whatever point an individual broadcaster makes a determination, which he must, that the advertiser has overstepped the bounds of good taste in his judgment, things can get rough.

No group of people—even broadcasters—can quite agree on the bounds of good taste. In the concept of today's attitudes toward broadcasting and our vulnerability to the second guess, we don't need an outcry claiming we have sacrificed public sensibilities on the altar of avarice. And that's what occurs when we let down product barriers.—*Donald P. Campbell, vice president and general manager, WMAR-TV Baltimore.*

Says table lacks precision

EDITOR: We believe the American Research Bureau's seasonal-adjustment tables in the July 6 "Telestatus" are a disservice to spot television.

In our opinion, they represent the kind of broad generalizations that result in buying decisions that do justice neither to broadcasters nor advertisers.

The South Atlantic census division, for instance, runs from Maryland to



“ARE THINGS GETTING TOUGH?”

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

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

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

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



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Florida. Do the tables imply that seasonal-viewing patterns are the same in Baltimore and Miami?

Similarly, the Pacific division includes both Alaska and Hawaii. A buyer using these tables would apply, it would appear, the same factor to both Anchorage and Honolulu.

In 1969 we released a detailed study of summer-versus-winter viewing in 25 major markets using ARB data. In this study we found significant differences in seasonal-viewing patterns, not only among markets but also among specific program types. . . . Parenthetically, we might point out that Katz Television won an ARB innovator award for this study.

We believe that, at the very least, markets, stations, and programs must be examined closely in making “seasonal” adjustments. This is the effective way to buy spot TV, and, frankly, we do not believe the publication of generalized tables such as those in “Teletatus” helps the cause.—*Kenneth A. Mills, director, research-promotion, Katz Television, New York.* (Mr. Mills's caution in the use of averages

is well taken. The “Teletatus” procedure suggests adjusting *goals* upward to compensate for lower-viewing levels, giving the buyer free rein in selecting spots that will outperform these averages.)

Draws serious inference

EDITOR: The editorial page cartoon (BROADCASTING, June 22) seems to convey a message that can be seriously misunderstood. The Sid Hix cartoon shows two broadcasters at hearthside, looking at moose, mountain goat and lion-head trophies, with a rifle immediately below. The text states: “As one broadcaster to another, there's a certain FCC commissioner I would like to see up there.”

The message of the cartoon could be interpreted to mean that resort to firearms could be considered to foreshorten the service on the FCC of a member. At best, the message is ambiguous.

The U.S. has had far too much gunpowder politics, especially in recent years.—*Joseph A. Beirne, president, Communications Workers of America, Washington.*

(Mr. Beirne is the first reader to take a Hix cartoon seriously.)

Datebook®

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

■ Indicates first or revised listing.

July

July 27-29—Seminar on system design for CATV technicians, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

August

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

Aug. 2-7—Ninth International Congress on High-Speed Photography of *Society of Motion Picture and Television Engineers*, Denver Hilton hotel, Denver.

Aug. 7—Annual TV Day, *Georgia Association of Broadcasters*. Included is panel on Black Coalition's challenge to Atlanta stations. Marriott motor hotel, Atlanta.

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

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

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

Aug. 19-21—Technician orientation program

on use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.

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

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

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

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director, film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

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

September

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

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5637 Lankershim Blvd., North Hollywood,

Final: Wells for Cox, Unger for Wells

FCC Chairman Burch to get his Republican majority—
with arrival of an aide from that 1964 campaign



Commissioner Wells



Commissioner-designate Unger

After months of uncertainty and several false starts, President Nixon has settled on his FCC appointments—and in a way that is expected to strengthen the hand of Chairman Dean Burch in piloting the agency on a more conservative course than it has recently been following.

The President has appointed Commissioner Robert Wells, broadcaster,

Republican and Kansan now serving a term ending June 30, 1971, to the full, seven-year term that began July 1, succeeding Kenneth A. Cox, Washington Democrat.

And to serve out the 11 months remaining of Commissioner Wells's present term, the President has nominated a political aide of his own and a friend and political associate of Chairman

Burch—Sherman E. Unger, 42, now general counsel of the Department of Housing and Urban Development.

Firm decisions on the appointments were made last week, and the nominations were announced late Thursday.

Elements in the decision-making process began falling into place two weeks ago, after John Snyder, state treasurer of Indiana, who was once considered the leading contender for the seven-year appointment, was dropped from consideration ("Closed Circuit," July 20). The feeling in the White House was that opposition to Mr. Snyder's nomination would make Senate confirmation difficult.

Opposition had been generated in part by the political overtones of the proposed appointment. It was to be a payoff for Mr. Snyder's decision to drop out of a primary fight for the Senate nomination in the interest of party harmony (BROADCASTING, June 8). In addition, Indiana broadcasters as well as other media had been critical of his performance as state treasurer.

The Wells and Unger appointments are not expected to stimulate similar opposition. Commissioner Wells is regarded as having turned in a creditable job since joining the commission in November. And Mr. Unger has already received Senate confirmation once as HUD general counsel. He has held that position and has served as a director of the Federal National Mortgage Association (FNMA) since February 1969; he was elected vice chairman and chairman of the executive committee of FNMA on May 21.

However, Mr. Unger, at least, will be opposed at the Senate hearing to be held on his nomination by Negroes who wanted one of their own on the FCC. William Wright, a spokesman for Black Efforts for Soul in Television, said the decision to appoint Mr. Unger reflects President Nixon's "insensitivity as it relates to minority people."

Mr. Wright said that Mr. Unger's background—he was a partner in one

of Cincinnati's biggest and most prestigious law firms, Frost & Jacobs, before going to Washington—does not indicate the appointee would be sensitive "to the needs of the common people."

Mr. Wright also said the President's failure to appoint a black commissioner would result in an "escalation" of blacks' "campaign" against broadcasters. He indicated this would include not only protests against license-renewal applications but also a don't-buy campaign against sponsors' products. He feels broadcasters should have supported BEST's efforts to secure a black commissioner.

Mr. Wells's emergence as the White House choice for the seven-year term suggests the Kansan has a considerable talent for landing on his feet. He had been approached for the Cox vacancy before Indiana's Mr. Snyder entered the picture. However, he was regarded as having removed himself from contention after he frankly told the White House of his long-standing ambition to be governor of Kansas—he said he wanted to keep open the option of running for the office in 1972.

When Mr. Snyder's name was erased from the top of the list of eligibles, White House aides who had favored Mr. Wells pushed his name again. And last week, it is understood, he told presidential assistant Peter Flanigan he would accept the seven-year appointment if it were offered.

Commissioner Wells is not yet closing the door on a run for the Kansas state house in 1972 if all conditions are right. He merely pointed out that he had never said he had plans for running in 1972 "or any other year." And, he said: "I have nothing definite in mind for the future but the commissioner's job."

The two appointments will for the first time in nine years give the Republicans a majority on the FCC. What is more, they will give Chairman Burch the votes he needs to slow down the commission's recent surge toward reg-

ulation aimed at reshaping the broadcasting industry.

Commissioner Wells will be replacing a liberal Democrat, Mr. Cox, whose term expired June 30 but who can stay on until his successor is qualified. Mr. Cox has been an articulate advocate of activist regulation. Although Commissioner Wells does not always vote with the chairman, he is clearly of the school believing that less regulation is better than more. And Chairman Burch is known to have been eager to have him appointed to the seven-year term.

Mr. Unger, who has no communications-industry connections and says he has not yet familiarized himself with matters before the commission, indicated last week he intends to support the chairman.

"I like Dean and I respect him, and he knows more about these things than I do," Mr. Unger said.

Mr. Unger had been a special assistant to Mr. Burch when the latter headed the Barry Goldwater presidential campaign in 1964. The two men have been friendly ever since, and Chairman Burch is one of a number of individuals Mr. Unger says he talked to before deciding to take the commissioner's job.

Indeed, Mr. Unger said the fact that Mr. Burch is chairman was a "plus" factor in his decision.

Actually, the Republicans will have a line-up of relatively green commissioners. Chairman Burch and Commissioner Wells will have only some eight-months seniority on Mr. Unger. The fourth Republican, Robert E. Lee, is a veteran, however; he joined the agency in 1953. The three Democrats remaining are Robert T. Bartley, whose term expires in 1972; Nicholas Johnson, 1973, and H. Rex Lee, 1975.

The new casting at the FCC may raise questions about the future of a number of major rules and rulemakings that the incumbent commission has adopted. One is the one-to-a-customer rule, now under concerted attack in petitions for reconsideration.

director of communications, said that spending restrictions added to those already in effect "become hypocritical, because you find ways to go around them."

He also said no basis has been offered for singling out radio and television for the spending restriction. "I think if you're going to do this, why you ought to look at all media."

Mr. Finch, counselor to the President, suggested that the bill's backers are losing sight of the growing number of broadcast facilities. He predicted an end to the "network syndrome" and said more time would be given candidates locally.

An early learner of winning ways

New FCC appointee began political training as an undergraduate

Twenty-one years ago, when Charles S. Mechem Jr., now board chairman of Taft Broadcasting Co., was running for the presidency of the student body of Miami University, Oxford, Ohio, he picked a slim, good-looking fraternity brother (Beta Theta Pi) as his campaign manager. He picked a winner.

The campaign manager not only helped Mr. Mechem to win the election; he went on to important roles in Richard Nixon's two campaigns for the Presidency, to become President Nixon's choice for general counsel of the Department of Housing and Urban Development and, last week, the President's nominee to the FCC.

Mr. Mechem's ex-campaign manager, Sherman Unger, still slim and good-

The rule, banning the owner of a full-time broadcast station from acquiring another of any kind in the same market, was adopted on a 4-to-3 vote, with Chairman Burch in the minority and Commissioner Cox in the majority.

However, the chairman was with the majority in voting for a notice of proposed rulemaking that would go further and break up existing multimedia holdings within a community in five years. But final action on that proceeding is months if not years away, and an industry campaign against it is taking shape.

The commission's study of conglomerate ownership of media, another of its projects, is probably doomed. Chairman Burch has always been cool, if not hostile, to the study on the effects of conglomerate ownership of broadcast stations, which got under way before he joined the commission. And he is reported to be waiting only for the departure of Commissioner Cox, a backer of the study, to terminate it.

The new commission line-up might also have implications for the recently adopted rules aimed at limiting network control of prime-time programing. However, those rules were adopted by a 5-to-2 vote, with only Chairman Burch and Commissioner Wells opposed. Thus, the question is whether the four remaining commissioners who voted for the new rules can hold firm.

One area where some broadcasters will miss Commissioner Cox's tough

Nixon aides oppose political-time bill

The Nixon administration may not be taking a position on the political-broadcasting bill now moving through Congress, but two of its top officials are—and their position is negative.

Robert Finch and Herb Klein discussed the bill, which would limit political spending on broadcast time and require broadcasters to sell qualified candidates time at reduced rates, in an interview on Metromedia Radio News's *Profile Plus* last week.

Herbert G. Klein, the White House

Now hear this! These great Meredith stations have appointed Blair Radio.

KPHO, Phoenix, the fast-paced, exciting, contemporary news radio source for Phoenix, the Valley of the Sun, one of the nation's fastest growing areas. In the past eight years alone, Phoenix has seen a shopping center growth of 102%. And since 1960, retail sales have exploded 100%—well above the national growth average. Phoenix—the city where only sales outshine the sun.

WOW, Omaha, the real *pro* in the market, comes on strong as the new turn-on station for the young, affluent, adult audience in the biggest city in the Cornhusker State.

Wealthy, fast-growing Omaha, a giant food processing center, also turns out farm equipment, appliances, refines oil and buys and sells mountains of grain—and advertised products.

WHEN, Syracuse, The Number One News station in the market with the area's largest transmitting equipment and strongest signal, serving a thriving industrial city where six of America's biggest corporations have major plants. Syracuse makes chemicals, autos, air conditioners, electrical equipment—and money for advertisers.

Now when you want sound advice about this trio of Meredith stations, just call your Blair man.



BLAIR  RADIO

A division of John Blair & Company

People are Great

People are great. And there are great people among us. People who help people. Men and women of good will who reach out with warm heart and helping hand to neighbors and strangers in their dark hour of need. Little people? Perhaps. But a giant power base for hope in communities torn by conflict. Grass roots strength in the task of unifying our people that confronts the nation . . .

Three governors, four United States senators, seven United States representatives and six metropolitan mayors led a list of nearly a hundred Philadelphia area leaders who publicly endorsed the WFIL stations' *People Are Great* salutes. With this endorsement, we built a continuing campaign to honor, on the air, people who, because they *are* great, performed heroic acts or unselfish works for their neighbors and communities. Over 50 times per week, *People Are Great* spots are broadcast over WFIL AM, FM and TV. The effect on viewers is impressive. Comments and letters prove that people of good intention need to be shown that their good works can win public recognition. And that other people begin to feel that they can earn that recognition by other than deleterious ways.

* * *

From coast to coast, the great people emerge — voluntarily, or when called. The KFRE stations in Fresno, California, reaffirmed this four years ago when they called for volunteers to create *CHORE* (Citizens Helping Others Receive Education) as an outgrowth of *Dropouts Anonymous*, also developed by KFRE. While *Dropouts Anonymous* began as a community action program to help youngsters stay in school or resume their education, *CHORE* was developed to help them fill the urgent need to earn money while continuing their educations. Soon after its inception, it provided an average of two job openings a day throughout the year. This year, *CHORE* has filled more than 350 jobs with needy students who learned of the service chiefly through

announcements on the KFRE stations. Largely part-time, the jobs include such unusual assignments as removing bee swarms, helping convalescents, and providing musical entertainment. And last year, *CHORE's* volunteer chairman, a double paraplegic, was named Fresno's "Volunteer Of The Year."

* * *

Volunteers such as these often go unnoticed beyond their communities. Others, already famous, create greater notice when proving people are great. Joey Bishop is a case in point. He headed a list of nearly 600 volunteer celebrities from Hollywood and New York who participated in an 18-hour telethon carried on WFIL-TV. The result: more than \$800,000 for the Variety Club of Philadelphia to use in its campaign to help crippled children. WFIL donated the time and the facilities, and the workers who manned telephones. Once again we proved people are great—the few who asked and the thousands who gave.

* * *

Triangle Stations seizes every opportunity to help its communities understand important social problems. And sometimes, as with *Home Is No Hiding Place*, the word spreads across the nation. *Home Is No Hiding Place* is a penetrating look at mental retardation. It presents the problem in a new light—not as a disease, but as a symptom of a disease, of an injury, a defect in body chemistry or the result of an inadequate opportunity to learn. Produced back in 1963, *Home Is No Hiding Place* has become a classic among films of its kind. Educational, institutional and community groups from all parts of the United States still use it for orientation, instructional and informational purposes. As the head of one association for retarded children told us, "Because of the help of your station and other media, there has been a change in attitude on the part of the community and parents. They grew first to acknowledge the fact that retardation is a handicap and not a stigma. Now they are learning that something can be done about it . . ."

* * *

Sometimes, then, our role is helping people see the ways to express this

great humanity that we are convinced lies inside all of us. No matter what their ages, we feel we can help create involvement with all people. Consider, for example, the eight-year-old girl who wrote about Triangle's children's program, *Captain Noah*. She said, "I told Mommy and Daddy you were advertising God." Obviously, we do not advertise God. But Captain Noah and his crew of puppet animals sail a whimsical ark each week and explore the wonders of the universe. On the way, they attempt to resolve the problems of living together that children experience in growing up. *Captain Noah*, television critics have said, is ". . . the perfect answer to violence . . . it's television being used to good effect." We are proud of *Captain Noah* and of its success in helping the very young find their greatness. We are so proud, in fact, that we offer the series free to any station interested in writing for a screening print. Thirteen stations already air the good Captain.

* * *

Time after time in our daily programming and our daily contacts we learn that people have a desire to join together, to speak as one, to work together, to serve together.

President Nixon said it this way:

. . . a quiet voice in the tumult of shouting . . . the voice of the great majority of Americans, the forgotten Americans, the non-shouters, the non-demonstrators, that are not racists or sick, that are not guilty of the crime that plagues the land. They give drive to the spirit of America, they give lift to the American dream, they give steel to the backbone of America, they are good people, they are decent people. America is a great nation, and America is great because her people are great.

George A. Koehler
General Manager
Triangle Stations
Philadelphia, Pa.

tractive to others. Reports that the networks were beginning to get their new-season sales in line were cited by several rep-firm executives as holding promise for stepped-up spot buying by advertisers.

General Foods, Lever Brothers, Colgate, American Home Products and assorted oil companies promoting their new "lead-free" gas products (BROADCASTING, June 8) were among advertisers reported to be spending more in spot TV this year than last.

Some typical station-rep comments follow:

An executive of a leading rep firm described the third quarter as "very soggy" and called prospects for the fourth quarter a "mixed bag." He said results for the first six months of 1970 were "all over the lot, station by station," but estimated an over-all decline for the period compared with last year of 2% to 5%.

Optimism, he said, stems from 1970 being an election year, meaning more political spot buys. He also noted that there are "some indications that network sales are going fairly well," which suggests a good spot picture. "Consumer spending is up considerably," he added, highlighting the easing of the surtax and increased Social Security payments as key factors.

Much of his pessimism, he explained, came from the fact that in a soft year, it usually takes advertisers two quarters to turn business around. He also pointed to the uncertain picture surrounding the Detroit auto market.

The president of one of the biggest firms reported that business in the first half of 1970 was "dead even" with that of the comparable 1969 period and the outlook for the third quarter is that it will be the same or slightly lower than a year ago.

He noted that his company had undertaken a spot check of leading advertising agencies on their plans for budgeting during the third and fourth quarters and found that major packaged-goods advertisers seem to be remaining at their levels of spending last year on an over-all basis, with some earmarking increases and some decreases.

He expressed concern particularly over automobile business in the fourth quarter. He noted that Detroit advertising plans are fluid and if a strike develops, spot TV, like other media, can be hurt.

The vice president and general manager of a group-owned company with outlets in major markets estimated that sales fell by about 2% in the first six months of this year, compared with 1969 levels. He voiced cautious optimism over the remainder of the year.

"July and August sales have been

Broadcast revenues, expenses, and income of television networks and stations, 1968-1969 (in millions of dollars)

| | 1969 | 1968 | % Change 1968-1969 |
|-----------------------------------------------------|-----------|-----------|-----------------------|
| BROADCAST REVENUES | | | |
| 3 networks | \$1,144.1 | \$1,016.4 | 12.6 |
| 15 networks owned and operated stations | 323.3 | 291.5 | 10.9 |
| All other stations | | | |
| 489 VHF | 1,214.9 | 1,122.1 | 8.4 |
| 169 UHF | 114.0 | 90.9 | 25.4 |
| Subtotal | 1,328.9 | 1,212.9 | 9.6 |
| INDUSTRY TOTAL | \$2,796.2 | \$2,520.9 | 10.9 |
| BROADCAST EXPENSES | | | |
| 3 networks | \$1,051.3 | \$ 960.0 | 9.5 |
| 15 networks owned and operated stations | | | |
| All other stations | | | |
| 489 VHF | 844.2 | 776.5 | 8.7 |
| 169 UHF | 157.2 | 120.4 | 30.6 |
| Subtotal | 1,001.3 | 897.0 | 11.6 |
| INDUSTRY TOTAL | \$2,242.6 | \$2,026.1 | 10.7 |
| BROADCAST INCOME (before federal income tax) | | | |
| 3 networks | \$ 92.7 | \$ 56.4 | 64.4 |
| 15 networks owned and operated stations | 133.4 | 122.4 | 9.0 |
| All other stations | | | |
| 489 VHF | 370.7 | 345.6 | 8.2 |
| 169 UHF | (43.2) | (29.5) | — |
| Subtotal | 327.5 | 316.0 | 3.6 |
| INDUSTRY TOTAL | \$ 553.6 | \$ 494.8 | 11.9 |

Note: Data for 1968 are for 3 networks and 660 stations (502 VHF including 14 satellites that filed a combined report with their parent station, and 158 UHF including 4 satellites that filed a combined report with their parent station). Data for 1969 are for 3 networks and 673 stations (504 VHF including 16 satellites that filed a combination report with their parent station, and 169 UHF including 6 satellites that filed a combined report with their parent station.)

Number of television stations reporting profit or loss by amount of profit or loss, 1969¹

| Item | Total | | Network Affiliated | | Independent | |
|-------------------------------------------|-------|------|--------------------|------|-------------|------|
| | VHF | UHF | VHF | UHF | VHF | UHF |
| Total number of stations reporting | 456 | 142 | 422 | 94 | 34 | 48 |
| Number of stations reporting profits | 378 | 50 | 357 | 48 | 21 | 2 |
| Profitable stations as percent of total | 82.9 | 35.2 | 84.6 | 51.1 | 61.8 | 4.2 |
| Number of stations reporting profits of: | | | | | | |
| \$5,000,000 or over | 24 | — | 23 | — | 1 | — |
| 3,000,000-5,000,000 | 20 | — | 17 | — | 3 | — |
| 1,500,000-3,000,000 | 56 | — | 52 | — | 4 | — |
| 1,000,000-1,500,000 | 32 | — | 30 | — | 2 | — |
| 600,000-1,000,000 | 35 | 1 | 33 | 1 | 2 | — |
| 400,000-600,000 | 39 | 1 | 36 | 1 | 3 | — |
| 200,000-400,000 | 73 | 12 | 71 | 12 | 2 | — |
| 100,000-200,000 | 39 | 10 | 36 | 9 | 3 | 1 |
| 50,000-100,000 | 28 | 13 | 28 | 12 | — | 1 |
| 25,000-50,000 | 20 | 8 | 20 | 8 | — | — |
| Less than 25,000 | 12 | 5 | 11 | 5 | 1 | — |
| Number of stations reporting losses | 78 | 92 | 65 | 46 | 13 | 46 |
| Unprofitable stations as percent of total | 17.1 | 64.8 | 15.4 | 48.9 | 38.2 | 95.8 |
| Number of stations reporting losses of: | | | | | | |
| Less than \$10,000 | 4 | 2 | 4 | 2 | — | — |
| \$ 10,000-\$ 25,000 | 9 | 3 | 9 | 3 | — | — |
| 25,000-50,000 | 12 | 7 | 11 | 7 | 1 | — |
| 50,000-100,000 | 18 | 10 | 18 | 7 | — | 3 |
| 100,000-200,000 | 13 | 18 | 10 | 10 | 3 | 8 |
| 200,000-400,000 | 13 | 19 | 9 | 9 | 4 | 10 |
| 400,000 and over | 9 | 33 | 4 | 8 | 5 | 25 |

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Broadcast expenses of 3 networks and TV stations in 1969¹ (in thousands of dollars)

| | 3 Networks | 15 network owned and operated TV stations | 577 other TV stations | Total 3 networks and 592 TV stations |
|----------------------------|---------------------|----------------------------------------------------|--------------------------|-----------------------------------------------|
| Technical | 2 | \$ 26,544 | \$ 134,815 | — |
| Program | 2 | 97,231 | 407,639 | — |
| Technical plus program | \$ 929,663 | 123,775 | 542,454 | \$1,595,892 |
| Selling | 31,255 | 30,831 | 115,473 | 177,559 |
| General and administrative | 90,423 ² | 35,305 | 328,604 | 454,332 |
| Total broadcast expenses | 1,051,341 | 189,911 | 986,531 | 2,227,783 |

¹ Excludes part-time stations, satellite stations, and those with less than \$25,000 of time sales.

² Because methods of treating technical and program expenses differ among the networks, the two figures have been combined.

³ Includes depreciation in tangible property.

quite good, and they are traditionally weak," he said. "We believe that the fall will be reasonably good, but remember, the fall is traditionally strong. If it actually turns out that way, we can expect the full-year sales to be a few percentage points over 1970."

Another rep called the first six months "very soft" and estimated that his firm's business was down 8%-10%. He blamed a drop-off in national spot activity in the top-25 markets.

He was optimistic, however, about the last half and said that business had been better in June and July. "The outlook is much brighter now that the networks are firming up their fall schedules," he said. "I hope we'll be able to break even."

Calling the first half "very tough", the sales manager of another leading rep firm looked forward to an increase of 3%-4% in sales for the rest of the year. "Our West Coast office will probably be bringing in the business," he said. "The outlook out there is a lot more optimistic." He hoped the firm would "come even" with 1969.

The president of a company with a short list of large-market stations said his firm was generally behind. "The percentages vary from station to station," he said, "but about five are behind, three ahead and one is even with last year." He looked toward the rest of the year with reserved enthusiasm. "The big properties are off more than we can pick up," he admitted, "but June and July were both quite good and I'm pretty optimistic about the last half."

Business during the first half of the year rose by slightly more than 1% over the 1969 period, according to the vice president and sales director of a large rep, who expressed optimism that the final half would show some improvement over the comparative six months

of last year.

"I think the worst is over," he ventured. "TV networks are supposed to be close to sold out and that's a good sign. The third quarter looks as if it's going to be a few percentage points over last year." He was hopeful that over-all business would increase by 4% to 5% over last year.

Best year ever in the bank

Television profits in 1969 continued the upward trend they had resumed in 1968 after a slippage in 1967. For television broadcasting sales, profits and expenses were all at new peaks in 1969.

Revenues in 1969—nearly \$2.8 billion—were up 10.9% over 1968's \$2.5 billion. Expenses increased 10.7% to \$2.2 billion over \$2.0 billion in 1968. Profits increased 11.9% to \$553.6 million in 1969 as compared to \$494.8 million the year before.

These figures highlighted the annual financial report for television issued last week by the FCC.

The three TV networks had revenues of \$1.1 billion last year, a 12.6% gain over 1968's total of slightly over \$1 billion. Income before federal income tax increased a substantial 64.4%—\$92.7 million in 1969 compared to \$56.4 million the year before. Expenses were just over \$1 billion, up 9.5% from 1968's \$960 million.

The 15 network-owned-and-operated TV stations posted \$323.3 million in revenues, a 10.9% gain over \$291.5 million in 1968. Pretax income was \$133.4 million, up 9% over 1968's \$122.4 million. Expenses in 1969 came to \$189.9 million, a 12.3% increase over \$169.2 million the year before.

The 658 other stations posted revenues of \$1.3 billion, up 9.6% from the

\$1.2 billion registered in 1968; pretax income of \$327.5 million, up 3.6% from \$316 the previous year, and expenses of slightly over \$1 billion, an 11.6% increase over 1968's \$897 million.

In time sales, the industry total in 1969 was \$3.2 billion—with network sales accounting for nearly \$1.6 billion, up 10.2%; national spot, \$1.1 billion, up 10.8%, and local \$546.8 million, up 13.4%.

For the 1968 TV financial figures, the FCC broke down industry revenues in two broad categories: revenues from the sale of time and revenues from incidental broadcast activities (including breakdowns of revenues from talent and programs and sundry broadcast revenues). This year there was only one major category—sales to advertisers for a combination of time, programs, talent, facilities and services. In explaining the change, an FCC spokesman said the commission decided to consolidate sales figures to reflect how time sales are actually made by the networks. The price of a 60-second spot includes all charges, he explained, and nonnetwork sales were consolidated in a similar manner.

The 169 UHF stations posted a 25.4% increase in revenues, which was offset by a 30.6% increase in expenses. Revenues in 1969 were \$114 million vs. \$90.9 million in 1968. Expenses climbed to \$157.2 million (from \$120.4 million the previous year), resulting in a loss of \$43.2 million before federal income tax. Losses suffered by UHF's in 1968, when there were 154 stations, were \$29.5 million.

Of the 428 stations reporting profits in 1969, 378 were VHF, of which 357 were affiliated with a network. Of the 50 UHF stations reporting a profit, 48 were network affiliated. In all, 456 VHF's and 142 UHF's reported; 82.9%

Broadcast financial data of 3 national television networks and 673¹ stations, 1969 (in millions of dollars)

| Item | Networks | % Change over previous year | 15 Owned and operated TV stations | % Change over previous year | 658 ¹ Other TV Stations | % Change over previous year | Total 3 networks and 673 ¹ stations | % Change over previous year |
|-------------------------------------------------------------------------------|------------------------|-----------------------------|-----------------------------------|-----------------------------|------------------------------------|-----------------------------|------------------------------------------------|-----------------------------|
| A. Sales to advertisers for time, programs, talent, facilities, and services. | | | | | | | | |
| 1. Network sales | \$1,571.2 ² | 10.6 | — | — | — | — | — | — |
| a. Deduct: Payments to owned and operated stations | 42.4 | 4.8 | — | — | — | — | — | — |
| b. Deduct: Payments to other affiliated stations | 213.3 | 4.7 | — | — | — | — | — | — |
| 2. Retained from network sales | 1,315.5 | 11.8 | 42.4 | 4.8 | 211.7 | 2.2 | 1,569.6 | 10.2 |
| 3. Non-network sales: | | | | | | | | |
| a. To national and regional advertisers | — | — | 279.5 | 8.5 | 839.6 | 11.6 | 1,119.1 | 10.8 |
| b. To local advertisers | — | — | 55.5 | 30.1 | 491.3 ³ | 11.8 | 546.8 | 13.4 |
| 4. Total non-network sales | — | — | 335.0 | 11.6 | 1,330.9 | 11.7 | 1,665.9 | 11.7 |
| 5. Total sales to advertisers | 1,315.5 | 11.8 | 377.4 | — | 1,542.6 | — | 3,235.5 | — |
| B. Sales to other than advertisers | 64.3 | 21.2 | 8.2 | 15.5 | 17.1 | (7.5) | 89.7 | 13.9 |
| C. Total sales | 1,379.7 ² | 12.2 | 385.7 | 10.9 | 1,559.7 | 10.0 | 3,325.1 | 11.0 |
| Deduct: Commissions to agencies, representatives, etc. | 235.7 ² | 10.5 | 62.4 | 10.9 | 230.9 | 12.9 | 528.9 | 11.6 |
| D. TOTAL BROADCAST REVENUES | 1,144.1 | 12.6 | 323.3 | 10.9 | 1,328.9 | 9.6 | 2,796.2 | 10.9 |
| E. TOTAL BROADCAST EXPENSE | 1,051.3 | 9.5 | 189.9 | 12.3 | 1,001.3 | 11.6 | 2,242.6 | 10.7 |
| F. TOTAL INCOME (before federal income tax) | 92.7 | 64.4 | 133.4 | 9.0 | 327.5 | 3.6 | 553.6 | 11.9 |

¹ Includes 56 satellites, 22 of which filed combined reports with their parent stations.

² Advertising agency commissions on network billing are paid directly by the advertiser to the agency. These commissions estimated as \$235.7-million (15% of network advertising revenues) have been included in each of the footnoted entries above. Data previously published by the FCC did not include the entire amount of agency commissions.

³ Includes \$290 thousand from stations reporting less than \$25,000 in time sales.

looking at 42, has been managing his own affairs over the years about as well as he managed Mr. Mechem's sortie into campus politics.

In a Hollywood scenario, Mr. Mechem would have had a hand in Mr. Unger's later political successes. In real life he has not. Though they are friends, Mr. Mechem had nothing to do with Mr. Unger's new appointment. Indeed he learned of it in a newspaper.

Besides being the recipient of two presidential appointments, Mr. Unger is a member of the Federal National Mortgage Association (FNMA) board of directors and was elected vice chairman and chairman of the FNMA executive committee on May 21.

He is also chairman of the General Counsels Committee of the Federal Bar Association, general counsel of the Government National Mortgage Association, a member of the Administrative Conference of the United States and of the Office of Economic Opportunity National Advisory Committee for the legal services program.

Mr. Unger married the former Polly Van Buren Taylor, who is a member

of the Cincinnati Junior League, and the couple has a 15-year-old daughter and a 12-year-old son. And while maintaining their home in Cincinnati, they live in Washington at the posh Watergate apartments, home to top Nixon administration officials.

Mr. Unger, a native of Chicago who grew up in Harrison, Ohio, took his law degree at Cincinnati College of Law, in 1953. He joined the Cincinnati law firm of Frost & Jacobs, one of the two largest in the city, in 1956, became a successful trial lawyer specializing in corporate law, and was made a partner in 1963.

He was also board chairman from 1968 to 1969 of Modern Talking Pictures Service Inc., which distributes industrial films. The firm was merged with KDI Corp., a Cincinnati-based conglomerate, in 1969.

Sandwiched around his three years of law school were two military hitches—as an Army enlisted man, from 1946 to 1947, and as an Air Force first lieutenant, from 1953 to 1956. He graduated from the USAF command school in 1954.

Over the years, he kept busy in civic and local Young Republican activities. His work as chairman of the Hamilton County Young Republican Club in 1959 brought him into contact with aides of then Vice President Richard Nixon, who recruited Mr. Unger for work in Mr. Nixon's 1960 presidential campaign.

He served as an advance man in that losing effort, but continued active on the national level—as assistant campaign director of the Republican congressional committee in 1962, as an administrative assistant to Mr. Nixon in 1964, and as the chief aide briefing Mr. Nixon on local issues in his successful presidential campaign in 1968. He was also a top assistant to the present FCC chairman, Dean Burch, when the latter managed Barry Goldwater's 1964 campaign.

Since joining the Nixon administration, in February 1969, Mr. Unger has taken time out to relax, and stay in trim, by workouts twice a week at the exclusive Metropolitan Club. He also plays golf—but he keeps his handicap to himself.

regulatory approach is in CATV matters. Chairman Burch has favored a less restrictive approach to CATV regulation and looks on CATV as a means of providing greater diversity of programming as well as a host of new communications services. And he would no doubt welcome the support of a new commissioner.

Mr. Unger will be watched closely for his votes on the plethora of fairness-doctrine issues awaiting commission action—assuming the commission does not dispose of them before he is confirmed. Because of his close association with President Nixon and his service in the administration, there is already speculation that he will represent the White House view on those issues, many of which involve squabbles between the Democrats and Republicans over access to air time. However, Chairman Burch—a former chairman of the Republican National Committee—was subject to similar speculation when he joined the commission, and he has been generally successful in avoiding any action that could be branded as politically motivated.

Mr. Unger drifted into his association with President Nixon through the Young Republicans in 1960, when he met then Vice President Nixon's aide, H. R. Haldeman. He became an advance man for the Nixon campaign that year, and maintained his association with Mr. Nixon through the lean years that followed.

He accompanied Mr. Nixon on a

nationwide speaking tour in 1961 and, in 1964, before working with Mr. Burch in the Goldwater campaign, took a four-month leave of absence from his law firm to move to New York and provide administrative support for Mr. Nixon, who was then stepping up his own activities in behalf of the party. Four years later Mr. Unger was in charge of briefing Mr. Nixon on local political conditions in the Nixon campaign for the Presidency.

Mr. Unger has known many of the top figures in the Nixon administration since 1960. One of them is White House aide Peter Flanigan, who recruited him for the commission job.

Mr. Unger said last week he is looking forward to his new post. He feels that he has met the goals he set for himself when he became the top lawyer at HUD, including reorganization of the general counsel's office of more than a hundred lawyers and preparing a thick sheaf of new housing legislation that is now being considered by congressional committees. The FCC, he said, represents "a new challenge."

Mr. Unger's tour at HUD and as director of FNMA has not been without controversy. He raised a question of possible conflicts of interests on the part of four board members, including Chairman Lucius D. Clay, who were associated with firms dealing with FNMA or owning FNMA stock. Civil Service lawyers held that there were conflicts, but the Justice Department overruled them. Some sources said that

Mr. Unger was concerned about FNMA's continuing to use Treasury funds to support the market for government-backed mortgages. Others said Mr. Unger's complaint stemmed from an unsuccessful effort to become board chairman.

His appointment to the short term on the FCC revives speculation that Representative Charlotte Reid (R-Ill.), a four-term congresswoman, will be named to the commission in 1971 as a response to women urging the White House to appoint more women to high government posts (BROADCASTING, May 11). She would be prohibited from accepting an appointment this year because of a constitutional ban against the appointment of a member of Congress to a federal post whose salary was increased "during the time for which he was elected." The commission's pay scales were raised during the current session of Congress, to \$38,000 a year for members and \$40,000 for the chairman. (Mr. Unger's salary at HUD has been the same as that of an FCC commissioner.)

Mr. Unger said the White House had given him no commitment on reappointment. And he indicated no anxiety about the matter. He said the short-term appointment was "fine," and added: "I'll stay as long as I can be of service to the President."

Mr. Unger, married and the father of two children, also said that he had neither sold nor closed his Cincinnati home.

Deceleration in TV's growth rate

Outlook now is for 5% gain in 1970 revenues—
but on top of record volume and profits in 1969

Television-sales executives got the official word last week on the record they had set in 1969—and they appeared quite willing to settle for considerably less dramatic gains this year.

The official word came from the FCC and it showed 1969 network advertising of \$1.569 billion, up 10.2% from 1968; national and regional spot volume of \$1.119 billion, up 10.8%; local advertising of \$546.8 million, up 13.4%, and miscellaneous sales of \$89.1 million, up 13.9%, for a record total of approximately \$3.325 billion, up 11%.

The FCC figures included revenues from the sale of programs, talent, and facilities as well as time sales, which in the past have been reported separately. But the commission also recalculated its 1968 report on the new basis to permit comparisons. The new basis conforms more closely to the network practice of combining time and program charges in a single price tag.

A BROADCASTING canvass of key station-representation companies, network authorities and other sales experts found a mixture of optimism and pessimism about 1970 prospects, but the consensus appeared to be that total TV sales would again edge up, though more modestly than in 1969.

Station reps felt that the softness that has beset all media this year—and still does—made the prospects of spot

TV's exceeding 1969 levels a matter of touch and go. Some expected to drop a few percentage points behind their 1969 levels. Others hoped to hold even and some thought they might go ahead by a few points.

Network officials indicated belief that their 1970 billings would equal if not exceed 1969 totals.

ABC spokesmen said their sales to date were ahead of year-ago levels and should go "even farther ahead" in the second half. NBC sources said they were about where they were a year ago in sales and expected continuing improvement but probably stopping somewhat short of the 10% gain that the FCC reported for network business as a whole in 1969. CBS sources said their sales were up from a year ago and were expected to show improvement on a full-year basis.

Local sales generally have been regarded as advancing satisfactorily, especially when the state of the over-all economy is taken into account, with local gains in many cases offsetting or exceeding slippages when they occur in national-spot business.

At the Television Bureau of Advertising, whose forecasts for 1969 were proved close to target by the FCC's report, Harvey Spiegel, vice president and director of sales and marketing, projected 1970 total sales 5% above

the 1969 record, distributed as follows: network sales up 5%, spot sales up 2%, and local sales up 10%.

For 1969, TVB's forecasts had been on the conservative side, anticipating slightly smaller gains than the FCC eventually found. But they were short of the mark by less than a percentage point in the case of network and local gains. In spot, TVB had predicted a 9% increase that the FCC said reached 10.8%.

Among station reps there were mixed reports as to both first-half sales and full-year prospects. The general economy was unanimously given the brunt of the blame for the slowdown thus far and the cloudy outlook for the immediate future, though a few executives felt they detected signs that, as one put it, "the worst is over."

The threat of a major automotive strike was regularly singled out as contributing to the slowdown, and a Procter & Gamble emphasis on network buys at the expense of spot was also cited. But, at the same time, it was felt that Ford and Chevrolet would mount substantial campaigns in support of their mini-car models, and others foresaw an early return by P&G to its accustomed levels of heavy investment in spot.

The prospects of political time sales in the 1970 off-year elections were at-

TV's financial summary for 1969

| TV networks | | | 15 network-owned stations | | | 658 other TV stations | | |
|-----------------------------------------|------------------------|-------------|-------------------------------|-----------------------|--------------|-----------------------------------------|------------------------|--------------|
| REVENUE | \$1,635,500,000 | 100% | REVENUE | \$ 385,600,000 | 100% | REVENUE | \$1,559,700,000 | 100% |
| Sales to advertisers | 1,571,200,000 | 96.1% | Network compensation | 42,400,000 | 11.0% | Network compensation | 211,700,000 | 13.6% |
| Sales to others | 64,300,000 | 3.9% | Sales to spot advertisers | 279,500,000 | 72.5% | Sales to spot advertisers | 839,600,000 | 53.8% |
| | | | Sales to local advertisers | 55,500,000 | 14.4% | Sales to local advertisers | 491,300,000 | 31.5% |
| | | | Sales to others | 8,200,000 | 2.1% | Sales to others | 17,100,000 | 1.1% |
| EXPENSES | \$1,542,741,000 | 100% | EXPENSES | \$ 252,311,000 | 100% | EXPENSES | \$1,217,431,000 | 100% |
| Paid to owned stations | 42,400,000 | 2.7% | Commissions to agencies, reps | 62,400,000 | 24.7% | Commissions to agencies, reps | 230,900,000 | 19.0% |
| Paid to affiliates | 213,300,000 | 13.8% | Technical expenses | 26,544,000 | 10.5% | Technical expenses ² | 134,815,000 | 11.0% |
| Agency commissions | 235,700,000 | 15.3% | Program expenses | 97,231,000 | 38.6% | Program expenses ² | 407,639,000 | 33.5% |
| Combined technical-program expenses | 929,663,000 | 60.3% | Selling expenses | 30,831,000 | 12.2% | Selling expenses ² | 115,473,000 | 9.5% |
| Selling expenses | 31,255,000 | 2.0% | General and administrative | 35,305,000 | 14.0% | General and administrative ² | 328,604,000 | 27.0% |
| General and administrative ¹ | 90,423,000 | 5.9% | | | | | | |
| PROFIT | \$ 92,700,000 | 5.7% | PROFIT | \$ 133,400,000 | 34.6% | PROFIT | \$ 327,500,000 | 21.0% |
| (before federal tax) | | | (before federal tax) | | | (before federal tax) | | |

¹ Includes depreciation in tangible property.

² Excludes part-time stations, satellites and stations with less than \$25,000 of sales.

³ % gross revenue.



Reflecting the spirit of '76 in 1970

Floats, flags, fireworks—the works! It's the biggest Independence Day celebration in the nation—Atlanta's SALUTE TO AMERICA PARADE—inherited by WSB-TV ten years ago.

Some of the highlights of this year's observance were:

July 3, 9:30 PM. The SALUTE TO AMERICA AWARD presented, on behalf of all wounded veterans, to Captain Johnny Thomas Clack. Captain Clack is a triple amputee who served in Vietnam.

July 4, 3 PM. The tenth annual SALUTE TO AMERICA PARADE, led by Grand Marshal Captain Clack along with stars Debbie Reynolds, Leif Erickson, Stu Gilliam, Frank Blair, Chet Atkins, Tony Fontane, Rico Carty and many other celebrities.

July 4, 8 PM. The Atlanta Braves-San Diego Padres baseball game climaxed the all-American day with fireworks co-sponsored by the Braves and WSB-TV. Stars and WSB-TV employees all attended.

A great occasion for young and old, this tribute to the nation engaged the cooperation of more than 4,000 parade participants. An estimated 300,000 people watched the parade on Peachtree Street. While almost half (47%) of the total adult population of metro Atlanta viewed the proceedings, live and in color, over WSB-TV.*

WSB-TV is proud to have initiated this enormous undertaking. In its scope and clear expression of patriotism, Atlanta's SALUTE TO AMERICA demonstrates that the spirit that inspired our founding fathers lives on in the citizens of today.

A reflection of Atlanta

WSB Television

NBC affiliate, Represented by TeleRep

 A Communications Service of
Cox Broadcasting Corporation

* Source: Special telephone survey conducted for WSB-TV by Dorden-Elrod Research. Survey results subject to qualifications in said report.

Number of UHF television stations reporting profit or loss, by volume of total broadcast revenues, 1969¹ (in thousands of dollars)

| Revenues of: | Total number of stations reporting | Number of stations reporting profits | Number of stations reporting profits of: | | | | | Number of stations reporting losses | Number of stations reporting losses of: | | | | | |
|-----------------|------------------------------------|--------------------------------------|------------------------------------------|----------------|----------------|---------------|----------------|-------------------------------------|-----------------------------------------|----------------|----------------|----------------|----|----|
| | | | \$300 and Over | \$200 to \$300 | \$100 to \$200 | \$50 to \$100 | Less than \$50 | | Less than \$50 | \$100 to \$200 | \$200 to \$400 | \$400 and Over | | |
| Over \$2,000 | 6 | 2 | 1 | 1 | | | | 4 | | | 1 | | | 3 |
| \$1,000-\$2,000 | 39 | 26 | 5 | 7 | 7 | 2 | 5 | 13 | 1 | 3 | 1 | 1 | 1 | 7 |
| \$800-\$1,000 | 7 | 4 | | | 2 | 2 | | 3 | | 1 | | | | 2 |
| \$600-\$800 | 18 | 7 | | | | 6 | 1 | 11 | 2 | | 2 | 2 | 2 | 5 |
| \$400-\$600 | 24 | 7 | | | 1 | 3 | 3 | 17 | 1 | 2 | 3 | 2 | 2 | 9 |
| \$200-\$400 | 22 | 1 | | | | | 1 | 21 | 5 | 2 | 4 | 7 | 3 | 3 |
| \$100-\$200 | 13 | 1 | | | | | 1 | 12 | 2 | | 2 | 5 | 3 | 3 |
| Less than \$100 | 13 | 2 | | | | | 2 | 11 | 1 | 2 | 5 | 2 | 1 | 1 |
| Totals | 142 | 50 | 6 | 8 | 13 | 13 | 13 | 92 | 12 | 10 | 18 | 19 | 33 | 33 |

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Number of VHF television stations reporting profit and loss by volume of total broadcast revenues, 1969¹ (in thousands of dollars)

| Revenues of: | Total number of stations reporting | Number of stations reporting profits | Number of stations reporting profits of: | | | | | | | | | | Number of stations reporting losses | Number of stations reporting losses of: | | | | | | |
|------------------|------------------------------------|--------------------------------------|------------------------------------------|--------------------|--------------------|--------------------|------------------|----------------|----------------|----------------|---------------|----------------|-------------------------------------|-----------------------------------------|----------------|----------------|----------------|----|---|---|
| | | | \$5,000 and over | \$3,000 to \$5,000 | \$1,500 to \$3,000 | \$1,000 to \$1,500 | \$600 to \$1,000 | \$400 to \$600 | \$200 to \$400 | \$100 to \$200 | \$50 to \$100 | Less than \$50 | | Less than \$50 | \$100 to \$200 | \$200 to \$400 | \$400 and over | | | |
| Over \$10,000 | 33 | 33 | 24 | 4 | 3 | | | | 1 | | 1 | | | | | | | | | |
| \$8,000-\$10,000 | 8 | 8 | | 6 | 1 | | | 1 | | | | | | | | | | | | |
| \$6,000-\$8,000 | 22 | 22 | | 9 | 11 | 2 | | | | | | | | | | | | | | |
| \$4,000-\$6,000 | 48 | 48 | | 1 | 35 | 9 | 2 | | 1 | | | | | | | | | | | |
| \$3,000-\$4,000 | 31 | 30 | | | 5 | 15 | 8 | 2 | | | | | | 1 | | | | | | 1 |
| \$2,000-\$3,000 | 54 | 50 | | | 1 | 6 | 15 | 14 | 10 | 1 | 1 | 2 | 4 | | | | | | | 1 |
| \$1,500-\$2,000 | 55 | 50 | | | | | 7 | 15 | 22 | 5 | 1 | 5 | 5 | | | | | | | 1 |
| \$1,000-\$1,500 | 68 | 57 | | | | | 2 | 7 | 29 | 11 | 6 | 2 | 11 | | | | | | | 4 |
| \$800-\$1,000 | 34 | 27 | | | | | | | 6 | 11 | 4 | 6 | 7 | | | | | | | 1 |
| \$600-\$800 | 39 | 27 | | | | | | | 5 | 7 | 11 | 4 | 12 | | | | | | | 1 |
| \$400-\$600 | 24 | 17 | | | | | | | | 2 | 5 | 10 | 7 | | | | | | | 1 |
| \$200-\$400 | 24 | 7 | | | | | | | | 1 | 1 | 5 | 17 | | | | | | | 1 |
| \$100-\$200 | 8 | | | | | | | | | | | | 8 | | | | | | | 3 |
| Less than \$100 | 8 | 2 | | | | | | | | | | | 6 | | | | | | | 1 |
| Totals | 456 | 378 | 24 | 20 | 56 | 32 | 35 | 39 | 73 | 39 | 28 | 32 | 78 | 25 | 18 | 13 | 13 | 13 | 9 | 9 |

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

of the total V's were profitable; 35.2% of the total U's made money. (These figures include no part-time stations or satellites.)

There were 24 stations—all VHF—reporting profits of \$5 million or more last year. Of these, 23 were network affiliated.

Of the 170 stations reporting losses in 1969, 78 were VHF and 92 were UHF. Sixty-five of the V's and 46 of the U's were affiliated with networks. Of the 59 independents reporting losses, 13 were VHF and 46 were U's.

A total of 42 stations reported losses of \$400,000 or more last year, of which nine were VHF and 33 were UHF. In this category, four VHF and eight UHF stations were network affiliates; five V's and 25 U's were independents.

There were 33 VHF stations reporting revenues of over \$10 million.

Of the 26 UHF outlets with revenues of \$1 million-to-\$2 million that reported profits in 1969, five reported profits of \$300,000 and over; there were seven each in the \$200,000-to-\$300,000 and \$100,000-to-\$200,000 profit categories; two, \$50,000-to-\$100,000, and five, less

than \$50,000. Thirteen UHF's in that same revenue classification had losses, of which seven posted losses of \$400,000 or more.

Expenses were up in all categories with total expenses exceeding last year's by more than \$227 million—\$2,227,783,000 in 1969, compared to \$2,000,176,000 in 1968. Totals for categories of technical and program expenses were not given in the commission's figures because methods of treating these expenses differ among the networks. The total of a new category—technical plus program expenses—was \$1,595,892,000 in 1969, compared to \$1,457,601,000 in 1968 (a combination of the industry's expenses for both technical facilities and programs). Selling expenses were \$177,559,000, compared to \$155,612,000 the year before; general and administrative expenses rose to \$454,332,000 vs. \$386,963,000 in 1968.

Original investment in tangible broadcast property for 651 stations amounted to \$1,445,210,000; the depreciated figure was \$762,971,000. The networks and their 15 O&O's showed \$294,008,000 as original cost and \$168,778,000

as the depreciated cost. The 473 VHF stations had an original investment of \$968,828,000 and depreciated costs of \$475,915,000; the 163 UHF stations showed \$182,294,000 as original cost, \$118,278,000 as depreciated cost.

There were 57,785 people employed by the three networks, O&O's and all other stations as of Dec. 31, 1969, of whom 50,893 were full-time employees. In 1968 total employment was 55,199.

Two sets of figures were not issued by the FCC in this year's TV financial report—those showing median and quartile revenues grouped by the number of full-time stations in the market, and those showing the number and revenues of multiply owned and newspaper affiliated stations grouped by market classification.

In 1969, 360 stations reported \$19,322,005 in payments to proprietors, partners or stockholders (excluding dividends and other payments from surplus). Of these, five outlets paid over \$300,000 and 46 paid under \$5,000. The largest number—70—fell in the \$25,000-to-\$49,999 range and paid a

A year ago the question was, can a witty, erudite Englishman make it as the host of an American talk show?

Today David Frost is the most talked about man on television. His name is a household word. He is as American as mince pie.

It is a time for us to pause just long enough to feel a certain glow of satisfaction.

But for advertisers, for stations, for station representatives, and for advertising agencies, we'd like to back up that glow with some hard facts.

So here are the hard facts:

Market Penetration

At the close of its first year, The David Frost Show has been sold in 70 markets.

Some highlights:

Morning:

Frost #1 in Miami with a 6 rating and 46 share in May. ^{WTVJ} 9:00-10:30

Jacksonville. In May, the Frost Show achieves a 9 rating and a 64 share. A jump from its 7 rating and 47 share in March. ^{WJXT} 9:00-10:30

Afternoon:

Chicago. Frost with the May book moves to #1. ^{WMAQ-TV} 3:30-5:00

Boston. Frost #1. (Show draws more women and adults than many network prime-time shows. Tops the three network talk shows.) ^{WBZ-TV} 4:30-6:00

Portland, Me. In May, Frost pulls a 12 rating and a 35 share with 42% of homes, 44% adults and 47% women. ^{WCSH-TV} 4:30-6:00

Youngstown. Frost achieves an 8 rating and a 32 share during May. Also, 44% of homes, 65% of adults and 66% of women. ^{WKBN-TV} 4:30-6:00

Frost is #1 in Baltimore ^{WJZ-TV} 4:30-6:00
Philadelphia ^{KYW-TV} 4:30-6:00
Pittsburgh ^{KDKA-TV} 4:30-6:00
San Francisco ^{KPIX} 4:30-6:00
among others.

Evening:

New York. The Frost Show achieves an 8 rating and 14 share during May. ^{WNEW-TV} 8:30-10:00

Washington. Frost reaches more women and adults than any of the network affiliates. ^{WTTG} 8:30-10:00

Los Angeles. Frost leads all independent stations. The show's May figures of a 7 rating and a 12 share represent a big gain over the 4 rating and 7 share recorded in March. ^{KTTV} 8:30-10:00

Portland, Ore. From a 6 rating and 10 share in March, the Frost Show jumps to a 9 rating and a 17 share in May. ^{KPTV} 8:30-10:00

Indianapolis. Frost records a 6 rating and 12 share in May. A gain over the March figures of 5 rating and 8 share. ^{WTTV} 9:00-10:00



New Domestic Sales

During June and early July we added these stations:

| Location | Call Letters | Time | Representatives |
|---------------------|--------------|----------|-----------------|
| Detroit | WKBD-TV | 8:30 pm | Avco |
| Cincinnati | WKRC-TV | 5:30 pm | Katz |
| Columbus | WTVN-TV | 9:00 am | Katz |
| San Diego | KOGO-TV | 3:00 pm | Katz |
| Providence | WJAR-TV | 9:00 am | Petry |
| Buffalo | WGR-TV | 12:30 pm | Katz |
| Rockford | WTVO | 4:30 pm | Adam Young |
| Erie | WSEE | 4:30 pm | Meeker |
| Burlington | WCAX-TV | 4:00 pm | Avery-Knodel |
| Huntington | WHTN-TV | 7:00 pm | Avco |
| Greenville—New Bern | WCTI-TV | 9:30 am | Avery-Knodel |
| Dayton | WKFE | 8:30 am | H R |
| Tucson | KVOA-TV | 3:00 pm | Blair |
| Milwaukee | WITI-TV | 4:30 pm | Storer |

Foreign Sales

David Frost's American talk show is now seen in San Juan, in Edmonton, and Hamilton-Toronto, Canada, and London on the BBC.

Honors List

Among the recognitions bestowed on David Frost and the David Frost Show this year:

The Emmy Award—Best Musical-Variety Series
TV Guide Award—Cleveland Amory

Honorary Doctorate from Emerson College
Saturday Review—Special Citation

Religious Heritage of America Award

Assets

1 Clipboard.

Product Development

A Frost Show innovation. 90 minute face-to-face one-person interviews. In the first year:

Agnew, Spiro, Vice President
Andrews, Julie
Benny, Jack
Burton, Mr. and Mrs.
Carson, John
Davis, Sammy, Jr.
Gleason, Jackie
Ustinov, Peter
Welles, Orson

Production

Group W offers David Frost in 250 first-run programs a year. These videotaped color shows are available in 90 and 60-minute versions. The majority are taped in New York, but the show has travelled to Hollywood, Miami, Houston and London.

Any additional information may be obtained through one of these Officers or Sales Managers:

David E. Henderson, Pres.
Michael J. Gould, V.P./Sales

Roger Adams, Central Div.
George Back, Eastern Div.
Donal Joannes, Western Div.
Bill Seiler, Southern Div.

GROUP PRODUCTIONS GROUP
WESTINGHOUSE BROADCASTING COMPANY

The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted. Source: May & March, 70 ARB.

FCC's reports of TV market revenue for 1969 compared to 1968'

| Markets | No. stations reporting | Total 1969 revenues (000) | Total 1969 expenses (000) | Total 1969 income (000) | Network | | | Spot ² | | | Local ² | | |
|-------------------------------------------------|------------------------|---------------------------|---------------------------|-------------------------|------------|------------|----------------------|-------------------|------------|----------------------|--------------------|------------|----------------------|
| | | | | | 1969 (000) | 1968 (000) | Gain or (loss) (000) | 1969 (000) | 1968 (000) | Gain or (loss) (000) | 1969 (000) | 1968 (000) | Gain or (loss) (000) |
| Albany-Schenectady-Troy, N.Y. | 3 | \$10,038 | \$6,288 | \$3,750 | \$2,066 | \$2,118 | (\$52) | \$6,608 | \$6,194 | \$ 414 | \$3,018 | \$2,501 | \$ 517 |
| Albuquerque, N.M. | 3 | 4,038 | 4,034 | 5 | 913 | 829 | 84 | 1,561 | 1,220 | 341 | 2,032 | 2,104 | (72) |
| Amarillo, Tex. | 3 | 3,433 | 4,227 | (793) | 653 | 606 | 47 | 1,067 | 886 | 181 | 1,966 | 1,748 | 218 |
| Anchorage | 3 | 1,229 | 1,361 | (133) | 243 | 240 | 3 | 209 | 182 | 27 | 828 | 893 | (65) |
| Atlanta | 5 | 20,433 | 13,158 | 7,275 | 2,350 | 2,220 | 130 | 14,425 | 12,076 | 2,349 | 7,283 | 6,110 | 1,173 |
| Augusta, Ga. | 3 | 3,589 | 2,435 | 1,154 | 1,300 | 1,276 | 24 | 873 | 759 | 114 | 1,538 | 1,236 | 302 |
| Bakersfield, Calif. | 3 | 2,123 | 2,404 | (280) | 601 | 564 | 37 | 728 | 647 | 81 | 990 | 833 | 157 |
| Baltimore | 4 | 19,747 | 11,737 | 8,010 | 2,610 | 2,577 | 33 | 14,849 | 13,718 | 1,131 | 5,723 | 4,989 | 734 |
| Bangor, Me. | 3 | 1,881 | 1,802 | 78 | 599 | 659 | (60) | 536 | 473 | 63 | 842 | 734 | 108 |
| Beaumont-Port Arthur, Tex. | 3 | 2,990 | 2,516 | 474 | 742 | 701 | 41 | 1,239 | 1,137 | 102 | 1,380 | 1,224 | 156 |
| Binghamton, N.Y. | 3 | 3,404 | 2,488 | 915 | 1,065 | 1,018 | 47 | 1,123 | 1,128 | (5) | 1,563 | 1,297 | 266 |
| Birmingham, Ala. | 3 | 9,343 | 4,686 | 4,657 | 2,627 | 2,515 | 112 | 5,185 | 4,993 | 192 | 2,679 | 2,368 | 311 |
| Boston | 5 | 47,785 | 26,635 | 21,150 | 4,889 | 4,826 | 63 | 42,016 | 37,741 | 4,275 | 11,332 | 9,192 | 2,140 |
| Buffalo, N.Y. | 3 | 21,124 | 11,359 | 9,765 | 2,841 | 2,647 | 194 | 18,030 | 15,938 | 2,092 | 4,544 | 3,694 | 850 |
| Burlington, Vt.-Plattsburg, N.Y. | 3 | 2,876 | 2,424 | 452 | 992 | 993 | (1) | 1,181 | 1,005 | 176 | 914 | 728 | 186 |
| Cedar Rapids-Waterloo, Iowa | 3 | 4,560 | 3,896 | 665 | 1,129 | 1,069 | 60 | 2,237 | 2,077 | 160 | 1,617 | 1,650 | 7 |
| Charleston, S.C. | 3 | 2,805 | 2,627 | 178 | 802 | 763 | 39 | 949 | 673 | 276 | 1,357 | 1,382 | (25) |
| Charleston-Oak Hill-Huntington-Ashland, Ky. | 4 | 7,739 | 4,604 | 3,135 | 2,223 | 2,184 | 39 | 3,723 | 3,149 | 574 | 2,604 | 2,851 | 247 |
| Charlotte, N.C. | 4 | 9,832 | 6,731 | 3,101 | 2,130 | 2,012 | 118 | 5,918 | 5,335 | 583 | 3,260 | 2,897 | 363 |
| Chattanooga | 3 | 3,759 | 2,695 | 1,063 | 907 | 837 | 70 | 1,633 | 1,497 | 136 | 1,673 | 1,355 | 282 |
| Chicago | 7 | 92,699 | 60,383 | 32,316 | 7,988 | 7,546 | 442 | 79,574 | 73,149 | 6,398 | 17,979 | 13,013 | 4,966 |
| Cincinnati | 4 | 17,129 | 12,166 | 4,963 | 2,721 | 2,545 | 176 | 10,533 | 9,941 | 592 | 5,513 | 4,508 | 1,005 |
| Cleveland | 5 | 37,589 | 24,002 | 13,586 | 4,837 | 4,659 | 178 | 26,622 | 23,342 | 3,280 | 10,958 | 9,783 | 1,085 |
| Colorado Springs-Pueblo, Colo. | 3 | 2,640 | 2,336 | 305 | 590 | 550 | 40 | 1,205 | 995 | 210 | 1,215 | 1,052 | 163 |
| Columbia, S.C. | 3 | 3,750 | 2,548 | 1,202 | 725 | 735 | (10) | 2,013 | 1,685 | 328 | 1,313 | 1,246 | 67 |
| Columbus, Ohio | 3 | 14,310 | 8,655 | 5,655 | 1,852 | 1,723 | 129 | 9,035 | 8,892 | 142 | 5,686 | 5,282 | 404 |
| Corpus Christi, Tex. | 3 | 2,664 | 2,510 | 154 | 573 | 568 | 5 | 862 | 727 | 135 | 1,508 | 1,376 | 132 |
| Dallas-Fort Worth | 5 | 28,885 | 17,903 | 10,983 | 2,927 | 2,772 | 155 | 18,719 | 15,822 | 2,897 | 10,929 | 8,866 | 2,063 |
| Davenport-Rock Island-Maine, Ill. | 3 | 5,004 | 4,466 | 538 | 1,569 | 1,502 | 67 | 2,470 | 2,330 | 140 | 1,357 | 1,074 | 283 |
| Dayton, Ohio | 5 | 11,423 | 7,905 | 3,518 | 2,285 | 1,296 | (11) | 5,445 | 5,142 | 303 | 5,178 | 4,657 | 521 |
| Denver | 4 | 14,878 | 11,181 | 3,697 | 1,703 | 1,638 | 65 | 9,265 | 8,103 | 1,162 | 6,398 | 4,823 | 1,575 |
| Des Moines-Ames, Iowa | 3 | 5,644 | 4,824 | 820 | 1,210 | 1,153 | 57 | 3,154 | 3,094 | 60 | 2,002 | 1,830 | 172 |
| Detroit | 5 | 42,919 | 23,772 | 19,147 | 5,322 | 5,133 | 189 | 32,940 | 27,190 | 5,750 | 12,321 | 11,917 | 404 |
| Duluth, Minn.-Superior, Wis. | 3 | 3,531 | 3,316 | 215 | 1,133 | 1,086 | 47 | 1,206 | 1,213 | (7) | 1,237 | 1,057 | 180 |
| El Paso | 3 | 3,376 | 3,101 | 275 | 538 | 517 | 21 | 1,089 | 960 | 129 | 2,037 | 1,920 | 117 |
| Erie, Pa. | 3 | 3,027 | 2,446 | 581 | 878 | 907 | (29) | 926 | 716 | 210 | 1,497 | 1,157 | 340 |
| Evansville, Ind. | 3 | 3,658 | 3,158 | 500 | 996 | 878 | 118 | 1,236 | 1,179 | 57 | 1,737 | 1,594 | 143 |
| Fargo-Valley City, N.D. | 3 | 3,527 | 3,473 | 54 | 946 | 920 | 26 | 1,107 | 984 | 123 | 1,624 | 1,482 | 142 |
| Flint-Saginaw-Bay City, Mich. | 3 | 7,130 | 5,244 | 1,886 | 1,354 | 1,332 | 22 | 3,875 | 3,749 | 126 | 3,021 | 2,578 | 443 |
| Fort Wayne, Ind. | 3 | 4,286 | 3,161 | 1,125 | 839 | 790 | 49 | 2,047 | 1,738 | 309 | 1,949 | 1,766 | 183 |
| Fresno-Hanford-Visalia, Calif. | 4 | 4,690 | 4,593 | 98 | 990 | 963 | 27 | 2,548 | 2,665 | (117) | 1,855 | 1,791 | 64 |
| Grand Rapids-Kalamazoo, Mich. | 3 | 10,637 | 7,122 | 3,515 | 2,245 | 2,077 | 168 | 7,461 | 6,022 | 1,439 | 2,520 | 2,103 | 417 |
| Green Bay, Wis. | 3 | 5,356 | 4,327 | 1,029 | 1,190 | 1,153 | 37 | 2,246 | 2,179 | 67 | 2,072 | 1,600 | 472 |
| Greensboro-High Point-Winston Salem, N.C. | 4 | 7,328 | 4,938 | 2,390 | 1,605 | 1,511 | 94 | 3,875 | 3,424 | 451 | 2,901 | 2,440 | 461 |
| Greenville-Spartanburg, S.C.-Asheville, N.C. | 4 | 6,704 | 4,068 | 2,636 | 1,401 | 1,253 | 148 | 4,570 | 4,173 | 397 | 1,607 | 1,607 | -- |
| Greenville-Washington-New Bern, N.C. | 3 | 3,558 | 2,868 | 689 | 941 | 876 | 65 | 1,773 | 1,386 | 387 | 1,116 | 1,041 | 75 |
| Harrisburg-Lancaster-York-Lebanon, Pa. | 5 | 7,140 | 5,149 | 1,991 | 1,825 | 1,754 | 71 | 4,090 | 3,735 | 355 | 2,320 | 2,149 | 171 |
| Hartford-New Haven-New Britain-Waterbury, Conn. | 5 | 19,099 | 11,779 | 7,320 | 2,695 | 2,507 | 188 | 15,834 | 13,623 | 2,211 | 4,169 | 3,942 | 227 |
| Hilo, Hawaii | 1 | * | * | * | * | * | * | * | * | * | * | * | * |
| Honolulu | 4 | 6,353 | 7,842 | (1,490) | 701 | 677 | 24 | 2,055 | 1,673 | 382 | 4,119 | 3,984 | 135 |
| Houston-Galveston, Tex. | 5 | 22,904 | 14,042 | 8,862 | 2,335 | 2,199 | 136 | 16,291 | 13,609 | 2,682 | 7,529 | 6,171 | 1,358 |
| Huntsville-Decatur, Ala. | 3 | 1,970 | 1,863 | 108 | 468 | 421 | 47 | 701 | 591 | 110 | 986 | 677 | 309 |
| Idaho Falls-Pocatello, Idaho | 3 | 1,295 | 1,273 | 22 | 542 | 498 | 44 | 431 | 428 | 3 | 405 | 353 | 52 |
| Indianapolis-Bloomington, Ind. | 4 | 19,493 | 11,551 | 7,942 | 2,316 | 2,236 | 80 | 12,837 | 11,756 | 1,081 | 7,818 | 7,319 | 499 |
| Jacksonville, Fla. | 3 | 7,086 | 5,593 | 1,493 | 1,390 | 1,302 | 88 | 4,759 | 4,416 | 343 | 2,010 | 1,897 | 113 |
| Johnson City-Kingsport-Bristol, Tenn. | 3 | 2,724 | 2,156 | 568 | 759 | -- | -- | 1,296 | -- | -- | 853 | -- | -- |
| Johnstown-Altoona, Pa. | 3 | 4,308 | 2,865 | 1,443 | 1,507 | 1,529 | (22) | 1,845 | 1,851 | (6) | 1,192 | 1,060 | 132 |
| Joplin, Mo.-Pittsburg, Kan. | 3 | 2,627 | 2,087 | 541 | 1,003 | 912 | 91 | 1,005 | 1,134 | (129) | 772 | 578 | 194 |
| Kansas City, Mo. | 3 | 16,030 | 8,958 | 7,072 | 2,239 | 2,064 | 175 | 11,694 | 10,951 | 743 | 4,955 | 4,476 | 479 |
| Knoxville, Tenn. | 3 | 4,899 | 3,562 | 1,336 | 1,194 | 1,107 | 87 | 2,769 | 2,404 | 365 | 1,458 | 1,400 | 58 |
| Lafayette, La. | 3 | 2,656 | 2,787 | (130) | 407 | 376 | 31 | 755 | 667 | 89 | 1,700 | 1,416 | 284 |
| Las Vegas-Henderson, Nev. | 4 | 4,219 | 3,983 | 236 | 460 | 379 | 81 | 999 | 762 | 237 | 3,151 | 2,145 | 1,006 |
| Lexington, Ky. | 3 | 2,803 | 3,016 | (213) | 610 | 553 | 57 | 1,141 | 956 | 185 | 1,276 | 1,018 | 258 |
| Lincoln-Hastings-Kearney, Neb. | 5 | 3,617 | 3,099 | 518 | 983 | 944 | 39 | 1,510 | 1,445 | 65 | 1,354 | 1,263 | 82 |
| Little Rock, Ark. | 3 | 5,590 | 5,047 | 543 | 1,023 | 958 | 65 | 2,564 | 2,350 | 214 | 2,628 | 2,626 | 2 |
| Los Angeles | 10 | 117,396 | 81,011 | 36,385 | 8,498 | 8,086 | 412 | 93,529 | 90,923 | 2,606 | 37,374 | 29,067 | 8,307 |
| Louisville, Ky. | 3 | 10,362 | 7,916 | 2,446 | 2,093 | 1,997 | 96 | 6,187 | 5,461 | 726 | 3,507 | 3,005 | 502 |
| Lubbock, Tex. | 4 | 3,637 | 3,791 | (153) | 898 | 809 | 89 | 980 | 886 | 94 | 1,961 | 1,541 | 420 |
| Madison, Wis. | 3 | 3,326 | 2,756 | 570 | 806 | 728 | 78 | 1,830 | 1,835 | (5) | 1,047 | 881 | 166 |
| Memphis | 3 | 10,323 | 5,768 | 4,555 | 1,974 | 1,880 | 94 | 6,349 | 5,420 | 929 | 3,220 | 3,124 | 96 |
| Miami | 6 | 22,068 | 15,904 | 6,164 | 2,301 | 2,195 | 106 | 15,612 | 13,102 | 2,510 | 7,201 | 5,401 | 1,800 |
| Minneapolis-St. Paul | 4 | 17,281 | 11,850 | 5,431 | 2,534 | 2,556 | (22) | 11,797 | 10,785 | 1,012 | 5,747 | 5,715 | 32 |
| Minneapolis-St. Paul | 4 | 22,963 | 15,585 | 7,377 | 2,766 | 2,663 | 103 | 14,248 | 12,111 | 2,137 | 9,572 | 8,691 | 881 |
| Mobile, Ala.-Pensacola, Fla. | 3 | 4,701 | 3,417 | 1,284 | 1,132 | 1,045 | 87 | 2,187 | 1,815 | 372 | 2,008 | 1,678 | 321 |
| Monroe, La.-El Dorado, Ark. | 2 | * | * | * | * | 721 | -- | * | 860 | -- | * | 1,039 | -- |
| Montgomery, Ala. | 3 | 2,762 | 2,169 | 593 | 684 | 671 | 13 | 1,480 | 1,053 | 445 | 868 | 995 | 127 |
| Nashville | 4 | 9,587 | 7,800 | 1,787 | 1,707 | 1,601 | 106 | 4,887 | 4,241 | 646 | 3,859 | 3,510 | 349 |
| New Orleans | 4 | 13,547 | 10,542 | 3,006 | 1,808 | 1,787 | 21 | 7,064 | 6,361 | 703 | 6,677 | 5,120 | 1,557 |
| New York | 8 | 159,118 | 106,715 | 52,402 | 16,457 | 15,726 | 731 | 145,976 | 133,048 | 12,928 | 18,774 | 17,965 | 809 |
| Norfolk-Portsmouth-Newport News-Hampton, Va. | 3 | 8,002 | 6,387 | 1,615 | 1,593 | 1,585 | 8 | 3,496 | 3,196 | 300 | 3,842 | 3,028 | 814 |
| Odessa-Midland-Monahans, Tex. | 3 | 2,028 | 1,998 | 30 | 471 | 496 | (25) | 764 | 832 | (68) | 838 | 832 | 6 |
| Oklahoma City-Enid, Okla. | 3 | 9,135 | 7,251 | 1,884 | 1,794 | 1,728 | 66 | 6,166 | 6,140 | 26 | 2,575 | 2,229 | 346 |

Selected expense items of VHF stations classified by volume of revenues, 1969¹ (in thousands of dollars)

| Broadcast revenues | Selected expenses ² | | | | | | | | | |
|--------------------|--------------------------------|-----------|--------------------|---------|--------------------|---------|---------------------|--------|-----------------------------------------|--------|
| | Total expenses | | Salaries and wages | | Film and tape | | Talent ³ | | Royalties and license fees ⁴ | |
| | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount |
| \$7,500 and over | 46 | 411,644 | 46 | 136,995 | 46 | 81,161 | 33 | 5,160 | 46 | 22,286 |
| 5,000-7,500 | 36 | 132,556 | 36 | 53,108 | 36 | 16,949 | 26 | 1,231 | 36 | 6,471 |
| 4,000-5,000 | 29 | 87,074 | 29 | 33,719 | 29 | 12,639 | 21 | 597 | 29 | 3,686 |
| 3,000-4,000 | 31 | 74,753 | 31 | 28,782 | 31 | 9,975 | 22 | 212 | 31 | 3,154 |
| 2,000-3,000 | 54 | 98,769 | 54 | 38,420 | 54 | 11,058 | 35 | 545 | 54 | 3,680 |
| 1,500-2,000 | 55 | 74,658 | 55 | 30,049 | 55 | 6,138 | 30 | 215 | 55 | 2,569 |
| 1,000-1,500 | 68 | 71,308 | 68 | 28,420 | 68 | 5,391 | 37 | 284 | 68 | 2,129 |
| 800-1,000 | 34 | 28,453 | 34 | 11,736 | 34 | 1,890 | 19 | 113 | 34 | 660 |
| 700- 800 | 17 | 12,013 | 17 | 4,794 | 16 | 571 | 9 | 10 | 17 | 249 |
| 600- 700 | 22 | 13,751 | 22 | 5,485 | 21 | 812 | 5 | 20 | 22 | 523 |
| 500- 600 | 10 | 5,612 | 10 | 2,086 | 10 | 251 | 3 | 9 | 10 | 143 |
| 400- 500 | 14 | 5,733 | 14 | 2,295 | 13 | 242 | 7 | 21 | 14 | 260 |
| 300- 400 | 13 | 5,502 | 13 | 1,964 | 13 | 531 | 5 | 36 | 13 | 87 |
| 200- 300 | 11 | 3,155 | 11 | 1,348 | 11 | 133 | 6 | 1 | 11 | 56 |
| 100- 200 | 8 | 2,343 | 8 | 965 | 6 | 178 | 3 | 10 | 6 | 18 |
| Under 200 | 7 | 1,342 | 7 | 430 | 6 | 88 | 1 | 1 | 6 | 7 |
| Total VHF | 455 | 1,028,673 | 455 | 380,602 | 449 | 148,015 | 262 | 8,475 | 452 | 45,986 |
| Total VHF/UHF | 592 | 1,176,442 | 592 | 432,377 | 580 | 168,953 | 342 | 9,167 | 585 | 52,032 |

¹ Excludes part-year stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown, therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

³ Includes only payment to contractual talent not on the station's payroll. These figures are not directly comparable to 1968 talent figures.

⁴ Includes music-license fees and payments for other performance and program rights except film and tape.

Selected expense items of UHF stations classified by volume of revenues, 1969¹ (in thousands of dollars)

| Broadcast revenues | Selected expenses ² | | | | | | | | | |
|--------------------|--------------------------------|---------|--------------------|--------|--------------------|--------|---------------------|--------|-----------------------------------------|--------|
| | Total expenses | | Salaries and wages | | Film and tape | | Talent ³ | | Royalties and license fees ⁴ | |
| | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount | Stations reporting | Amount |
| \$3,000-4,000 | 2 | 7,696 | 2 | 2,267 | 2 | 1,860 | 1 | 20 | 2 | 558 |
| 2,000-3,000 | 4 | 13,325 | 4 | 4,774 | 4 | 1,969 | 2 | 43 | 4 | 1,612 |
| 1,500-2,000 | 16 | 32,653 | 16 | 11,923 | 16 | 5,457 | 14 | 200 | 16 | 1,516 |
| 1,000-1,500 | 23 | 27,276 | 23 | 10,775 | 23 | 2,802 | 17 | 243 | 23 | 979 |
| 800-1,000 | 7 | 8,374 | 7 | 2,486 | 7 | 1,110 | 3 | 3 | 7 | 245 |
| 700- 800 | 9 | 10,059 | 9 | 3,362 | 9 | 1,597 | 5 | 42 | 9 | 226 |
| 600- 700 | 9 | 9,051 | 9 | 2,846 | 9 | 1,224 | 1 | * | 9 | 302 |
| 500- 600 | 12 | 10,201 | 12 | 3,410 | 12 | 2,067 | 4 | 18 | 12 | 180 |
| 400- 500 | 12 | 9,000 | 12 | 3,109 | 12 | 837 | 9 | 27 | 11 | 139 |
| 300- 400 | 6 | 3,080 | 6 | 1,139 | 6 | 263 | 4 | 7 | 6 | 71 |
| 200- 300 | 16 | 9,437 | 16 | 3,015 | 16 | 1,276 | 10 | 53 | 16 | 134 |
| 100- 200 | 13 | 5,974 | 13 | 2,047 | 10 | 368 | 5 | 13 | 10 | 63 |
| Under 100 | 8 | 1,637 | 8 | 615 | 5 | 103 | 5 | 17 | 8 | 16 |
| Total UHF | 137 | 147,768 | 137 | 51,775 | 131 | 20,938 | 80 | 692 | 133 | 6,046 |

¹ Excludes part-year stations, satellite stations, and stations reporting less than \$25,000 in time sales.

² Not all expense items are shown, therefore the sum of the selected items does not equal total expenses. The number of stations reporting selected items are in some cases less than the number of stations reporting total expenses, since not all stations incurred all expense items.

³ Includes only payment to contractual talent not on the station's payroll. These figures are not directly comparable to 1968 talent figures.

⁴ Includes music-license fees and payments for other performance and program rights except film and tape.

* Less than \$1,000.

(Additional FCC tables on pages 32-33)

total of \$2,451,665.

There were 170 stations reporting losses totaling \$58,130,032 in 1969. Seventy-eight reported payments totaling \$2,261,420 to proprietors, partners or stockholders and 163 had depreciation expenses totaling \$22,766,569. Seven of the stations in the red reported payments that alone exceeded the amount of their losses, while 60 reported payments and depreciation expense that individually or combined exceeded the amount of their losses.

The top-10 markets in revenues were identical to those in 1968. New York, with eight stations, had sales of \$159.1 million; Los Angeles, 10 stations, \$117.4 million; Chicago, seven stations, \$92.7

million; Philadelphia, six stations, \$55.9 million; San Francisco-Oakland, eight stations, \$52.4 million; Boston, five stations, \$47.8 million; Detroit, five stations, \$42.9 million; Cleveland, five stations, \$37.6 million; Washington, six stations, \$33.5 million, and Dallas-Fort Worth, five stations, \$28.9 million.

There were seven markets where profits were over \$15 million: New York, \$52.4 million; Los Angeles, \$36.4 million; Chicago, \$32.3 million; Boston, \$21.1 million; Detroit, \$19.1 million; San Francisco-Oakland, \$17.1 million, and Philadelphia, \$16.9 million.

Markets where profits before federal income taxes amounted to 33 1/3% or more of revenues included Atlanta.

Baltimore, Birmingham (Ala.), Boston, Buffalo (N.Y.), Charleston-Oak Hill-Huntington (W. Va.)-Ashland (Ky.), Chicago, Cleveland, Columbus (Ohio), Dallas-Fort Worth, Detroit, Greenville-Spartanburg-Asheville (N.C.), Hartford-New Haven-New Britain-Waterbury (Conn.), Houston-Galveston, Indianapolis-Bloomington, Johnstown-Altoona (Pa.), Kansas City (Mo.), Memphis, Pittsburgh and Syracuse (N.Y.).

However, in a dozen markets expenses exceeded revenues: Amarillo (Tex.), Anchorage, Bakersfield (Calif.), Honolulu, Lafayette (La.), Lexington (Ky.), Lubbock (Tex.), Reno, Salinas-Monterey-San Jose (Calif.), Santa Barbara (Calif.), Tucson and Yuma.

The David Frost Show 1st Annual Report.

| Markets | No. stations reporting | Total ¹ 1969 revenues (000) | Total 1969 expenses (000) | Total ¹ 1969 income (000) | Network | | | Spot ² | | | Local ³ | | |
|-----------------------------------------------------|------------------------|----------------------------------------|---------------------------|--------------------------------------|------------|------------|----------------------|-------------------|------------|----------------------|--------------------|------------|----------------------|
| | | | | | 1969 (000) | 1968 (000) | Gain or (loss) (000) | 1969 (000) | 1968 (000) | Gain or (loss) (000) | 1969 (000) | 1968 (000) | Gain or (loss) (000) |
| Omaha | 3 | \$ 7,321 | \$ 5,618 | \$ 1,702 | \$ 1,715 | \$ 1,701 | \$ 14 | \$ 3,755 | \$ 3,484 | \$ 271 | \$ 2,537 | \$ 2,229 | \$ 308 |
| Orlando-Daytona Beach, Fla. | 3 | 6,266 | 4,675 | 1,591 | 1,170 | 1,103 | 67 | 3,283 | 2,801 | 482 | 2,736 | 2,518 | 218 |
| Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. | 3 | 3,453 | 2,480 | 973 | 1,127 | 1,039 | 88 | 1,853 | 1,678 | 175 | 830 | 777 | 53 |
| Peoria, Ill. | 3 | 4,143 | 3,876 | 267 | 937 | 914 | 23 | 1,625 | 1,556 | 69 | 2,002 | 1,884 | 118 |
| Philadelphia | 6 | 55,919 | 38,943 | 16,977 | 6,921 | 6,532 | 389 | 45,864 | 41,551 | 4,313 | 13,715 | 11,678 | 2,037 |
| Phoenix-Mesa | 5 ¹ | 11,787 | 8,550 | 3,237 | 1,184 | 1,121 | 63 | 6,234 | 5,482 | 752 | 5,690 | 4,509 | 1,181 |
| Pittsburgh | 4 ¹ | 26,277 | 17,428 | 8,849 | 4,071 | 4,042 | 29 | 19,391 | 18,183 | 1,208 | 7,832 | 6,585 | 1,247 |
| Portland, Ore. | 4 | 13,191 | 10,244 | 2,946 | 2,000 | 2,006 | (6) | 9,101 | 8,645 | 456 | 4,183 | 4,108 | 75 |
| Portland-Poland Springs, Me. | 3 | 4,394 | 3,657 | 738 | 1,137 | 1,104 | 33 | 2,223 | 1,961 | 262 | 1,493 | 1,304 | 189 |
| Providence, R.I.-New Bedford, Mass. | 3 | 11,085 | 7,607 | 3,478 | 2,206 | 2,066 | 140 | 7,915 | 6,946 | 969 | 2,956 | 2,797 | 159 |
| Raleigh-Durham, N.C. | 3 | 6,147 | 4,209 | 1,937 | 2,047 | 2,000 | 47 | 3,024 | 2,834 | 190 | 1,832 | 1,465 | 367 |
| Reno | 3 | 1,954 | 2,108 | (146) | 449 | 427 | 22 | 438 | 446 | 9 | 1,188 | 1,095 | 93 |
| Richmond-Petersburg, Va. | 3 | 5,971 | 5,279 | 691 | 1,288 | 1,249 | 39 | 3,045 | 2,621 | 424 | 2,627 | 1,993 | 634 |
| Roanoke-Lynchburg, Va. | 4 | 4,705 | 3,849 | 856 | 1,130 | 1,137 | (7) | 2,298 | 2,087 | 205 | 1,891 | 1,445 | 446 |
| Rochester, N.Y. | 3 | 7,189 | 5,822 | 1,368 | 1,549 | 1,530 | 19 | 3,465 | 3,115 | 350 | 3,039 | 2,572 | 467 |
| Rochester-Austin, Minn.-Mason City, Iowa. | 3 | 2,559 | 2,151 | 409 | 721 | 728 | 7 | 696 | 639 | 57 | 1,229 | 1,060 | 169 |
| Rockford-Freeport, Ill. | 3 | 4,188 | 3,638 | 550 | 1,273 | 1,201 | 72 | 1,165 | 1,026 | 139 | 2,068 | 1,788 | 280 |
| Sacramento-Stockton, Calif. | 4 | 13,563 | 10,572 | 2,991 | 1,878 | 1,743 | 135 | 9,388 | 8,953 | 435 | 4,572 | 3,792 | 780 |
| Salinas-Monterey-San Jose, Calif. | 4 | 3,497 | 4,441 | (944) | 792 | 695 | 97 | 1,581 | 1,294 | 287 | 1,446 | 1,079 | 366 |
| Salt Lake City-Ogden-Provo | 3 | 7,937 | 7,075 | 862 | 1,310 | 1,185 | 125 | 3,940 | 3,475 | 465 | 3,716 | 3,259 | 457 |
| San Antonio, Tex. | 4 | 8,374 | 6,004 | 2,370 | 1,486 | 1,358 | 128 | 4,339 | 3,912 | 427 | 3,712 | 3,400 | 312 |
| San Diego | 3 | 9,065 | 7,968 | 1,097 | 1,292 | 1,307 | (15) | 5,766 | 4,835 | 931 | 3,525 | 2,699 | 826 |
| San Francisco-Oakland | 8 | 52,423 | 35,289 | 17,135 | 4,429 | 4,273 | 156 | 45,304 | 39,944 | 5,360 | 11,962 | 12,864 | (902) |
| San Juan-Caguas, P.R. | 4 | 10,910 | 10,584 | 325 | 9 | 2,311 | (2,302) ⁴ | 7,458 | 4,537 | 2,921 | 1,947 | 2,121 | 174 |
| Santa Barbara, Calif. | 3 ¹ | 1,174 | 1,266 | (93) | 396 | 348 | 48 | 392 | 395 | (3) | 488 | 454 | 34 |
| Seattle-Tacoma | 5 | 19,185 | 13,694 | 5,491 | 2,243 | 2,223 | 20 | 14,147 | 12,472 | 1,675 | 6,196 | 5,877 | 319 |
| Shreveport, La.-Texarkana, Tex. | 3 | 4,414 | 3,611 | 803 | 1,204 | 1,194 | 10 | 2,214 | 2,082 | 132 | 1,595 | 1,562 | 33 |
| Sioux City, Iowa | 3 | 2,870 | 2,679 | 191 | 1,186 | 1,074 | 112 | 922 | 816 | 106 | 981 | 956 | 24 |
| South Bend-Elkhart, Ind. | 3 | 3,644 | 3,134 | 510 | 767 | 732 | 35 | 1,611 | 1,294 | 219 | 1,647 | 1,477 | 170 |
| Springfield-Decatur-Champaign-Urbana-Danville, Ill. | 5 | 6,475 | 5,461 | 1,014 | 1,323 | 1,276 | 47 | 2,721 | 2,700 | 21 | 3,016 | 2,656 | 360 |
| Spokane, Wash. | 3 | 4,467 | 3,580 | 887 | 1,100 | 1,048 | 52 | 2,655 | 2,550 | 105 | 1,391 | 1,266 | 125 |
| Springfield, Mo. | 3 | 2,763 | 2,469 | 294 | 627 | 558 | 69 | 1,216 | 1,054 | 162 | 1,248 | 938 | 310 |
| St. Louis | 5 ¹ | 25,521 | 18,234 | 7,287 | 3,157 | 3,100 | 57 | 20,222 | 17,177 | 3,045 | 6,979 | 5,448 | 1,531 |
| Syracuse, N.Y. | 3 | 9,259 | 5,869 | 3,389 | 1,961 | 1,911 | 50 | 6,636 | 5,903 | 733 | 2,304 | 2,007 | 297 |
| Tampa-St. Petersburg, Fla. | 5 | 12,068 | 8,896 | 3,172 | 1,747 | 1,714 | 33 | 7,581 | 6,801 | 780 | 4,538 | 3,802 | 736 |
| Toledo, Ohio | 3 | 8,603 | 6,369 | 2,233 | 2,344 | 2,641 | (297) | 4,905 | 4,123 | 781 | 2,509 | 2,466 | 43 |
| Tucson, Ariz. | 4 | 3,433 | 4,817 | 1,380 | 577 | 561 | 16 | 1,230 | 1,030 | 200 | 1,995 | 1,898 | 97 |
| Tulsa, Okla. | 3 | 6,711 | 5,582 | 1,129 | 1,372 | 1,335 | 37 | 3,276 | 3,035 | 241 | 2,731 | 2,787 | (56) |
| Wailuku, Hawaii | 2 | . | . | . | . | . | . | . | . | . | . | . | . |
| Washington | 6 | 33,533 | 27,213 | 6,320 | 3,066 | 2,954 | 112 | 25,134 | 22,393 | 2,741 | 8,191 | 6,449 | 1,742 |
| Wichita Falls, Tex.-Lawton, Okla. | 3 | 2,958 | 2,652 | 306 | 669 | 620 | 49 | 850 | 799 | 51 | 1,543 | 1,386 | 157 |
| Wichita-Hutchinson, Kan. | 3 | 5,365 | 4,146 | 1,219 | 1,188 | 1,153 | 35 | 2,404 | 2,457 | (53) | 2,342 | 2,264 | 78 |
| Wilkes Barre-Scranton, Pa. | 3 | 4,715 | 4,092 | 623 | 1,221 | 1,146 | 75 | 2,120 | 2,150 | (30) | 1,924 | 1,518 | 424 |
| Youngstown, Ohio | 3 | 3,179 | 2,834 | 345 | 807 | 748 | 59 | 1,732 | 1,555 | 177 | 1,060 | 1,028 | 32 |
| Yuma | 3 | 473 | 755 | (282) | 158 | . | . | 194 | . | . | 151 | . | . |
| TOTALS | | | | | | | | | | | | | |
| Markets of three or more stations | 127 | 1,526,010 | 1,082,029 | 443,981 | 221,071 | 213,753 | 7,318 | 1,061,350 | 955,157 | 106,193 | 465,156 | 403,049 | 62,107 |
| Markets of less than three stations | 162 | 126,140 | 109,223 | 16,916 | 33,048 | 33,865 | (781) | 46,763 | 42,879 | 3,884 | 53,797 | 49,255 | 4,542 |
| All Markets | 289 | 1,652,150 | 1,191,252 | 460,898 | 254,119 | 247,618 | 6,501 | 1,108,113 | 998,036 | 110,077 | 518,953 | 452,304 | 66,649 |

¹ Time sales are only for those stations reporting \$25,000 or more. National and Regional Spot and Local Spot Sales are for time only. Excluded are revenues from talent, programs, materials, facilities, and services sold in connection with the sale of time. These amounts totaled \$10,978,209 to national and regional advertisers, and \$27,539,901 to local advertisers.

² Before commissions to agencies, representatives and brokers. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with figures for prior years.

³ Does not include 22 satellites that filed a combined report with their parent station.

⁴ Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services; plus other broadcast revenue.

⁵ Before Federal Income Tax. Parentheses indicates loss.

⁶ Not comparable with figures presented in previous years. In previous years, the share of a local station in the revenues generated by the presentation of that station's programs on other Puerto Rican stations was classified as network revenue. In 1969, the stations' share is treated as national/regional spot revenue.

⁷ Less than three stations reporting.

⁸ One or more stations did not report data for full year.

Figures in parentheses indicate loss.

Cox makes slight rally, but fails to match '69

Cox Broadcasting Corp., Atlanta, last week reported a 5% gain in revenues and a 1% increase in earnings in the second quarter of 1970 but a drop of 2% in earnings for the first six months.

Operating revenues in the six-month period increased 2% over the like months of 1969.

In broadcasting, which is the major division of group-owner Cox Broad-

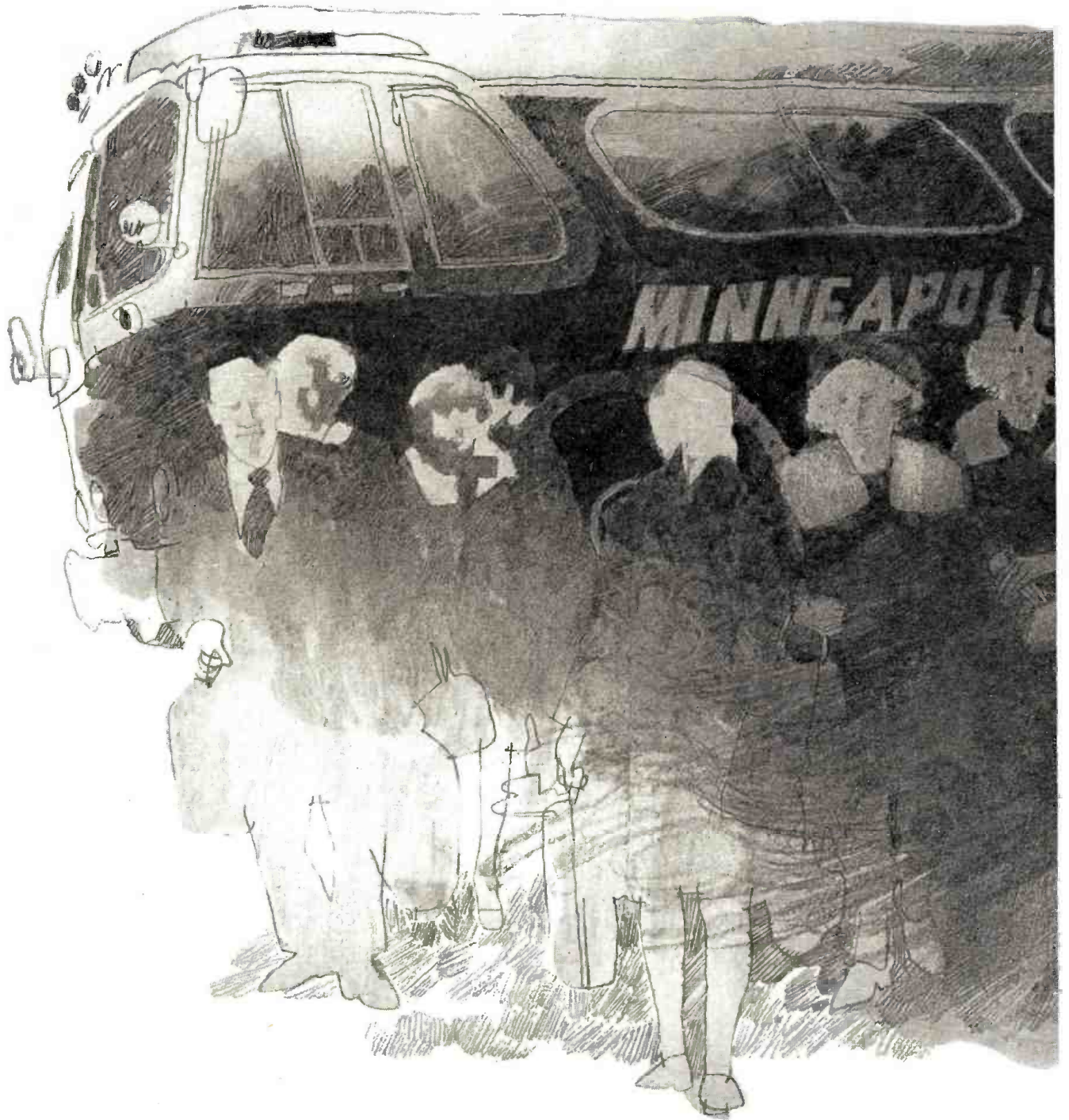
casting, revenues registered a 2% gain in the second quarter. J. Leonard Reinsch, president of Cox, said that radio in that quarter scored substantial gains and TV remained about the same but that operating expenses in the division were "beginning a downward trend" and should improve operating margins. Cox's technical publishing and services divisions also showed increases.

Mr. Reinsch said that there were slight declines in second-quarter revenues of the program production and

distribution division of the company. He noted the sale of Cox's TV syndication operation in Chicago to Telecom Productions was announced earlier this month (BROADCASTING, July 13) and that Cox continues to own and operate Bing Crosby Productions Inc., Hollywood.

For the six months ended June 30:

| | 1970 | 1969 |
|--------------------|------------|------------|
| Per-share earnings | \$0.69 | \$0.70 |
| Revenues | 31,447,903 | 30,966,992 |
| Net Income | 3,992,403 | 4,066,775 |
| Shares outstanding | 5,789,000 | 5,785,000 |



To mend a broken heart
girls run off to places like Paris and Rome.
Starting this September
they'll go to Minneapolis-St. Paul.



Mary Tyler Moore will lead the parade, which is all most viewers really have to know.

But for the rest we'll add that the new *Mary Tyler Moore Show* is about an appealing and warm-hearted girl who has reached the end of a long romance. So off she goes to a new life in the big city.

And when Mary Tyler Moore meets Minneapolis-St. Paul the fun begins.

What, for example, does an appealing and warm-hearted girl do when the job she lands lands her in a TV newsroom filled with hard-hearted men?

Or when a neighbor tries to kidnap her apartment?

We won't give away any plots here. But we will say that seldom before has any series been better suited to the particular talents of a particularly beguiling comedienne.

And that seldom before has any comedienne enjoyed a better supporting cast, including Ed Asner and Valerie Harper, both graduates of the famous *Second City* troupe.

Mary Tyler Moore has a rare gift: she can fill an audience with laughter and affection at the same time.

We suspect there'll be a lot of laughter, a lot of affection and a lot of audience this fall.

CBS 

We're putting it all together this fall.

Movielab hit with antitrust complaint

Movielab Inc., New York-based film processor, which only 17 days ago reported a \$2.65-million loss for 1969 (BROADCASTING, July 13), last week suffered another setback.

The Justice Department ordered the firm to divest itself of Berkey Photo Inc., New York, which it acquired on June 27, 1969, for \$10.5 million. Also in the purchase package was Pathe Laboratories, which Berkey had bought in 1968.

Justice charged that Movielab's acquisition of Berkey violated the Clayton Act by eliminating competition in New York between the two companies in the processing of professional films. The two firms in 1969 recorded about \$59 million of professional film-processing business.

Just what the government's complaint would mean to the hoped-for resurgence of Movielab, if finally upheld by the courts, was not clear last week. Movielab president Saul Jeffee told stockholders on July 10 that Berkey was a key to a company turnaround. In noting the 1969 losses, Mr. Jeffee re-

ported: "We have moved a substantial portion of our Hollywood theatrical release printing to our New York plant as part of our plan to consolidate the Berkey-Pathe business into our existing operations. . . . We believe prospects are bright for a renewal and improvement of every segment of our business."

As part of the purchase agreement, Movielab had agreed to issue to Berkey warrants to purchase 140,000 shares of Movielab common stock. In addition, Benjamin Berkey, president, Berkey Photo, was elected to the Movielab board of directors.

Movielab officials last week said they

The Broadcasting stock index

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

| | Stock symbol | Ex-change | Closing July 23 | Closing July 16 | Closing July 9 | High 1970 | Low | Approx. Shares Out (000) | Total Market Capitalization (000) |
|------------------------------------------------|--------------|-----------|------------------|------------------|------------------|-------------------|------------------|--------------------------|-----------------------------------|
| Broadcasting | | | | | | | | | |
| ABC | ABC | N | 24 $\frac{1}{2}$ | 23 $\frac{1}{4}$ | 23 $\frac{3}{4}$ | 39 $\frac{1}{4}$ | 19 $\frac{1}{2}$ | 7,073 | 150,301 |
| ASI Communications | | O | 3 | 2 $\frac{1}{2}$ | 3 | 7 | 2 $\frac{1}{2}$ | 1,789 | 6,262 |
| Capital Cities | CCB | N | 24 $\frac{1}{2}$ | 24 $\frac{1}{4}$ | 24 $\frac{1}{4}$ | 36 $\frac{1}{2}$ | 19 $\frac{1}{2}$ | 6,061 | 138,615 |
| CBS | CBS | N | 28 $\frac{1}{4}$ | 27 $\frac{1}{4}$ | 25 $\frac{3}{4}$ | 49 $\frac{1}{2}$ | 24 $\frac{1}{2}$ | 26,512 | 685,865 |
| Corinthian | CRB | N | 25 $\frac{1}{2}$ | 23 $\frac{3}{4}$ | 22 $\frac{3}{4}$ | 33 $\frac{3}{4}$ | 19 $\frac{1}{2}$ | 3,384 | 79,084 |
| Cox | COX | N | 14 | 13 $\frac{3}{4}$ | 13 $\frac{3}{4}$ | 24 $\frac{3}{4}$ | 10 $\frac{1}{4}$ | 5,789 | 69,468 |
| Gross Telecasting | GGG | A | 9 $\frac{3}{4}$ | 10 $\frac{1}{4}$ | 11 | 17 $\frac{1}{4}$ | 9 $\frac{3}{4}$ | 803 | 8,833 |
| Metromedia | MET | N | 14 $\frac{1}{4}$ | 11 $\frac{3}{4}$ | 10 $\frac{3}{4}$ | 22 $\frac{3}{4}$ | 9 $\frac{3}{4}$ | 5,733 | 59,451 |
| Pacific & Southern | | O | 7 $\frac{3}{4}$ | 7 $\frac{1}{2}$ | 8 $\frac{1}{2}$ | 23 | 7 $\frac{1}{4}$ | 1,636 | 14,724 |
| Rahall Communications | | O | 6 | 6 | 6 $\frac{1}{2}$ | 16 $\frac{1}{2}$ | 6 | 1,040 | 7,020 |
| Reeves Telecom | RBT | A | 3 $\frac{3}{4}$ | 3 $\frac{3}{4}$ | 2 $\frac{3}{4}$ | 15 $\frac{3}{4}$ | 2 | 2,288 | 8,283 |
| Scripps-Howard | | O | 17 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 17 | 24 | 15 $\frac{1}{4}$ | 2,589 | 41,424 |
| Sonderling | SDB | A | 16 $\frac{3}{4}$ | 15 $\frac{3}{4}$ | 13 $\frac{1}{4}$ | 34 $\frac{3}{4}$ | 10 $\frac{1}{4}$ | 991 | 14,736 |
| SBG Broadcasting | SBG | M | 9 $\frac{1}{4}$ | 7 $\frac{3}{4}$ | 6 $\frac{3}{4}$ | 18 | 7 $\frac{3}{4}$ | 461 | 3,458 |
| Taft | TFB | N | 18 | 15 $\frac{3}{4}$ | 14 $\frac{3}{4}$ | 29 $\frac{3}{4}$ | 13 $\frac{3}{4}$ | 3,585 | 51,983 |
| | | | | | | | Total | 69,734 | \$ 1,339,507 |
| Broadcasting with other major interests | | | | | | | | | |
| Avco | AV | N | 10 $\frac{3}{4}$ | 11 $\frac{1}{4}$ | 10 $\frac{1}{4}$ | 25 $\frac{1}{4}$ | 9 $\frac{1}{4}$ | 11,469 | 139,004 |
| Bartell Media | BMC | A | 4 $\frac{1}{8}$ | 4 $\frac{1}{8}$ | 4 $\frac{3}{8}$ | 14 | 3 $\frac{3}{4}$ | 2,292 | 9,443 |
| Boston Herald-Traveler | | O | 26 $\frac{1}{2}$ | 27 | 29 | 43 | 25 | 574 | 16,072 |
| Chris-Craft | CCN | N | 6 | 6 $\frac{1}{4}$ | 6 $\frac{1}{4}$ | 11 $\frac{1}{4}$ | 4 $\frac{1}{2}$ | 3,660 | 20,569 |
| Combined Communications | | O | 6 $\frac{1}{4}$ | 6 $\frac{1}{4}$ | 6 | 16 $\frac{1}{2}$ | 6 | 1,938 | 11,628 |
| Cowles Communications | CWL | N | 3 $\frac{3}{4}$ | 3 $\frac{3}{4}$ | 4 | 10 $\frac{3}{4}$ | 3 $\frac{1}{4}$ | 3,969 | 14,884 |
| Fuqua | FQA | N | 9 $\frac{3}{8}$ | 9 $\frac{3}{8}$ | 10 | 31 $\frac{3}{4}$ | 9 | 6,069 | 57,656 |
| Gannett | GCI | N | 22 $\frac{1}{4}$ | 20 $\frac{3}{4}$ | 20 $\frac{1}{4}$ | 29 $\frac{1}{2}$ | 18 $\frac{1}{2}$ | 7,117 | 137,002 |
| General Tire | GY | N | 16 $\frac{3}{4}$ | 16 $\frac{3}{4}$ | 12 $\frac{3}{4}$ | 20 $\frac{3}{4}$ | 18,434 | 281,119 | |
| Gray Communications | | O | 4 $\frac{1}{4}$ | 4 $\frac{1}{4}$ | 4 $\frac{1}{4}$ | 7 $\frac{3}{4}$ | 4 $\frac{1}{4}$ | 475 | 2,137 |
| Lamb Communications | | O | 2 $\frac{1}{2}$ | 2 $\frac{1}{2}$ | 3 | 6 | 2 $\frac{1}{2}$ | 2,650 | 9,275 |
| Lee Enterprises | | A | 14 $\frac{3}{8}$ | 13 $\frac{3}{8}$ | 12 $\frac{3}{8}$ | 20 $\frac{3}{8}$ | 12 | 1,957 | 23,973 |
| Liberty Corp. | LC | N | 15 $\frac{1}{4}$ | 14 $\frac{1}{4}$ | 13 | 21 $\frac{1}{4}$ | 13 | 6,744 | 88,481 |
| LIN | | O | 5 $\frac{1}{4}$ | 5 | 3 $\frac{3}{4}$ | 11 | 3 $\frac{1}{4}$ | 2,244 | 8,415 |
| Meredith Corp. | MDP | N | 19 $\frac{3}{4}$ | 19 $\frac{3}{4}$ | 18 $\frac{1}{4}$ | 44 $\frac{3}{4}$ | 18 | 2,779 | 51,050 |
| Outlet Co. | OTU | N | 11 | 11 | 10 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 10 | 1,342 | 14,252 |
| Plough Inc. | PLO | N | 69 $\frac{1}{4}$ | 69 | 65 $\frac{3}{4}$ | 85 | 55 | 6,880 | 455,800 |
| Post Corp. | | O | 9 $\frac{1}{4}$ | 10 | 10 | 17 $\frac{1}{2}$ | 8 | 713 | 7,130 |
| Ridder Publications | | O | 13 $\frac{3}{4}$ | 13 | 11 $\frac{1}{2}$ | 22 | 9 $\frac{1}{2}$ | 6,217 | 76,904 |
| Rollins | ROL | N | 24 | 23 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 40 $\frac{3}{4}$ | 19 $\frac{3}{4}$ | 8,029 | 179,608 |
| Rust Craft | RUS | A | 19 $\frac{1}{2}$ | 19 | 19 | 32 $\frac{1}{2}$ | 18 $\frac{1}{2}$ | 1,159 | 22,890 |
| Storer | SBK | N | 17 $\frac{3}{4}$ | 16 $\frac{3}{4}$ | 14 $\frac{1}{2}$ | 30 $\frac{3}{4}$ | 14 | 4,223 | 61,234 |
| Time Inc. | TL | N | 35 | 32 $\frac{1}{2}$ | 29 | 43 $\frac{1}{2}$ | 25 $\frac{1}{2}$ | 7,257 | 198,624 |
| Trans-National Comm. | | O | 3 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 4 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 1,000 | 870 |
| Turner Communications | | O | 3 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 8 $\frac{3}{4}$ | 2 $\frac{1}{4}$ | 1,328 | 4,648 |
| Wometco | WOM | N | 18 | 18 $\frac{1}{4}$ | 16 $\frac{1}{4}$ | 20 $\frac{1}{4}$ | 13 $\frac{3}{4}$ | 5,817 | 93,072 |
| | | | | | | | Total | 116,306 | \$ 1,985,737 |
| CATV | | | | | | | | | |
| Ameco | ACO | A | 5 $\frac{1}{4}$ | 5 $\frac{1}{4}$ | 5 $\frac{1}{4}$ | 16 | 4 $\frac{1}{4}$ | 1,200 | 7,200 |
| American TV & Comm. | | O | 12 $\frac{1}{2}$ | 12 $\frac{1}{2}$ | 13 | 22 $\frac{1}{4}$ | 10 $\frac{1}{4}$ | 1,775 | 22,631 |
| Cablecom-General | CCG | A | 10 $\frac{3}{4}$ | 10 $\frac{3}{4}$ | 10 $\frac{3}{4}$ | 23 $\frac{3}{4}$ | 7 $\frac{3}{8}$ | 1,605 | 16,853 |
| Cable Information Systems | | O | 3 $\frac{1}{4}$ | 2 $\frac{3}{4}$ | 2 | 2 $\frac{1}{4}$ | 3 $\frac{1}{4}$ | 955 | 1,910 |
| Citizens Finance Corp. | CPN | A | 10 $\frac{3}{4}$ | 10 $\frac{3}{4}$ | 11 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 9 $\frac{3}{4}$ | 994 | 10,308 |
| Columbia Cable | | O | 7 $\frac{1}{2}$ | 6 $\frac{3}{4}$ | 6 $\frac{3}{4}$ | 15 $\frac{1}{4}$ | 6 $\frac{3}{4}$ | 900 | 6,525 |
| Communications Properties | | O | 6 $\frac{1}{4}$ | 6 $\frac{1}{4}$ | 6 $\frac{1}{4}$ | 10 $\frac{1}{4}$ | 6 | 644 | 4,263 |
| Cox Cable Communications | | O | 13 $\frac{3}{4}$ | 13 $\frac{3}{4}$ | 13 $\frac{1}{2}$ | 24 | 12 | 3,550 | 47,925 |
| Cypress Communications | | O | 7 $\frac{1}{4}$ | 7 $\frac{1}{4}$ | 9 $\frac{1}{4}$ | 17 $\frac{3}{4}$ | 7 $\frac{3}{4}$ | 1,887 | 18,870 |
| Entron | | A | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 3 $\frac{1}{2}$ | 8 $\frac{1}{2}$ | 2 $\frac{3}{4}$ | 1,320 | 5,108 |
| General Instrument Corp. | GRL | N | 15 | 12 $\frac{3}{4}$ | 30 | 30 $\frac{3}{4}$ | 11 $\frac{1}{4}$ | 6,238 | 81,094 |
| H & B American | HBA | A | 17 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 17 $\frac{1}{4}$ | 30 $\frac{3}{4}$ | 12 $\frac{3}{4}$ | 5,285 | 91,166 |
| Sterling Communications | | O | 4 $\frac{1}{2}$ | 4 $\frac{1}{2}$ | 4 $\frac{1}{2}$ | 7 $\frac{1}{2}$ | 3 | 1,100 | 5,500 |
| Tele-Communications | | O | 9 $\frac{3}{4}$ | 9 $\frac{3}{4}$ | 9 $\frac{1}{4}$ | 20 $\frac{3}{4}$ | 9 $\frac{3}{4}$ | 2,704 | 28,392 |
| Teleprompter | TP | A | 65 $\frac{3}{4}$ | 66 | 66 $\frac{1}{4}$ | 133 $\frac{1}{4}$ | 46 | 1,161 | 74,594 |
| Television Communications | | O | 6 | 5 $\frac{3}{4}$ | 6 | 18 $\frac{3}{4}$ | 5 $\frac{1}{4}$ | 2,816 | 18,304 |
| Vikoa | VIK | A | 8 | 8 $\frac{1}{4}$ | 8 $\frac{1}{4}$ | 27 $\frac{1}{4}$ | 6 $\frac{1}{4}$ | 2,222 | 18,332 |
| | | | | | | | Total | 36,356 | \$ 458,975 |

Group asks damages for Excedrin ads

Consumers file suit in D.C. court against allegedly deceptive advertising

In what may be a forerunner of many "class action" suits to come, a group of Washington consumer advocates last week charged Bristol-Myers Inc. with deceptive advertising for Excedrin tablets.

The complaint, filed in a federal district court in Washington, says the advertising for Excedrin falsely claims that two tablets "work better in relieving pain than twice as many aspirin tablets." According to the plaintiffs, independent studies indicate that Excedrin is no more effective than plain aspirin.

The court was asked to stop the dissemination of the advertisement; to prevent Excedrin from airing further commercials unless the new ads acknowledge that previous claims of Excedrin's superiority were false; and to award monetary damages for the higher costs of Excedrin over aspirin.

It is the last request that puts the suit in the "class action" category. What the plaintiffs want is, first of all, reimbursement for themselves as members of separate classes of consumers; and second, reimbursement for any other consumers who want to join in the suit.

In the past, consumers have been able to file against private corporations only as individuals or as members of a particular organization—and have not done so because the legal costs would render a lawsuit impractical. However, bills pending in both houses of Congress would grant consumers with small claims against private firms the right to band together and file "class action" suits. Taken as a group, the small claims could add up to a potent weapon against advertisers and others accused of deceptive practices.

Although last week's suit precedes passage of any such bill, consumer advocates have long felt they had sufficient power under existing laws to file class suits. The plaintiffs said their suit was the first consumer action against an advertiser for allegedly false advertising.

Joining in the complaint were the Consumers Association of the District of Columbia, said to be an organization consisting primarily of housewives; the Federation of Homemakers, a nationwide nonprofit organization of con-

sumers; Gladys G. Holloway, a housewife; and Aileen Adams, of Ralph Nader's Center for the Study of Responsive Law.

Each individual plaintiff was pictured as representative of a different "class". Mrs. Holloway was said to speak for all those who paid the extra cost of Excedrin in the belief—induced by advertising—that it was more effective than aspirin. Miss Adams stood for a more general class: "all television viewers, radio listeners, newspaper and magazine readers and bus riders who desire not to be subjected to false, misleading and deceptive advertisements."

The consumer groups asked to speak for an even broader group—all consumers who are being and will be deceived by the advertisement if it is not taken out of circulation.

In defense of this approach, the attorneys—William A. Dobrovir, Bruce J. Terris and Karen Ferguson—said the plaintiffs represent common questions of law and fact that predominate over individual differences. They also said

Standard, Humble add \$10 million in news

Standard Oil Co. (New Jersey) and its principal operating affiliate in the U.S., Humble Oil & Refining Co., have purchased weekend news shows on NBC-TV said to represent almost \$10 million in billing.

Charles O. Peyton, vice president of public affairs for Standard Oil said: "Jersey and Humble want to communicate more widely about their operations and their programs of action in the area of the total environment, both physical and social." Mr. Peyton said that as sponsors of weekend news programs, the companies would have "many more commercial minutes in which to communicate our messages."

Sponsorship, through LaRoche, McCaffrey & McCall, New York, calls for full underwriting of two half-hour shows, *NBC Saturday Night News*, starting Aug. 1, and *NBC Sunday Night News*, starting next Jan. 24, plus *Meet the Press* on alternate weeks, starting Sunday, Sept. 27.

individual claims would be impractical and run the risk of inconsistent rulings. And they said all the plaintiffs are typical of the classes they seek to represent.

The complaint said this kind of action was taken because the Federal Trade Commission has not completed its investigation of analgesic advertising—an investigation launched over 10 years ago. "There is no likelihood of FTC action . . . in the foreseeable future," the complaint said. ". . . Any attempt to seek relief from, through or by the FTC, would be a useless act."

Dole wants TV air time to answer antiwar ads

In yet another move to counter the antiwar spot campaign of the Amendment to End the War Committee, Senator Robert Dole (R-Kan.) has fired off letters to stations which have run the spot schedule asking for free comparable air time to present views opposing the antiwar stand.

Senator Dole based his request for time on the fairness doctrine which, his letter states, requires "the presentation of contrasting views on all issues of public controversy." The obligation, he comments, applies regardless of the availability of paid sponsorship.

The request initially went out to 11 stations—KTHI-TV Fargo-Grand Forks, N.D.; KBIM-TV Roswell, N.M.; KCRL-TV Reno; KODE-TV Joplin, Mo.; KQTV-TV St. Joseph, Mo.; KTVB-TV Boise, KIFI-TV Idaho Falls, KMYT-TV Twin Falls, all Idaho, and WHIS-TV Bluefield, W. Va.

An aide to Senator Dole said that responses had varied widely up to offers of comparable free time and that none had flatly rejected the request. More letters are going out as the list of stations which carried the spots lengthens—the senator and his staff must now sit down and decide the next move, which reportedly will be the production of a spot of their own.

Samsonite packing its bag

The luggage, furniture, toy and international divisions of Samsonite Corp., Denver, is moving its \$2.5-million in billings out of Wells, Rich, Greene, New York, and into J. Walter Thompson Co., New York. About \$1.25 million of Samsonite's total ad budget has been spent in network and spot television.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 12, 1970
(net time and talent charges in thousands of dollars)

| Day parts | ABC | | CBS | | NBC | | Total minutes week ended July 12 | Total dollars week ended July 12 | 1970 total minutes | 1970 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|---------------------|
| | Week ended July 12 | Cume Jan. 1-July 12 | Week ended July 12 | Cume Jan. 1-July 12 | Week ended July 12 | Cume Jan. 1-July 12 | | | | |
| Monday-Friday Sign-on-10 a.m. | \$ | \$ | \$ 62.5 | \$ 3,254.8 | \$ 286.6 | \$ 9,002.1 | 71 | \$ 349.1 | 2,308 | \$ 12,252.9 |
| Monday-Friday 10 a.m.-6 p.m. | 1,467.3 | 48,020.3 | 2,654.9 | 86,522.8 | 1,394.0 | 50,479.2 | 811 | 5,516.2 | 23,944 | 185,022.3 |
| Saturday-Sunday Sign-on-6 p.m. | 454.7 | 26,952.0 | 582.0 | 36,235.1 | 653.4 | 19,860.7 | 222 | 1,690.1 | 7,835 | 83,047.8 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 155.6 | 6,354.4 | 471.0 | 22,021.7 | 420.0 | 16,056.5 | 74 | 1,046.6 | 2,163 | 44,432.6 |
| Sunday 6 p.m.-7:30 p.m. | 55.3 | 3,274.6 | 149.5 | 7,305.5 | 6.0 | 6,044.6 | 11 | 210.8 | 580 | 16,624.2 |
| Monday-Sunday 7:30-11 p.m. | 4,019.6 | 148,390.1 | 4,420.5 | 190,903.7 | 4,454.7 | 187,503.8 | 442 | 12,894.8 | 12,080 | 526,797.6 |
| Monday-Sunday 11 p.m.-Sign-off | 220.4 | 7,959.9 | 326.8 | 10,731.2 | 631.4 | 18,552.4 | 109 | 1,178.6 | 3,127 | 37,243.5 |
| Total | \$6,372.9 | \$240,951.3 | \$ 8,667.2 | \$356,974.8 | \$ 7,846.1 | \$307,499.3 | 1,740 | \$22,886.2 | 52,037 | \$ 905,425.4 |

CBS ammunition for radio clients

New booklet shows that medium is needed to augment television

The effectiveness of radio as an advertising medium used either singly or in conjunction with television is underlined in a new presentation prepared by CBS Radio for agency and client officials, starting late last week.

Titled *Radio Advertising Effectiveness*, the booklet summarizes various studies conducted by different research organizations for different clients. It can be obtained from salesmen from the CBS Radio Network, CBS Radio Spot Sales, CBS/FM Sales and the CBS Owned AM and FM stations.

The net lesson of all the studies, according to Maurie Webster, CBS Radio vice president for division services, is that "any advertiser who's in TV cannot afford not to be in radio as well."

One of the studies was conducted by C. E. Hooper Inc. on the recall of commercials on both TV and radio. Hooper found that 19.4% of the viewers could identify the "last TV commercial," while 16.8% of radio listeners could recall the "last radio commercial." The booklet pointed out that Hooper called the results "intriguing" in view of the cost differential between radio and TV.

Another recall study, made by Gallup & Robinson Inc. over a two-year period (1967-69), showed that an average of 10% of the viewers could recall the TV commercials several hours after

exposure, while a pilot study of radio listeners in Philadelphia indicated that 8% of the audience could correctly remember the commercials several hours later. Gallup & Robinson said although a direct comparison of the TV and radio scores is not appropriate, it concluded the results may indicate "a better performance by radio than many might expect."

Schwerin Research Corp. conducted a study last spring on the ability of television and radio to change brand preferences. The result was, according to the CBS booklet, that when television and radio were used in combination, the increase in brand changing rose by more than 100% at a cost increase of 35%.

Market facts compared the results of a TV-only campaign and a TV campaign with radio added for the International Coffee Organization. The results showed that the addition of radio more than doubled the effective campaign reach among the low-exposure and the high-exposure TV viewers, with a budget increase of only 40%.

The studies cited in the booklet were conducted for the Radio Advertising Bureau, NBC Radio, Blair Radio, Metromedia Radio and Metro Radio Sales. The Schwerin and Gallup & Robinson tests were first disclosed by RAB earlier this year (BROADCASTING, June 8). Some of the other tests had also been announced earlier.

The booklet stresses that radio has "overcome the complaint that it is only a frequency medium." The booklet adds that the research projects confirm that radio advertising can achieve impact solely on its own and can enhance the reach and impact of a television campaign.

New chairman set for FTC?

Kirkpatrick, head of ABA study group which criticized agency, seems top choice

A Philadelphia lawyer who headed an investigation of the Federal Trade Commission is considered the leading candidate for appointment as chairman of that agency.

He is Miles W. Kirkpatrick, 52, a member of the Philadelphia and Washington law firm of Morgan, Lewis & Bockius. Mr. Kirkpatrick was chairman of the study group, sponsored by the American Bar Association, that examined the FTC at the request of President Nixon.

The group, which reported last September, said it found that the FTC was wasting too much time and energy on "trivia."

It also said that many of the agency's top staff personnel were incompetent. It recommended that the trade agency put more resources into detecting and eliminating frauds against consumers and also in promoting competition (BROADCASTING, Sept. 22, 1969).

Many of the suggestions were put into effect by Caspar W. Weinberger, a California lawyer who took office as chairman of the FTC last January, but who is leaving Aug. 1 to become deputy director of the new White House Office of Management and Budget. During Mr. Weinberger's short tenure as chairman, the FTC was reorganized essentially into two bureaus (consumer protection and competition). Also some long-time, high-level staff executives

were "still studying" the situation. The firm's counsel, who indicated the action could take a year or more, said there has been no decision on whether to file a cross-complaint.

Besides features, Movielab is said to process 60% of all TV commercials and 11 to 13 hours of prime-time TV shows.

Visual asks moratorium on debts, interest due

Visual Electronics Corp., New York, and one of its wholly owned subsidiaries, Visual Electronics Laboratories, filed

petitions last week under the National Bankruptcy Act in the U.S. District Court of New York.

James B. Tharpe, president, said the petitions will enable the companies to continue operations while they attempt to work out a plan to pay off their creditors. The petitions will result in a moratorium on debts and interest payments.

The bankruptcy petitions, it was pointed out, relate solely to Visual's two broadcast-equipment companies and not to other operating subsidiaries in the fields of educational equipment, closed-circuit TV systems, drafting equipment

and precision motor manufacturing. These units were said to be operating satisfactorily.

In the petitions, Visual listed liabilities of \$18,149,105 and assets of \$19,907,964 for the parent company and liabilities of \$5,087,293 and assets of \$1,508,419 for Visual Electronic Laboratories.

Visual said last week that four insurance companies, holding \$2 million in 15-year notes of the company, had declared the notes due and payable. In addition, Visual has a debt of \$6.3 million that became due and payable under a credit arrangement with six banks

| | Stock symbol | Ex-change | Closing July 23 | Closing July 16 | Closing July 9 | High 1970 | Low | Approx. Shares Out (000) | Total Market Capitalization (000) |
|-----------------------------------------------|--------------|-----------|-----------------|-----------------|----------------|--------------------|-----|--------------------------|-----------------------------------|
| Programming | | | | | | | | | |
| Columbia Pictures | CPS | N | 11 | 11½ | 10¾ | 31½ | 8¾ | 5,942 | 62,391 |
| Disney | DIS | N | 119¾ | 121¾ | 118 | 158 | 96½ | 5,133 | 614,009 |
| Filmways | FWY | A | 7¾ | 6¾ | 9½ | 18½ | 6¾ | 1,700 | 15,300 |
| Four Star International | | O | 1¾ | 1¾ | 1¾ | 4 | 1½ | 666 | 1,260 |
| Gulf & Western | GW | N | 13 | 12 | 12½ | 20¾ | 9½ | 16,310 | 197,677 |
| Kinney National | KNS | N | 25¾ | 24¾ | 23¾ | 36 | 21 | 9,067 | 201,740 |
| MCA | MCA | N | 14¾ | 14½ | 13 | 25¾ | 11¾ | 8,195 | 114,730 |
| MGM | MGM | N | 13¾ | 14½ | 12½ | 29½ | 12½ | 5,843 | 78,120 |
| Music Makers Group | | O | 3¾ | 4 | 4 | 9 | 3½ | 589 | 2,356 |
| National General | NGC | N | 13¾ | 13¾ | 13 | 20¾ | 9 | 4,910 | 51,555 |
| Transamerica | TA | N | 12½ | 13¾ | 12¾ | 26¾ | 11¾ | 63,169 | 789,613 |
| 20th Century-Fox | TF | N | 8½ | 8½ | 7½ | 20½ | 6 | 8,562 | 62,075 |
| Walter Reade Organization | | O | 3½ | 3½ | 2¾ | 13½ | 3½ | 2,312 | 6,936 |
| Wrather Corp. | WCO | A | 5¾ | 6¾ | 5½ | 10¾ | 4½ | 2,211 | 11,055 |
| | | | | | | Total | | 134,609 | \$ 2,208,817 |
| Service | | | | | | | | | |
| John Blair | BJ | N | 12¾ | 11¾ | 11 | 23½ | 10¾ | 2,605 | 29,958 |
| Comsat | CQ | N | 38¾ | 35½ | 35½ | 57¾ | 25 | 10,000 | 307,500 |
| Creative Management | | O | 8¾ | 8½ | 8½ | 14½ | 4½ | 1,075 | 6,988 |
| Doyle Dane Bernbach | | O | 14 | 14¾ | 14¾ | 24½ | 14 | 1,924 | 27,417 |
| Foote, Cone & Belding | FCB | N | 8½ | 8 | 7¾ | 12¾ | 7¾ | 2,167 | 16,794 |
| Grey Advertising | | O | 6¾ | 5¾ | 6¾ | 13½ | 6¾ | 1,207 | 9,354 |
| LaRoche, McCaffrey & McCall | | O | 10¾ | 11 | 11 | 17 | 11 | 585 | 7,020 |
| Movielab | MOV | A | 2½ | 2½ | 2¾ | 7½ | 2½ | 1,407 | 4,038 |
| MPO Videotronics | MPO | A | 7 | 4¾ | 4¾ | 9¾ | 4¾ | 558 | 2,996 |
| Nielsen | | O | 34½ | 31½ | 29 | 42 | 26½ | 5,299 | 156,321 |
| Ogilvy & Mather | | O | 18½ | 17½ | 15¾ | 22¾ | 15 | 1,096 | 16,988 |
| PKL Co. | PKL | A | 2½ | 2¾ | 3¾ | 12¾ | 2¾ | 739 | 2,771 |
| J. Walter Thompson | JWT | N | 25 | 22¾ | 23 | 36 | 22¾ | 2,773 | 63,779 |
| Wells, Rich, Greene | | A | 7 | 6¾ | 6¾ | 8¾ | 5½ | 1,581 | 9,280 |
| | | | | | | Total | | 33,016 | \$ 661,204 |
| Manufacturing | | | | | | | | | |
| Admiral | ADL | N | 7½ | 7¾ | 7 | 14¾ | 6½ | 5,158 | 38,685 |
| Ampex | APX | N | 16 | 15¾ | 16½ | 48½ | 13¾ | 10,825 | 184,025 |
| CCA Electronics | | O | 2½ | 2¾ | 2 | 5 | 1½ | 800 | 2,000 |
| Collins Radio | CRI | N | 12¾ | 10¾ | 12¾ | 37¾ | 9 | 2,968 | 35,972 |
| Computer Equipment* | CEC | A | 4½ | 3¾ | 4 | 12½ | 3½ | 2,406 | 9,624 |
| Conrac | CAX | N | 12½ | 12¾ | 13½ | 32½ | 11 | 1,254 | 15,989 |
| General Electric | GE | N | 76 | 75 | 68 | 77¾ | 60¾ | 90,884 | 6,157,391 |
| Harris-Intertype | HI | N | 41½ | 41 | 38¾ | 75 | 36¾ | 6,357 | 243,918 |
| Magnovox | MAG | N | 29¾ | 27¾ | 24½ | 38¾ | 22¾ | 16,401 | 375,090 |
| 3M | MMM | N | 81¾ | 77¾ | 74½ | 114¾ | 71 | 56,058 | 4,120,463 |
| Motorola | MOT | N | 36 | 31¾ | 33½ | 47½ | 31 | 13,334 | 434,955 |
| RCA | RCA | N | 20¾ | 18¾ | 19¾ | 34¾ | 18¾ | 66,757 | 1,335,140 |
| Reeves Industries | RSC | A | 2¾ | 2¾ | 2¾ | 5¾ | 2¾ | 3,446 | 9,890 |
| Telemation | | O | 9¾ | 9½ | 9¾ | 24 | 9 | 1,080 | 11,880 |
| Visual Electronics | VIS | A | † | † | 1¾ | 10¾ | 1 | 1,357 | 2,198 |
| Westinghouse | WX | N | 64½ | 64½ | 62¾ | 69¾ | 53¾ | 39,685 | 2,529,918 |
| Zenith Radio | ZE | N | 27¾ | 25¾ | 25½ | 37¾ | 22¾ | 19,020 | 477,782 |
| | | | | | | Total | | 335,384 | \$15,975,296 |
| | | | | | | Grand total | | 725,405 | \$22,629,536 |
| Standard & Poor Industrial Average | | | 85.52 | 83.65 | 81.04 | | | | |

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

† Trading suspended July 16 by American Stock Exchange.

Shares outstanding and capitalization as of July 1. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington. * New addition to index.

after the company failed to make a \$2,050,000 payment on June 30.

Trading in Visual Electronics Corp.'s stock has been halted by the American Stock Exchange since July 13 pending a statement from the company. Mr. Tharpe said Visual has asked the exchange to continue the trading delay.

ABC has good 2d-quarter report

Revenues, gross earnings experience slight rise for six months of '70

ABC Inc. last week reported an increase in revenues from operations but a dip in net earnings for the first six months of 1970.

Before income taxes, revenues were \$22.3 million versus \$21.3 million in the 1969 period. Even after taxes ABC's gross earnings of just over \$10 million were ahead of the \$9.4 million registered in the first six months of last year. However, the network's net income was \$10.1 million compared to \$11.4 in the 1969 period due to a decrease in net capital and nonrecurring gains. Last year these gains amounted to \$1.9 million. However for the 1970 half this figure was only \$50,000.

For the six months ended June 30:

| | 1970 | 1969 |
|------------------|------------|------------|
| Earned per share | \$1.43 | \$1.57* |
| Gross revenues | 22,290,000 | 21,350,000 |
| Net income | 10,140,000 | 11,400,000 |

*Adjusted for 3-for-2 stock split in December 1969.

Company reports:

Communications Satellite Corp., Washington, reported an increase in net operating income from \$578,000 a year ago to \$2,424,000 for the second

quarter of 1970. Increases in income and revenues resulted from more "complete use of satellite facilities placed in service during 1969 and early 1970," Comsat said.

For the six months ended June 30:

| | 1970 | 1969 |
|--------------------|------------|------------|
| Earned per share | \$0.73 | \$0.35 |
| Operating revenues | 32,228,000 | 21,768,000 |
| Net income | 7,319,000 | 3,501,000 |

Gannett Inc., Rochester, N. Y., newspaper chain and group broadcaster, reported record levels for revenues, net income and earnings per share in the second quarter of 1970. Gannett also reported an extraordinary loss of \$166,685 on sale of a subsidiary company during the first half of 1969.

For the six months ended June 28:

| | 1970 | 1969 |
|------------------|------------|------------|
| Earned per share | \$0.66 | \$0.59 |
| Revenues | 76,324,924 | 71,227,728 |
| Net income | 4,703,570 | 4,367,527 |

Notes: Figures are calculated to include 3 for 2 stock split, Oct. 6, 1969. 1969 figures include extraordinary loss of \$166,685.

Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, reported increase in revenues and net income for the nine months ended June 30:

| | 1970 | 1969 |
|------------------|------------|------------|
| Earned per share | \$1.17 | \$1.09 |
| Revenues | 26,342,067 | 23,781,170 |
| Net income | 2,284,611 | 2,123,793 |

Notes: 1970 net income includes extraordinary items amounting to 71 cents per share. Items are gain of \$324,344 on sale of Hannibal Courier-Post division; gain of \$1.1 million on sale of 27.5% interest in WKBT-TV La Crosse, Wis., and loss of \$38,000 on sale of Livingstone Enterprise division.

Pacific and Southern Broadcasting Co., New York-based group broadcaster, reported last week a 49% increase in net income and a 16% increase in revenues for the first six months ended June 30:

| | 1970 | 1969 |
|------------------|-----------|-----------|
| Earned per share | \$0.37 | \$0.25 |
| Revenues | 6,472,223 | 5,571,919 |
| Net income | 599,711 | 402,147 |

LIN Broadcasting Corp., New York, reported an increase in revenues and a return to the profit column for the first

six months ended June 30:

| | 1970 | 1969 |
|------------------|-----------|--------------|
| Earned per share | \$0.21 | (\$1.97)* |
| Revenues | 9,070,497 | 8,684,297 |
| Net income | 476,331 | (4,320,589)* |

*Includes loss from discontinued operations and to write-offs of goodwill, employment contracts and disposal of investments.

Cost cuts pay off at Metromedia

Though revenues decline, earnings rise above 1969 in first half of 1970

Metromedia Inc. reported a 32% increase in earnings last week and a slight decrease in gross revenues for the first half of 1970.

John W. Kluge, chairman and president of Metromedia, said the improvement in earnings, despite the decline in revenues, was attributed largely to "major operating efficiencies which have been initiated throughout all Metromedia operations." He said the company expects "a continuing improvement in earnings in the second half, barring any further downturn in the economy." He noted that Metromedia, in the past two months, voluntarily repaid \$3.5 million of its bank borrowings.

Metromedia's improved earning position followed a disappointing year in 1969 when earnings fell to slightly more than \$2 million from more than \$9 million in 1968. Advances were made in the first quarter of this year when earnings rose to more than \$308,000, as again approximately \$60,000 in the corresponding 1969 quarter.

For the 26 weeks:

| | 1970 | 1969 |
|------------------|------------|------------|
| Earned per share | \$0.40 | \$0.32 |
| Revenues | 88,369,168 | 89,714,605 |
| Net income | 2,313,708 | 1,755,691 |

Median TV suffers slight profit dip

NAB figures show typical station had 19.22% margin in '69

The typical TV station in 1969 had a revenue increase of 5.4% and profit before federal income tax of 2.27%, according to the National Association of Broadcasters.

The typical TV station had a profit margin of 19.22% on revenue: this is slightly off the 19.86% profit margin in 1968.

The NAB report of the median TV station was based on a study of revenues and expenses of 360 commercial TV

| | 1969 | 1968 |
|--------------------------------------------|-------------|-------------|
| TOTAL BROADCAST REVENUE¹ | \$1,535,300 | \$1,452,000 |
| TOTAL TIME SALES | \$1,655,300 | \$1,577,700 |
| Networks | 365,800 | 358,100 |
| National & regional | 672,100 | 645,300 |
| Local advertisers | 617,400 | 574,300 |
| TOTAL BROADCAST EXPENSE | \$1,240,200 | \$1,163,600 |
| Technical | 184,800 | 174,500 |
| Program | 432,800 | 418,900 |
| Selling ² | 160,000 | 144,300 |
| General & administrative | 462,600 | 425,900 |
| SELECTED EXPENSE ITEMS | | |
| TOTAL SALARIES³ | \$ 490,000 | \$ 487,900 |
| Technical | 115,600 | 121,000 |
| Program | 186,700 | 181,000 |
| Selling | 95,100 | 92,700 |
| General & administrative | 92,600 | 93,200 |
| DEPRECIATION AND AMORTIZATION | \$ 134,500 | \$ 135,300 |
| FILM AND TAPE EXPENSES | \$ 95,200 | \$ 104,900 |
| PROFIT (before federal income tax) | \$ 295,100 | \$ 288,400 |
| PROFIT MARGIN | 19.22% | 19.86% |

¹ Time sales plus incidental broadcast revenue minus agency and representative commissions and payments to networks for sale of time.

² Includes all promotions, excludes agency and representative commissions.

³ Includes salaries, wages, and bonuses of officers and employees.

stations and was put together by the association's Broadcast Management De-

partment. The results are shown in the table above.

television, however, the bureaus are constantly faced with the problem of film shipment.

Most bureaus try for same-day television coverage, which means that the film must arrive at the airport in the home city well ahead of broadcast time, where there is a further delay while the material is sorted out by Air Express. The weather, or airline strikes, can seriously affect a bureau's patterns of operation.

Quantitatively, the group owners get a lot of product in return. Although some bureau men keep no records of how much they send out, available figures indicate that most file from 60 to 100 pieces of TV and radio news a week. And there is apparently little difference between the amount sent by the one-man operators and that sent by larger bureaus, simply because the smaller operators concentrate more heavily in radio work.

The extent to which much of this material may be regarded as hard or basic depends in large measure on the definitions used and how bureau men view their function.

There is a limited amount of hard news generated even in so hyperactive a city as Washington, and nobody covers the basic material as the major newsgathering organizations do. The bureaus have to set other goals for themselves; these might include intelligent background, trenchant analysis and commentary, special angles on national subjects and coverage of important but less conspicuous issues of interest to a specific locality.

What most end up delivering is moderate background, practically no commentary, a steady diet of special angles on national news (culled primarily from Capitol Hill interviews) and a good number of specialized stories that would not find their way into the rapid-fire national network newscast.

Not surprisingly, most bureau men try not to think of themselves as strictly "Washington operatives"; they must be strictly, actively, constantly attuned to what the local outlet needs and wants. A Senate debate on military procurement may be hot news to the rest of the country—but do viewers or listeners need more information on the subject in Memphis or Toledo or Denver?

"The regional character of [our] coverage is all-important," replies Bonneville's Vernon. "When something really big is breaking on the Hill, you sometimes just have to have the will power to say 'forget it,' and go after frankly parochial stuff."

Norman Waggy, the bureau chief for Storer Broadcasting Co., is no less emphatic. "We're an extension of the local newsroom," he says. "What we in Washington think we ought to supply



The House radio-television gallery offers three studios and a variety of backgrounds to broadcast newsmen who cover Capitol Hill. Above, Representative

John Tunney (D-Calif.) (1) sits behind desk in preparation for filmed interview with Carl Coleman (also seated at desk) of Time-Life Broadcast.

isn't at all significant compared to what the local stations think we ought to supply."

On a day-to-day basis, Capitol Hill is the focal point of bureau operations. In fact, most bureaus are really in Washington almost exclusively to cover the Hill, with other stories thrown in as gravy, and some newsmen think this special focus can get out of hand. "We'd like to get off the goddamn Hill more often," admits assistant bureau chief Carl Coleman of Time-Life, "but it does seem to be our bread and butter." There is no place like Congress for volume of news, readily available facilities, and willing sources—perhaps, on occasions, too willing. "Some of these guys think the bureaus are here to do PR for them," Mr. Coleman says.

What the bureaus struggle against most of all, however, is not the danger that they may be used as public-relations men, but the built-in limitations of their operations. "I hope we can begin to go a little beyond the obvious more often," says Storer's Waggy. "By that I mean—when two congressmen give a press conference and we cover it for its local interest, that's obvious. . . . But on another occasion, Congress passed an airport-and-airways bill and we learned that it would cancel out a proposed second airport in Atlanta. . . . That's not so obvious."

The latter report is not "investigative," as Mr. Waggy is the first to concede. The bureaus do not have the time or the staffs to do genuine investigative work.

The more everyday kind of Hill cov-

erage can be glimpsed inside the House Radio-Television Correspondents' Gallery. The bureau men prefer to work there rather than on the Senate side, because the House facilities are much larger and provide more varied opportunities for visual background. The House gallery contains three studios—two rather small, a third quite spacious. From this base of operation, the newsmen keep track of happenings in both houses, with the help of the wire services, and watch for a chance to grab a local angle.

When the opportunity arises, a reporter arranges to have his man brought from the floor to the gallery for an interview. An example may be when, as happened last week and may happen any week, a partisan debate begins over the issue of "fiscal responsibility."

WGN's Bob Foster selects a man from his locality—Representative John B. Anderson (R-Ill.), a leader in his party as chairman of the House Republican Conference. The congressman is asked to come to the gallery and is briefed on the subject of the interview. Cameras are ready to roll, and the cameraman asks Bob Foster for a voice level. Mr. Foster happens to be preoccupied with something else at the particular moment—but Representative Anderson, obviously familiar with the scene, pipes up: "John B. Anderson, chairman of the Republican conference." Mr. Foster looks up, the cameraman nods and the interview proceeds.

Through no fault of Bob Foster's, it is not the most revealing interview ever conducted. Among the congressman's

The groups that operate Washington news bureaus

News-gathering operations in Washington surveyed for this special are those that operate exclusively for the stations owned by one broadcast group. Excluded are those networks, freelance newsmen and groups such as Metro-media who sell their product to other stations. The list below includes a wide range of operations, from one-man bureaus to the 18-man Westinghouse Broadcasting shop, even though that bureau is so much larger and more ambitious than the others that it might legitimately occupy a separate category.

The following alphabetical listings are those broadcast groups maintaining Washington bureaus, their bureau chiefs and the stations served by each bureau. According to the definition used in this report, there are 13 of these bureaus in the capital:

Bonneville International Stations (Wes Vernon): 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. (One employee.)

Capital Cities Broadcasting Corp. (Mark Haynes): WROW-AM-FM and WTEN(TV) Albany and WKBW-TV Buffalo, all New York; WTVD(TV) Durham, N.C.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM

Paterson, N. J.; WSAZ-AM-TV Huntington, W. Va.; KTRK-TV Houston; WJR-AM-FM Detroit, and KPOL-AM-FM Los Angeles. (One employee.)

Chris-Craft Industries Stations (William Swing): KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis. (Three employees.)

Cox Broadcasting Stations (Tom Frawley): WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIOD-AM-FM Miami; WHC-TV Pittsburgh, and KTVU(TV) Oakland-San Francisco. (Seven employees.)

General Electric Stations (John Chambers): WGY(AM), WGFM(FM) and WRGB(TV) Schenectady, N. Y.; WSIX-AM-FM-TV Nashville, and KOA-AM-FM-TV Denver. (Three employees.)

Golden West Broadcasters Stations (Allen Lido): KMPC(AM) and KTLA(TV), both Los Angeles; KSFO(AM) San Francisco; KEX(AM) Portland, Ore., and KVI(AM) Seattle. (One employee.)

RKO General Inc. (Clifford Evans): WOR-M-FM-TV New York; WRKO(AM), WROR(FM) and WNAC-TV Boston; KHJ-AM-FM-TV Los Angeles; KFRC(AM) and KFMS(FM), both San Francisco; WHBQ-AM-FM-TV Memphis; WGMS-AM-FM Washington; WHCT(TV) Hartford, Conn.; CKLW-AM-FM Windsor, Ont.-Detroit (sale pending). (One employee.)

Storer Broadcasting Co. (Norman Wagy): WJBK-AM-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV

Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WSBK-TV Boston; WIBG-AM-FM Philadelphia; WGBS-AM-FM Miami; WHN(AM) New York, and KGBS-AM-FM Los Angeles. (Five employees.)

Time-Life Broadcast Inc. (J. W. [Bill] Roberts): KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis. (Five employees.)

Triangle Stations (Anne Denton Blair): WFIL-AM-FM-TV Philadelphia; WFBG-AM-FM-TV Altoona-Johnstown, WLYH-TV Lancaster-Lebanon, all Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV Hartford-New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif. (One employee.)

WAVE Inc. Stations (Dean Norland): WAVE(AM) Louisville, Ky.; WMT(AM) Cedar Rapids, Iowa; WFIE(AM) Evansville, Ind.; and WFRV(AM) Green Bay, Wis. (One employee.)

Westinghouse Broadcasting Stations (Sid Davis): WINS(AM) New York; WBZ-AM-FM-TV Boston; KYW-AM-TV Philadelphia; KPIX(TV) San Francisco; KDKA-AM-FM-TV Pittsburgh; WOWO(AM) Fort Wayne, Ind.; WIND(AM) Chicago; KFNB(AM) Los Angeles, and WJZ-TV Baltimore. (18 employees.)

WGN Continental Broadcasting Co. (Robert Foster): WGN-AM-TV Chicago; KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver. (Five employees.)

gifts is one shared by most public officials—the ability to be articulate while saying little. The reporter wants to know if Representative Anderson feels that certain specific members of Congress are displaying fiscal irresponsibility. "Well," says the congressman, "I don't want to get into specific names," as he proceeds to give a general description that could be linked to only a very few specific names.

The reporter wants to know if Representative Anderson shares certain specific opinions of House Minority Leader Gerald R. Ford (R-Mich.) on fiscal irresponsibility among Democrats. "Well," says the congressman, "Mr. Ford's a very capable man. . . . I certainly wouldn't want to criticize anything he says." The interview concludes, and the congressman makes a smiling exit. "Got out of that one, didn't I," he calls back to Bob Foster.

The scene is repeated regularly in one form or another. Even senators are frequently brought to the House gallery because of its superior facilities. Besides, as Bob Foster remarks, senators are in great demand by networks and others in the vicinity of their own gallery. "What's the sense of bringing in a senator so somebody else can grab him off?"

he says.

Among most Washington bureaus, the White House gets limited coverage. The bureaus would be simply competing there with the networks and the newsfilm services, to no useful purpose. The federal agencies are usually too vast a terrain, although the bureaus do watch them—and every bureau man has some example ready at hand of a recent story he did at an agency.

In fact, the emphasis on Hill coverage is so pronounced that a sampling of recent stories from the young but respected Cox Broadcasting bureau may be regarded as typical: In one 10-day period, no less than 75% of the bureau's stories dealt with personalities or hearings or issues in Congress.

Beyond the coverage of Capitol Hill and the executive branch, some attention is given to features and small documentaries. Some of these take the correspondent right back to Capitol Hill, as is the case with a Cox series called *Our Man in Washington*.

Other opportunities may arise not only off Capitol Hill, but out of Washington entirely. When Cox reporter Mal Johnson was in London to attend an American Women in Radio and Television convention, she was able to pro-

duce a special report on drug abuse, with special attention to some 500 Americans languishing in foreign jails on narcotics charges. With help from the State Department, Mrs. Johnson gained access to French, British, Turkish and Greek jails, to report on the prisoners and why they were there. The result was a series of seven four-minute "mini-documentaries" sent on video tape to Cox stations and broadcast this month.

One bureau is entirely feature-oriented. Chris-Craft bureau produces one 10-minute video-tape package a day, five days a week, for its three independent TV stations. Bureau Chief Bill Swing provides an eight-minute interview and two minutes of Washington commentary, all recorded at Logos Teleproductions in suburban Arlington, Va. And every day, the tapes are expected to be in Los Angeles, Minneapolis and Portland, Ore., in time for the mid-evening news.

Although Chris-Craft's coverage is unique among Washington bureaus, its focus is as local as it is possible to be within the special framework. The interview lists are dotted with congressmen and other Washington personalities of particular interest to the areas

have retired.

Mr. Kirkpatrick was graduated from Princeton University in 1940, and received his law degree from the University of Pennsylvania Law School in 1943.

Agency buys spot radio for new-business pitch

Warwick & Legler Inc., New York, is launching a radio campaign in its own behalf on WQXR-AM-FM, WINS(AM) and WCBS(AM), all New York, in an effort to acquaint key marketing executives with the work of the agency.

The six-week campaign began on July 21, with one-minute commercials appearing daily during morning hours on WQXR's *The Business Picture Today*, and on a five-minute newcast on both WCBS and WINS. The commercials themselves are light in tone and offer the agency's new business booklets to listeners who request them.

John P. Warwick, president of the agency, said: "Radio is being used because it provides an effective vehicle for reaching the business executive at times when he is accessible."

STP backs bouts on radio

STP Inc., Chicago, subsidiary of Studebaker-Worthington Corp., will sponsor the broadcasts of 12 major professional prize fights from Madison Square Garden in New York on MBS, starting on Aug. 4 with the heavyweight match between George Chuvalo and George Foreman. To be known as *STP Fight of the Month*, the series is a presentation of Mutual Sports Inc., a wholly owned subsidiary of the Mutual Broadcasting Corp. The sponsorship deal was made by Vitt Media International, New York.

Nielsen plans changes for coming season

A. C. Nielsen Co. reported last week that its Nielsen Station Index will be incorporating a series of changes in its reports and services during the 1970-71 season.

A major emphasis will be made on refining NSI's basic "Viewers in Profile" (VIP) report, which provides information on station-audience estimates.

Changes in both the design and reported data are aimed at providing additional demographic data on female viewers; more programs in expanded long-duration program-audience estimates, and a new index listing all programs for which audience estimates are reported, including pre-empting shows.

NSI will expand the scope of its

service during the next season by adding an all-market measurement, providing coverage in more than 200 markets by next May. NSI also plans to introduce Instantaneous Audimeter in Los Angeles, similar to the one that has been in operation in New York since 1959. This service includes daily transmittal of station ratings; weekly household audience-estimate reports, and eight monthly VIP reports.

Four agencies set up Miami-based operation

Four advertising agencies—Bishopric/Green/Fielden, Miami; Lieberman Associates, Allentown, Pa.; Bishopric/Lieberman, New York, and Lester Harrison Advertising, New York—have recently merged. The transaction was made through an exchange of stock. Estimated billings for the four companies are \$23 million for 1970.

Approximately 8% of the companies' billings are in radio and 2% in television. Accounting for \$1,840,000 and \$460,000 respectively. The majority of broadcast billings are for Yonkers and Roosevelt raceways, New York.

Each of the companies in the three cities will act as a separate profit center. Headquarters will be in Miami.

Karl Bishopric was named chairman of the new firm; Ed Cashore, formerly president of B/G/F, will be president; George Lieberman, president of Lieberman, becomes vice chairman, and Charles Harrison, president of Lester

Harrison, becomes chairman of the executive committee.

Business briefly:

Mattel Inc., Hawthorne, Calif., top manufacturer, will sponsor fully 11 programs of NBC-TV's *NBC Children's Theater*, starting in the fall. Series will be shown on the last Saturday of each month (11-12 p.m. NYT) starting Sept. 26 with "For the Love of Fred!" Additional programs will be announced shortly. Agency for Mattel is Carson/Roberts Inc., New York.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Leber Katz Paccione, New York, is introducing its new filter-cigarette brand, Vantage, in Portland, Ore., and Syracuse, N. Y., supported by a spot-TV and newspaper campaign in those markets. Advertising stresses that Vantage is low in tar and nicotine content.

Monsanto, through Doyle Dane Bernbach, New York, will sponsor *Monsanto Night Presents Carol Channing*, a one-hour special scheduled on NBC-TV 9-10 p.m. (EST) Wednesday, Sept. 9.

Rep appointments:

- **WGOW(AM)** Chattanooga: Robert E. Eastman & Co., New York.
- **WGMA(AM)** Fort Lauderdale-Hollywood, Fla.: AAA Representatives, New York.
- **WSUB(AM)** Groton-New London, Conn.: Kettell-Carter Inc., Boston.

TV beefed up for foreign cars

\$3.3 million for Volkswagen in first quarter of '70 leads the way

Auto. imports in the U. S. are driving up TV billings this year. According to the Television Bureau of Advertising, six leading import-car makers invested \$7.7 million in TV in the first quarter of the year, an 82% increase over the same period a year earlier.

Moreover, TVB announced last week, all import-auto manufacturers spent \$22.4 million in television in 1969, a rise of 48% over the year before.

The six leaders are Volkswagen, Toyota, Mercedes Benz, Volvo, Datsun and Renault.

Harvey Spiegel, vice president sales and marketing at TVB, interpreted the TV usage in marketing terms: "The appeal of the small car has shifted from a selective group to the mass market.

They [import manufacturers] rightly believe television is the best vehicle to sell the young, the young-at-heart and the economy-minded."

Mr. Spiegel noted that Detroit car makers will be bringing out more mini models, thus funneling "a large share of their advertising budgets into television."

As released by TVB, these are the spending levels of import-car makers: (add \$000)

| | Spot TV | Network TV | Total TV |
|------|----------|------------|----------|
| 1964 | \$ 2,700 | \$1,600 | \$ 4,300 |
| 1965 | 2,000 | 1,900 | 3,900 |
| 1966 | 3,500 | 1,600 | 5,100 |
| 1967 | 6,000 | 4,400 | 10,400 |
| 1968 | 10,300 | 4,800 | 15,100 |
| 1969 | 17,400 | 5,000 | 22,400 |

During the first quarter of 1970, the six major import-car models and their television investments:

| | (add \$000) | | |
|---------------|------------------|------------------|----------|
| | 1st quarter 1969 | 1st quarter 1970 | % change |
| Volkswagen | \$1,448 | \$3,329 | +130 |
| Toyota | 1,529 | 1,990 | +30 |
| Mercedes Benz | 1 | 787 | + |
| Volvo | 300 | 675 | +125 |
| Datsun | 767 | 598 | -22 |
| Renault | 187 | 317 | +69 |
| Total | \$4,232 | \$7,696 | +82 |

Investments include expenditures by manufacturer, distributors, dealer associations and dealers.

Why set up a news bureau in Washington?

Stations and groups find that watchful reporters can turn up stories of special interest at home

Ten minutes after he rolls out of bed, the Washington correspondent is on the telephone sending a story to Seattle. It is 4:30 a.m. in that city and no one has arrived at the newsroom, but an unmanned recorder tapes it all for use later in the morning. Reading from copy prepared the night before, the reporter delivers a national story with a regional slant — home-state Senators Warren Magnuson and Henry Jackson have introduced a bill to alleviate the national shortage of doctors.

After no more than two minutes on the phone, the reporter ends his call and places another—to Salt Lake City. There it is 5:30 a.m. and the news day is just beginning. The reporter files his story, touches base with the news director there, hangs up and starts running.

Shortly before 10 a.m., Washington time, the same man has been in his office nearly an hour and is about to leave for Capitol Hill. Again he picks up the phone, this time to Los Angeles. "I got one for you," he tells someone on the other end. A recorder starts. Where the voice on the telephone was hurried, friendly but preoccupied, the recorded voice is smooth and measured. The story is brief and emphasizes background: The Senate Permanent Investigations Subcommittee is beginning hearings on the recent rash of bombings by extremist groups. The subject is of interest anywhere in America, but it has special local impact in a city where bombs have been falling in recent weeks.

Abruptly, the reporter is all over his small office like a vacuum cleaner, piling newspapers, news releases and documents into his briefcase, grabbing a tape recorder and bolting for the elevator. He does not return to the office for the rest of his working day.

This particular reporter is Wes Vernon, the one-man Washington bureau for Bonneville International Stations. There are many more like him. A total of 13 broadcast groups maintain news bureaus in the capital—some as small as one man, several with four to seven people, and one, Westinghouse Broadcasting Co., with 18 employees. All turn out a steady stream of Washington news, most of it with strong local or

regional overtones. All are staffed with newsmen who spend a fair portion of their lives running like hell.

What they produce is a special kind of journalism. It is not always "hard" and almost never analytical. It embodies all the inherent limitations of broadcast journalism and adds a few of its own. Yet the bureaus do perform a special kind of service unobtainable from the networks or from national news services. Out of the veritable avalanche of talk and action that rumbles out of Washington, the bureaus select the facts and personalities, issues and decisions that mean something special to the localities they serve.

Their approach to this job varies with their size and service areas (see page 44). Groups with independent stations are more likely to delve directly into national affairs, bypassing the local angle entirely on some stories. In the case



Sid Davis, a Washington veteran who covered the White House for many years for Westinghouse Broadcasting Co., now heads that company's big capital news bureau. The 18-man operation is the largest bureau run exclusively by and for a broadcast group.

of Westinghouse, which serves seven independent radio stations in seven major markets, the Washington bureau is more like a network news operation than a bureau.

Whether or not a particular group decides to open a bureau depends primarily on whether it can get the Washington coverage it wants without undertaking the special problems and expenses of a bureau. Some major groups have no bureau and do not plan to open one. Spokesmen for these groups say they have considered the idea of a prime news-gathering source in Washington more than once, and have always rejected it.

For instance, Charles H. Tower, executive vice president of the television-stations division of Corinthian Broadcasting Corp., with its six CBS-TV affiliates—mostly in medium-sized markets—finds little need to open a bureau. "Given our situation, market size and station size, it wouldn't make sense," he says.

When Corinthian wants Washington coverage beyond that of the networks, it takes one of two different approaches. Its local newsmen travel to Washington frequently, Mr. Tower notes, and the "well-plugged-in" reporters catch their congressmen when they come home. In addition, the Washington bureau of WGN Continental Broadcasting Co. services two Corinthian stations—WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind.—both of which have expanded to an hour of local news. (Bonneville's Vernon also shares offices and a cameraman with WGN.)

For those group owners who do operate a Washington bureau, that specialized news-gathering arm has proved important in strengthening the news resources of local stations—and proved to be a rather expensive arm as well. Medium-sized bureaus, such as Cox Broadcasting, Time-Life Broadcast and Storer Broadcasting, run about \$150,000 to \$200,000; the big Westinghouse bureau reportedly costs that company almost \$1 million.

And the logistical headaches can be enormous. Radio is not much of a problem, as the all-important telephone is adaptable to all types of coverage. In

served by Chris-Craft's stations. Because Mr. Swing prepares only one interview a day for the three stations, however, a given interview can be genuinely "local" in only one city each day. A California senator speaking on a national issue can be of interest, but not "local" interest, to a viewer in St. Paul.

Mr. Swing is one of the few bureau men to do regular commentary—which is generally national in scope, dealing with the big subjects, such as Supreme Court nominations and foreign-policy debates.

Because of the peculiar demands of this interview-and-commentary approach, the Chris-Craft bureau sends relatively little in the way of hard news. However, Bill Swing covers the city every day, beating a path from the Hill to the White House to the Supreme Court, picking up subjects for interviews and background for his commentaries. To keep his two-minute analyses as personalized and authentic as possible, he declines to sit in his office and cerebrate. "When I write an opinion piece on, say, Cooper-Church, it's based on my own reporting, my own observation," he says.

Unlike most bureaus, Chris-Craft is thinking of syndicating its product to other independent stations. Bureaus that produce more regular news coverage stay away from the very thought of branching out. Reaction to the idea from Storer's Wagly is typical: "I don't want to get into that business at all."

The fact that Chris-Craft is exclusively television-oriented is also an exception. Most bureaus have to work out a routine that permits them to serve both radio and television stations.

Working with basic hardware—a sound rig, one or two cameras for both silent and sound film—augmented by the facilities of the galleries, the White House, and a couple of the bigger federal agencies, the bureaus distribute their material among anywhere from three to 16 stations. Radio news can be sent to more than one station if necessary, but television film normally goes to only one station. The film is usually shipped raw and processed at the local station.

One possibility that is seldom found in Washington coverage is special visual material. For all the talk of television as a "visual medium," the fact is that most Washington news—even as produced by the networks—is really far more verbal than visual: reporters and newsmakers standing in front of cameras, discussing issues, relaying closed-door conversations, condensing reports, explaining decisions. Besides, the bureaus have enough trouble trying to provide same-day coverage without adding new problems to their list. "I can't very well let the story be dictated



Interviews with congressmen are a regular part of the group bureaus' coverage of Washington. Shown above is Bob Foster (r), bureau chief for WGN Con-

tinental Broadcasting Co., as he interviews Representative John Anderson (R-Ill.) in the House radio-television gallery.

by the visual." notes Clifford Evans of RKO General.

Radio is different. The audience can imagine what it cannot see. And for radio coverage, the Westinghouse bureau is the granddaddy of them all—chronologically, quantitatively, in scope and reach and size of staff.

Like any other bureau, the Westinghouse office is likely to be pretty deserted. "I push all these guys out of here at 9:30," bureau chief Sid Davis says, with a chuckle that suggests he may not push very hard. Of the 18 people at Westinghouse, 10 are reporters, and they cover everything: one on the Senate side, one at the House, the White House, another for federal agencies and general assignments, a noted commentator (Rod MacLeish).

Westinghouse turns out as much in one day as a smaller bureau will produce in a week, but Sid Davis doesn't press that point. "I don't go home at night and say 'well, this was a good day, we turned out 100 stories,'" he says. "We deal in substance."

To describe what Westinghouse covers is to describe what most people instinctively regard as *the* news. It is in no sense a supplemental service—not on radio, anyway. The bureau will cover the Cooper-Church debate not only as a story that can be localized, but as national news. Or it will deal at length with the Cambodian reports that came out of the Western White House at San Clemente, Calif. Some bureaus find angles on these stories for their stations, but most would regard straight coverage of the events themselves as an exercise in redundancy.

Yet even the big Westinghouse bureau is in regular touch with its local outlets—sometimes all at once. When

Sid Davis wants to brief the stations on anything from last night's fuzzy sound quality to tomorrow's major story, he can walk into his office and flick a few switches and be in simultaneous contact with every Westinghouse radio station in the country.

The bureau also does television work, but here it encounters the same limitations faced by any other bureau. Its stations are network affiliates, its film must be shipped, and its emphasis is therefore on regional-interest material.

Westinghouse was the first of the bureaus. It began in 1957 as a small operation, shortly after the company's radio stations went independent. Time-Life followed a year later, and others came in gradual succession. Chris-Craft is the newest of the bureaus.

Today the group bureaus are an established part of Washington broadcast coverage. And the list continues to grow. Two groups—Taft Broadcasting Co. and Scripps-Howard Broadcasting Co.—are actively studying the possibility of setting up bureaus of their own.

They are not in Washington to compete with one another, except in special cases—such as Atlanta, where Cox and Storer have competing television outlets. The men who staff these bureaus compete primarily with themselves, as professional newsmen, in bringing home the fact that Washington is more than a city of national crisis and broad policymaking. It is also a city where a middle level of activity goes on constantly, affecting the smallest details of life in specific cities all over America. *(The foregoing special report was researched and written by Steve Millard, associate editor, Washington, with additional research by Antoinette W. Roades, editorial assistant.)*

MM realigns its radio division

Croninger resigns post of radio-division head as news and publishing executives also leave

Metromedia officials said last week the management structure of its Metromedia Radio division is being "simplified," following the resignations of two top executives in the division.

John W. Kluge, board chairman and president, Metromedia Inc., confirmed that David C. Croninger, president of the division, and Alan Walden, vice president, Metromedia Radio News, have left the company.

In a statement circulated internally to managers of Metromedia-owned radio stations, Mr. Kluge said that no successor "has been named" for Mr. Croninger and that Alan Christian, MRN's Washington bureau chief, would assume "additional responsibility."

In a coincidental but apparently unrelated development, the imminent departure from Metromedia of veteran broadcaster John Van Buren Sullivan was reported. Mr. Sullivan, who has been serving as president of Metromedia publishing (*Playbill* and *Bravo*

magazines), said he is leaving the company effective at the end of this year when his employment contract runs out.

According to Mr. Kluge's memorandum and various Metromedia spokesmen, operational authority will be exercised by local station management. Mr. Kluge said that the radio division, which includes all of the AM stations owned by the company, and the audio division, "has a deservedly well-established reputation for a strong, local oriented management, geared especially to the individual tastes and needs of our respective markets."

"Under our simplified management structure," Mr. Kluge said, "each of you [station heads] will have direct responsibility for the over-all operation of your individual stations. Our business affairs, national sales, personnel administration and promotion activities, and other staff services, will continue to be coordinated with the as-

signed headquarters executives with whom you have been working."

Mr. Kluge said that Metromedia Radio News would continue to service the owned stations and other subscribing stations "with national news reports as in the past." MRN was started by Metromedia in early 1969 as a new audio news service, with the owned Metromedia Radio outlets as the nucleus. Washington has been the chief news distribution center since the service's inception.

Mr. Croninger, after seven years with various stations in programing and managerial positions, joined Metromedia in 1961 as head of the company's sales office in Detroit and subsequently was active in station management for Metromedia, becoming vice president and general manager of WNEW-AM-FM New York in 1968.

Mr. Walden and Mr. Sullivan also had roots at WNEW. Alan Walden was news head at the station before assum-

Broadcasting loses Burg to Democratic Party post

Mary Lou Burg admits some reluctance to cleaning out and closing her desk at WLYO(AM) Jackson, Wis., but she says the greater challenge of the vice chairmanship of the Democratic National Committee could not go unanswered—particularly since she herself has advocated that women should take a more active role in politics.

Miss Burg, appointed by DNC Chairman Lawrence O'Brien to the full-time post in Washington, took time from her duties as general manager of WLYO to face her first news conference in the capital last Tuesday (July 21).

She said she plans to move to Washington permanently in August to serve the two years remaining in the term of Mrs. Geri Joseph, who resigned to work in the Minnesota senatorial campaign of Hubert H. Humphrey. The vice chairmanship in the past has been a part-time position, but henceforth is to be a full-time assignment.

A strong supporter of equal-rights legislation for women, Miss Burg is com-

mitted to increased political participation by women who, she feels, have been serving as "political window dressing." If more women had an active role in policy-making decisions, perhaps the U. S. would not be in a war, she commented.

She noted last week that she has not "ruled with an iron fist" in her business and political capacities and that she has had no problems working with men.

Miss Burg began her broadcasting career with the radio-TV department of Erwin Wasey, Los Angeles. She joined the sales and promotion staff of former WXIX-TV Milwaukee in 1955 and later served with WEMP-AM-FM there before joining the WYLO sales staff. She was appointed general manager in 1967. WYLO, with a country-and-western format, claims to serve the Milwaukee area.

She has mixed her broadcasting career in Wisconsin liberally with state and local politics, serving as women's committee chairman of the Washington county Democratic party, and later as chairman of the county party. In 1967 she won a post on the state council.



Miss Burg

for \$250,000. Mr. Bertholf is a veteran broadcaster. Mr. Wheeler owns KLO-AM) Ogden, Utah, and formerly owned 98% of KTLN(AM) Denver, now KTLK-AM), and 33 1/3% of KIUB(AM) Durango, Colo. KSPS is on 1230 kc with 1 kw day and 250 w night. Broker: Hogan-Feldman Inc.

▪ KNEW-TV San Francisco: Donated by Metromedia Inc. to Bay Area Educational Television Association. No consideration involved. Principals of Metromedia: John W. Kluge, chairman and president (8.2%), and others. Metromedia owns WNEW-AM-FM-TV New York; WASH(FM) and WTTG(TV) Washington; WHK(AM) and WMMS(FM) Cleveland; WIP(AM) and WMMR(FM) Philadelphia; KLAC(AM), KMET(FM) and KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; WCBM(AM) Baltimore; KNEW(AM) Oakland, Calif., and KSAN(FM) San Francisco. Mortimer Fleishhacker Jr. is chairman of the board of Bay Area association, licensee of noncommercial stations KQEC(TV), KQED-FM-TV all San Francisco. Proposed assignment of KNEW-TV, announced July 23 (BROADCASTING, May 18), formally tendered to the FCC last week.

Approved:

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

▪ KOCO-TV Oklahoma City: Sold by John E. Kirkpatrick and others to Combined Communications Corp. for \$6.5 million (see this page).

▪ KBEA(AM) Mission, Kan., and KBey(FM) Kansas City, Mo.: Sold by Victor, Morris, Harry Lerner, Jack H. Glenn and others to ISC Industries Inc. for \$750,000 (see this page).

ISC buys an AM and FM in Kansas City market

The FCC has approved the sale of KBEA(AM) Mission, Kan., and KBey(FM) Kansas City, Mo., from King Louie International Inc. to ISC Industries Inc. for \$750,000, with one condition—that ISC dispose of one of the stations within a year.

Last week's commission action granted the assignment of a full-time AM and an FM in the same market, against current FCC policy. The commission said it conditionally granted the sale because the assignment application was filed Sept. 18, 1969, "long before adoption of the new (multiple ownership) rules" and because the sales contract was to terminate Aug. 1.

The sellers are headed by Victor, Morris and Harry Lerner and Jack H. Glenn.

ISC is a diversified holding company whose subsidiary, Intermedia Inc., owns

KQTV(TV) (ch. 2) St. Joseph, Mo. Paul Hamilton Jr. is president of ISC and Mark L. Wodlinger is president of Intermedia.

On March 18, the commission told both parties that it would not act upon their request until it had determined what action to take on proposed multiple ownership rules. The commission delayed action on their application because of the assignee's ownership of KQTV(TV)—its grade B contour overlaps the 1 mv/m contours of KBEA-AM) and KBey(FM)—and under the interim policy prior to adoption of the new multiple-ownership rules, the stations were considered to be in the same market. Under new rules, adopted March 25, the television station was no longer considered to be in the same market. The applicants then asked for a waiver of the new rules to permit combined ownership and operation of the full-time AM and FM stations, which the commission conditionally granted.

Commissioners Robert T. Bartley, Kenneth A. Cox and H. Rex Lee voted in favor of the conditional acquisition, with Chairman Dean Burch and commissioners Robert E. Lee and Robert Wells dissenting to the imposition of any condition.

KBEA is on 1480 kc with 1 kw day and 500 w night. KBey(FM) is on

104.3 mc with 100 kw and an antenna height of 450 feet above average terrain.

KOCO-TV joins group in \$6.5 million sale

Group broadcaster Combined Communications Corp. last week added a third television outlet to its fold. The FCC approved the sale of KOCO-TV (ch. 5) Oklahoma City from Cimarron Television Corp. to CCC for \$6.5 million.

Principals of Cimarron include John E. Kirkpatrick, president; Ben K. West, vice president and KOCO-TV general manager; Leonard Savage, Jean I. Everest, Loyd Benefield and Standard Life and Accident Insurance Co., Oklahoma City.

Jean Everest and Messrs. Savage and Benefield each own 33 1/3% of KOFM(FM) Oklahoma City. Messrs. Kirkpatrick and West and Standard Life have minority interests in KBMT(TV) (ch. 12) Beaumont, Tex.

Chief stockholders in CCC are John J. Louis Jr., chairman of the board (17.8%), and Karl Eller, president (14.3%), who control the company. CCC broadcast properties are KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona.

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Sides drawn on N.Y. cable plans

Pro and con views are heard on 20-year franchise proposals

The hearing on New York City's cable-television proposals last Thursday (July 23) turned into a five-hour debate centering primarily on the city Board of Estimates' plan to grant two Manhattan franchises under 20-year contracts.

The contracts had been proposed for the existing franchise holders for Manhattan, Teleprompter Corp. and Sterling Communications Inc.'s Manhattan Cable Television (BROADCASTING, June 22). The contract terms were negotiated privately, but the city proposed to put similar franchises for other boroughs on a competitive-bid basis.

Some 40 participants were heard. Opponents contended that 20-year contracts would freeze CATV and stifle cable growth short of its full potential, while proponents argued that 20-year contracts were entirely realistic and even necessary and that other provisions in the agreements provide whatever flexibility may be needed to attain full potential.

Some prominent names were arrayed on each side. Fred W. Friendly, TV consultant to the Ford Foundation and chairman of New York Mayor John V. Lindsay's 1968 Advisory Task Force on CATV, called for a six-month delay in issuing contracts and intensive further study on the grounds that precipitate action could create "electronic thickets" virtually impossible to untangle.

He called it a "fatal error" that the

city had not followed the task force's recommendation to set up an office of telecommunications to draft a blueprint for and then supervise CATV. He was advised by a city representative at the hearing, however, that steps had been taken last week to correct that omission through legislation introduced to create just such an office.

Two former FCC chairmen—Frederick W. Ford, Washington attorney and former president of the National Cable Television Association, and E. William Henry, now chairman of Management Television Systems Inc., a closed-circuit TV service—were among those appearing in support of the 20-year contracts.

Mr. Ford said CATV franchises for 10 to 20 years were "not unusual," particularly in view of the large commitments involved in setting up a cable system. He called the contract terms "restrictive" and predicted that experience would show that some of the "onerous" provisions would have to be relaxed.

Mr. Henry called the contracts "forward-looking documents," "thorough and up to date," and, in cautioning against postponement of action on them, cited "two things I learned at the FCC": that "delay, more often than not, brings new complexities and more entrenched operating patterns," and that "a bidding or comparative-hearing process can result in a more rigid licensing structure and leave less room for the

continued exertion of regulatory power" than the "negotiating process" used in the Teleprompter/Manhattan Cable cases.

Archer S. Taylor of Malarkey, Taylor & Associates, Washington CATV consultants, called the New York proposal the "most realistic and forward-looking" document he had seen. The plan, he said, would provide a laboratory in which to test such unknown factors as the willingness of the public to use and pay for the channels set aside for public service or to support, as taxpayers, services on the channels set aside for city use.

Stephen Unger of Columbia University and some other witnesses claimed the contract requirements that Teleprompter and Manhattan Cable expand their present 12-channel services to 17 channels by July 1971 and to 24 channels within three years were considerably behind "the state of the art."

Within the next five years, Mr. Unger maintained, 40-channel systems will be feasible.

Earle K. Moore, counsel for the National Citizens Committee for Broadcasting and the United Church of Christ, but appearing at the hearing on behalf of the citizens union, feared 20-year grants would foreclose many opportunities for CATV service. The "state of the art" will permit delivery of newspapers by cable now, he said, and many other services will be avail-

include Eller Electric Sign Co. in Detroit, Phoenix and Kansas City, Mo.; Eller Outdoor Advertising Co.'s of Michigan, Arizona, Kansas City, Mo., and Kansas City, Kan.; and *Arizona Wildlife Sportsman* and *Phoenix* magazines and *Sports News Weekly*.

The vote was 4-to-0, with Commissioners Nicholas Johnson, Robert T. Bartley and Robert Wells not participating. Broker: R. C. Crisler & Co., Cincinnati.

Radio fund set

The National Association of FM Broadcasters has contributed between \$7,000 and \$8,000 to the All-Industry Committee for Radio All-Channel Legislation which is mounting a drive to insure passage of a bill requiring that all radio receivers be equipped to receive all aural broadcast.

Nicholas Johnson finds new forum

Before Kennedy committee he makes well-worn claim that FCC ignores public

FCC Commissioner Nicholas Johnson last week denounced reports of a "bold, new activism" at the FCC since the advent of Chairman Dean Burch.

Many of the FCC's bold actions, Commissioner Johnson said, "have been in the form of the most tentative proposals—put forward as possible actions for the future—which carry with them the strong possibility of long delay and substantive reversal."

He was speaking before Senator Ed-

ward Kennedy's Administrative Practice and Procedure Subcommittee, considering legislation to establish a Public Counsel Corp. which would represent the interests of the "unrepresented public" before federal agencies. The corporation, which Senator Kennedy (D-Mass.) proposed (S-2544), would be a nonprofit agency funded by the Congress and directed by a bipartisan group of presidential appointees.

FCC Commissioner Johnson was asked to testify, according to a subcommittee aide, because of his longstanding advocacy of public participation in governmental decision making.

Mr. Johnson cited the FCC as an example of a regulatory body that had failed to meet the needs of the public. He said that the commission, in fact, had acted in a number of cases in ways which "are clearly designed to frustrate

ing a national coordinator's role with MRN upon its start-up in the first months of 1969. Mr. Sullivan had been vice president and general manager of WNEW-AM-FM New York, having served those stations as promotion director, account executive and sales manager over a 22-year period. He was president of Metromedia Radio in 1965-68, becoming vice president-corporate relations of the parent company and subsequently was moved into the publishing division.

Mr. Sullivan said that his decision to leave the publishing post related to his desire to return to radio "after 18 months away from the medium." "There's too much happening in radio, as well as a lot that should happen, for me to be on the outside looking in," Mr. Sullivan said last week.

Under Mr. Sullivan's agreement with Metromedia, he is relinquishing his responsibilities relating to the publishing division immediately. Metromedia acquired Theater Press Inc., publisher of *Playbill*, during 1968.

Sooners cite dangers in multimedia restraint

The Oklahoma Broadcasters Association has added its own arguments against the FCC's proposal to break up multimedia combinations in the same market.

In comments on the proceeding, the OBA urged the commission to reconsider its one-to-a-customer rule and reject the divestiture proposal, which OBA called a "self-condemnation procedure."

OBA pointed out that the divestiture proposal raises a Constitutional question, adding that, in effect, "the commission is creating an electronic eminent domain taking of property and it should secure from Congress the same rights and benefits of other taxpayers whose sale is forced by governmental need. Congress should do this by law, not the FCC by rule."

The Oklahoma association contended that broadcast licenses have all the aspects of private property and "serious loss occurs when it is damaged or taken away."

"What is to be the situation when the . . . licensee can't get a buyer for the fair market value of his property?" OBA asked. It suggested that the government should be prepared to see that the broadcaster is reasonably compensated for his property.

OBA also raised a question as to whether the divesting licensee would be fully taxed on his gain—if any—from the sale of a station. The commission has already issued a declaratory ruling providing a tax break on spin-offs of this nature (BROADCASTING, July 20).

Reeves undergoes shake-up

Its stations, CATV's are said to be on the block in management upheaval

Officials of financially beset Reeves Telecom Corp., New York, were reported last week to be willing to consider offers to buy some and conceivably all of the company's broadcasting stations and cable-TV systems.

These properties—two AM, two FM and two TV stations, 50% ownership of a third TV, plus CATV operations serving about 53,000 subscribers in 10 communities—were estimated by some sources to have a combined current market value of \$30 million to \$32 million.

Some inquiries indicating interest in acquiring some of the individual properties reportedly have already been received. It was denied, however, that brokers had been or would be assigned to seek buyers for either stations or CATV systems.

The apparent willingness to consider offers was one more development in an obvious retrenchment program that, as of late last week, had been marked by the reported release or resignation of a number of key executives following the departure of President Richard L. Geismar three weeks ago and the re-assumption of the duties of chief executive officer by chairman Hazard E. Reeves at that time (BROADCASTING, July 6).

Among those said to be leaving were E. C. Stiker, vice president and general manager of WITH-AM-FM Baltimore; Tom Piskura, vice president and general manager of WHTN-TV Huntington, W. Va.; William P. Roversi, who was said to have given notice of plans to leave after being reassigned to sales manager from vice president and general manager of WUSN-TV Charleston, S. C.; Bob Townsend, program director of WUSN-TV; Duane Weise, Reeves vice president and director of engineering; George Petlowany, corporate art director, with headquarters at Huntington and Bryon Young, an artist, also at Huntington.

Drayton Hastie, a former president of Reeves, has returned to its board of directors and was said to have been given broad powers including over-all direction of the Reeves broadcasting and CATV division, headed by President Fred E. Walker. Mr. Walker has about three-and-a-half years to go on a five-year contract, according to an informed source. But it was considered likely that efforts would be made—perhaps by both him and the Reeves management—to negotiate its termination.

Bill Bauce, head of CATV operations,

was reported to have been reassigned to duties as special assistant to Eugene H. Fryman, an attorney and certified public accountant with a background in CATV and broadcasting, who was installed as Reeves president, succeeding Mr. Geismar, about 10 days ago (BROADCASTING, July 20).

John Barrett, a former head of WITH-AM-FM, has been named to return to the station to succeed Mr. Stiker, officials said. They said Clark Davis was returning to WHTN-TV, where he was formerly operations manager, to succeed Mr. Piskura.

In addition to the WITH stations and WHTN-TV and WUSN-TV, Reeves owns WKEE-AM-FM Huntington and 50% of WBLG-TV Lexington, Ky., and has CATV systems in Seattle; Huntsville and Gadsen, both Alabama; four New Jersey communities; Oswego, N. Y.; Portsmouth, Ohio, and Grandy, Va.

Reeves also has extensive real-estate interests, among others, and it was widely believed that differences between Messrs. Reeves and Geismar over the latter's desire to put primary emphasis on building the broadcasting and CATV operations were a primary factor in Mr. Geismar's departure.

Reeves reported earlier this month that it had not complied with certain provisions of its loan agreement with lenders but said none of the loan had been called (BROADCASTING, July 13). Bank loans at that time were put at \$6 million and other long-term debt outstanding was said to exceed \$15.4 million.

United gets its wish: notice of possible fine

A notice of apparent liability was issued last week by the FCC to United Broadcasting Co., licensee of WOOK-AM Washington, pending the outcome of the station's license-renewal hearing.

The commission said that if the hearing examiner in the proceeding finds WOOK's renewal is justified, he must then determine whether the station has violated the terms of its license since last October and, if so, whether the station should be fined up to \$10,000.

United's renewal application and the competing application of Washington Community Broadcasting Co. for the facility were designated for consolidated hearing a year ago on issues concerning allegedly false, misleading and deceptive advertising (BROADCASTING,

June 9, 1969). At the same time the commission designated for hearing the renewal application of WFAN-TV (ch. 14) Washington. Both stations are controlled by group-broadcaster Richard Eaton.

Following the hearing order, the commission's Field Engineering Bureau inspected the station and cited it for 19 separate rules violations. Last May the review board added issues to determine the extent of the violations and whether Wook's operation had been so negligent as to disqualify United as a licensee. One of the principal charges facing United is whether Wook broadcast illegal lottery tips "in the guise of religion" (BROADCASTING, June 30, Nov. 10, 1969).

The review board noted that Wook was fined \$7,500 for similar infractions at the time of its 1966 license renewal, but declined to add a forfeiture issue, stating it did not have the authority to issue a notice of apparent liability.

United asked the commission to issue the liability notice, or to consider the review board's May order as a liability notice, to give the commission an alternative to denial of renewal as a sanction. In issuing the notice, the commission noted its policy has been to include a forfeiture notice in every case designed for hearing involving alleged rule violations.

CBS transfers CATV to new public firm

Network alumni will run syndication and cable TV formerly in the CBS fold

The new public corporation that is spinning off from CBS last week received a name, Viacom International Inc., and a chairman-designate, Merle S. Jones ("Closed Circuit," July 20).

Viacom will embrace the domestic CATV interests and the worldwide television program syndication operations of CBS. The name Viacom derives from visual, audio communications, the main characteristics of the generic fields in which the company will operate, according to an announcement last week by CBS president Frank Stanton.

Until his retirement from CBS in 1968, Mr. Jones had served the corporation continuously since 1936 except for three years between 1944 and 1947 when he was general manager of WOL(AM) Washington. During his long career with CBS, Mr. Jones was president of the CBS Television Stations Division for more than 10 years and previously had been president of CBS-TV from January 1957 until March

1958. He was elected a director of CBS in 1957.

Other top posts held by Mr. Jones during his CBS tenure were executive vice president of CBS-TV and vice president in charge the CBS-owned television stations and general services.

Early this month CBS disclosed its plan to spin off its domestic cable and syndication operations into an independent company whose stock would be traded publicly (BROADCASTING, July 6). The move resulted from the FCC's adoption of rules to oust networks from domestic syndication and CATV ownership.

Others named to the top executive team of the newly formed company include Clark B. George, former president of the CBS Radio division who is president and chief executive officer, and Ralph M. Baruch, Richard Forsling, James M. Leahy and Paul N. Sternbach, who have been designated vice presidents.

Changing Hands

Announced:

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

- WPVL(AM) Painesville, Ohio: Sold by Theodore Oppegard and Carl Lee to Antony S. Ocepek and others for \$537,500. Messrs. Oppegard and Lee own equal interests in WVSC-AM-FM Somerset, Pa. Mr. Ocepek is employed by WELW(AM) Willoughby, Ohio, in sales consulting and management. WPVL operates on 1460 kc with 1 kw day. Broker: Hamilton-Landis & Associates.

- KSCJ(AM) Sioux City, Iowa: Sold by Miss Elizabeth Sammons, George Perkins, Mrs. Louise Freese and others to Raymond W. Grandle and Wilmer W. Grabau for \$405,000. Sellers own KTIV(TV) Sioux City and control the *Sioux City Journal* and *Journal Tribune*. Buyers formerly owned WGEZ(AM) Beloit, Wis. KSCJ is a full-time station on 1360 kc with 5 kw. Broker: Blackburn & Co.

- WPOK-AM-FM Pontiac, Ill.: Sold by Dorothy L. Meythaler and Merton J. Gonstead to Richard D. and Mrs. Tommie Lou Lashbrook and Naomi and Egbert B. Groen for \$275,000. Mr. Groen has been Illinois state senator since 1962. Mr. Lashbrook is air personality with WGN(AM) Chicago, management-development consultant and has a minority interest in southern Illinois oil wells. WPOK(AM) is a day-timer on 1080 kc with 1 kw. WPOK-FM is on 103.1 mc with 3 kw and an antenna 185 feet above average terrain.

- KSPO(AM) Spokane, Wash.: Sold by Delbert Bertholf to Richard B. Wheeler

What's that station really worth?

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able in the near future.

On behalf of ABC, Robert Coll of the Washington law firm of McKenna & Wilkinson called it "premature" for the city to proceed with either over-all policy or long-term contracts in view of the FCC's assumption of authority over CATV and its recent moves to establish far-reaching rules—including a prohibition to keep local communities from imposing franchise fees of more than 2% on CATV systems, as opposed to the 5% payments called for in the Manhattan and Teleprompter contracts (plus 10% of the gross from all other services).

Joel Harnett of Media Horizons, broadcaster and publisher, called for 18-month contracts. Mr. Harnett, formerly of *Look* magazine, also offered some opposition to an old competitor. Since Time-Life now is a major stockholder in Manhattan Cable, he said the grant to that company would violate at least the spirit of contract provisions banning stock ties between CATV systems and newspapers or magazines "whose principal circulation market is New York City," as well as between CATV systems and TV networks or radio and TV stations regularly carried on the systems. One of *Time's* regional editions, he said, is for the New York market.

Morris Tarshis, director of the city bureau of franchises; Seymour N. Siegel, the city's director of communications, who would have a key role in administering the contracts, and other city officials defended the agreements and stressed that, contrary to charges of many critics, they are nonexclusive and contain numerous "reopener" and review provisions to assure full regulation by the city.

They said city officials had conferred with the FCC and, despite claims of some critics to the contrary, were not, as one official expressed it, "working opposites" with the commission. If either the FCC or the New York state government pre-empts CATV authority they said, the contracts provide for whatever adjustments may be necessary.

Irving B. Kahn, chairman and president of Teleprompter, said that what the critics were really saying is that "we didn't realize what a big, important thing this cable TV is [but] now that you've proved it will work, how about stopping the avalanche so we can get aboard too."

But, he continued: "We're the guys who've already put our money where their mouths are"—to the tune of \$20 million in venture capital already committed to make CATV work in Manhattan."

Mr. Kahn said: "This is a good contract from the city's point of view—a very tough one for us." He said it "adequately protects the public interest, is current with the state of the art today and amply requires us to improve and upgrade our system as new technology develops."

On that last point, he said, Teleprompter and its Manhattan partner, Hughes Aircraft Co., need no "coercion." They are already engaged, he said, in innovative projects such as developing plans for a satellite system for CATV and in developing two-way systems and CATV techniques for arm-chair shopping, meter reading and home security, electronic newspapers and mail delivery.

Charles Dolan, president of Manhattan Cable, said the board of esti-

mate over the years had "consistently demonstrated a profound concern for the possible future implication of any [CATV] action it was being asked to take."

Since Manhattan's first application in 1960, Mr. Dolan said, the board has held 16 public hearings on CATV, including five on the currently proposed contracts.

The hearing was held after another Manhattan cable operator, Comtel Inc., which uses New York Telephone Channel Co. services and has won a court ruling that it does not need a city franchise, had failed to get a court order blocking the hearing. However, the court took under advisement Comtel's request that the city be restrained from actually issuing the contracts.

Lloyd Frank, New York attorney for Comtel, appeared at the hearing to urge postponement of the contract until the proposed office of telecommunications is established and can review the situation. He predicted that the courts would declare the 20-year contracts unconstitutional if issued.

Kenneth Groot, New York regional director of the American Federation of Television and Radio Artists, saw CATV as opening the door to eventual employment of many AFTRA members and urged the city to require CATV operators to originate significant amounts of live programing.

John Culklin, president of the Center for Understanding Media, said CATV is an answer to the needs of community access to TV channels, job opportunities for minorities and development of a television channel devoted to children's programs—a project that he said the center and Teleprompter will be developing this fall.

legitimate citizen concerns in the regulatory process." Mr. Johnson commented that the Public Counsel Corp. could only be successful if it were independent of all political pressure.

During his testimony, commission personnel procedures fell under sharp attack. Mr. Johnson said that he wondered whether personnel serving the public interest are really welcome at the FCC. He mentioned increased frustration among junior staff members with a policy which forces them "to write items and documents to come out the way top officials want them—and to hide matters which cast doubt on the positions the vested interests take before the commission."

Mr. Johnson cited FCC Commissioner Kenneth A. Cox, whose term expired June 30, and General Counsel Henry Geller, both Democrats, as ex-

amples of capable public servants who were to be victims of political maneuvering.

"Every Friday Chairman Burch is required to provide the White House with a 'Friday memo'—a list of non-Republican staff members of a certain level," Mr. Johnson said. And nearly every Monday the White House question is: "When does Geller go?"

Harry Flemming, the White House personnel director later commented that there was "only a grain of truth" in Mr. Johnson's charge. The White House does receive a weekly list of "vacancies or anticipated vacancies" in non-civil-service positions, Mr. Flemming said. He said that he had never discussed Mr. Geller's future.

Mr. Flemming said that, while his staff had probably discussed the Geller job—a key position—with Dean Burch,

the question, was probably phrased: "What are your intentions with respect to Mr. Geller . . . He's a holdover". But no one is calling over there every week."

Robert Cahill, administrative aide to Chairman Burch (who is away on Army reserve training duty) said the chairman's office stands by Mr. Fleming's statement. "There is a grain of truth" in Mr. Johnson's statement regarding reports to White House, "if that."

He reaffirmed that reports are supplied periodically, not weekly, of vacancies in non-civil-service jobs—not simply those that are held by non-Republicans.

And "there is no truth to his allegation that every Monday the White House asked us when Geller is going. Never to my knowledge has there been an inquiry about Henry Geller."

FCC won't back off on license continuity

It reaffirms policy: Good record will win over new service in renewal challenges

The FCC said it again last week: "In an industry requiring substantial investments, often with long periods of financial loss, the public interest is served" by broadcasters being reasonably sure that "good public service will constitute a protection against complete loss of business."

The commission restated the rationale for its Jan. 15, 1970, policy statement in denying petitions for reconsideration of that policy, which states that the commission will favor incumbent licensees challenged by newcomers at license-renewal time if the incumbents have a record of substantial service to their area.

However, the commission will probably have to say it a third time—in court. Two of the petitioners—Black Efforts for Soul in Television and Hampton Roads Television Corp.—expect to appeal the order to the U.S. Circuit Court of Appeals. The third petitioner, Community Broadcasting of Boston, may appeal also.

Hampton Roads and Boston Com-

munity, which are represented by the same Washington law firm, are competing against incumbent licensees for, respectively, channels 3 in Norfolk, Va., and 7 in Boston. BEST, which was joined by Citizens Communications Center in seeking reconsideration, feels that the Jan. 15 policy statement works to maintain the present structure of virtually white-only ownership in the television business.

The commission, asserting it was merely codifying existing policy, adopted its Jan. 15 statement, on a 6-to-1 vote, to eliminate confusion and concern that had been stimulated a year earlier when the commission, by a 3-to-1 vote, denied the renewal of WHDH-TV Boston and granted the application of a competing applicant.

The commission affirmed its Jan. 15 statement on a 5-to-1 vote, with Commissioner Nicholas Johnson the lone dissenter, as he was in January, and Commissioner Robert T. Bartley absent.

The commission rejected the petitioners' contentions that the policy is either

illegal or unwise. It denied the contention that it contravened the requirement of the Administrative Procedure Act in acting without prior notice or industry comment; that procedure is inapplicable to policy statements, the commission said.

Furthermore, it said, the policy is subject to full reargument in individual cases.

The commission cited what it feels is the need for stability of ownership in broadcasting in support of its contention that the policy statement is reasonably designed to serve the public's interest.

"A contrary policy would, we believe, result in a chaotic situation wholly at odds with the congressional purpose in creating this agency and its predecessor," the commission said.

The commission said it had given up "the fullest advantages of competition . . . in favor of continuance of a solid measure of performance without substantial defects."

But it also said it has maintained the competitive spur contemplated by the statutory scheme by "not only permitting but encouraging the competing challenge to renewal applicants who are believed to have only minimally served the public interest."

The commission acknowledged that its policy may eliminate direct comparisons between applicants on factors such as integration of ownership with management and diversification of control of the media of mass communications—issues of particular concern to large multimedia owners who felt particularly vulnerable to challenges at license-renewal time.

But the commission sought to make clear the policy does not afford incumbents a free ride.

For the policy it said, "does not sanction a grant to any renewal applicant who is disqualified in any respect, or in the face of a competing challenger, who is not substantially serving the public interest."

Commissioner Johnson, in a dissenting statement, agreed with the petitioners' argument that the policy statement does violate the Administrative Procedure Act.

He also said that, in giving incumbents an advantage, the policy violates a section of the Communications Act prohibiting the commission from denying applications without full evidentiary hearing.

And, in impeding access to broadcast ownership, he said, the commission has raised freedom-of-speech questions. As a result, he said, the commission must demonstrate a compelling need for its regulations—and this, he added, it has not done.

One way to explain broadcasting's problems

An Arizona broadcaster, no happier than most of his fellows with the kind of regulation the government imposes, has hit on a novel technique that broadcasters can use in explaining to fellow businessmen the frustrations and problems the broadcast calling involves.

G. E. (Doc) Hamilton, general manager of KVOA-TV Tucson, in an address to the Tucson Lions Club recently, tried to put his businessmen-listeners in broadcasters' shoes. Asking that he be regarded as a new government agency regulating their businesses, he began:

"Henceforth, I am going to ask you to pay me a fee each year and that fee will be 12 times the highest unit of sale or the highest unit of professional service with which you are involved. If you sell an automobile for \$5,000, I am going to assess you times 12, some \$60,000, to be in business this year."

Thus, he explained the impact of the FCC rule requiring the payment of annual license fees.

"You have been selling a branded product in your store which has been successful and everybody uses it," he continued. "Now, however, there is some taint on the product. This year there is some question as to the useful-

ness of the product. Henceforth for your particular store, you will not be allowed to sell this product. Your competitors may sell this product and it doesn't make any difference that the government subsidizes this product, you can't sell it."

That was how Mr. Hamilton put the dilemma broadcasters face in being barred by statute from carrying cigarette commercials, because of the health hazards involved in cigarette smoking, while the print media continue to carry advertisements for cigarettes and the government subsidizes the tobacco industry.

And so Mr. Hamilton's talk went, in discussing the rule barring major-market television stations from taking more than three hours of network programming in prime time, the problems broadcasters face in preparing license-renewal applications every three years, competition from CATV and pay television that the commission has made possible for broadcasters and, finally, the difficulties broadcasters incurred with the criticisms of Vice President Spiro T. Agnew.

The talk apparently had an effect. It sparked the longest post-speech question-and-answer period that veteran Tucson Lions Club members could recall.

RKO answers Justice on reciprocity

Firm sees threat to all broadcasters if KHJ-TV loses license on that charge

If the FCC were to deny RKO General Inc.'s license-renewal application for KHJ-TV Los Angeles because of reciprocal trade practices in which RKO allegedly engaged before 1967—as the Department of Justice has urged—the stability of the broadcasting industry would be shaken.

RKO General made that point last week in opposing the Justice Department's brief on the reciprocal trade practice issue in the comparative-hearing proceeding, in which RKO General is being challenged for its channel 9 Los Angeles facility by Fidelity Television Inc.

The department held that the commission should deny the license-renewal application if it upholds the hearing examiner's conclusion that RKO and its parent concern, General Tire & Rubber Co., engaged in a you-buy-from-me and I'll-buy-from-you arrangement with suppliers that benefitted KHJ-TV (BROADCASTING, June 15).

The department said that no licensee that engages in reciprocal trade practices can be regarded as meeting its public-interest obligations or being free of serious deficiencies. The department said reciprocal-trade activity violates the antitrust laws.

However, RKO, in its reply, said that its previous pleadings in the hearing case demonstrate that the reciprocity in which it was involved was of a "limited nature" and "equivocal character" that falls "far short of grounds for imposing the death penalty on RKO's license for KHJ-TV."

Furthermore, it said, a history of reciprocity cases indicates that the reciprocal dealings attributable to RKO were not illegal or considered contrary to the public interest before 1966, one year after Fidelity filed its competing application. RKO said the record fails to disclose "any substantial evidence" of reciprocal-trade agreements with suppliers, "express or implied."

RKO cited the "widespread nature of reciprocity in American business" in warning of the unsettling effect on the broadcasting industry that would be caused by an "arbitrary denial" of KHJ-TV's renewal application because of the reciprocal-trade-practice issue. RKO said it is "a fair assumption" that many broadcasters other than RKO engaged in reciprocity under the belief it was permissible, and added:

"To subject their licenses now to forfeiture, or even to imply that competing applicants with the most minimal qualifications can be assured of victory against incumbents who have practiced

reciprocity would jeopardize the status of a broad spectrum of the industry."

RKO also said that if the department's interest in entering the case is to make it clear to broadcasters that reciprocal trade practices are forbidden, the commission could achieve that goal simply by issuing an appropriate notice or adopting a regulation. "The imposition of the extreme sanction against RKO is an unnecessarily harsh way to convey this message," RKO said.

The reciprocity issue in the hearing grew out of the antitrust suit that Justice brought against General Tire and several of its subsidiaries, including RKO, in 1967. General Tire and its subsidiaries have negotiated a proposed Final Judgment with Justice that, without adjudicating the facts or the law of the case, would embody the defendants' promise not to engage in reciprocal dealings in the future.

RKO referred to the proposed disposition of the case to underline what it regards as the harshness of the "forfeiture" punishment Justice is seeking in the KHJ-TV case. RKO said that al-

WPIX loses plea to bury ID issue

A bid by WPIX(TV) New York for review of an order adding a sponsorship-identification to WPIX's license renewal-comparative proceeding was denied by the FCC last week.

The issue, added to the proceeding by the commission's review board last May, was sought by Forum Communications Inc., competing applicant for the WPIX facilities.

Forum alleges that in 1963 and 1964 performers appeared on a program produced and broadcast by WPIX in an arrangement whereby the station was compensated by record and music publishing companies for the performances, but that no announcements to that effect were made. Forum further charged that the station subsequently announced only that the performances were "arranged through" the companies involved.

WPIX admits that a "check exchange arrangement" did exist, but claims that it did not begin until 1964 and that station personnel were told to make appropriate sponsorship announcements.

WPIX's request for review of the issue was opposed by Forum and the commission's Broadcast Bureau.

though it has not been advised whether Justice has accepted the Final Judgment, the department never sought "such an extreme remedy as forfeiture but, rather, injunctive provisions essentially prospective in nature."

The examiner in the case, Thomas Donahue, recommended that RKO's application be denied and the competing one of Fidelity granted. The reciprocity matter was one factor in his decision. But he also cited KHJ-TV's "poor record" and Fidelity's "marked superiority" in areas of local ownership and diversification of ownership of media (BROADCASTING, Aug. 18, 1969).

Georgia stations damaged by fires

WFPM(AM) Fort Valley, Ga., burned to the ground last Wednesday (July 22) in an early-morning blaze of undetermined origin. Paul Reehling, general manager and president of licensee Rocket Radio Inc., said the station was a 100% loss. He did not rule out the possibility of arson, but said lightning could also have been the cause.

Mr. Reehling, who is also mayor of Fort Valley and on the board of the Georgia Association of Broadcasters, said the station hopes to be back on the air today, using newly purchased and borrowed equipment and operating out of a mobile home on property owned by Rocket Radio near the burned-out site.

Offers of aid from some 20 Georgia stations were received, Mr. Reehling said. Damage to the station were estimated at \$100,000, with insurance covering 45% of the loss.

Also last week lightning hit WFDR-FM Manchester, Ga., starting a fire which caused \$45,000 worth of damage. It was not certain when the station would return to the air. Operations of WFDR(AM) were unaffected. Both stations are licensed to Radio Manchester Inc.

Two Virginia stations receive short renewals

Two Virginia radio stations were given short-term license renewals and notified of apparent \$1,000 liabilities by the FCC last week. The applications of Old Dominion Broadcasting Co. for renewal of WANT(AM) Richmond and WENZ(AM) Highland Springs have been granted for one year, to Aug. 1, 1971.

The commission said the short term renewals and the apparent liabilities resulted from investigations of allegations that personnel used the stations to promote dances and shows for their personal interests. The commission also said that the stations failed to log certain commercial announcements.

Another pass at helping U's

FCC revives question of keeping VHF's from hogging networks

The FCC has begun another in a series of efforts dating back over several years aimed at making network programming available to UHF stations, particularly those competing with two VHF outlets.

The commission asked for comments on a number of questions concerning the desirability of rules that would assure UHF stations a certain amount of network programming.

One proposal on which the commission asked for comment applies to situations in which there are two VHF stations and one or more UHF outlets. It would limit the extent to which the VHF stations could take programming from more than one network.

The commission asked for comment on whether the rule should be in the form of restricting the VHF stations to one primary affiliation or one primary right of first refusal, or a limitation on the amount of programming the VHF station could take from a second network.

The commission also asked whether

such a rule is needed in other situations—in one-VHF-one-UHF or one-VHF-two-UHF markets, or in all-UHF or all-VHF markets.

And if such a rule is adopted, the commission asked, should it be limited to situations where the UHF station has coverage comparable to the VHF stations?

The commission also asked whether such a rule should not apply in situations where coverage areas of the station are largely different, and to what extent the UHF stations' problems in obtaining network programming would be eliminated by rules that would limit a VHF station's right of recapture of programming it does not clear.

The proceeding is a combined notice of inquiry and notice of rulemaking. And the commission served notice that, if the comments warrant, it may adopt a rule. However, it stressed that it has not concluded, even tentatively, that such action is required.

The proceeding results from a petition for rulemaking filed in November 1969 by Triangle Telecasters Inc., licensee of WRDU-TV (ch. 29) Durham, N.C., which began broadcasting a year earlier.

Triangle noted that WRDU-TV's VHF competition had primary affiliations with two of the networks—WTVD(TV), with CBS, and WRAL-TV Raleigh, with

ABC—and said WRDU-TV should have a similar arrangement with NBC, which does not have a primary affiliation in the market.

WRDU-TV has agreements with CBS and NBC but they are subject to prior rights of WTVD. Triangle, asserting that the situation amounts to unfair competition, requested a rule that would bar stations in markets of three or more outlets from having primary affiliations or right-of-first-refusal agreements with more than one network.

The commission considered a similar proposal, offered by the now-defunct Joint Government-Industry Committee for Full Development of All-Channel Broadcasting, but turned it down in January 1968.

Another proposal pending since June 1965, would require networks to make an affirmative effort to place programs their affiliates refuse to carry on independent stations. The proposal received virtually no support when issued, and none at an oral agreement three months ago, held to get fresh views on it.

The commission's notice last week was issued on a vote of 5-to-1, with Commissioner Robert T. Bartley, acting chairman in the absence of Chairman Dean Burch, the lone dissenter. Comments are due Sept. 15, and replies by Oct. 1.

Equipment & Engineering

AMST cautions against meter-reading device

The Association of Maximum Service Telecasters has voiced doubts about a rulemaking petition to establish an "industrial telemetry radio service" in the 216-220 mc band which would permit utility meters to be read from aircraft.

The petition, along with applications for experimental authorizations, was filed June 2 by Readex Electronics Inc., Honeoye Falls, N. Y. Readex was formed in 1968 to develop the service, which is intended for use by utility companies.

In a letter to the FCC, AMST claimed that the frequencies Readex wants to use—217.95 mc for aircraft and 219.95 mc for ground stations—would interfere with television stations on channel 13 (210-216 mc). AMST said Readex has not shown why these particular frequencies are necessary for the service or why telephone facilities could not be adapted for it instead. It added that the equipment proposed in Readex's applications for experimental

authorization differs from that proposed for a final operation in the Readex rulemaking petition.

If the experiment is authorized, AMST said, the frequencies used should be higher—at least 219.95 mc for aircraft and 217.95 mc for ground stations—to avoid interference and the experiment should be conducted on a limited basis.

AMST called the Readex petition for rulemaking "premature" since procedures that would establish whether or not the proposed service is feasible have not been completed, and asked the commission to either deny the petition or withhold action on the petition and applications until Readex provides more information.

New GE monitor

General Electric Co., Schenectady, N. Y., has introduced a new compact, all solid-state closed-circuit television monitor with nine-inch diagonal tube and all-channel off-air reception. The unit—TH-32-A—is priced at \$195.00.

Mid-year set sales show upward trend

TV-radio set sales by distributors to dealers for the month of June continued to buck this year's downward trend, but still trailed June 1969 totals, the Electronic Industries Association reported today (July 27).

Color-set sales were off by 8.4% and black-and-white sales down 7.6% for a total decrease of 8%, bringing the year-to-date sales lag over 1969 to 18.4%.

Radio-set sales were down 3.7%, making a year-to-date differential of 17.2%.

Half-year sales totals are as follows, according to the EIA report:

| | Television | | |
|--------------|------------------|------------------|------------------|
| | 1970 | 1969 | |
| Color | 1,979,533 | 2,533,694 | |
| Monochrome | 1,993,750 | 2,334,717 | |
| Total | 3,973,283 | 4,868,411 | |
| | Radio | | |
| | AM home | 2,147,650 | 2,750,842 |
| | FM home | 1,203,340 | 1,680,618 |
| | Auto | 4,608,129 | 5,177,235 |
| | Total | 7,959,119 | 9,608,695 |

Pastore takes command of fairness

He sets hearings on welter of complaints about use of television as political tool

The proliferating complaints and countercomplaints about political access to television last week became the subject of a hearing on Capitol Hill.

Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the House Commerce Committee, announced that he could hold a hearing on the whole question of the use of the FCC's fairness doctrine in this area.

The hearing is scheduled for next week (Aug. 4-6) in Washington. Ostensibly it is to take up the resolution (S.J. Res. 209) submitted by Senator J. W. Fulbright (D-Ark.) last June to require broadcasters to provide time for representative congressmen and senators to discuss controversial issues.

Although it was too early last week to determine who the witnesses would be, invitations have gone out to senators, the networks, the national committees of the two major political parties, the National Association of Broadcasters, the Corp. for Public Broadcasting, the American Civil Liberties Union (which had asked to be heard on Senator Fulbright's bill when it was introduced), and the FCC.

It is normal procedure to lead off with the FCC when a bill involving the Communications Act is under consideration. The plan for the Pastore hearing, however, envisages hearing the commission last, after all other interested parties have made their views known.

Network witnesses are expected to include Dr. Frank Stanton, president of CBS, and Julian Goodman, president of NBC. An ABC source said that network had not made up its mind as of late last week who its spokesman would be.

The Senate hearing will coincide with a date originally set by the FCC for consideration of a spate of fairness-doctrine complaints, some seeking the right to respond to President Nixon's appearances on TV (see page 59). There had been reports that the commission intended to take up and possibly to decide these issues on Aug. 5, the first meeting day following the return of FCC Chairman Dean Burch

from two-week active military duty.

As broadcasters and others girded themselves for the Pastore hearing, CBS filed an answer with the FCC to a complaint by the Republican National Committee charging that the network refused to offer the GOP equivalent free time to that used by Lawrence F. O'Brien, chairman of the Democratic National Committee, on July 7 in time donated by the network. In the meantime, Representative Clarence J. Brown (R-Ohio) asked CBS to furnish information on appearances and subjects on the network recently that would justify the network's claim that Mr. O'Brien needed the time on the air to "balance" President Nixon's appearances.

And, responding to a related complaint filed with the FCC by Senate doves who are seeking time on TV to promote their amendment to cut off funds for the war in Vietnam, both CBS and NBC explained their policy. ABC decided to let its response to the antiwar senators, submitted as part of the complaint, stand as its position.

In discussing his committee's action on the Senate floor last Thursday (July 23), Senator Pastore said that the hearing is expected to "develop all aspects of this important subject matter so that

the committee may be in a position to take action on appropriate legislation if necessary."

The Rhode Island Democrat also said that during the hearing he hoped to draft guidelines "to make some sense" of the fairness doctrine.

Senator Hugh Scott (R-Pa.), the minority leader, complimented Senator Pastore and endorsed the hearings.

Perhaps, he said, the committee might be able to come up with some sort of "matching partners." By this he meant, he said, "who ought to reply to whom."

And, Senator Scott added, perhaps the hearings should try to determine whether there is any political bias by individual networks. The presidents of networks, he commented, "are not totally free of a little leaning." And, he concluded, "It is too much power to put in the hands of any network president to decide if a President is speaking as chief executive, commander-in-chief or head of a political party."

Senator Fulbright introduced his resolution on June 11. It would amend the Communications Act to add a new paragraph to Section 315, the provision dealing with equal time for political candidates.

The full provision urged by Senator Fulbright reads:

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

The same four-times-a-year minimum frequency is what CBS has suggested would be the number of free half-hours given to the Democratic National Committee under the network's "Loyal Opposition" policy.

In the introductory phrases to the resolution, Senator Fulbright refers to radio and TV as "primary sources of information for the electorate." And,

Agnew gets the hook

If Vice President Spiro T. Agnew harbors any immediate ambitions of joining the ranks of broadcast journalists—those objects of his harshest criticism—he can forget it, at least as far as ABC News is concerned. ABC News President Elmer Lower last week responded to a complaint from Representative Benjamin Rosenthal (D-N.Y.) following a report that Mr. Agnew might sit in for ABC newsman Paul Harvey for a week (BROADCASTING, July 20). "Paul Harvey made his remarks in a light-hearted manner," Mr. Lower said. "Actually, under longstanding ABC News policy, news broadcasts and commentary are written and presented on the air by professional newsmen such as Paul Harvey who are under contract to ABC."

CBS juggles its line-up

Reshuffling of prime-time showcases has agencies, other networks wondering why

CBS-TV, to everybody's surprise last week, put into effect a decision to change the time periods of almost one-half of its half-hour prime-time shows in the fall schedule.

The decision, announced by Robert D. Wood, president of CBS-TV, involves six of the 13 half-hours CBS will program in the 1970-71 season.

Two of the shows are new, *The Mary Tyler Moore Show* and *Arnie*; two are carryovers from the past season, *The Governor and J.J.* and *To Rome with Love*, and two are CBS perennials produced by Filmways, *The Beverly Hillbillies* and *Green Acres*.

The moves affect three nights of the week, with the most important changes occurring on Tuesday and Saturday. The new line-ups:

- Tuesday—7:30-8 *Hillbillies* (previously on Wednesday, 8:30-9); 8-8:30 *Green Acres* (previously Saturday, 9-9:30); 8:30-9:30 *Hee Haw* (unchanged); 9:30-10 *Rome* (previously Tuesday, 7-7:30); 10-11 *60 Minutes/CBS News Hour* (unchanged).

- Wednesday—7:30-8:30 *The Storefront Lawyers* (unchanged); 8:30-9 *Governor and J.J.* (previously Tuesday, 9-9:30-10); 9-10 *Medical Center* (unchanged); 10-11 *Hawaii-Five-O* (unchanged).

- Saturday—7:30-8:30 *Mission Impossible* (unchanged); 8:30-9 *My Three Sons* (unchanged); 9-9:30 *Arnie* (previously Saturday 9:30-10); 9:30-10 *Mary Tyler Moore* (previously Tuesday 8-8:30); 10-11 *Mannix* (unchanged).

To most network and agency executives, the changes themselves appeared logical. But the fact that a network would "unlock" in late July a new-season schedule formalized as early as

February invited all sorts of explanation.

CBS's official reasoning was simple enough: It was decided that shows with appeal to similar audiences ought to be programed contiguously and counter-programed against rival networks' offerings.

Mr. Wood said that the changes came about over a two-week period before announcement. He said that he and Fred Silverman, vice president in charge of programs for CBS-TV, saw rough cuts of the first episodes of next fall's shows while they were together on the West Coast.

It was apparent at that time, he said, that some shows "dissimilar in comedy character" were scheduled "next to each other." He said Mr. Silverman remained in Hollywood a few more days while Mr. Wood returned to New York and they had further conversation over the phone. Upon the return of Mr. Silverman they made preliminary decisions to shift shows, called in the programming department and worked out modifications of the nighttime schedule. Producers were consulted and with their agreement, affiliates and finally advertisers were informed.

He said it was reasoned at CBS that this was "the last opportunity" to change the schedule around in that "we could still adjust advertising and promotion and make it [the pre-season deadline] in time."

Mr. Wood said that the changes would "improve and strengthen the schedule." He said the network "casts programs in a schedule as one would cast a program itself; the series juxtaposed so that one belongs to each other and pointing up each program's strength. We believe in programing in

rhythm and in tandem."

While advertising-agency thinking appeared confident that CBS's decision made sense, there was speculation that *The Mary Tyler Moore Show* had sparked the series changes.

This reasoning held that CBS had been wedded to a commitment and "not a pilot" of the *Moore* show and CBS had become convinced that it "was throwing it away"—that the show in reality might well fail to make the grade and CBS "was prepared to swallow its commitment."

Agency executives said that all this changed when CBS brass saw the first scripts of the show and "saw a rough-cut. The show was good. And that triggered changes."

It was pointed out that in the previous schedule, *Green Acres*, a rural series, was the lead-in to *Arnie*, about a worker who moves into the executive suite—"there was no compatibility," one source said. In the rescheduling, this source explained, "CBS used its old formula of following an established show, *My Three Sons*, with a new series, *Arnie* and *Moore*." CBS obtained "greater flow" by placing a contemporary series, *Governor and J.J.* in place of *Hillbillies* between *Storefront Lawyers* and *Medical Center* on Wednesday night. The same "flow" was effected with the rural-based series, *Hillbillies*, *Green Acres* and *Hee Haw* on Tuesday (and will go against *Don Knotts* and *Julia* on NBC-TV and *Mod Squad* and a movie on ABC-TV).

In his formal announcement Tuesday (July 21) Mr. Wood said: "It would be far easier to sit tight with an already fine schedule, but we want to be the network that's aggressively on the move and to make the most of every opportunity."

But reports persisted, principally at the other networks, that CBS-TV had felt the pinch of the soft economy and was battling "desperately" for additional sales. Mr. Wood, however, said that the sales were coming along nicely for the series involved in the changes. "They are well sold," he said.

he adds, the "bedrock" of a democracy is a fully informed electorate.

At the time he introduced the legislation, when the controversy surrounding the use of TV by President Nixon was first reaching a boil (BROADCASTING, June 8), Senator Fulbright said that the networks' coverage of Congress is so selective that they "create an impression of cranky carping at a heroic and beleaguered President."

The crescendo of demands for time under the fairness doctrine following the President's appearance with three

TV network correspondents on July 1 impelled one senior Hill leader to caution his party mates that things were getting out of hand. Senator Mike Mansfield (D-Mont.), the majority leader, said that he thought the demands for equal time to answer the President were "getting out of bounds."

The CBS response to the complaint by the Republican National Committee was dated July 23 and was signed by Robert V. Evans, vice president and general counsel of CBS Inc.

Similar in content to the justification

elucidated by Dr. Stanton earlier in the month at the Broadcast Editorial Conference in Utah (BROADCASTING, June 13), Mr. Evans's response disagreed with Rogers C. B. Morton, chairman of the Republican party, that CBS owed the GOP an equal period to answer the broadcast by Lawrence F. O'Brien, chairman of the Democratic National Committee, on July 7 over the TV network.

"The 'Loyal Opposition' format," Mr. Evans said, "reflects our dedication to maintaining fairness and balance in the

coverage of these issues."

The Republicans, Mr. Evans said, have failed to establish a pattern of imbalance.

What the Republicans are trying to do, Mr. Evans observed, is to expand the fairness doctrine to hold that when a network gives time to one political party, it must give the same time to the other political party.

"We submit," Mr. Evans said, "that this drastic and ill-considered suggestion, like the other complaints now before the commission, should be rejected."

Mr. Morton's implication that CBS was motivated by a desire to favor the Democrats is "unqualifiedly false," Mr. Evans said. "The CBS policy of making time available for the principal opposing party to answer the President will apply equally to the Republican party when there is a Democratic President," he added.

And, he said, the charge that the O'Brien appearance was a political attack rather than a response to an issue doesn't ring true. It could be said, he commented, that when President Nixon appears on TV he is implying that Republicans are best for that office.

Noting the increasing use of prime time television and radio by the President (14 times in the first 18 months of his administration), Mr. Evans stated: "It is appropriate to make time available to the principal opposition party periodically to present its opposing views . . . at appropriate intervals when in our judgment they would serve the interest of more fully informing the viewing public and promote fairness and balance in our over-all schedule."

The FCC, Mr. Evans said, must uphold broadcaster discretion in applying the fairness doctrine. To abandon this position, he said, would confront the FCC with frequent requests that would put it in the position of being an arbitrator. This he said would raise First Amendment and Communications Act problems.

This position—that CBS was right in giving the Democrats time in order to balance the President's frequent appearances on television—was the target of a personal letter to Dr. Stanton from Representative Brown. Written July 16 on the stationery of the House Commerce's Subcommittee on Communications and Power, of which he is a member, Mr. Brown voiced "total objection" to the CBS policy and asserted that the network owes the Republicans the same opportunities.

Since the network policy is said to be necessary to rectify imbalance due to the President's appearances, Mr. Brown asked Dr. Stanton to furnish

him with some information "to establish the veracity of that contention."

He asked the CBS president for (a) a list of names of public officials who were mentioned by or whose pictures appeared on CBS radio and TV during any full week prior to receipt of letter; (b) the names of all guest participants on CBS radio or TV network "talk shows" for three months prior to July 1 and a listing of the controversial public issues discussed, and (c) a list of topics discussed on all CBS radio and TV network documentary and public affairs and documentary-type programs for three months prior to July 1 and the names of any public officials mentioned or appearing on these programs.

Mr. Brown noted that he was asking for information on those types of programs that were specifically exempted from the provisions of Section 315 that deal with equal time for political candidates. These exemptions, included in the 1959 amendments to Section 315, also added the requirement that stations provide fairness in the discussion of controversial issues.

One broadcast newsman publicly stated his criticism of the CBS stance. In a July 21 letter to Mr. Morton, Richard Gottschald, news director of WDJV-TV Duluth, Minn., said that he doesn't feel that a reply to a presidential appearance on TV falls within the "purview" of the fairness doctrine and "I will not accept it as the policy of the WDJV-TV newsroom."

He said he believed that Dr. Stanton had made a "grievous" mistake and that CBS "has opened itself to a never-ending cascade of political demands for equal time under the fairness doctrine."

In their response to the complaint filed earlier this month by the antiwar senators, both CBS and NBC emphasized that the adherents of the McGovern-Hatfield amendment have appeared often on the networks to express their views.

CBS noted that on June 5 it presented an hour-long prime-time program on the Senate and the war, which included leading Senate doves. It also noted that as the President has expanded his use of TV to discuss his policies, those opposing the President's views have been accorded expanded time. The dove senators, CBS said, appear to want to engraft the equal-time provisions of Section 315 on presidential appearances. Such a policy, CBS said, would require the commission to rule on whether the President initiated debate by appearing on TV, whether the Senate has a role to play in resolving the issue and whether the senators asking for time represent a substantial group. "These matters which have traditionally been viewed as central to the function of journalists

would be transferred by complainants to a government agency for decision."

NBC called on the commission to issue "a clear, firm and forthright statement" reiterating what it called an "essential element" of the fairness doctrine: that it is the broadcaster who exercises his own good-faith judgment in determining formats and spokesmen presenting various views of issues in controversy.

NBC noted that the complaining senators did not say that their viewpoint has not been presented on NBC or that they themselves have not appeared on NBC to present their viewpoints, or that they have not had the opportunity to present their views on NBC in a form of their own choosing.

NBC, the network said, has presented all significant views on the Indochina war on many occasions, in many formats and at various times of the day. It appended to its statement a list showing that from May 1 through July 12, there had been 31 programs in which antiwar senators had appeared or their views had been given.

Both asked that the complaint be dismissed.

As prime-time feature, Nixon loses to reruns

The three-network *Conversation with the President* on July 1, 10-11 p.m. EDT, had an average-audience rating of 33, representing approximately 19.7-million households or 39.2-million persons, according to national Nielsen ratings released last week.

The 39.2-million viewers, 21% of the U.S. population, were broken down as follows: 12.8-million adult men (6.9 million aged 18-49 and 5.9 million 50 and over); 18.4-million adult women (8.7 million 18-49, 9.7 million 50 and over); 1.3-million teen-age males and 2.4-million teen-age females, 3.4-million children aged 6-11 and 900,000 children aged 2-5.

Nielsen officials said they could not produce a meaningful share-of-total-TV-audience figure for *Conversation*. In New York, however, where the overnight Niensens gave the program a 23.5 rating, the TV-audience share was 45% (BROADCASTING, July 13).

In the national Niensens, the most recently rated period directly comparable with the one occupied by *Conversation*—Wednesday, 10-11 p.m.—was June 17 (June 24 fell in a "black week," one of the periods when no ratings are taken). On June 17, the networks were showing reruns of *Engelbert Humperdinck*, *Hawaii Five-O* and *Then Came Bronson* in the 10-11 p.m. period and together had a 37 rating. The Wednesday before, the combined rating for the three shows was 40.

Unfairness charged in fairness ruling

FCC's Cox, Johnson claim anti-Red bias showed in majority's KTTV edict

FCC Commissioners Kenneth A. Cox and Nicholas Johnson last week accused their colleagues of discriminating against Communists in applying fairness-doctrine policy where the broadcast of personal attacks is involved.

The accusations came in dissents to a commission action rejecting a complaint of Dorothy Healey, chairman of the Southern California branch of the Communist party, against KTTV(TV) Los Angeles. The vote was 5-to-2.

The complaint itself was 16 months old. Mrs. Healey in March 1969 complained that newscaster George Putnam had leveled an attack against her in a

Feb. 17, 1969, commentary and that the station had denied her time for reply.

Commissioner Cox said the commission, in denying Mrs. Healey's appeal, had "arbitrarily departed" from its customary manner of handling such complaints "simply because of the identity of the complainant." And although he has no desire to see the airwaves "flooded with Communist propaganda," he said, "I think the whole fairness doctrine may be imperiled if we do not administer it with complete even-handedness."

Commissioner Johnson said the commission decision constitutes an assertion that "broadcasters may accuse named individuals of lying and other 'unpatriotic' behavior—so long as those individuals are members of the Communist party—and that the persons have no right of reply."

Mr. Putnam's commentary focused on a *Los Angeles Times* article, which appeared the day before the broadcast,

describing Mrs. Healey as patriotic, friendly and a taxpayer as well as a Marxist Communist and atheist.

Mr. Putnam took vigorous exception to the description of Mrs. Healey, particularly to the *Times's* calling her a patriot. The article was headlined "Patriot-Marxist—No. 1 Red Finds U.S. Isn't All Bad."

The rules implementing the personal-attack aspect of the fairness doctrine do not apply since the comments were made during a news-broadcast commentary, which is exempt from those rules. The rules do not exempt a station from the requirement to be fair in controversial matters of public importance. However, the commission, in its order, noted—though without expressly endorsing it—the station's contention that Mrs. Healey's role as a Communist is not a matter of public importance in the Los Angeles area. The commission also pointed out that Mr. Putnam devoted much of his commentary to a recapitulation of Mrs. Healey's views, as expressed in the *Times* article.

The commission noted that although it does not believe fairness can be achieved by relying on the attacking person to present the side of the attacked, "the combined force of these considerations"—that is, the "showing (or lack thereof)" on the controversial-issue question—and the "devotion of considerable time" to an exposition of Mrs. Healey's views "leads us to conclude that no further action is warranted."

Commissioner Cox called this "sheer obfuscation." He and Commissioner Johnson, in their separate dissents, said a personal attack had occurred, and they criticized the commission majority for relying solely on the station's contention that the Putnam broadcast did not involve a matter of public importance. Commissioner Johnson said the attention paid Mrs. Healey's role by such major media as the *Los Angeles Times* and KTTV indicated that Mrs. Healey's role was important.

Third-party contender loses fairness plea

In what might be considered a warm-up for the major fairness-doctrine decisions facing it, the FCC last week rejected a third-party candidate's equal-time and fairness complaint against radio and television stations in Ohio.

Richard Kay, American Independent Party's candidate for the Senate, filed his complaint after stations in Columbus, Toledo, and Cleveland turned down his request to participate in broadcast debates between the Republican and Democratic party primary candidates for senator.

The commission held that the equal-time law did not apply, since in primary elections "'equal opportunities' need only be afforded legally qualified candidates for nomination for the same office in the same party's primary or nominating convention." The commission expressed the view that Congress, in enacting the equal-time law, intended to assure quality of broadcast opportunity only to candidates competing in the same contest.

And, in a ruling that may have some applicability to many of the fairness issues awaiting resolution, the commission held that "it is the responsibility of the licensee to determine whether a controversial issue of public importance has been presented and, if so, how to present contrasting views on the issue." Mr. Kay had argued that since his views on several issues differed from those of the major-party candidates for nomination, the fairness doctrine entitled him to air time.

"Since choices of spokesmen on these

issues are within the licensee's discretion, since you were not a candidate for either the Democratic or Republican nomination for Senator, and since you have not shown that the presentation of your views on the issues (as to the choice of candidates to represent the Republican and Democratic parties) was necessary in order to achieve fairness," it does not appear that the stations acted unfairly, the commission said.

The commission noted that Mr. Kay has not shown that any of the stations failed to treat fairly controversial issues such as the Vietnam war that have been discussed by the Republican and Democratic candidates. Indeed, it pointed out that some of the stations have made showings of their coverage of contrasting views of such issues.

The fairness complaints and related issues stem largely from President Nixon's use of radio and television to communicate with the public. Requests are pending for a declaratory ruling that would require broadcasters who carry presidential speeches to seek out opponents of views he expresses and offer them equal time. And the Republican National Committee, outraged by free time already given the Democratic National Committee by CBS to respond to the President, has asked the commission to give it time for reply to the Democrats.

In addition, a number of matters specifically related to the Vietnam war are pending, one involves a complaint that 11 Republican senators filed against NBC for turning down their request for free time to reply to antiwar remarks that a group of Senate doves made on time for which they paid.

Justice Burger loses his TV shyness

Chief Justice Warren Burger, who has been less than receptive to live broadcast coverage of his addresses since joining the high court a year ago, will get heavy network coverage on his "State of the Judiciary" address on Aug. 10.

NBC plans live coverage of the speech to the American Bar Association, in St. Louis, at 12 noon EDT. CBS, which will serve as the pool network, plans to use a tape of the address in a one-hour CBS News *Special Report* at 10 p.m. ABC has not yet decided whether to carry the speech live or on a delayed basis.

FCC in the middle of fairness flaps

The current flap between the Republican National Committee and CBS over the fairness doctrine has been getting the publicity during the last month. But this shouldn't obscure the fact that this fight is only one of a number that call into account the practicalities of the commission's fairness doctrine and more particularly the question of response time, or, as it has been phrased, "equal time under the fairness doctrine."

Pending before the commission are these complaints in chronological order:

May 19—Democratic National Committee requesting a declaratory ruling by the commission that broadcasters may not, as a general policy, refuse to sell time to responsible entities, like the Democratic National Committee, for the solicitation of funds and for comment on public issues.

May 25—Committee for the Fair Broadcasting of Controversial Issues, a group of Yale University professors and the New Haven Black Coalition, asking the FCC to order WCBS-TV New York and WTIC-TV Hartford, Conn., to permit the broadcast of opposing views when the President addresses the nation on TV and discusses the administration's policies in Southeast Asia.

June 12—Los Angeles chapter of Business Executives Move for Vietnam Peace, petitioning the FCC to order the networks and their Los Angeles affiliates to provide time to answer the President's appearance June 3 when he discussed the Cambodia incursion.

July 8—Fourteen U.S. senators and the Amendment to End the War Committee, asking the commission to require the networks to furnish them with free time to answer the President's broadcast comments on the war in Vietnam.

July 10—Senator Robert Dole (R-Kan.), requesting the commission to order NBC to provide equal time to senators opposed to the McGovern-Hatfield amendment that would cut off Vietnam war funds after this fiscal year, to answer the dove-senators' appearance on NBC last May on a paid program.

July 16—Republican National Committee, asking the FCC to require CBS to provide equivalent time to answer Lawrence F. O'Brien, chairman of the Democratic National Committee, who appeared July 7 for 25 minutes on CBS.

Negro character actor sues CBS for \$3 million

CBS last week declined comment on a \$3-million damage suit threatened two years ago and filed last Monday (July 20) by former actor-comedian Stepin

Fetchit. The suit, among other things, charged defamation of character in a July 2, 1968, segment of CBS-TV's *Of Black Americans*. The show was repeated on July 23, 1968.

Mr. Fetchit, whose real name is Lincoln Theodore Perry, filed the action in U.S. District Court in Indianapolis, where he lives.

Before the TV program, the complaint said, Stepin Fetchit "enjoyed an image as one of the first accepted Negro movie stars of the U.S. and was considered a talented comedian who made a definite contribution toward black progress in America and prepared the way for acceptance by the

public of Negro actors and actresses who followed him."

Mr. Fetchit complained that Bill Cosby, narrator of the 1968 program, "gave credibility to the defamation of the plaintiff" by commenting: "The tradition of the lazy, stupid, crap shooter, chicken-stealing idiot was popularized by an actor named Lincoln Theodore Monroe Andrew Perry. The cat made \$2 million in five years in the middle 30's and everyone who ever saw a movie laughed at Stepin Fetchit."

Mr. Cosby was not named in the suit. Besides CBS, the suit named 20th Century-Fox Film Corp. (whose film clips were used on the show), the

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Xerox Corp., sponsor of the show, and the Indiana Broadcasting Corp., licensee of WISH-TV Indianapolis, a CBS affiliate.

Following the CBS-TV show in 1968, Mr. Fetchit had threatened suit and also asked the network for equal time later in the series (BROADCASTING, July 29, 1968). CBS finally offered Mr. Fetchit an interview on the Walter Cronkite news show. He turned it down.

The suit asked \$25,000 in actual damages and punitive damages of \$2,975,000 for alleged malice, invasion of privacy and defamation of character.

Violence study has internal strain

Advisory committee member resigns to protest way the group was selected

The surgeon general's \$1-million study of TV violence and social behavior is undergoing some stresses.

The resignation of one member of the 12-man advisory committee and of the senior staff member became known last week. Both resignations apparently are related to questions raised last May about the choice of members of the advisory committee (BROADCASTING, June 1).

Resigned from the advisory committee is Dr. Anthony F. C. Wallace of the University of Pennsylvania. Dr. Wallace, an anthropologist, said he was resigning to protest the procedure that was followed in choosing members of the advisory committee, but he also said that he had no criticism of other members of the committee, the staff or the investigations.

The criticism of the procedures in choosing the advisory committee stems from the submission by former Surgeon General William H. Stewart to the TV networks of the names of the 40 members of the panel from which the 12 advisory committee members were to be chosen. The networks indicated that seven of the 40 panel members were considered biased against TV and those were dropped from the panel. The 12 advisory committee members were finally chosen from the remaining 33 names.

The complaint was made by a group of social scientists at Stanford University in California, and was led by Dr. Edwin B. Parker of that institution.

The resignation of Dr. Douglas A. Fuchs, senior research coordinator, also became known last week. Dr. Fuchs claimed that he was impelled to resign because of government red tape and bureaucratic "intransigence." He also claimed that the TV industry was

Changing Formats

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

▪ KPHO(AM) Phoenix—Meredith Corp., effective June 20, extended its news format from 39.25% to 53.99% per week with the inclusion of all news and talk programming through Saturday and Sunday. KPHO is now all news during the day and evening with music programmed from 12 midnight to 5 a.m., Monday through Saturday.

▪ WPOR-FM Portland, Me.—Hildreth Broadcasting Co., effective July 1, reinstated duplication of WPOR(AM) from 12 noon to signoff at 12 midnight seven days a week. The shift from progressive rock to duplicating country-and-western music followed an earlier switch from separate programming to simulcasting April 13 (BROADCASTING, May 4). Since April 13, the FM has been simulcasting WPOR(AM) from 5:30 a.m. to 12 noon, Monday through Saturday and from 7 a.m. to 12 noon on Sunday. During the broadcast of baseball games by WPOR(AM), the FM will not simulcast.

▪ WBKW(FM) Beckley, W. Va.—Personality Stations Inc., effective Sept. 1, will substitute its automated "good music" format for live religious programming. President Joe L. Smith told the FCC: "During the past year other FM stations serving substantially the same area as WBKW have been presenting a program service practically identical to that of WBKW." Mr. Smith added that there exists a great interest in religious programming in the station's coverage area of Appalachia.

not cooperating with the study and that pressures for a final report by the end of this year were putting the validity of the research in question.

It was learned, however, that Dr. Fuchs had not actually resigned. He had been on a consulting basis with the National Institute of Mental Health, which is directing the study, and was not rehired for the additional year.

These actions will not affect the study, according to Dr. Eli B. Rubinstein, who is an assistant director of NIMH and is in charge of the TV study. The implications will be seen when the final report is issued, Dr. Rubinstein said. Dr. Alberta E. Siegel, a psychiatrist at the medical school of Stanford University and a member of the advisory committee, noted that there has been no reflection on the work of the investigators "who are reputable and known for their good work." The primary thing, she said, is the report and every indication is that it will represent the best research in this field.

The study, sparked last year by Senator John O. Pastore (D-R. I.), who is chairman of the Subcommittee on Communications of the Senate Commerce Committee, is supposed to be patterned after the surgeon general's study of smoking and cancer. The Department of Health, Education and Welfare put up the \$1 million—all of which has been allocated. Those who are working on segments of the study and the subject of their investigations, are:

Cedric Clark, Stanford, \$25,000, race vs. role as determinants of TV identification; Paul Ekman, University of California, San Francisco, \$116,000, facial expression and mass media violence; Seymour Feshback, University of California, Los Angeles, \$35,000, effects of reality versus fantasy in filmed violence.

W. David Foulkes, University of Wyoming, \$19,000, televised violence and dream content; Robert Liebert, State University of New York, \$13,000, effects of televised aggression on children; Jack Lyle, University of California, Los Angeles, \$40,000, children's use of TV; Malcolm McLean, University of Iowa, \$5,000, child perception of violence as a function of TV violence; Jennie McIntyre, University of Maryland, \$50,000, TV violence and deviant behavior; Nathan Maccoby, Stanford University, \$87,000, children's responses to TV violence.

W. R. Simmons, New York, \$5,000, demographic characteristics of viewers of violence in TV programming; Aletha Stein, Pennsylvania State University, \$50,000, television content and children's behavior; Percy Tannenbaum, University of California, Berkeley, \$150,000, studies in film and television mediated arousal and aggression; Scott Ward, Marketing Sciences Institute, Harvard University, \$25,000, research in social effects of advertising; Robert Bechtel, Kansas City Mental Health Foundation, \$34,000, correlates of TV viewing behavior; Nathan Katzman, Michigan State University, \$15,000, color TV and child development; Jack McLeod, University of Wisconsin, \$38,000, adolescents' and parents' TV use.

Steven Chaffee, University of Wisconsin, \$12,000, adolescent TV use in family context; Bradley S. Greenberg, Michigan State University, \$96,000, social class differences in response to filmed aggression; D. George Gerbner, University of Pennsylvania, \$47,000, content analysis of network TV drama, 1969; Paul Furfey, Catholic University, \$14,000, observational study of children's TV viewing patterns; Munroe Lefkowitz, New York State Department of Hygiene, \$41,000, longitudinal study of aggression and TV program preferences; Aaron Spector, Temple University, \$78,000, national inventory of TV viewing behavior.

Access survives in the House

Other tests must be faced before broadcast coverage comes to a final vote

By the small margin of three votes, 96 to 93, the House last week retained the section of its reorganization bill (H.R.17654) permitting the broadcast of committee hearings.

The vote defeated an amendment, introduced by Representative David W. Dennis (R-Ind.), which would have stricken the broadcasting provisions from the bill. The vote, of the teller type in which only the final total is known to the public, assures that the section will at least remain in the bill. Only amendments successfully altering the bill are subject to roll-call vote later.

Representative Dennis objected to TV coverage because of what he refers to as "physical disruption"—cables spread on the floors, "bright lights in my eyes" and "photographers popping up between me and the witnesses."

Representative Lawrence Hogan (R-Md.), also an opponent of televised hearings, said that his fear was that "the temptation would be too great for politicians to be more concerned about how they appear on TV to their constituents rather than the legislative purpose of the hearing." He commented further that committee members might avoid asking important questions because they might not be well received by television viewers.

Opposing the amendment, Lionel Van Deerlin (D-Calif.), a former newsman, said it seemed rather strange to be considering whether or not to allow radio and television coverage when the vast majority of people have had both for years. He also echoed the sentiments of other opponents to the amendment when he said that exclusion of radio and TV would make the House secondary to the Senate, which does allow the cameras and has been able to grasp the limelight on major issues.

Representative Ken Heckler (D-W.Va.) carried the provisions one step further and said that, if it were germane and in order, he would offer an amendment to televise all sessions of Congress—not just hearings—to spark public interest in debate in the House. No such amendments were offered.

As the broadcasting section stands now it provides strict regulations and stiff guidelines. This is the result of having to meet the objections of those opposed to the broadcasting of committee hearings when the legislation was

in early stages of development.

The main provisions follow:

- The bill provides for broadcasting and still photographing of committee hearings only when authorized by the majority of the committee.

- Live coverage must be without commercial sponsors.

- No subpoenaed witness can be recorded or photographed against his will.

- There can be no more than four TV cameras operating from fixed positions and they cannot be placed so that they obstruct full viewing of either the witness or the committee members. There may be no more than five still photographers.

- No tapes or film of hearings can be used, or be made available for use, as partisan political campaign material.

The danger to the broadcasting section now lies in the possible defeat of the entire bill when it comes before the House for final vote after the amending process is completed. The bill, which has engendered no great interest on the House floor thus far, may well be "amended to death"—a process in which so many amendments are added that the legislation is found generally unacceptable. If the bill passes that test, it must return to the Senate which earlier passed its own version of the bill. The House bill must either be accepted there as it stands or go to conference committee where differences between the two versions must be worked out.

Group studies efforts to curb 'Migrant' show

The NBC production, *Migrant—an NBC White Paper*, shown July 16, has come under the scrutiny of a Senate subcommittee which has begun investigating the plight of the migrant farmworker.

The close timing between the airing of the program and the start of the investigation is no coincidence. The hearings were scheduled to follow the documentary in hopes of bringing wider public attention to the problem, according to Charles Sonnenborn, press secretary to Senator Walter F. Mondale (D-Minn.), who heads the investigating Subcommittee on Migratory Labor.

Subcommittee interest in the program extends beyond its value as a publicity tool or as evidence. Senator Mondale's panel is investigating reports that there were attempts made by various groups to keep the program from being broadcast and that the network had been under pressure to "alter or censor" the show. Reuven Frank, president of NBC News, and Martin Carr, producer of the program, are among those who have been asked to testify.

Huntley denies some harsh words

NBC newsman says he didn't say them; 'Life' says he did

That legendary "credibility gap," on which newsmen have been reporting for several years, last week opened up close to home for one of them. It became the key to a dispute between NBC newsman Chet Huntley and a *Life* Magazine reporter.

Mr. Huntley in a July 17 *Life* interview was quoted as being concerned with President Nixon's "shallowness" and "frightened" by Mr. Nixon being President (BROADCASTING, July 20).

Not so, observed Mr. Huntley in a polite two-paragraph letter to the editors of *Life*. "No question about the accuracy," retorted *Life*, in a three-paragraph reply.

"I must point to a slight but rather critical gap in communications between your reporter, Tommy Thompson, and me," wrote Mr. Huntley, who retires this week as co-anchor of NBC-TV's *Huntley-Brinkley Report*. "As I recall our conversation," he wrote, "I said that such efforts as the 1968 campaign and the rationale on Cambodia were, in my judgment, rather shallow. I also said that since I had been given the opportunity to know the Presidents, I worried about all of them . . . the power they possess, the decisions they must make, and the tendency of the country to bestow upon them a degree of monarchism."

"While I am not at all sure that whatever I think is all that important, perhaps it is important to state it as accurately as possible," Mr. Huntley concluded.

That's exactly what was done, *Life* officials maintained. "Chet Huntley's denial of statements attributed to him . . . is surprising. Mr. Huntley was interviewed by Thomas Thompson, a writer for *Life* Magazine, on board a flight from Tampa to New York and in his office at NBC late in June. Mr. Huntley was quite relaxed during the interview and some of his statements were even stronger than those published in *Life*."

The statement continued: "After reading the account of what he had said, Mr. Huntley may have regretted saying it. But there is no question about the accuracy of what was reported. Mr. Thompson's notes are available if Mr. Huntley wants to see them."

In another letter, this one to the *Bozeman (Mont.) Chronicle*, Mr. Huntley also disclaimed a portion of the *Life* article that quoted him as saying of a visit with President Lyndon B. Johnson that "I just kept filling his glass with

Scotch, and we talked about breeding Herefords." In the *Chronicle* lector Mr. Huntley said that "I never poured Scotch for Mr. Johnson. He poured Scotch for me."

However, both the network and Mr. Huntley were criticized by top administration aides on Metromedia Radio News's *Profile Plus* Tuesday night.

Robert Finch, counselor to the President, said that while Mr. Huntley is free to say what he pleases when he leaves broadcasting, "he was not acting professionally" to make the remarks attributed to him "as an active member of the media."

Herbert G. Klein, White House director of communications, said he had been informed by Mr. Huntley earlier that day that he was writing to *Life* saying he was misquoted. What "puzzles" him, Mr. Klein said, is that NBC has not publicized the letter.

Citizens' protests put KAYE into hearing

KAYE(AM) Puyallup, Wash., which has been the object of citizens' complaints, now finds itself the object of a license-renewal hearing. The FCC last week designated for hearing the station's renewal application on issues involving compliance with the commission's personal-attack rules and fairness doctrine.

The commission said that pleadings filed by two groups—the Puget Sound Committee for Good Broadcasting and the Pacific Northwest Regional Advisory Board of the Anti-Defamation League of B'nai B'rith—raise substantial questions whether KAYE has violated the personal-attack rules and the fairness doctrine, made false statements to the commission, failed to adequately serve its community and to make a survey of community needs, and disregarded the commission's procedural rules. Hearing issues were specified on these questions and the two groups were made parties to the proceeding.

The complaints allege KAYE violated the fairness doctrine in its opposition to the question of whether Tacoma, Wash., would retain a city manager form of government. The personal-attack complaints allege that KAYE broadcast antiblack and anti-Semitic material. They also charge the station with intimidating members of the public who complained to the commission and allege that KAYE failed to serve the interests of Puyallup as opposed to those of Tacoma. Puyallup, with a population of 14,600, is located near Tacoma, which has a population of 150,000.

James H. Nicholls, 50% owner of KAYE, is one of the station's principal broadcast personalities as host of a daily "call-in" program.

Salant sees intrigue in the Haitian query

Concluding that "an effort has been made, behind closed doors, to build a case against an investigative unit of CBS News," CBS News President Richard S. Salant has asked for public airing of all testimony taken with respect to CBS involvement in the abortive 1966 invasion of Haiti.

In his letter addressed to Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Special Investigations Subcommittee, Mr. Salant denied point by point the charges presented in the subcommittee's Haitian report which roundly condemned CBS involvement (BROADCASTING, July 20).

The subcommittee's main charges were that CBS had staged scenes for presentation in a documentary (which was never broadcast) and that it encouraged an illegal invasion scheme. In the network reply, Mr. Salant stated that CBS News had not authorized the staging of any footage at any time or authorized the photographing of events knowing they were being staged for the benefit of CBS News.

Answering the second charge, the letter stated that CBS News understood that the exile activities, and the network's reporting efforts, were known to a number of federal agencies. Mr. Salant stated further that the Bureau of Customs asked the CBS News producer to continue his efforts and that, according to a Central Intelligence Agency operative, much of the plans to overthrow the Haitian government were public knowledge.

Some members of the Investigations Subcommittee disagree strongly with CBS explanations. Representative John D. Dingell (D-Mich.), long an advocate of stiffer controls on the networks, called CBS involvement "a shoddy, shameless, deceitful practice—a repetition of deceitful practices [a reference to an earlier subcommittee report that CBS had staged footage for its program *Pot Party at a University*]." Representative Dingell also denied that the Haitian invasion activities were made known to the government until the late stages.

In additional views which were attached to the Haiti report a group of representatives expressed an urgent need for legislation by Congress to "ensure that such an act is not repeated." They also suggested that the incident should be taken into consideration when CBS licenses come up for renewal. They point particularly to a CBS policy statement that network personnel "would not knowingly engage in criminal activity in gathering and recording news, or will they induce any person to commit a crime . . . but that there may be

exceptions to be made on an ad hoc basis even to so absolute a rule" as a flagrant disregard for the law. The additional views were signed by Representatives Dingell (D-Mich.), John E. Moss (D-Calif.), J. J. Pickle (D-Tex.), James T. Broyhill (R-N.C.), Paul G. Rogers (D-Fla.), Ray Blanton (D-Tenn.), Dan Kuykendall (R-Tenn.) and Tim Lee Carter (R-Ky.).

Possible legislation is now being drafted in the Investigations Subcommittee to implement recommendations presented in the Haitian report and will be turned over to Chairman Staggers for his study.

Ski reports offered

Ski International Network, Seattle, is offering radio and television stations a 20-week series of one-minute audio reports on skiing conditions at the better-known resorts in this country and Canada. The broadcasts by Barbara Allen of SNI will begin in November, or as soon as snow conditions warrant, and continue through the 1970-71 winter sports season. Each report costs the station \$5, and may be used more than once. Television stations may also buy a \$12 set of 50 color slides for use in conjunction with the reports.

Coverage of skiing on this continent will be augmented by weekly reports covering European skiing centers in the Alps and Scandinavia. SNI is also providing a 196-page Ski Planning Guide for broadcasters to use in promotions.

Program notes:

Psychology on the air ■ Canadian-American first-run syndication programs have been increased by one with the announcement that Paramount Film Service Ltd. and the Canadian Broadcasting Corp. will produce a half-hour pilot called *The Joy of Living*. The series will deal with psychological problems, according to creator Michael Hill. Dr. Emanuel Schwartz, dean and director of training at the Postgraduate Center for Mental Health, New York, will host the program, which is designed for daily showing.

Closing the gap ■ *The Youth of Today*, who they are, what identity they are seeking and how they differ in attitude by class and environment, is the theme of a 13-part, half-hour Westinghouse Broadcasting Co. series. Programs will be aired on the seven WBC radio stations.

Distributor ■ Zwahlen & Associates Inc., Palm Beach, Fla., will handle distribution of Tal-Oak Productions' *It's Happening*. The show features gospel singers the Oak Ridge Boys. It is produced at KTLA-TV Shreveport, La., and is widely distributed throughout the Southeast. Sweet Sue Kitchens, Athens, Ala., will sponsor the program in over 30 markets in the South and Midwest.

Broadcast advertising



Merrill T. Grant, VP and director of radio and television, Grey Advertising, New York, elected senior VP of agency. Others elected senior VP: **Alan B. Fendrick**, treasurer; **Sanford E. Reisenbach**, direc-

Mr. Grant

tor of media planning, and **Shirley Young**, director of marketing and research.

Paul W. Moseley, VP-advertising, PepsiCo, New York, has resigned. No successor has been named. PepsiCo is parent company of Pepsi-Cola, Frito-Lay and North American Van Lines.

George D. Edwards, with Baltimore office of W. B. Doner, Detroit, joins Buddemeier Advertising, Baltimore, as VP.

Patricia Limoges, project director, Carl Ally, New York, joins Kenyon & Eckhardt there as research project supervisor on Air France and Lincoln-Mercury accounts.

Robert D. Williams, general manager, KGGM-TV Albuquerque, N. M., joins advertising and PR firm of Stevens & Smith there as executive VP. Firm name will change to Stevens, Williams & Smith.

Cullie M. Tarleton, local-regional sales manager, WBT-AM-FM Charlotte, N. C., appointed general sales manager. He is succeeded by **John E. Reichard**, account executive there.

Donald A. Stork, general manager of media department, Gardner Advertising, St. Louis, and **Jack I. Shubert**, media research manager, there, named VP's.

Phil Jones, account executive, WDAF-TV Kansas City, Mo., appointed local sales manager.

Noel Barrie, with KTAR(AM) Phoenix, appointed assistant sales manager.

Elizabeth D. Hayter, business manager, news, WTOP-AM-FM-TV Washington, joins CBS Radio Spot Sales, New York, as director of operations.

Media

Gene Spry, with WQAD-TV Moline, Ill., joins KPAZ-TV Phoenix as general manager.

Elmer F. Smith, president of Areawide Communications, group owner of KSRI-AM-FM Minneapolis, WEBC(AM) Du-

luth, Minn., and WNAX(AM) Yankton, S. D., joins WOAI(AM) San Antonio, Tex., as general manager.

Carl J. Spavento, station manager, WBUF(FM) Buffalo, N. Y., and network general manager, Empire State FM Network, Syracuse, N. Y., named VP, operations, Empire State FM Network. He will remain in Empire's Buffalo headquarters, serving also as station manager of WBUF.

John Wheeler Barger, general counsel, McLendon Stations, group owner, Jackson, Miss., joins KRLD-AM-FM Dallas as station manager.

W. Frank Harden, general manager, WIS(AM) Columbia, S. C., and VP and director, Cosmos Broadcasting Corp., parent of WIS-AM-TV, joins State-Record Co., newspaper publisher there, to head expansion into radio, TV and CATV fields.

S&H Net Profit And Revenue Rise To All-Time Highs

Special to Buffalo Evening News
NEW YORK, March 6 — The Sperry & Hutchinson Co., parent company of Hens & Kelly Co. Inc. of Buffalo, today reported record-breaking earnings and domestic stamp service revenue for the 53-week fiscal year ended Jan. 3, and the final quarter of the year.

Net for the latest fiscal year was up 16 per cent to \$37,855,000, equal to \$3.31 a share, from \$32,521,000, equal, after an extraordinary charge of \$1,900,000, to \$2.82 a share, in the 52-week year ended Dec. 28 a year earlier.

Both years include results of operations of Lea Industries Inc., acquired in November 1969, on a pooling-of-interests basis. Per share earnings for both periods are based on common shares and common share equivalents.

Domestic stamp service revenue for fiscal 1969 rose 6 per cent to \$361,988,000 from \$340,087,000 a year earlier, with net earnings from domestic stamp operations totaling \$29,477,000, up \$2,440,000 from \$27,037,000 in the preceding year.

"The key factor behind the rise in profits was another strong year for the S&H green stamp service," Chairman William S. Beinecke said.

News about the Sperry and Hutchinson Company... As Printed in the Buffalo Evening News 3/6/70

The Sperry and Hutchinson Company includes:

Business services

- S&H Green Stamps
- S&H Travel Awards
- S&H Incentive Division
- S&H Mail Marketing
- State National Bank of Connecticut
- SNB Computer Center

Department Stores

- Hens & Kelly

Home Furnishings Complex

- Bigelow-Sanford
- Lea Industries, Inc.
- The Gunlocke Company
- Paragon Design, Inc.



Mr. Quayle

Quayle joined CPB as director of network affairs in 1968; he was previously executive director of Eastern Educational Network. Robert D. B. Carlisle, director of program development, CPB, named to newly created position of director of educational projects.

William L. Dalton, general manager, WASH(FM) Washington, named VP and general manager, KLAC(AM) Los Angeles. He is succeeded by Sydney A. Abel, sales manager, WASH and KLAC are Metromedia stations.

Charles R. Sanders, executive VP, WSPA-AM-FM-TV Spartanburg, S. C., elected president of South Carolina Broadcasters Association.

James H. Geer, controller, CBS-TV, New York, appointed to CBS Inc. there in same capacity.

Paul Allen English, general manager, KITE-AM-FM Terrell Hills-San Antonio, Tex., named VP of Doubleday Broadcasting Co., Dallas group owner of stations including KITE.

Donald R. Quayle, director of systems development for Corp. for Public Broadcasting Washington, elected first president of National Public Radio, CPB's radio networking branch set up last March. Mr.

Sherwood R. Parks, general manager, KGNO-AM-FM Dodge City, Kan., named president and general manager, KLSI(AM) Salinas, Kan.

M. T. Watts, formerly manager of WMBR(AM) Jacksonville, Fla., joins WRAP(AM) Norfolk, Va., as general manager.

Ron Westby, general manager, KOKX(AM) Keokuk, Iowa, elected president, Iowa Radio Network, Des Moines. Other officers elected: Dale Low, general manager, KSMN(AM) Mason City, VP; and Barry Huntsinger, station manager, KILR(AM) Estherville, secretary.

James E. Coyle Jr., instructor of radio, Northern Arizona University, Flagstaff, joins noncommercial WUSF-FM-TV Tampa, Fla., as operations manager.

Russ King, operations-music director, WMMR(FM) Philadelphia, named operations manager, WABC-FM New York.

H. Lawrence Swartz, associate executive director, department of radio and TV, Pennsylvania Council of Churches, joins noncommercial WITF-TV Hershey, Pa., as community services director.

Arthur V. Weinberg and Robert D. Powell, associates in Washington communications law firm, Smith, Pepper, Shack & L'Heureux, named partners.

Programing

Ronald J. Howell, manager, syndicated services department, Reeves Production

Services division of Reeves Telecom Corp., New York, joins Eastern Video Production Services Inc. there as director of programing. Fred Berman, and Anthony W. Raymond, with Reeves Productions, join Eastern Video in respective positions of director of programing and director of post-production services.

David P. Beddow, chief director, WJZ-TV Baltimore, appointed executive producer of programing succeeding Michael B. Styer, who joins KYW-TV Philadelphia in same capacity. WJZ-TV and KYW-TV are Group W stations.

Marty Irwin, supervisor of creation of EUE/Screen Gems' video-tape department, New York, named VP in charge of video services. David K. Levington, VP and general sales manager, Elektra Film Productions, New York, joins EUE/Screen Gems as producer/sales representative.

David M. Halperin, producer-director, KAUS-TV Austin, Minn., joins KDIB-TV Des Moines, Iowa, in same capacity.

Ted Dooley, manager, syndicated division, KCRA-TV Sacramento, Calif., joins KATU(TV) Portland, Ore., as program and promotion manager.

Bob Williams, general manager, Community Antenna Co., Reno, appointed regional director of program origination for H&B Communications, parent company of Community Antenna. His headquarters will be at company's

NAB completes committees

Membership on remaining standing committees of National Association of Broadcasters was announced last week.

Full complement of committees:

By-laws—Eldon Campbell, WFBM-TV Indianapolis, chairman; B. Floyd Farr, KEEN(AM) San Jose, Calif.; William Grant, KOAA-TV Colorado Springs-Pueblo, Colo.; Ben A. Laird, WDUZ(AM) Green Bay, Wis.; Wendell Mayes Jr., KCRS(AM) Midland, Tex.; Andrew M. Ockershausen, Evening Star Broadcasting Stations, Washington, and A. Louis Read, WDSU-TV New Orleans.

Convention—A. Louis Read, WDSU-TV New Orleans (vice chairman, Television Board), co-chairman; Andrew M. Ockershausen, Evening Star Broadcasting Stations, Washington (vice chairman, Radio Board), co-chairman; James M. Caldwell, WAVE(AM) Louisville, Ky.; Donald P. Campbell, WMAR-TV Baltimore; Eldon Campbell, WFBM-TV Indianapolis; George R. Comte, WTMJ-TV Milwaukee; Clint Formby, KPAN(AM) Hereford, Tex.; Ben A. Laird, WDUZ(AM) Green Bay, Wis.; J. Kenneth Marston, WDXI(AM) Jackson, Tenn.; Dale Moore, KGVO-TV,

Missoula, Mont.; Allan Page, KGWA(AM) Enid, Okla., and Alfred F. Sorenson, WKRS(AM) Waukegan, Ill.

Finance—Richard W. Chapin, Stuart Enterprises, Lincoln, Neb. (chairman, Radio Board), co-chairman; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va. (chairman, Television Board), co-chairman; Carl Fisher, KUGN(AM) Eugene, Ore.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., and Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, Tex., NAB board chairman. Hold-over members are Charles Gates, WGN(AM) Chicago; Carl Lee, WKZO-TV, Kalamazoo, Mich.; Joseph Baudino, Westinghouse Broadcasting Co., Washington, and J. R. Livesay, WLBH(AM) Mattoon, Ill.

Membership—Norman P. Bagwell, WKY-TV Oklahoma City, co-chairman; N. L. Bentson, WLOL(AM) Minneapolis, co-chairman; Edward D. Allen Jr., WDOR(AM) Sturgeon Bay, Wis.; Frank A. Balch, WJOY(AM) South Burlington, Vt.; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif.; Donald P. Campbell, WMAR-TV, Baltimore; B. Floyd Farr, KEEN(AM) San Jose, Calif.; Joseph S. Field Jr., WIRK(AM) West

Palm Beach, Fla.; Jerry Lee, WDVR(AM) Philadelphia; J. R. Marlowe, WGW(AM) Asheboro, N. C.; Perry S. Samuels, WLW(AM) Cincinnati, and Phillip Spencer, WCSS(AM) Amsterdam, N. Y.

Public Relations—Don C. Dailey, KGBX(AM) Springfield, Mo., chairman; Leslie G. Arries Jr., WBEN-TV Buffalo; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.; George A. Foulkes, WAAC(AM) Terre Haute, Ind.; Julian F. Haas, KAGH(AM) Crossett, Ark.; John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill.; Dan McKinnon, KSON(AM) San Diego; William A. Merrick, KBMN(AM) Bozeman, Mont., and Allan Page, KGWA(AM) Enid, Okla.

Television Information Committee of Television Information Office—Eldon Campbell, WFBM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans, and Peter Storer, Storer Broadcasting Co., Miami Beach, Fla., board members; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; William A. Gietz, WFMV-TV Greensboro, N. C.; Joseph S. Sinclair, Outlet Stations, Providence, R. I.; John Cowden, CBS New York; Sydney H. Eiges, NBC New York, and Donald Foley, ABC New York.

Santa Maria, Calif., system.

Roy Passman, with Reeves Productions, named director of sales of division.

Gary Calvert, with WCWA-AM-FM Toledo, Ohio, appointed program director.

David L. Dial, formerly with WRFS-AM-FM Alexander City, Ala., joins noncommercial WUSF(FM) Tampa, Fla., as production manager.

News

Ed Godfrey, news director, KHOU-TV Houston, appointed news manager, KGW-TV Portland, Ore.

Robert E. Frey, senior producer with Canadian Broadcasting Co., Toronto, joins noncommercial WETA-TV Washington as city editor-producer of *Newsroom*.

Brian Rehak, general manager, Doug Bailey Advertising, Washington, joins WHAG-TV Hagerstown, Md., as news director.

David R. Lawson, assistant city editor, *Savannah (Ga.) News-Press*, appointed news director, WJCL(TV) there.

Virginia Sherwood, reporter and producer, WKBS-TV Philadelphia, joins ABC News, Washington bureau, as correspondent.

William Terry Wooten, Charlotte, N.C., bureau manager, UPI, named regional executive for North Carolina. He is succeeded by **John J. Skalko**, UPI bureau manager, Providence, R. I.

Bruce Lewis, with noncommercial KUSD-TV Vermillion, S.D., joins KMEG(TV) Sioux City, Iowa, as newsman.

Hal McWilliams, formerly news director, KFRE-AM-FM-TV Fresno, Calif., joins KNX(AM) Los Angeles as news writer-announcer.

Frank Kelley, with KGO-AM-FM San Francisco, appointed news writer/producer.

Mitch Davis, press secretary to Representative Ogden R. Reid (R.-N. Y.), joins news staff of WVIP-AM-FM Mount Kisco, N. Y.

Equipment & engineering

Theodore J. Swanson, director of engineering, Harriscope Cable Corp., prior to its merger with Cypress Communications Corp., Los Angeles, appointed technical director of Cypress Communications.

Daniel E. Denham, marketing director, magnetic products division, 3M Co., St. Paul, appointed general manager of division. He succeeds **Melvin C. Hegdal**, who continues as division VP.

Joe Williamson, with RCA Commercial Electronics Systems division, Camden, N. J., joins Telemet Co., division of Geotel Inc., Amityville, N. Y., as Western regional sales manager for com-

Changes at ABC-TV

Leonard E. Maskin, director of program administration, ABC-TV, named VP-administration. Mr. Maskin, **Donal Flynn**, VP, business affairs, and **Raymond Weisbond**, director of TV contracts, will now report to **Frederick Pierce**, VP, planning, and assistant to **James E. Duffy**, president of ABC-TV. Other changes at ABC-TV: **Marvin Antonowsky**, VP, research services, named VP and associate director, planning, research, marketing services, and **Mark Cohen**, VP, business analysis and planning, appointed VP and associate director, planning, business and financial analysis. Both men also will continue to report to Mr. Pierce.

pany's TV, CATV and video-broadcast cable terminal equipment.

T. Arthur Bone, chief engineer, WJRT-TV Flint, Mich., and VP, engineering, Poole Broadcasting Co., joins WPRI-TV Providence, R. I., as chief engineer. Both WJRT-TV and WPRI-TV are Poole stations. Mr. Bone will retain his position of VP with Poole.

Robert H. Miller, with Conrac division of Conrac Corp., Covina, Calif., appointed quality control manager for the division. **John McClimont**, operations manager, Standard Photo Supply, Chicago, appointed sales administrator of TV equipment for Conrac division.

Gerald Evans, assistant chief engineer, WROC-AM-FM-TV Rochester, N. Y., appointed chief engineer. **Robert Erskine**, technical supervisor, succeeds Mr. Evans.

William P. Howard, VP-sales, Manchester Color Labs Inc., New York, film processors, subsidiary of Transcommunications Corp., named president.

Promotion



Mr. Christensen

A. H. Christensen, general manager, KZAZ-TV Tucson, Ariz., named corporate director of promotion and publicity for KIRO Inc., responsible for coordinating promotion activities of KIRO-AM-FM-TV Seattle.

Judith L. Watkins, with radio/TV promotion, San Francisco Symphony Association, joins KFRC-AM-FM there as promotion director.

Alexander Gordon, with Avco Broadcasting, Cincinnati, joins WLWT(TV) Indianapolis, Avco station, as promotion-publicity director.



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Deaths



Mr. Wood

Barry Wood, 61, former head of musical programming, CBS-TV; producer of Kate Smith's NBC-TV show; and director of color-TV for NBC, died July 19 in Miami of apparent heart attack. Mr. Wood also served as VP, Metromedia Producers Corp., for two years. He started in radio as singer on network shows. He is survived by his wife, Jane, and three daughters.

William O. Littick, 43, radio-TV and newspaper executive, died July 19 in Zanesville, Ohio, of heart attack. He was business manager of Zanesville *Times-Recorder* and VP of Southeastern Ohio Broadcasting System Inc. (WHIZ-AM-FM there) and treasurer of T-R Inc. (WOMP-AM-FM Bellaire and WNXT-AM-FM Portsmouth, both Ohio). He is survived by his wife, Norma, three sons and two daughters.

John J. Anthony, 73, radio personality, died July 16 in San Francisco of heart attack. His marital-advice program, *Good Will Hour*, began in early 1930's and continued until 1953. He is survived by his wife, Etille, and three sons, two by former marriage.



Mr. Kenin

Herman D. Kenin, 69, president, American Federation of Musicians since 1958, died in New York July 21 of apparent heart attack. Mr. Kenin had been professional musician and later practiced law before he was elected to succeed late James C. Petrillo as head of 300,000-member AFM. He was responsible for negotiating contracts with major TV networks, motion picture studios and phonograph industry. He is survived by his wife, Maxine, and two sons.

ForTheRecord®

As compiled by BROADCASTING, July 14 through July 21 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.

New TV stations

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Company et al.). TV proceeding, on request by Dixie National Broadcasting Corp., extended to July 2 time to file answers and/or objections to Civic Communications Corp.'s interrogatories; set procedural dates and schedule hearing for Nov. 2 (Docs. 18845-9). Action July 14.
- Hearing Examiner Charles J. Frederick in Glendive, Montana (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.). TV proceeding, granted request by Meyer Broadcasting Co. and continued hearing to Aug. 11 (Docs. 18737-8). Action July 13.
- Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.). TV proceeding, scheduled prehearing conference for Aug. 4 for purpose of establishing procedural ground rules for conduct of further hearing and hearing date (Docs.

15461,16760-1 and 16758). Action July 15.

Other actions

- Review board in San Diego, TV proceeding, Doc. 18377, scheduled oral argument before review board for Aug. 11 in Washington. Action July 20.
- Review board in Washington, TV proceeding, Docs. 18559, 18561-63, granted petition for extension of time to file opposing pleading, filed July 14 by Washington Community Broadcasting Co. Action July 16.
- Review board in Washington, TV proceeding, Docs. 18559, 18561-63, denied petition for severance and grant of television applications, filed May 4 by United Television Inc.; granted request for leave to file, filed May 28 by United Television Inc., and request for leave to file comments, filed June 2 by Washington Community Broadcasting Co. Action July 20.
- Review board in Nampa, Idaho, TV proceeding, Docs. 18379-80, scheduled oral argument before panel of review board for Aug. 13 in Washington. Action July 14.

Rulemaking petition

- South Dakota State Board of Directors For Educational Television—Request rulemaking to add VHF ch. 11, as channel reserved for educational broadcasting, to Lowry, and VHF ch. 8, as channel reserved for educational broadcasting, to Martin, both South Dakota. Ann. July 20.

Rulemaking action

- Hugo, Okla.—FCC approved assignment of UHF ch. 42 to Hugo, Okla.—Paris, Tex. Channel assignment becomes effective Aug. 17 (Doc. 18758).

Call letter applications

- Educational Broadcasting Corp., Newark, N. J. Requests *WNET(TV).
- Northeastern New York Education TV Association, Plattsburg. Requests *WNNY-TV.

Existing TV stations

Final actions

- KOAI(TV) Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to make slight change in trans. location and change height to 1600 ft.; granted mod. of CP to extend completion date. Action July 20.
- WLBT(TV) Jackson, Miss.—FCC postponed to Nov. 2 hearing for new commercial TV on ch. 3 facilities now operated by station WLBT. Applicants are Lamar Life, Civic Communications Corp., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc. Examiner also scheduled further prehearing conference for July 14. Action July 9.
- KUHI-TV Joplin, Mo.—Broadcast Bureau granted CP to change ERP to 852 kw vis. and 171 kw aur.; change type trans. Action July 10.
- WOKR(TV) Rochester, N. Y.—Broadcast Bureau granted mod. of license covering change in studio location to 4225 W. Henrietta Rd., Henrietta twp. N. Y. Action July 10.
- KATU(TV) Portland, Ore.—Broadcast Bureau granted CP to install auxiliary ant. at main trans. location. Action July 10.
- WORA-TV Mayaguez, P.R.—Broadcast Bureau granted license covering utilization of formerly licensed main trans. as auxiliary trans. Action July 10.
- WXEX-TV Petersburg, Va.—Broadcast Bureau granted license covering changes and change studio location to 109 North Sycamore Street, Petersburg. Action July 20.
- WBAY-TV Green Bay, Wisconsin—Broadcast Bureau granted license covering changes. Action July 20.

Actions on motions

- Office Opinions and Review in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.). TV proceeding, granted request and extended to July 20 time to file reply to Department of Justice brief (Docs. 16679-80). Action July 14.
- Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems of Massachusetts [WREP(TV)]). TV proceeding, scheduled further hearing for July 1 (Docs. 18338-9). Action June 30.

Other actions

- WBVI-TV Panama City, Fla.—Review board denied application of Bay Video Inc. for extension of time to construct WBVI-TV (Doc. 18301). Action July 8.

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 783-0111
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Summary of broadcasting

Compiled by FCC, July 1, 1970

| | On Air | | | Total On Air | Not On Air CP's | Total Authorized |
|----------------------|----------|------|------|-----------------|-----------------------|---------------------|
| | Licensed | STA* | CP's | | | |
| Commercial AM | 4,275 | 2 | 11 | 4,288 | 82 | 4,370 ¹ |
| Commercial FM | 2,089 | 0 | 37 | 2,126 | 134 | 2,260 |
| Commercial TV-VHF | 493 | 2 | 15 | 510 | 13 | 524 |
| Commercial TV-UHF | 137 | 0 | 44 | 181 | 115 ² | 299 |
| Total commercial TV | 630 | 2 | 59 | 691 | 128 | 823 |
| Educational FM | 395 | 0 | 21 | 416 | 46 | 462 |
| Educational TV-VHF | 76 | 0 | 6 | 82 | 7 | 89 |
| Educational TV-UHF | 97 | 0 | 11 | 108 | 15 | 123 |
| Total educational TV | 173 | 0 | 17 | 190 | 22 | 212 |

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

■ WTAR-TV Norfolk, Va.—Review board granted petition to enlarge issues filed by Hampton Roads Television Corp. in the proceeding involving the mutually exclusive applications of WTAR Radio-TV Corp. (WTAR-TV), and Hampton Roads Television Corp. for ch. 13, Norfolk, ascertainment efforts by applicants and determine if there was cross ownership involved in interests of the principals of Landmark Communications, Inc. parent company of WTAR Radio-TV Corp. (Docs. 18791-2). Action July 14.

Call letter application

■ *WNET-TV, Educational Broadcasting Corp., Newark, N.J. Requests *WNET-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WTLV-TV New Bedford, Mass. (WGAL Television Inc.). Contract dated Sept. 21, 1967, replaces one dated Aug. 24, 1964; effective July 2, 1967, to July 2, 1969. First call right. Programs delivered to AT&T test-board in Boston. Network rate, \$1,050; compensation paid at 30% prime time.

■ WJRT-TV Flint, Mich. (Poole Broadcasting Corp.). Amendment dated May 26, amends contract dated March 12; reducing deduction from 121% to 82%, effective May 10.

■ WCCB-TV Charlotte, N. C. (Mecklenburg Television Broadcasters Inc.). Contract dated March 13, replaces one dated Jan. 15, 1968; effective Jan. 15, 1970 to Oct. 1, 1970 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$300; compensation paid at 30% prime time.

■ WEWS-TV Cleveland (Scripps-Howard Broadcasting Corp.). Contract dated Feb. 25, 1969, replaces one dated Feb. 10, 1967; effective March 1, 1969 to March 1, 1971. First call right. Programs delivered to station. Network rate, \$3,132; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WJBK-TV Detroit (Storer Broadcasting Co.). Amendment dated June 1, 1970, amends contract dated Nov. 9, 1966; effective Jan. 3, 1971 reducing network rate from \$2,899 to \$2,999.

■ WRDW-TV Margate, N. J. (Rust Craft Broadcasting Co.). Contract dated Jan. 1, 1970; effective Jan. 1, 1970 to Dec. 31, 1971 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$631; effective Oct. 4, 1970 \$658; compensation paid at 32% prime time.

■ WSTV-TV Steubenville, Ohio (Rust Craft Broadcasting Co.). Contract dated Dec. 1, 1969; effective Dec. 1, 1969 to Nov. 30, 1971 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$825; compensation paid at 32% prime time.

■ WNCT-TV Greenville, N. C. (Roy H. Park Broadcasting Inc.). Contract dated Nov. 7, 1966; effective Sept. 11, 1966 to Aug.

31, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$561; compensation paid at 32% prime time.

■ WTOL-TV Toledo, Ohio (Cosmos Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated May 31, 1968; reducing network rate from \$1,400 to \$1,309, effective Feb. 1, 1970.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WSB-TV Atlanta (Cox Broadcasting Corp.). Contract dated Feb. 15, 1968, replaces one dated March 18, 1964; effective April 1, 1968 to Sept. 30, 1968 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,590; compensation paid at 33 1/4% of all equivalent hours, multiplied by prime-time rate.

■ WTSM-TV Superior, Wis. (Northwest Publications Inc.). Contract dated Dec. 1, 1967, replaces one dated Jan. 26, 1956; effective Dec. 1, 1967, to Oct. 29, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$725; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

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, granted petitions by Martin Lake Broadcasting Co. for leave to amend application to reflect engineering and financial changes. Action July 14; granted petition by Clanton Broadcasting Corp. for leave to amend application to revise and update estimated cost of construction, give basis for such costs and set forth source of funds which will be available to meet estimated cost of construction and first year operation. (Docs. 18782-3). Action July 15.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstall, Scoto Broadcasting Co., and Circleville Broadcasting Co.). AM proceeding, dismissed opposition of George E. Worstall to petition for leave to intervene, filed by Post-Newsweek Stations, Florida Inc., licensee of WCKY Cincinnati, petition granted July 2 (Docs. 18856-8). Action July 13.

■ Hearing Examiner Lenore G. Ehrig in Sylacauga and Jacksonville, both Alabama (Heart of Dixie Broadcasting Co., Jacksonville Broadcasting Co. and University Broadcasting Co.). AM proceeding, postponed prehearing conference to Aug. 25 (Docs. 18898-900). Action July 13.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.). AM proceeding, on request of the parties, scheduled further hearing conference for July 16 (Docs. 18526-7). Action July 14.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.). AM proceeding, granted request by Home Service Broadcasting Corp. and extended to July 24, time to file response to pleadings with respect to discovery (Docs. 18640-1). Action July 15.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey). AM proceeding, scheduled further hearing for July 16 (Docs. 18251-2). Action June 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.). AM proceeding, suspended and stayed depositions scheduled to be taken at Alexander City July 13 through July 15 subject to further order of presiding examiner Basil P. Cooper (Docs. 18782-3). Action July 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Sylacauga and Jacksonville, both Alabama (Heart of Dixie Broadcasting Co., Jacksonville Broadcasting Co. and University Broadcasting Co.). AM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Aug. 18 and hearing for Sept. 21 (Docs. 18898-900). Action July 6.

■ Hearing Examiner Arthur A. Gladstone in Broadway-Timberville and Charlottesville, all Va. (Massanutten Broadcasting Inc. and Charlottesville-Albemarle Broadcasters Inc.). AM proceeding, designated Hearing Examiner Ernest Nash as presiding officer and scheduled prehearing conference for Aug. 19 and hearing for Sept. 23 (Docs. 18903-4). Action July 6.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.). AM proceeding, granted petition by applicant for leave to amend application to reflect change in corporate ownership and address, revisions in financial plan, and further program survey efforts of applicant and proposed programs resulting from evaluation of suggestions received (Doc. 18852). Action July 10.

■ Hearing Examiner Jay A. Kyle in Ponce, P.R. (Radio Antilles Inc. and Zaba Radio Corp.). AM proceeding, denied motion by Zaba Radio Corp. to strike interrogatories (Docs. 18564 and 18566). Action July 14.

■ Hearing Examiner Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.). AM proceeding, rescheduled prehearing conference to Sept. 10 and postponed hearing now scheduled for Sept. 14 (Doc. 18888). Action July 10.

■ Hearing Examiner Chester F. Naumowicz in Bentonville, Arkansas (Northwestern Communications Corp.). AM proceeding, scheduled further prehearing conference for July 17 and hearing for Aug. 25 (Doc. 18869). Action July 14.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc. and Broadcasters Inc.). AM proceeding, ordered remaining dates in current schedule cancelled (Docs. 18489-91). Action July 8.

Other actions

■ Sterling, Colo.—FCC denied requests by Logan County Broadcasting Co. and Opal Rompel for waiver of provisions of rules regarding AM "freeze" and applications to re-establish deleted facilities of KOLR (AM) Sterling, Colo. (1490 kc. 250 w-U) have been returned as unacceptable for filing. Action July 17.

■ Review board in Shenandoah, Iowa. AM proceeding, Docs. 18746-48, granted motion for extension of time filed July 10 by Shenandoah Broadcasting Co., to extend that time for filing exceptions to initial decision is extended to July 27. Action July 14.

■ Review board in Lebanon, Pa. AM proceeding, Docs. 15835-15839, granted request for extension of time, filed July 10 by Radio Catonsville Inc. Action July 14.

■ Clarkston, Wash.—FCC denied petition by Lewis-Clark Broadcasting Co., licensee of KOZE-AM-FM Lewiston, Idaho, and KRLC Inc., licensee of KRLC Lewiston, Idaho-Clarkston, Wash., for stay of review board decision granting application of Clarkston Broadcasters for new daytime AM at Clarkston (Doc. 18124). Action July 14.

Designated for hearing

■ Broadway-Timberville and Charlottesville, all Virginia—FCC designated for hearing mutually exclusive applications of Massanutten Broadcasting Inc. and Charlottesville-Albemarle Broadcasters Inc. for stations on 1470 kc. 5 kw-D. Action July 7.

Existing AM stations

Applications

- WTWA Thomson, Ga.—Seeks CP to increase daytime power from 250 w-U to 250 w, 1 kw-U. Ann. July 10.
- WVIM Vicksburg, Miss.—Seeks CP to increase daytime power from 250 w-U to 250 w, 1 kw-U. Ann. July 10.

Final actions

- KFOD Anchorage — Broadcast Bureau granted CP to change from 750 kc, 10 kw-U, to 750 kc, 10 kw, 50 kw-U.; change type trans.; change studio and trans. location to southwest Abbott Road & Lake Otis Parkway south of Anchorage; conditions. Action July 9.
- Southern Colorado State College, Pueblo, Colorado—Broadcast Bureau granted mod. of CP to change frequency from 90.5 mc, ch. 213 to 89.5 mc, ch. 208. Action July 13.
- WRBD Pompano Beach, Fla.—Broadcast Bureau granted license covering changes. Action July 13.
- WUSF Tampa, Fla.—Broadcast Bureau permitted remote control. Action July 10.
- WSPB Sarasota, Fla.—Broadcast Bureau granted CP to erect 280 ft. tower (with resistors installed) 250 ft. northwest of existing tower, with FM ant. side-mounted at top; conditions. Action July 10.
- WALG(AM) and WJAZ(AM) both Albany, Ga.—FCC sent letters of admonition resulting from review of allegations of false and misleading promotional advertising to Radio Albany Inc. and James S. Rivers Inc. WALG's license application was granted for one-year period ending Aug. 1. WJAZ's license was renewed for remainder of license term ending April 1, 1973. Action July 15.
- WCVS Springfield, Ill.—Broadcast Bureau granted CP to reduce ant. height to 385 ft. Action July 10.
- WXOK Baton Rouge—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action July 10.
- KNOE(AM) Monroe, La.—FCC granted James A. Noe short-term renewal of license following commission inquiry into allegations that he made improper use of 1967 pulse audience survey. Action July 15.
- WTHU Thurmont, Md.—FCC notified that initial decision May 19 proposing power increase from 100 w to 500 w-D to Leisner Broadcasting Corp. became effective July 8 (Doc. 18780). Action July 10.
- WVLC Orleans, Mass.—Broadcast Bureau granted license covering new AM. Action July 15.
- WCCO-AM-TV Minneapolis—FCC granted petition by Midwest Radio-Television Inc. for reconsideration of order setting its renewal applications for WCCO-AM-TV for hearing. Station licenses were renewed without hearing. Commission dismissed as moot Midwest petition for oral argument and ordered proceeding terminated (Doc. 18499). Action July 15.
- KYES Roseburg, Ore.—Broadcast Bureau granted CP to change ant.-trans. location to 762 S.E. Pine Street, Roseburg. Action July 10.
- WXUR-AM-FM Media, Pa.—FCC granted request by Brandywine-Main Line Radio Inc. for waiver of rules, which limit length of petitions for reconsideration to 25 double-spaced pages (Doc. 17141). Petitioner was authorized to submit up to 50 pages. Action July 10.
- WSIB Beaufort, S. C.—Broadcast Bureau granted license covering changes. Action July 13.
- WNAX Yankton, S. D.—Broadcast Bureau permitted remote control. Action July 13.
- KVAN Vancouver, Wash.—FCC granted petition by Mrs. Cathryn C. Murphy for addition of forfeiture issue to order designating station application for license renewal hearing. Commission designated application for hearing in order released Sept. 24, 1969 on various issues, including alleged operation from unauthorized trans. site, from July 31 to Aug. 25. Action July 8.

Other action

- WOOK Washington—Review board granted request to enlarge issues to permit introduction of evidence of meritorious programming particularly in public service category. Hearing examiner had denied request. Application for license renewal is being challenged by Washington Community Broadcasting Co., Washington. (Docs. 18559, 18561-3). Action July 14.

Actions on motions

- Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLC, granted request by Broadcast Bureau and extended to July 24 time to file responses to petition for clarification (Doc. 18285). Action July 13.
- Hearing Examiner Frederick W. Denniston in Hartford, Conn. (RKO General Inc.) for CP to make changes in WHCT, granted motion by applicant to amend exhibit E-1 of application to conform to recently adopted regulations of commission concerning method of predicting Grade A and Grade B field intensity contours; proceeding remains in suspension as provided by prior order (Doc. 18821). Action July 13.
- Hearing Examiner Charles J. Frederick in Portland, Ore. (Benson Polytechnic School [KBPS]), AM proceeding, on request by applicant, rescheduled prehearing conference to July 30 (Doc. 18860). Action July 14.
- Chief Hearing Examiner Arthur A. Gladstone in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Aug. 18 and hearing for Sept. 21 (Docs. 18896-7). Action July 6.
- Chief Hearing Examiner Arthur A. Gladstone in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Aug. 17 and hearing for Sept. 9 (Docs. 18901-2). Action July 6.
- Chief Hearing Examiner Arthur A. Gladstone in Vancouver, Wash.; Omaha and Indianapolis, inquiry into operations of KISN, KOIL-AM-FM, WIFE-AM-FM, ordered record certified to FCC (Doc. 18807). Action July 1.

Fines

- WAKS(AM) Fuquay-Varine, N. C.—FCC notified of apparent liability forfeiture of \$2,000 for willful or repeated violation of fraudulent billing practices and logging violations of rules. Action July 15.
- WNRJ(AM) Gainesville, Ga.—FCC ordered to forfeit \$1,000 for willful and repeated violation of rules by failing to broadcast at times and powers specified. Action July 16.

Processing line

- FCC notified following AM applications will be available for processing Aug. 25: KQXI Denver, Bernice Schwartz, Has: 1550 kc, 10 kw-D, Req: 1550 kc, 10 kw-D. WPVL Painesville, Ohio, WPVL Inc., Has: 1460 kc, 1 kw, DA-D, Req: 1460 kc, 500 w, 1 kw-LS, DA-2-U. WAAM Ann Arbor, Mich., Babcock Companies Inc., Has: 1600 kc, 1 kw, 5 kw-LS, DA-2, U, Req: 1600 kc, 5 kw, DA-2, U. KIXX Provo, Utah, KIXX Inc., Has: 1400 kc, 250 w, U, Req: 1400 kc, 250 w, 1 kw-LS, U. WSMG Greenville, Tenn., Green County Broadcasting Inc., Has: 1450 kc, 250 w, U, Req: 1450 kc, 250 w, 1 kw-LS, U. WTWA Thomson, Ga., Hickory Hill Broadcasting Co., Has: 1240 kc, 250 w, U, Req: 1240 kc, 250 w, 1 kw-LS, U.

New FM stations

Final actions

- Mountain Home, Ark.—Mountain Home Broadcasting Corp. Broadcast Bureau granted 98.3 mc, 1.4 kw, P.O. address: Box C, Mountain Home. Estimated construction cost \$22,472.50; first-year operating cost \$6,500; revenue \$9,000. Principals: Arvin Stricklen, president (98%), et al. Mr. Stricklen owns 98% of KTLO(AM) Mountain Home. Action July 1.
- Freeport, Ill.—Freeport Broadcasting Co. Broadcast Bureau granted 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. Kortemeier, vice president, Donald A. Dagal Jr., treasurer (each 30%), and Ruth Mahoney, secretary (10%). F. X. Mahoney is attorney. Mr. Kortemeier is ophthalmologist, owns 50% of auto-parts wholesaler and 30% of office building. Mr. Dagal Jr. owns 50% of home-building firm and mobile-home park and sales. Action July 20.
- Port Huron, Mich.—St. Clair County Community College. Broadcast Bureau granted 88.3 mc, TPO 10 w. Ant. height

above average terrain 87 ft. P. O. address: 323 Erie Street, Port Huron. Estimated construction cost \$8,467.72; first-year operating cost \$1,500; revenue none. Principals: Franklin H. Moore, chairman, board of trustees, et al. Action July 1.

■ Marlon, S. C.—Swamp Fox Broadcasting Corp. Broadcast Bureau granted 94.3 mc, 3 kw. Ant. height above average terrain 190.4 ft. P. O. address: 324½ Main Street, Box 1033, Marlon 29571. Estimated construction cost \$14,829.50; first-year operating cost \$5,000; revenue \$12,000. Principals: Richard T. Laughridge, president-treasurer, and Charles S. Morris, vice president-secretary (each 50%). Principals own WATP(AM) Marlon, Mr. Laughridge is vice-president-sales of WNOK-TV and owns 238 shares of WNOK-AM-FM-TV Columbia, S. C. Mr. Morris is director of technical operations for S. C. Educational TV Commission, licensee of *WITV(TV) Charleston, *WNTV(TV) Greenville, *WRLK-TV Columbia, *WJFM-TV Florence and *WEBA-TV Allendale, all South Carolina. Action July 20.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, ordered proceeding suspended to await outcome of commission action in community-survey issue (Primer proceeding), Doc. 18774 (Docs. 18664 and 18666). Action July 13.
- Chief Hearing Examiner Arthur A. Gladstone in Harriman, Tenn. (Folkways Broadcasting Co. and F. L. Crowder), FM proceeding, designated Hearing Examiner James F. Tierney as presiding officer; scheduled prehearing conference for Aug. 26 and hearing for Sept. 23 (Docs. 18912-3). Action July 10.
- Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, rescheduled hearing from July 6 to July 21 (Doc. 18288, 18290). Action June 29.

Other actions

- Review board in Washington, FM proceeding, Docs. 18634-35, granted Pacifica Foundation's request for extension of time of one week, filed July 8. Action July 10.
- Review board in Washington—FM proceeding, denied appeal by Accuracy In Media (AIM) contesting Hearing Examiner James Tieney's refusal to allow AIM to intervene in comparative proceeding for FM CP in Washington, between Pacifica Foundation and National Education Foundation Inc. Action July 14.
- Review board in Gahanna, Ohio, FM proceeding, Docs. 18308-18793, granted motion for extension of time, filed July 13 by Delaware-Gahanna FM Radio Broadcasting Station Inc. Action July 14.
- Review board in Gahanna, Ohio, FM proceeding, Docs. 18308-18793, granted motion for extension of time to file reply to opposition filed July 16 by Christian Voice of Central Ohio. Action July 20.

Rulemaking petition

- *WISU-FM Terre Haute, Ind.—Requests rulemaking to allocate ch. 240A to Terre Haute, Ind. Ann. July 20.

Designated for hearing

- Harriman, Tenn.—FCC set for consolidated hearing mutually exclusive applications of Folkways Broadcasting Inc. and F. L. Crowder for CP's for new FM's on 92.7 mc in Harriman. Action July 8.

Call letter application

- KFIL Inc., Preston, Minn. Requests KFIL-FM.

Call letter actions

- University of Denver, Denver. Granted *KCFR(FM).
- Fine Arts Broadcasting Inc., Charleston, S. C. Granted WEZL(FM).
- Culpeper Broadcasting Corp., Culpeper, Va. Granted WCUL(FM).

Existing FM stations

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: *WMEH-FM Bangor, Me., to Aug. 30;

(Continued on page 75)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applications: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Salesman-newspaper to manage branch studio. City of 5,000. Highly successful station requires man with successful track record. Send resume, photo, tape. WSMI, Litchfield, Illinois.

Manager, sales background, for AM/FM stations in very attractive small Ohio city. Great opportunity for successful salesman ready for management with multi-station group. Stock purchase plan. Rush full information and salary requirements to 2588 Newport Corp., 2222 Ave. of the Stars, Suite 2102, Los Angeles, Calif. 90067.

Help Wanted Sales

Experienced sales manager for progressive FM station related to most prestigious southern university. Twenty percent commission, bonus for all sales above fixed operating budget. Departmental autonomy. Inherit twenty established accounts. Send resume, references to Box G-105, BROADCASTING.

Wanted experienced salesman for top notch AM FM station in Northeast. Excellent opportunity for the right man. Box G-141, BROADCASTING.

Young man to do play-by-play and sell time on FM. Great medium market opportunity. Box G-166, BROADCASTING.

Talley stations, Illinois and Iowa seek two salesmen. Top income for producers. Must be honest, reliable. Send resume, photo, references. Litchfield, Illinois. Box G-215, BROADCASTING.

Looking for a place to grow? Opportunity for an aggressive, honest salesman who wants to climb the ladder. Active account list. We pay well. Ideal family living conditions. Russ Kent, KAGE, Winona, Minnesota, 507-452-2867.

Wanted experienced salesman—upstate New York MOR station Capital District area—Salary open—Write WCKL, Catskill, New York or call 518-943-9150.

Wonderful opportunity for frustrated young salesman. Only station in second fastest growing county in state. Many new accounts coming in every day. Chance to prosper with growing station in growing environment. Contact David Samson, President, WSMO AM/FM, La Plata, Maryland 20646, Phone (301) 934-4612.

Three station group of young broadcasters is expanding again and needs aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers, one with an interest in station. Start at \$12,500. Must travel for interview at your expense. Start after your summer vacation. Call or write Michael Schwartz, 1-203-521-1550 or 998 Farmington Avenue, West Hartford, Connecticut.

Announcers

Wanted 3 experienced announcers CGW and middle of the road. Excellent working conditions, good pay and fringe benefits. Box G-139, BROADCASTING.

Announcer, North Central Penna., full-timer looking for a morning man. We need a personality who can do a lively get up show and a telephone-talk program later in a.m. Experience a must. Will pay more for a first phone combo man. Sports knowledge helpful. This is a pleasant community, ideal for a family. No floaters. Reply Box G-189, BROADCASTING.

Announcer with first class ticket, for morning show. Good pay. Profit sharing. Insurance. Box G-207, BROADCASTING.

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

Announcers continued

Southern California: Medium market—modern country. Guaranteed pay increase 90 days—180 days. State minimum salary requirements. Send tape, resume and picture. Job open in September. Box G-241, BROADCASTING.

Top morning air personality for major NY market adult station. Must have good voice, intelligence, imagination; ability to hold and build audience; able to deliver "live" air-sell. Family man preferred, sober, and reliable. Want a man looking to put down roots with a growing organization. Personal interview will be arranged later. Send full particulars and full half-hour air check to Box G-243, BROADCASTING.

Indiana full-time contemporary station has opening for young announcer looking to move up. Versatility and dependability are required. Good chance for talented small market man or newcomer. Box G-258, BROADCASTING.

One of America's top contemporaries in major market needs heavy jock for evening slot. Rush air check, resume, and salary requirements. This is top forty with one of most famous call letters in industry. Box G-261, BROADCASTING.

This damned yankee manager wants southern voiced dj with 3rd, who digs modern country music for 50 KW stereo operation in midwest. Exclusive sound in market. Plush studios and gear. Contact Bud Sunkel, WIAI, Danville, Illinois.

Experienced morning man with housewife appeal and first phone. Bright soft contemporary format. Professional staff. Leading area station. Salary open. Send resume, photo—tape to Jerry Peterson, WLPO AM FM, Ivy Way Lane, La Salle, Illinois 61301 or call 815-223-3100.

C & W announcer with first ticket, no maintenance, call Mr. Van, WLVP Radio, Franklin, N.J., 201-827-6500.

MOR, combo man with 1st. Stable opportunity for man with some experience who loves sunshine and water. Call or write WNOG, Naples, Florida.

Nome, Alaska, 10 KW . . . needs four experienced announcers to join in educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send tape, resume and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska. Beginning about November 1970.

Technical

Engineer. Maintenance, some announcing. Small market, Kansas, AM/FM. Box G-10, BROADCASTING.

KRFM, Phoenix, Arizona, one of the country's top independent FM operations, needs 1st rate chief immediately. Experience with Collins 10kw transmitter helpful. Thorough knowledge of FM stereo essential. Call Tom Churchill, Gen. Mgr., at 602-264-0123 or write P.O. Box 10098, Phoenix, Arizona 85016.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

Wanted, qualified, reliable technician to assume duties at four (4) tower daytimer, remote. Prefer man that could handle short board shift. Top salary and benefits, ideal working conditions, pleasant college community. Call or write, WJIL, P.O. Box 235, Jacksonville, Illinois 62650, (217) 245-5119.

Engineer, first ticket for 5000 watt directional, 50,000 watt stereo FM: new equipment. No announcing, must know audio well and conduct scheduled maintenance, send current picture, resume and requirements to General Manager, WMIX, Mt. Vernon, Illinois 62864.

Technical continued

Chief engineer, full responsibility. 5000 watts non-directional days. 1000 watts directional nights. Midwest medium market. Good money for right man. Call 812-425-2221.

News

Wanted: Newsmen or radio man wanting to learn news. Midwest only. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Need experienced newsmen for new, small, NY metro station. Must enjoy outside work and have good air voice to join three-man team strong on local news. Good salary. A major market sound with small station friendliness. Send tape, resume, pic to: Jack Franks, WELA, 9 Caldwell Place, Elizabeth, N.J. 07201.

WIRL Radio has an immediate opening for an experienced newsmen in morning drive time. We are seeking a professional with a resonant voice and good judgment. Send tape and detailed resume to Ralph Smith, News Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

New Jersey's highest rated radio station is looking for a news director who is also capable of doing a telephone talk show. Applicants must have authoritative delivery and showmanship in news presentation. Tape, resume, salary requirements in first letter please. Robert Badger, Manager, WMID, A Merv Griffin Station, Atlantic City, N.J.

Newsman needed at WNNJ WJXL-FM, Newton, N.J. Increasing staff size in Sept. Must gather, write and air local news. Send tape and resume. Box 40, Newton, N.J. 07860.

Programing, Production, Others

Are you an above average production man? Do you take pride in the commercials you put on the air? Are you looking for a good future with a good growth potential? Do you have a first phone license? If your answer is yes, then contact Box G-63, BROADCASTING, immediately with a tape and resume. We have an opening in our organization for you.

If you have a first ticket, will write some copy, do a little selling in small Maryland market, write Box G-8', BROADCASTING.

Wanted experienced production man. One with ideas, good salary, fringe benefits, excellent working conditions. Box G-140, BROADCASTING.

Graduate assistantship, public radio station. Public affairs director. Must have background in news, public affairs work. Opportunity to pursue M.A. while engaged in local station activities. Send resume with first letter. Box G-151, BROADCASTING.

Sports personality—Major market station looking for an experienced sportscaster. Requirement number one is being an "Extrovert". Other requirements will include ability to produce a top rated sports program that will cover all sports activities. Send complete resume to Box G-200, BROADCASTING.

Professional basketball play by play—Top rated station in top 30 market with heavy sports involvement seeks top caliber sports director to originate network broadcasts, do daily sports show as well as cover other top-flight sporting events year round. Send tape, resume airmail to Box G-209, BROADCASTING.

Program director for modern country music station in southeast. Must be sound citizen and know radio. Five figure salary plus many added benefits. Send resume, air check of show and station. Box G-229, BROADCASTING.

Midwest contemporary station needs a strong morning personality who also does excellent work in production and remote broadcasts. Will pay the right money for the right man. Position open now. Box G-257, BROADCASTING.

Programing, Production, Others

continued

We're looking for quite a man—he's experienced, mature; he'll be our production manager and pull three-hour mid-day air shift; he'll be interested and involved with our city. We're group-owned, network-affiliated, MOR, major Florida market. Send air check/production samples, complete resume to Box G-270, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Traffic director, experienced, for high volume contemporary station in beautiful medium market. Contact Burt Levine, WROV, Roanoke, Va.

4 to 8 hours of your time per month can make you up to \$5,000 extra per year. No selling or collecting. No special skill required and need not affect your present position. Need one rep. at each Radio and TV station in U.S. Answer to Central Services, Inc., P.O. Box 812, Denton, Texas 76201.

Situations Wanted Management

16 years in small to major market, as chief engineer, dj, PD, now sales manager in medium market. Good record, all phases. Family man. Reply to Box G-156, BROADCASTING.

General manager. Radio seeking challenge. Success based on hard work, dedication, and honesty. 12 years experience, 10 in management. Presently employed, can give excellent references . . . there must be a need somewhere. Box G-172, BROADCASTING.

Thoroughly experienced-young-aggressive broadcaster seeks return to small or medium size market. Currently managing major market FM'er. All areas considered. Write Box G-216, BROADCASTING.

Muzak manager seeks franchisee with MSP rank to improve. Reply only if Muzak on par with sale of sound equipment, intercoms, broadcast advertising, background music. Box G-218, BROADCASTING.

Black station manager with first phone: Experienced in all phases of radio broadcasting: Soul programming on FM a specialty. Ready to travel in September. Box G-240, BROADCASTING.

Recently named by Billboard one of fourteen best in nation. Winner numerous other awards. Over twenty years small, medium and major market management, programming and technical experience. Extensive trouble-shooting background, from department to entire station or group, any format. Offer mature judgment, youthful adaptability and anticipation of major industry trends. Happily employed by excellent station, however situation utilizes very small portion of capacity. Seek working executive position in major or medium market with responsible station or group. Box G-255, BROADCASTING.

Ready to manage your station. 10 years plus in religious broadcasting: production, promotion, sales, first ticket. Church-family oriented. Excellent references. Box G-274, BROADCASTING.

Any organization is no stronger than it's leader. If it's leadership you need find a mature, experienced, pro. Write Box G-276, BROADCASTING. Medium market/east of the Mississippi. Salary secondary to liberal profit sharing and stock option.

Canadian broadcast executive wishes to relocate in the U.S.A. preferably in far west or mid-western states. Experience includes management of radio stations in markets of 500,000 and 250,000 plus extensive sales experience as general sales manager, retail sales manager, national sales rep., broadcast consultant and president of regional broadcast assn. Salary although important is not prime consideration. Require challenge and opportunity. Temporary address, Robert F. Irvine, 423 Beach Ave., Cornwall, Ontario, Canada, Phone 613-932-6670.

Like good music . . . I mean the kind as Percy Faith, Ray Coniff, George Shearing, etc? I know how to program it to build big adult numbers for your station. I've worked for one of the big ones in a top ten market. Willing to meet with you personally at my expense. Prefer northeast. Let's talk. 413-442-1283.

Jon Holiday—did the impossible at KMBZ. Number 4 to number one and double the billing in 1½ years. Now available for your station, or group. Station, program and news management. Consulting, too, phone (805) 497-3596.

Announcers

The man with the voice that thrilled women of two continents is now available. Third endorsed. Box G-13, BROADCASTING.

Dynamic young sports team, three years experience, major college football, basketball play-by-play, looking for challenging position. Box G-126, BROADCASTING.

Versatile air personality; fully equipped with first phone, sales, and statewide commercial production experience. Ready for responsible spot with progressive organization. Family. 29. Box G-134, BROADCASTING.

Beginner, will relocate, third phone, limited experience. Anxious to work in radio, fast to accept criticism. Box G-195, BROADCASTING.

Production expert . . . Top 40 and MOR personality. Experienced veteran. 3rd. Will relocate anywhere, but only for challenging—good paying—"Future". Top ratings. Box G-201, BROADCASTING.

D J copywriter, third, 27, experienced professional looking for rocker with future. Box G-210, BROADCASTING.

Versatile. Dependable. 5 years experience. Play-by-play, all sports. Jazz, MOR, Classical DJ. All shifts. Excellent references. 3rd endorsed. Box G-211, BROADCASTING.

Experienced announcer strong on play-by-play sports, news, sales, DJ. Relocate. Box G-214, BROADCASTING.

Experienced studio operator 1st phone—desires similar position, preferably in metropolitan area. Dedicated, full character references furnished. Prefer East—will relocate anywhere. Box G-217, BROADCASTING.

Beginner . . . 3rd endorsed/broadcast grad/Negro/relocate/owns car/available for more training/seeking first break. in radio. Box G-219, BROADCASTING.

Southeastern Michigan . . . still seeking right position. Disc jockey, copywriter and production. Experienced, good voice, and desire to work. Would consider traveling south or west. Box G-228, BROADCASTING.

Young black announcer, third endorsed, five years experience, ready to relocate. Box G-233, BROADCASTING.

Personality with four years experience looking for MOR drive-time position in west or southwest, will consider midwest. Experience in all phases. College degree—married—two children. Strict formatted stations need not answer. If you're looking for a jock with original humor to burn, you've just read his ad. Box G-238, BROADCASTING.

First phone announcer available yesterday. Mature pro, six years experience, some P.D. Prefer modern country or MOR. No maintenance. Box G-245, BROADCASTING.

Young, mature and quality voice professional, seven years adult station experience. Commercial preparation and production ability, news knowledge. Ready to move—up. Box G-246, BROADCASTING.

Sportscaster, with professional and major college play-by-play experience. Radio-TV. Box G-254, BROADCASTING.

Three years . . . two MOR, one radio-TV evening sports anchorman. Interviews with McLain, Kuhn, DiMaggio, Unseld, Nance, etc. . . young, military complete and confident. Box G-259, BROADCASTING.

Broadcast school graduate, with first ticket, seeks top 40 with news, 31, stable, married, service completed. Willing to relocate. Box G-260, BROADCASTING.

Top 40 dj experience working with tight board. News, commercial delivery and quality production. Will consider any station serving progressive growing community. Military completed. Available immediately. Box G-263, BROADCASTING.

News and sports announcer looking for sports reporting position. Box G-264, BROADCASTING.

Major market pro! Big voice; big personality. First phone. Call 401-725-8703 or Box G-268, BROADCASTING.

Top rated personality in top twenty market wants a change. First rate references. Prefer MOR format. You will get more than you pay for. Box G-271, BROADCASTING.

Combo-jock, news, experienced directionals FM, construction maintenance—South or Northeast. Box G-273, BROADCASTING.

Announcers continued

Country jock, desire change. First phone. Experienced. Employed. Box G-277, BROADCASTING.

Who's watching the store? Versatile staffman who's reached his level of incompetence. Authoritative news, copy, sounds of the big bands. Old Pro, 408-758-3097. 200 W. Romie, Salinas, Calif.

1st phone. Currently doing 6 to midnight MOR gig. Want change. MOR, rock, or soul. 25, draft exempt. Relocate. Johnny Jay, 308-632-6313 between 6 p.m.-midnight or 1711 3rd Ave. #2, Scottsbluff, Nebraska 69361.

1st phone suburban dj, engineer, salesman wants to move on up into city or country. Progressive rock preferred. U.S. only. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820, 914-666-3975.

Experienced first phone announcer available. 413-739-8241 from 2 to 4 PM or write James R. Taylor, Maple Avon Apartments, Apartment 22, 52 Westfield Street, West Springfield, Massachusetts 01089.

Disc jockey, six months experience, knows rock, progressive rock, MOR, and country. Third. Voice characterizations. Knows sports. Anywhere continental United States. Call 212 FI 7-5149.

Black jock. Rookie. Detroit sound. Veteran. Married. Will relocate. Good production. M.C. 3rd endorsed. Top 40 or soul. 313-933-8904.

Versatile D.J. FCC third class endorsed. 212-HO 5-8400.

All markets—all states! Dependable, hard-working broadcast school grad; 3rd endorsed. Public speaking/writing experience, B.A. + grad school, 27, married. Available for immediate employment as your announcer/newsman. Mitch Altschuler, 914-969-3022, 679 Warburton Ave., Yonkers, N.Y. 10710.

First Phone, draft exempt, 2 years experience, looking for medium or good paying small market. Prefer rock, but you name it, and I'll play it. Steve Phillips, 18824 So. Redland Rd., Oregon City, Ore. 97045, (503) 631-2390.

Desire Wisconsin or Minnesota location! 12 years experience! Can fit in with any type format. Have also done news, and sales! Contact: Richard P. Hoff, 202 North 11th. Street, Eau Claire, Wisc. 54701.

Announcer—limited experience. Third phone. Nineteen years old—permanent military deferment. Will relocate. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609/962-8452.

Will trade thirty years of radio know-how in programming, production, promotion publicity, farm, news and staff announcing for a realistic wage and permanency. Prefer a community of 25,000 or less. Roland "Pete" Peterson, 107 East 9th St., Yankton, South Dakota.

Technical

Engineer—professional—trained in every phase of broadcasting—automation to transmitters. Desires director of engineering or chief engineer's position. Mature, stable person with good family life. Box G-213, BROADCASTING.

Engineer—light maintenance, 5kw RCA, experienced, good references, wishes job as announcer in New England, announcing school, thorough knowledge of sports, spotter, wish play-by-play. Box G-226, BROADCASTING.

Chief engineer, announcer, sales, AM/FM, directional, construction. Present location Florida. Box G-231, BROADCASTING.

Chief or assistant, experienced directionals, FM, excellent construction, maintenance—South or Northeast. Box G-272, BROADCASTING.

1st phone suburban engineer, dj, salesman wants to move on up into city or country. U.S. only. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820, 914-666-3975.

First class FCC license, no experience. Looking for job in technical field. Will relocate anywhere. Contact as soon as possible. Mr. C. Crossman, 1320 O'Dell Street, Bronx, N.Y. 10462.

News

Ambitious Newsmen with 3¼ years experience in radio and newspaper looking for interesting, challenging position. Draft deferred, family, 2½ years college. Box G-30, BROADCASTING.

News director seeks opportunity. 12 years radio/TV, presently in midwest. Box G-181, BROADCASTING.

Situations Wanted

News continued

News/Sports director with play-by-play; early 30's, college. Currently newsmen in 450,000 market, but no sports. Market size not as important as opportunity. Would like TV. Box G-249, BROADCASTING.

Ready to move! Newsmen one year experience in medium market, with writing as a long suit, some experience, with play-by-play talent. Have degree in speech, plus third endorsed license. Write Box G-275, BROADCASTING.

Would I lie? Personality, good news, good production. Top 40 or Progressive Rock. Married. Third. Box G-278, BROADCASTING.

BS degree, broadcasting. Some experience. Wants chance. News, announcing, traffic. Draft exempt. Bob Woody, Route One, Black Rock, Ark., 501-878-6389. Prefer South.

Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box G-3, BROADCASTING.

Sports challenge wanted—TV—all phases of sports. Presently radio director, \$12,000 to start, VTR. Box G-212, BROADCASTING.

Need somebody you can depend on? College grad, married, draft exempt, last year and a half in major market. Programing, production, copywriting, music, first phone, excellent references. Make best offer first contact. Box G-242, BROADCASTING.

Professional radio broadcaster, 12 years practical experience, all phases except sales. Excell in administrative, creative, and community involvement. Seek opportunity with room for advancement in both salary and responsibility. Prefer aggressive adult operation. Will consider CATV programing. \$12,500 minimum depending on cost of living in your market. Presently P.D. mid-east AM-FM. No rush... will wait for right opportunity. Let me know what you've got... I'll show you what I've got. Box G-265, BROADCASTING.

Television Help Wanted

Technical

Immediate opening... experienced TV transmitter engineer... Salary to \$180 per week, depending upon experience. Contact W. C. Alliss, C.E., KCRG Stations, Cedar Rapids, Iowa.

School Audio-Visual Technician—Small suburban school system. Responsibility to maintain and repair audio-visual equipment such as tape recorders, phonographs, motion picture projectors, public address system, video recorders and language laboratory systems. Contact J. E. Elson, 8060 North 60th Street, Milwaukee, Wisconsin 53223.

Experienced television engineers wanted for transmitter and studio maintenance. Good starting salary and excellent fringe benefits. Contact C. A. Perkins, P.O. Box 8187, Jackson, Miss. 39204. An equal opportunity employer.

NEWS

TV Anchor/Reporter... Experienced anchorman needed for expanding early and late weekend newscasts on number one rated northeast station. Must have ability to write and shoot/edit 16 MM equipment. Send resume, salary requirements, and recent off-air video tape to Box G-84, BROADCASTING.

News director. We need an experienced, efficient news administrator who has a record of successful involvement with community problems for one of the top ABC affiliates. Located in the Southeast, we are rated number 2 and determined to be number 1. Send resume, picture and professional, personal and business references. Box G-165, BROADCASTING.

Experienced male or female general assignment TV reporter for 8th market, group owned UHF. Must be able to do filmed production pieces on location. Send full resume, VTR or filmed stories, photo, and salary required. Equal opportunity employer. Box G-187, BROADCASTING.

Investigative Reporter—The man we seek must be experienced in quietly digging out the facts and then willing to swear to their validity. He will be a member of an award-winning news department, but will work independently of the day to day operation. Special assignment work only. Upper-Midwest top 50 market. Top salary to right man. Send salary requirements, references and full resume with application letter. Write Box G-237, BROADCASTING.

News continued

TV news director for CBS affiliate in North Central market. Director's responsibilities include administration of department, anchorman for 6 and 11 p.m. newscasts, production of documentaries and moderator for public service programs. Starting salary \$15,000-\$20,000. Station dominant in market... No. 1 news rating... excellent opportunity with listed company interested in further development of news facilities. Only experienced department heads considered. Forward complete resume, tape and references to Box G-244, BROADCASTING.

TV newsmen. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer. Send picture and resume. Box G-266, BROADCASTING.

Programing, Production, Others

Major cable operator seeks qualified sales/programer for challenging cablecasting opportunity in new market. Send full details, including salary required, in first letter to Box G-247, BROADCASTING.

Key position for promotion manager seeking larger market or more responsibility. Must be experienced in all phases of television promotion with emphasis on audience and sales promotion. Send resume to: General Manager, KDNL-TV, 1215 Cole St., St. Louis, Mo. 63106.

Television

Situations Wanted Management

Station or operations manager. Outstanding manager. Outstandingly successful in VHF net, group, independent and UHF in small and large markets. Efficiency, effectiveness, economy. Box G-107, BROADCASTING.

Manager. Now G.M. of UHF in major market fringe. Station sold. Top professional background in VHF net and independent. Box G-108, BROADCASTING.

Don't hire a promotion man before you talk to me. Box G-235, BROADCASTING.

Thoroughly seasoned professional offers a multitude of broadcast skills. Personal sales at agency or local level. Cost-conscious administrator, accustomed to limited budgets; experienced film buyer; knowledgeable from initial application to on-the-air; creditable on-camera performance; first-phone. Married, presently employed. Excellent industry references. Box G-253, BROADCASTING.

Broadcaster wants television management, television sales or cable television opportunity. Employed as general manager of Ohio radio stations. Solid broadcast background including ownership. Married with family. 35 years of age. No financial or personal problems. No floater. Can stand rigid investigation. Box G-267, BROADCASTING.

Sales

Top ten commercial television experience; married, degree, outstanding references—seeking television sales opportunity. Box G-163, BROADCASTING.

Sales service. Experienced mature business judgment. Accuracy plus ambition. Desire Los Angeles or Southwest. Box G-202, BROADCASTING.

Announcers

Weatherman-announcer—9 years with solid background, also news and sports. Pro seeking money. Prefer eastern major market. Box G-220, BROADCASTING.

Technical

Top 50 TV chief would like to relocate in smaller market where a more active participation in departmental activities could occur. E.T.V. and radio will receive equal consideration. References. Box G-221, BROADCASTING.

Transmitter maintenance and construction, two years experience, all phases. Willing to learn and work hard. P.O. Box 5355, San Diego 92105.

Experienced chief 8 years radio, 8 TV, seeking position with future. 1954 tech school grad. C. L. Sweet, 20 Washington St., Evansville, Ind. 47713. 812-464-2940.

NEWS

TV anchorman... Extensive background in broadcast journalism. Currently managing editor of prime time newscasts. Shoot and edit film. Will accept major TV anchor slot with writing duties. Box G-161, BROADCASTING.

News continued

Street reporter: Black, excellent background, master's degree—journalism. Box G-205, BROADCASTING.

News and documentary writer-producer seeking challenging position with aggressive news or programing department. I come with awards, major market experience, M.A., and family. Box G-222, BROADCASTING.

Practical 13th market newsmen, 11 years experience all phases. Knows film-vtr. Documentaries. Some management. Seeks advancement in larger or smaller market. Box G-224, BROADCASTING.

Creative TV ex seeking position news or docs. Prod., nws. dir. exp., in top 3 markets, local and net. Please write Box G-234, BROADCASTING.

Are you seeking a newsmen with good on-camera personality, who's adept at gathering, interpreting and writing news—and editing film? (Would you settle for a female with the same news qualities)? Box G-251, BROADCASTING.

TV announcer, some news experience, wants anchor or legman slot. Mature, stable. Box G-262, BROADCASTING.

Programing, Production, Others

Experienced assistant-director, heavy on news, in top 10 market looking for directorship in smaller market. Write Box G-225, BROADCASTING or call 703-573-2086 mornings.

Highly organized, creative production director. Top 30 market. 12 years experience all phases of studio and remote productions. Desires challenge as operations director or program director. Box G-227, BROADCASTING.

Don't hire a promotion man before you talk to me. Box G-236, BROADCASTING.

TV art director/graphic artist—Eight years experience; color production, set design, animation, illustration, graphics. Resume and portfolio on request. Box G-252, BROADCASTING.

CATV operators going into local programing! See Box G-265 ad under radio programing situations wanted!

Producer/director desires ETV position. 10 years commercial TV—near M.A. in Speech/Drama. Box G-269, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk Guarantee Radio Supply Corp., 1314 Irturbide St. Laredo, Texas 78040

Wanted: New 1 KW CP needs all equipment... used but clean. Immediate cash. Box G-239, BROADCASTING.

Used Norelco PC70's and PCP70's cameras. 415-365-2002 collect.

FOR SALE Equipment

Rigid Transmission Line—6 1/2"-50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

For Sale: Two tower A.R.I. phasor and cabinet (pictures on request) \$500.00. 123' self supporting tower, dismantled 4 sections. \$700.00 Nems-Clark two tower phase monitor type 108E \$500.00 all in excellent condition. Box G-223, BROADCASTING.

Jampro FM antenna. Six bays horizontal plus six bays vertical. One damaged vertical element. \$1,500.00. KBRG, 133 Geary, San Francisco.

Automation Equipment: Station gone live, brand new Schafer CU-8 control unit, 4-Metrotech playbacks forward and reverse wind, 1 audio clock, 3-McCarta tape carousels, 3-McCarta tape single-plays, 1-Metrotech logger. Must Sell. Assume monthly payments of \$589.54. Balance approximately \$23,000. KOAD Radio, Jack Rivers, 15279 Hanford-Armona Road, Lemoore, Calif. 93245, (209) 582-9056.

FOR SALE

Equipment continued

2 Schafer 800 automation systems available in 45 days. Stereo. Now on air. Inspection invited. Any configuration. 5 Ampex recorders and 25 Hz ocs. and filters, audio clocks, 8 playbacks, 2 program loggers, 6 carousels. All or part. Great for "Hit Parade '70". Lease available for cash. Before you buy any automation, call us. 5 years experience with all formats. We'll tell you the truth, what you can and can't do. Music and installation available. Call or write WMJR, 3101 N. Federal Hwy., Ft. Lauderdale, Florida, 305-564-7613.

2 GE PE250 updates and 4 GE PE250 color cameras. 415-365-2002 collect.

Ektachrome film processor. Handles 8 and 16mm film interchangeably. 20 FPM speed, rugged, compact, 13 gage SS construction, complete with Temp, filtration, recirculation systems. Bargain priced. Call 816-931-3318, John Hanline.

GE 50 kw transmitter BT-50-A1 complete with associated equipment including cabling, 3 ea. 280 ft. and 2 ea. 160 ft. guyed towers, transmitter shack, etc. To be offered for sale by public bid. Available late 1970 for disassembly and removal from location near Sacramento. Arrangements to inspect the facility, currently operating, and to request copies of the Bid form, contact immediately B. N. Brown, Sacramento Municipal Utility District, P.O. Box 15830, Sacramento, California 95813. (916) 452-3211, ext. 576.

Ampex designed Model 450 background music tape reproducers both new and factory reconitioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

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(Continued from page 69)

*WALP(FM) Corinth, Miss., to Oct. 15; KMED-FM Medford, Ore., to Dec. 28; KPAM-FM Portland, Ore., to Nov. 1; *WFMO(FM) Lebanon, Tenn., to Dec. 1. Actions July 13.

*KFMV(FM) Magnolia, Ark. — Broadcast Bureau granted mod. of CP to extend completion date to Sept. 13. Action July 13.

*KADL-FM Pine Bluff, Ark. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 29. Action July 13.

*KECR(FM) El Cajon, Calif. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; condition. Action July 14.

*KPCS(FM) Pasadena, Calif.—Broadcast Bureau granted request for SCA on 67 kc. Action July 13.

*KDFC(FM) San Francisco—Broadcast Bureau granted CP to make changes in trans. Action July 10.

*WETA-FM Washington — Broadcast Bureau granted request for SCA on 67 kc. Action July 10.

*WWPB(FM) Miami — Broadcast Bureau granted CP to change trans. and studio location to 501 NW 207th Street, Miami; change type trans. and ant.; make changes in ant.; ERP 100 kw; ant. height 810 ft. Action July 9.

*KHHV-FM Honolulu—Broadcast Bureau granted mod. of CP to change trans. to Ft. Armstrong, Honolulu; operate by remote control from studio location; 1290 Ala Moana Blvd., Honolulu; change type ant.; change ant. system; ant. height minus 340 ft. Action July 10.

*KHHV-FM Honolulu—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 5, 1971. Action July 13.

*WGFA-FM Watsika, Ill. — Broadcast Bureau granted license covering changes. Action July 13.

*WJIB(FM) Boston — Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location on 96.9 mc. ch. 245; remote control permitted. Action July 14.

*WLLH-FM Lowell, Mass.—Broadcast Bureau granted request for SCA on 67 kc. Action July 10.

*WJON-FM St. Cloud, Minn. — Broadcast Bureau granted license covering new station to operate on ch. 269. Action July 13.

*WDLC-FM Port Jarvis, N. Y.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 13.

*KCCO-FM Lawton, Okla.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 10.

*KBBO(FM) Portland, Ore. — Broadcast Bureau granted mod. of CP to make changes in trans.

*WAEL-FM Maricao, P. R.—Broadcast Bureau granted request for SCA on 67 kc. Action July 13.

*KOB5-FM Orange, Tex.—Broadcast Bureau granted mod. of CP to change type trans.; conditions. Action July 13.

*KYED(FM) Pasadena, Tex. — Broadcast Bureau granted CP to change trans. location to One Shell Plaza, Houston; install new trans. and ant.; make changes in ant. system; ERP 97 kw; ant. height 800 ft.; remote control permitted. Action July 20.

Actions on motions

*Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media). FM proceeding, denied motion by WHCN Inc. to dismiss petitions for leave to modify application filed by Communicom Media. WHCN is afforded 5 days from release date of this order within which to file responsive pleading to Communicom's petitions for leave to modify application (Docs. 18805-6). Action July 10.

*Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by applicant and extended to July 17 time for Chronicle to file answers and/or objections to complainants' interrogatories (Doc. 18500). Action July 14.

Fine

*WFMM-FM Baltimore—FCC notified of apparent liability forfeiture of \$500 for willful or repeated violation of rules in that between Feb. 25, 1969 and Dec. 3, 1969, WFMM-FM was detected modulating in excess of 100 percent on negative peaks six times. Action July 15.

Call letter action

*KTRH-FM, Rusk Corp., Houston. Granted KLOL-FM.

Renewal of licenses, all stations

*Broadcast Bureau granted renewal of licenses for following: KWYN-AM-FM Wynne, Ark. Action July 13.

*Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KALO Little Rock, Ark.; WAVA-FM Arlington, Va.; WAYN Rockingham, N. C.; WBOX Bogalusa, La.; WKIX Raleigh, N. C.; WLEF Greenwood, Miss.; WLET-AM-FM Toccoa, Ga.; WOKK-FM Meridian, Miss.; WWBA-AM-FM St. Petersburg, Fla.; WWSM(FM) Bay Minette, Ala.; WYSE Iverness, Fla. Actions July 14.

Translator actions

*Broadcast Bureau granted renewal of licenses for following VHF translators: K08EV, K10AA and K12AB all Baker, Mont.; K03BA, K07DH and K09AP all Lamar, Colo.; K09AP Silverton, Colo.; K11EF and K13DW both Akron, Colo. Actions July 14.

*Broadcast Bureau granted licenses covering changes in the following UHF and VHF translators: W72AA Iron Mountain, Mich.; K11JP Plains, Mont.; W11AQ Robbinsville, Andrews and Marble, all North Carolina; K07GZ North, East, South, West Suburban Minot, N. D.; K08CG, K10CM and K12CF all South Wenatchee and Sunnyslope area, both Washington. Actions July 13.

*Broadcast Bureau granted licenses for following new VHF and UHF translators: K13JX Montague, Calif.; K83BW Tendoy and Baker, both Idaho; W73AO Whitesburg, Ky.; K09JN and K13KA both Valer, Mont.; K72DP Beaver Lake area, Neb.; K72DH Dry Lake, Crystal and Ute, all Nevada; 06GA and K02EL, both Searchlight, K02FM Goodsprings, K02FN Mesquite, all Nevada; K07FD, K72DN and K74DP all Leakey and rural surrounding area, Tex.; K09JL, K11JO and K13JV all Upper Bear River Valley, Wyo. Actions July 13.

*Mono County Television Corp., Lee Vining, Calif.—Broadcast Bureau granted CP's for new VHF translators to serve Lee Vining on ch. 11 by rebroadcasting KCRA-TV Sacramento and ch. 9 by rebroadcasting KOVR(TV) Stockton, Calif. Action July 9.

CATV

Applications

*Thomas Broadcasting — Requests distant signals of WBT(TV) Charlotte, N. C., to Asheville, N. C. (Greenville-Spartanburg, S. C.—Asheville, N. C. ARB 44). Ann. July 17.

*Bartlesville Video Inc.—Requests distant signals of KUHI-TV and KODE-TV both Joplin, Mo.; KOAM-TV Pittsburg, Kansas-Joplin, Mo.; KOCO-TV, KWTV(TV) and WKY-TV all Oklahoma City; KLPR-TV and KCEB(TV) both Tulsa, Okla.; KGTG-TV Fayetteville, Ark.; KCIT-TV Kansas City, Mo.; KFWT(TV) and KTVT(TV) both Fort Worth to add to Dewey and Bartlesville, both Oklahoma (Tulsa, Okla. ARB 56). Ann. July 17.

Final actions

*San Andrews and Mokelumne, both California—FCC granted petition by Triangle Cable Co. for waiver of hearing requirements and for authority under interim procedures to import four California UHF and one VHF distant independent signals into Sacramento-Stockton market. Action July 8.

*Monticello, Ky.—FCC ruled Monticello Cable Inc. CATV systems, not required to grant program exclusivity to WBIR-TV Knoxville, Tenn. Action July 8.

*Syracuse, N. Y.—FCC denied complaint by Channel 9, Syracuse Inc., former licensee of WYNS-TV Syracuse, N. Y. (present licensee is W.R.G. Baker Television Corp.) that Ontario Cable Television Inc. CATV operator, Geneva, N. Y. was in violation of rules by carrying distant signals of three New York City independent stations. Action July 15.

*FCC directed Ohio Valley Cable Corp. CATV systems at Williamstown, W. Va., and Marietta, Ohio, to show cause why it should not be ordered to cease and desist

from further violation of program exclusivity requirements and single channel carriage requirement. Action July 15.

■ FCC ordered Tower Antennas Inc., Coshocton, and TV Cable System Inc., Cambridge, both Ohio, to show cause why they should not be ordered to cease and desist from violations of program exclusivity rules. Tower Antennas and TV Cable Systems were directed to appear at hearing with South-eastern Ohio Television System, licensee of WHIZ-TV Zanesville, Ohio, and Broadcast Bureau, parties to proceeding. Action July 15.

■ Mt. Carmel, Pa.—FCC affirmed initial decision of Hearing Examiner Basil P. Cooper March 26 directing Kar-Mel CATV Systems Inc. and Jepko Community System to cease and desist from further violation of program exclusivity provisions and to provide non-duplication protection to WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania. Action July 1.

■ Wilkes-Barre, Pa.—FCC directed Service Electric Cable TV Inc. CATV system, to show cause why it should not be ordered to cease and desist from further violation of rules regarding notification prior to commencement of new service and requirements for showing expansion in evidentiary hearing and commission approval in top 100 television markets by operating CATV systems at Hanover township and Ashley borough, both Pennsylvania. Action July 15.

■ Bryan, Tex.—FCC directed Community Cablevision Corp. to show cause why it should not be ordered to cease and desist from carrying signals of KPRC-TV Houston in violation of mandatory stay provisions of rules and interim processing procedures in Doc. 18397, on its 12-channel CATV system. Action July 16.

■ La Crosse, Wis.—FCC ordered H & B American Cablevision Corp. to cease and desist from operating in violation of program exclusivity provisions (Doc. 18629). Action July 1.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Santa Cruz, Calif. (Teleprompter of Santa Cruz Inc.), CATV proceeding, designated Hearing Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Aug. 27 and hearing for Sept. 28 (Doc. 18914). Action July 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Sharon, Hickory township, and Sharpville, all Pennsylvania (Shenago Cable TV Inc.), CATV proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for Aug. 26 and hearing for Sept. 23 (Doc. 18911). Action July 10.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Co.), CATV proceeding, rescheduled hearing for July 23 (Doc. 18701). Action July 15.

Ownership changes

Applications

■ WKIS(AM) Orlando, Fla.—Seeks assignment of license from Kis Inc. to Susquehanna Broadcasting Co. for \$1,475,000. Sellers: Thompson K. Cassell, president (51%), J. McCarthy Miller Jr. (26%), Boris Mitchell, vice president (23%). Sellers own respective interests in WKIS-FM Orlando, and own 12%, 57% and 19%, respectively, in WCOA-AM-FM Pensacola, Fla. Mr. Cassell owns 25% of WUWU(AM) Gainesville, Fla., and 11% of applicant for new VHF TV at Orlando. Buyers: Louis J. Appell residuary trust (88.11%), Louis J. Appell Jr., president (3.68%), et al. Mr. Appell Jr. votes stock of trust. Buyers own WSBA-AM-FM-TV York, Pa., WQBA(AM) Miami and 90% of WARM(AM) Scranton, Pa., WHLO(AM) Akron, Ohio, WICE(AM) Providence, R. I., and WGBB(AM) Freeport, N. D. Mr. Appell has individual interests in WARM, WHLO, WICE and WGBB. Ann. July 8.

■ WPOK-AM-FM Pontiac, Ill.—Seeks assignment of license and CP from Dorothy L. Meythaler, executrix of Merlin J. Meythaler estate; and Merton J. Gonstead to Bret Broadcasting Corp. for \$275,000. Principals of Bret: Richard D. Lashbrook, president (25%), Mrs. Tommie Lou Lashbrook, vice president (25%), Naomi Groen, secretary (25%) and Egbert B. Groen, treasurer (25%). Richard Lashbrook is air personality with WGN(AM) Chicago, a freelance producer, management development consultant and has minority interest in oil wells in

southern Illinois. Mrs. Lashbrook has minority oil well interests. Mr. Groen owns 50% of cemetery and 50% of Standard Station Account and has been a state senator since 1962. Ann. July 9.

■ KYND(AM) Burlington, Iowa.—Seeks assignment of license from Burlington Broadcasting Corp. to Big Country Broadcasting Corp. for \$220,000. Sellers: Robert and Marguerita S. Sudbrink (as a group, 100%). Sudbrink stations are: WRMS(AM) Beardstown, Ill., WRIZ(AM) Coral Gables-Miami, Fla., and KFMZ(AM) Pasadena-Houston, Texas. Buyers: James Edwin Smith, president and Kenneth R. Hodges, vice president (each 50%). Mr. Smith is general manager of KYND. Mr. Hodges is account executive with WGEM-TV Quincy, Ill., and owns 33 1/3% of car wash. Ann. July 9.

■ KYMN(AM) Northfield, Minn.—Seeks transfer of control of National Communications Inc. from M. D. Price Jr. (70% before, none after) to M. D. Price Jr., trustee (none before, 70% after). Consideration: \$35,000. Mr. Price is trustee for Croil, John, James B. and Karen Hunter and is legal representative for radio stations KBOM(AM) Bismarck-Mandan, N. D., and WJON(AM) St. Cloud, Minn. Ann. July 7.

■ KATL(AM) Miles City, Mont.—Seeks transfer of control of Eastern Montana Publishing Co. from Robert W. and Nancy R. Chandler (each 10% before, none after) to William H. and Helen D. Hornby (each 20% before, 30% after). Consideration: \$60,000. Ann. July 7.

■ WCSL-AM Cherryville, N. C.—Seeks transfer of control from C. Grier Beam, (22% before, none after), Donald W. Curtis (44% before, none after), Kenneth B. Beam (22% before, none after) and Aaron B. Moss (12% before, none after) to Mark Broadcasting Inc. (none before, 100% after). Consideration: \$170,000. Principals of Mark Broadcasting Inc.: James Ardell Sink, president (90%), and Remelle K. Sink (10%). Mr. and Mrs. Sink own WKYK(AM) Burnsville, N. C. Ann. July 16.

■ WHUM(AM) Reading, Pa.—Seeks transfer of control of Eastern Radio Corp. from Robert G. Magee, Jessie P. Greig, John E. Schuler, et al (95% plus before, none after) to Broadcast Associates (none before, 95% plus after). Consideration: \$280,000. Principals of Broadcast Associates: William Chanoff (35.87%), Herman Lefco (40%), et al. Mr. Chanoff has numerous real estate and apartment house interests. Mr. Lefco is chairman of board of houseboat rental firm. Ann. July 7.

■ WPIP(AM) Collierville, Tenn.—Seeks assignment of license from Piper Broadcasting Co. to Albert L. Crain, for \$55,000. Sellers: Paul P. Piper Jr., president, et al. Buyer: Albert L. Crain, sole owner. Mr. Crain is owner of radio jingle production and sales company. Ann. July 13.

■ KSPO(AM) Spokane, Wash.—Seeks assignment of license from Radio Spokane Inc. to Richard B. Wheeler for \$190,000 and \$12,000 per year for five years. Sellers: Delbert Berthoff, president, et al. Buyer: Richard B. Wheeler, sole owner. Mr. Wheeler formerly owned 98% of KTLN(AM) Denver (now KTLK(AM)), 33% of KIUB(AM) Durango, Colo., and is applicant to buy KLO(AM) Ogden, Utah. Ann. July 8.

■ WZMF(FM) Menomonee Falls, Wis.—Seeks transfer of control of Falls Broadcasting Corp. from Kenneth E. Mayer (33% before, none after) to Ronald F. Amann (33% before, 66% after) for \$130,500. Ann. July 16.

Actions

■ KOCO-TV Oklahoma City—Broadcast Bureau granted transfer of control of Cimarron Television Corp. from Loyd Benefield, Marie S. Bohanon, R. G. Breish, et al (as a group, 100% before, none after) to Combined Communications Corp. (none before, 100% after). Buyers: John J. Louis Jr., chairman of board (17.8%), Karl Eller, president (14.3%), Henrietta J. Louis (16.7%), Wait & Co. for Harris Trust and Savings Bank and John J. Louis Jr. executors of John J. Louis estate (15.5%), Michael W. Louis (9.82%), et al. Mr. J. J. Louis Jr. owns investment business. Mr. Eller has real estate investments. M. W. Louis owns 92% of advertising firm and owns investment business. Combined Communications Corp. owns Eller Outdoor Advertising of Arizona, Michigan and Kansas firms. Phoenix Publishing Co., publishers of *Phoenix Magazine* and *Arizona Wildlife Sportsman*, KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona.

Action July 17.

■ WVAR(AM) Richwood, W. Va.—Broadcast Bureau granted transfer of control of R-S Broadcasting Co. from Carl E. Gainer and Larry A. Tucker (each 33 1/3% before, 25% after) to C. Farrell Johnson (33 1/3% before, 50% each). Consideration: not indicated. Action July 9.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through July 21. 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 *italic*.

■ Gulfport, Fla.—Two firms have requested franchises. Rahall Communications Inc. (WLKY-AM-TV) Largo, Fla. and the Times-Mirror Communications Co. (multiple-CATV owner), Los Angeles, are the applicants.

■ West Panama City Beach, Fla.—A franchise has been requested by Panama City Beach Cablevision, Birmingham, Ala. The firm would pay the city a \$5,000 initial sum.

■ Chatsworth, Ill.—Cable TV of Illinois, Bloomington, (multiple-CATV owner) has been awarded a franchise, 12 channels and a weather station will be provided.

■ Winimac, Ind.—Theodore W. Filson of Rensselaer, Ind., has been granted a franchise.

■ Ottumwa, Iowa—Ottumwa TV FM Inc. has been granted a franchise. Service will cost subscribers \$5 a month.

■ Hammond, La.—Cablevision Inc. (multiple CATV-owner) has requested a franchise.

■ Exeter, N. H.—Seacoast Cablevision, Exeter, has been awarded a franchise.

■ Edgewater, N. J.—Vision Cable Television Co. has been awarded a 25-year franchise. The firm will pay Edgewater an initial sum of \$5,000, 6% of the annual gross receipts for the first five years, and 6.5% after that. Subscribers will be charged \$4.95 per month plus \$1 monthly for a converter.

■ Mt. Olive, N. J.—Two firms have been granted franchises. Telecommunications Inc., Dover, (multiple-CATV owner) and CATV Service Co., Hackettstown, (multiple-CATV owner) were the recipients. Telecommunications Inc. will charge a \$20 installation fee plus a \$5 monthly charge. Both non-exclusive franchises are for 10 years.

■ Newark, N.Y.—Information Transfer Inc., Webster, N.Y. has applied for an exclusive franchise. Installation fee would be \$20 with a \$6 monthly charge. Newark would receive 1-3% of the gross receipts.

■ Whitehall, Ohio—Multi-Channel Cable Co. has been granted its sixth consecutive license renewal in Whitehall. The original franchise was awarded in 1965. The firm pays \$1,000 a year for the license. When operations begin, Multi-Channel will pay another \$1,000 or 6% of the gross receipts, whichever is greater.

■ Brookings, S. D.—A franchise has been awarded to KOTA Cable TV (KOTA-TV) Rapid City, S. D.

■ Bellaire, Tex.—Phonoscope Inc. has been granted a franchise. The firm will pay Bellaire \$3,000 a year or 4% of the gross receipts, whichever is greater. Subscribers will be charged a \$25 installation fee plus \$6 monthly for service.

■ Yoakum, Tex.—See-Mor Cable TV Inc. (multiple-CATV owner) Quanah, Tex., has requested a franchise. The firm will pay Yoakum 5% of the gross receipts plus \$3 annual rental for each pole carrying the coaxial cable. Subscribers would pay between \$5 and \$6 per month. Installation fee is set at \$10.

■ Princeton, W. Va.—Princeton TeleCable Co. has been granted a franchise by the board of education. Mercer Co. to service Princeton schools. Installation fee will be a flat \$2,500 for the entire system. A monthly fee of \$1 for each set will be charged.

■ Appleton, Wis.—Fox Cities Communications (multiple-CATV owner) of Appleton has been granted a franchise. The city ordinance calls for the firm to pay an annual fee of \$500 plus 2% of the gross annual receipts.

The cable-television industry has lost much of its speculative status on Wall Street with the advent of more favorable FCC regulation in recent months, and avid CATV proponents see nothing but boom times ahead. Five years ago growth estimates were more conservative as operators pondered what the commission was going to do—and still the CATV industry easily outstripped those prognostications.

Witness part of the five-year forecast delivered by Leon Papernow, executive vice president of Cypress Communications Corp. in December 1965 for TELEVISION Magazine. He projected:

- New and existing systems then serving 1.5-million subscribers would expand to a 3.1-million total (National Cable Television Association figures show a rise to 4.5 million).

- Projected revenues from new and existing systems would rise to \$155 million by 1970, assuming \$50 a year per subscriber (tabulations would place that figure closer to \$225 million).

That's some heady wave Mr. Papernow and other cable operators have been riding to the bank. And he stirred it up a bit in 1968 when the CATV firm he founded that year merged with Harriscope Cable Corp. to form Cypress, the third largest CATV group in the nation.

"I learned in 1955 about cable TV and its expected rapid development," Mr. Papernow says after recalling formerly successful ventures in television. "I bought some maps, a field-strength meter and a house trailer and, with my wife, drove from California around the country looking for the best site to build a cable system."

He wound up with his trailer parked in the driveway of Milton J. Shapp, then president of Jerrold Electronics Corp., a pioneer cable manufacturer. "I agreed to go to work for him," Mr. Papernow says, "but before too long, I became disenchanted with being just a manufacturer. The next step seemed to be into ownership."

Under the Jerrold banner, several different attempts were made in trying to establish cable television in then non-cable areas. First, Mr. Papernow tried building small studios in towns without TV stations and originating programs on the cable. When that failed, he considered pay TV, presenting first-run movies. Following the collapse of that endeavor, Mr. Papernow moved into ownership of CATV systems and by 1960 had signed 33,000 subscribers for Jerrold Electronics.

In that year, the company sold its systems, which were bringing in approximately \$1 million annually, according to Mr. Papernow, to H&B American for five times that amount.

"I thought I was getting out of the

One man's vision: all TV on cable, none on the air

CATV business after the sale of our subscribers," Mr. Papernow remembers, "but the then board chairman of H&B called to ask me what to do with the systems now that he had them."

Mr. Papernow ultimately returned to California and continued in the CATV business as executive vice president of H&B. "I convinced the company they should concentrate on cable television and liquidate their other interests," he says.

Five years ago, he made the choice of returning to business for himself,

Week's Profile



Leon Neil Papernow—executive VP, director and chairman of executive committee, Cypress Communications Corp., Los Angeles; b. April 30, 1919, Sevastopol, Russia; practicing and consulting engineer, 1945-1948; president, Television Broadcasting Inc., San Diego, 1948-1953; principal executive officer, Airfan Radio Corp., licensee of KFSD-AM-FM-TV San Diego (now KOGO-AM-FM-TV), 1953-1954; manager, CATV operations, Jerrold Electronics Corp., Philadelphia, 1955-1960; executive VP and director, H & B American Corp., Beverly Hills, Calif., 1960-1965; director, National Cable Television Association, 1961-1963; founder and president, Community Cablecasting Corp., Los Angeles, 1965-1968; president and director, Cypress, Los Angeles, 1968-1970; assumed present post, May 1970; m. Felicia Liebow of Wilton, Conn., March 20, 1943; children—Patricia, 24; Lee 20; Roger, 18; hobby—fresh-water fishing.

founded Community Cablecasting Corp. and began building and operating systems in Florida, Washington and California. "For the first three or four months, I worked out of the study in our home. Finally, my wife insisted I take an office," he says.

In March 1968, he merged his company with one headed by another ex-Jerrold engineer, Randolph Tucker, and changed the name to Cypress Communications Corp. With Hornblower and Weeks-Hemphill, Noyes acting as underwriters, the firm claims to be the first "pure" CATV company to go public. "Others may have been public before getting into cable television," Mr. Papernow notes, "or were involved in manufacturing as well as ownership. We were the first systems owner and operator to be publicly held."

Now that Cypress is among the largest CATV companies in the country, Mr. Papernow believes it should consider improving the quality and type of service CATV can provide. He notes that with the multiplicity of channels available, cable TV could present programs to special-interest audiences, however small.

"The basic audience is large enough to support innovative types of programs on one or two channels now," he says. "For example, one national channel on cable TV can provide continuous news coverage and be paid for by subscribers, not advertisers. Other shows could be in the noncommercial, public-service area, such as uninterrupted presentation of the proceedings of Congress. These would be paid for on a usage basis and eventually would be self-sustaining."

Further, he believes cable television may one day replace local television, if not in content, then in form. "There is nothing holy about local television stations," Mr. Papernow asserts. "I think even the FCC is beginning to see that. If cable can give the public something better than local television, then let CATV do it."

This could mean changing the form of local television, according to Mr. Papernow. "CATV might provide as many as 20 local channels with the divergence of programs that would cater to the different minority tastes," he says. "In addition, six national entertainment and news channels would supplement local service with programs that appeal to a broader based viewing audience. The problem would be to survive the transition period between present and future television service."

Actually, the programming future of CATV is up to the operators, Mr. Papernow says. "They should tell the FCC what additional services will be provided. Unless you render other services, do more than just import signals, your industry has no value."

Editorials

What's the rush now?

The FCC has been variously asked to reconsider or to stay its recently adopted rule to limit to three hours the volume of prime-time programming that affiliates may take from television networks. Among the major broadcast elements only ABC, Westinghouse and Metromedia have supported the commission's decision, and all of their positions have been hedged to at least some degree.

ABC has suggested that the FCC impose its rule on a quasi-experimental basis, establishing a date on which it would be reviewed in the light of experience. Westinghouse and Metromedia have suggested that the rule be modified to permit affiliates to play off-network series or features in time reclaimed from network schedules. These qualifying suggestions from the FCC's only supporters raise at least a question about the fundamental purpose of the rule.

As explained by the five-member majority that voted for it, the rule was intended to free at least a nightly half hour of prime time from network control and thus stimulate diversity of programming sources. The commission had no firm evidence that any of the major program sources would rise to flood the emptied time with innovative offerings or that any significant number of stations was prepared to expand local programming. The rule was adopted in the mere hope that something good would come of it.

Something good could indeed come of it, the evidence now shows: Stations in the largest markets could probably increase their profits substantially. The extra commercials that would become available for spot and local sale would be of prime value, and at least some audience could be found at that time for almost any kind of programming.

Stations in the smaller markets, however, face losses rather than gains. And the public—in whose name this exercise is being taken—has little prospect of getting any better or even much different fare.

The organized affiliates of all three television networks have asserted that program quality will decline if the rule is imposed. It cannot be said that the stations are acting as the dupes of the networks in opposing the rule. ABC's tried but failed to get their network to oppose it.

The FCC has been investigating this subject for almost as long as networks have been programming. It will do no one any harm—and might do the public some good—to stay the rule long enough for a serious examination of the overwhelming opposition it has aroused.

Takeover

Troubled broadcasters should breathe a little easier now that the Nixon administration has chosen its regulatory team, subject, as always, to the advice and consent of the Democratic-controlled but not necessarily hostile Senate in the sensitive area of communications policy.

They should breathe easier because of what might have been. President Nixon wisely was persuaded to shun purely patronage considerations in effectuating the parlay that drafted the able incumbent, Commissioner Robert Wells, former Kansas broadcaster, for the new seven-year appointment in succession to Democrat (but more nearly Populist) Kenneth Cox. The credentials of 42-year-old Sherman E. Unger, general counsel of the Department of Housing and Urban Development, tapped for the remaining 11 months of the Wells term, seem excellent.

Credit for this orderly transition must go largely to the

FCC's new chairman, Dean Burch, and to Peter Flanigan, the President's chief contact with the independent agencies. They recognized what would have been provoked at confirmation hearings if a purely political appointment had been made.

Another nomination awaiting Senate confirmation is that of Clay T. Whitehead, 31-year-old White House assistant, to be the first director of the Office of Telecommunications Policy. Important as the predecessor Office of Telecommunications Management at the White House was, the new office can be infinitely more than a housekeeping operation, depending upon how well it works with the FCC and the military, which are seldom on the same wavelength where frequency allocations are involved. Mr. Whitehead's nomination, which was premised upon intellectual and academic excellence, is likely also to win swift Senate confirmation.

Even with the expected 4-3 GOP control, life won't be easy at the FCC. While Commissioner Cox usually paired in his dissents with barnstorming Commissioner Nicholas Johnson, an admittedly regretted political accident of the Johnson administration, he was respected by his colleagues, including Chairman Burch, as a hard worker and a legal scholar.

As for Nick Johnson, the administration wants to ignore him. He is regarded as a gadfly that has lost its sting. The Johnson term runs until June 30, 1973, and presumably he will be allowed to waste time and taxpayers' money until then.

This is no time to look for miracles. The outlook improves only to the extent that Chairman Burch should be better organized to approach big issues in a more reasoned manner; that the persuasive and intelligent voice of Commissioner Wells will be present hopefully for a full term, and that the newly structured FCC and the newly endowed OTP will work in reasonable harmony toward a larger and more effective use of the available spectrum, satellites included, under our free-enterprise system.



Drawn for BROADCASTING by Sidney Harris

"I'd like to take this equal time to answer your description of my error last inning. First, I most certainly did not misjudge the ball. . . ."

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