



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Are middlemen the specialists of the future? p33

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Burch looks forward to tough job at commission. p42

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"Los Amigos" at Work



Traditionally, Texans brag—and we're Texans. But even we had never claimed Honduras as part of our neighborhood. That was before we met a group of Houston young people who had formed a medical missionary group to help fight disease in Central America. They thought Honduras was part of their "neighborhood", and they convinced us. We sent a film crew with them on their first and second expeditions, and two documentaries—"The Young Americans" and "Yanqui, Come Back"—were the result. Other "neighbors" joined in our enthusiasm, and the project has now become a true international agency—"Los Amigos de las Americas"—now in its fifth year of service. It all proves that you never really know where you might find a neighbor—one of the challenges which keeps us trying to be

Good Neighbor KPRC-TV! NBC in Houston on Channel 2
Edward Petry & Co., National Representatives

TV-RADIO

Talking It Up

It all began in Baltimore in April 1949 on WMAR-TV with a relaxed, two-hour afternoon program called "National Sports Parade," a live ad-lib show designed to fill air time around reports of the racing results from local Maryland tracks. A stable of seven or eight singers and dancers performed each week, and there were comedy skits and chats with celebrities passing through town. The sponsor, the National Brewing Co., paid a bargain-basement \$150 an hour for the show.

Reprinted from
NEWSWEEK
August 4, 1969

HERE'S WHERE IT ALL STARTED!...

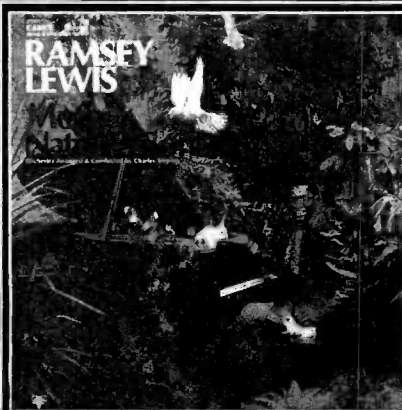
TALK SHOWS are not the only pioneering WMAR-TV has to its credit since it went on the air as the first television station in Baltimore and the second station in the country to join the CBS network. Other WMAR-TV "firsts" have been in news, entertainment, public service features and documentaries as well as in production and telecasting facilities. Think FIRST of the FIRST Maryland station for effective television in Baltimore!

In Maryland
Most People Watch **COLOR-FULL**

WMAR-TV 

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TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

If They're Good, They'll Sell



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RAMSEY LEWIS
Another Voyage Cadet LPS-827

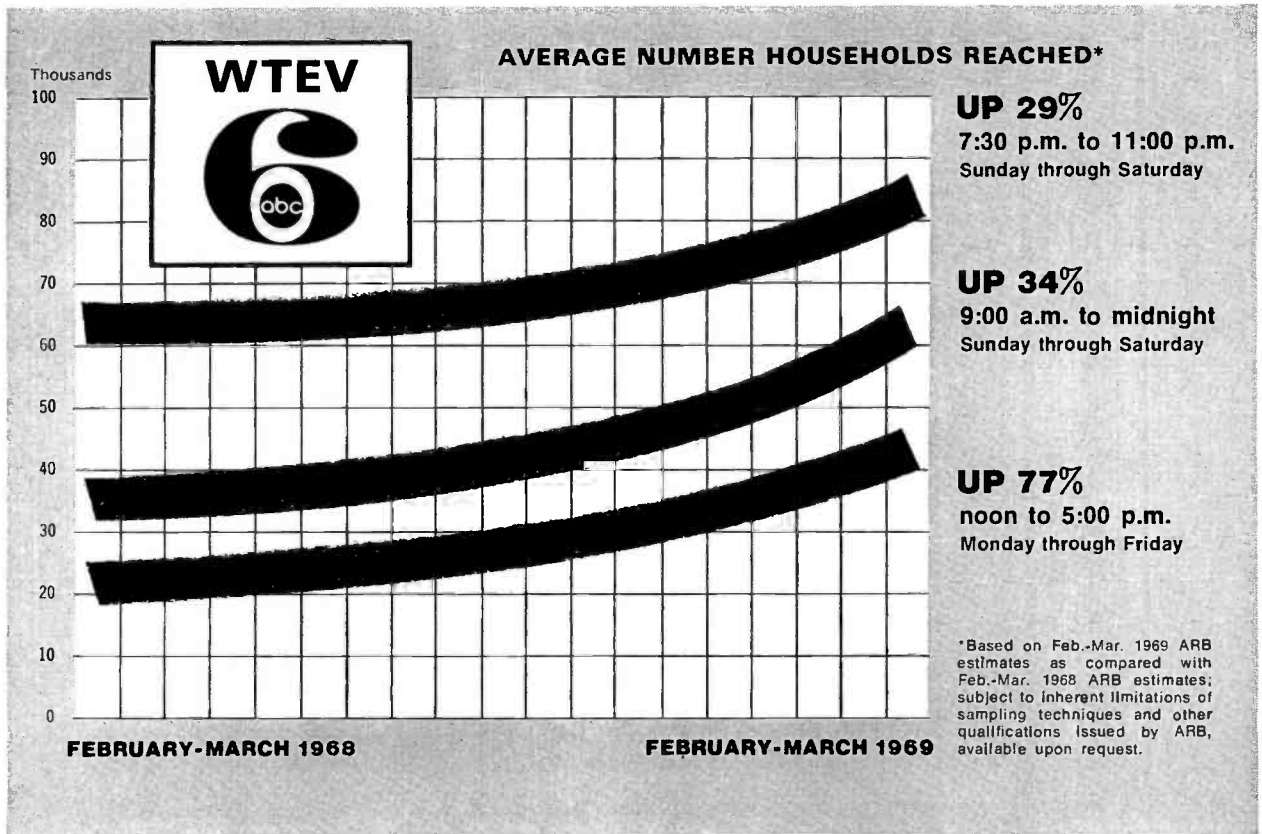


THE DELLS
Love Is Blue Cadet LPS-829

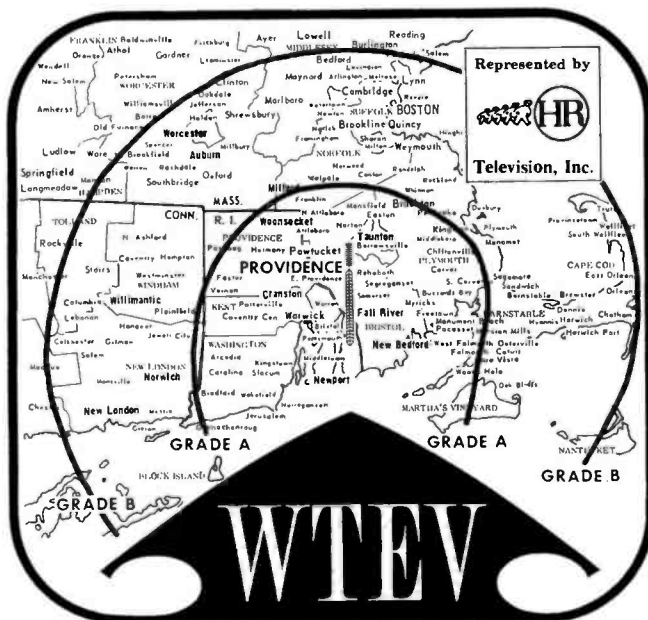


JOHN KLEMMER
Blowin' Gold Cadet/Concept LPS-321

These Are Selling



WTEV grows greater in the greater Providence TV area



Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area



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

Deferred action

Get two or more broadcasters together and they talk strike applications on renewals, one-to-a-customer and what new FCC line-up will do about them. Those rather than business outlook, new-season programming and CATV were top subjects at last week's International Radio and Television Society attended by about 1,000 broadcasters to honor out-going FCC Chairman Rosel H. Hyde (see page 36).

It's fair guess that strike applications will continue to be filed, encouraged by three virtually certain votes to consider them, but that one-to-customer rulemaking, wherein licensee would be limited to one station of kind in any market, won't be resolved by FCC as now constituted. FCC Chairman Rosel H. Hyde and Commissioner James Wadsworth naturally would prefer to have their already-nominated successors, Dean Burch and Robert Wells, deal with that and certain other pending issues, rather than force possible reconsideration later on.

Heavy opposition

When House Commerce Committee finally works pay-TV hearings into its schedule, chances are good that it will vote out bill prohibiting that service. Key factor, according to House sources, is clout of committee's chairman, Representative Harley O. Staggers (D-W. Va.), who opposes pay TV. Committee has again postponed hearing because of other business (see page 46).

Comsat's show

If preliminary agreement reached by 14 of 70 countries participating in International Telecommunications Satellite Consortium (Intelsat) in informal sessions preparatory to treaty conference next February prevails, control of space communications will be vested in international secretariat, to be based in Washington with Communications Satellite Corp. delegated technical and operations control. In addition to U.S., nations understood to have agreed in principle to plan are Australia, Brazil, Chile, Guatemala, Italy, Malaysia, Korea, New Zealand, Panama, Philippines, Spain, Thailand and Venezuela.

Program directors

Fifteen Washington-area blacks who petitioned FCC last month to deny renewal application of WMAL-TV Washington

(BROADCASTING, Sept. 8) have asked managements of three remaining VHF's in city to meet with them to discuss stations' "offensive" programming. Request was made in letter signed by Jack Massie Jr., of George Washington University's Urban Law Institute, who assisted in filing WMAL-TV petition. Letter to WTOP-TV, WRC-TV and WTTG-TV said that, like WMAL-TV, they have failed to serve Washington's black majority. And letter noted that blacks need not wait until Washington stations are up for renewal again, in three years, before they can protest their "failures" to operate in public interest. But before taking further action before FCC, letter adds, blacks want to meet with stations on their programming plans.

Test of responsibility

Question of rating service's liability when station blames its ratings for sales losses reportedly will be raised in suit due to be filed, probably this week against one ratings firm. It won't be first time issue has come up in court. At least in part, new suit is expected to challenge rating service's definition of market involved. By coincidence, whole broad subject of market definitions has been under study for several months by Broadcast Rating Council, which hopes eventually to have uniform market definitions established and used by all rating services and perhaps other media as well.

Third party

Although no one in authority is disposed to comment on \$91-million transaction that will bring *Dallas Times Herald* (KRLD-AM-FM-TV) under ownership umbrella of Times Mirror Co., Los Angeles, past experience indicates that transfer of broadcast properties won't receive automatic approval. Need to separate KRLD-TV from its AM and FM adjuncts, for one thing, will entail spin-off (BROADCASTING, Sept. 22).

But there's another aspect that may not stall deal but is likely to divide FCC. Mormon Church owns about 4% of Times Mirror Co. and when its \$2-million purchase of KBIG-AM-FM Avalon (Los Angeles) was pending before FCC question was raised about Mormon organization being "conglomerate" as well as licensee of dozen broadcast stations and tied into ownership of *Los Angeles Times*, dominant in vast Southern California area. Upshot was

Commissioners Kenneth Cox, Nicholas Johnson and Robert Bartley dissented (BROADCASTING, Feb. 17), but four other members voted for transfer. Equivalent result in Dallas is likely because there's no "media concentration" factor involved. Bonneville (Mormons) now has ownership interests in only four VHF's whereas permissible quota is five.

Friends at the top

New Senate Republican leaders are on record in favor of Pastore bill to prohibit competing broadcast applications at renewal time. Minority leader, Senator Hugh Scott (R-Pa.), is among bill's co-sponsors; new minority whip, Senator Robert Griffin (R-Mich.), is supporter, though not co-sponsor. Sources close to Senator Griffin say he may support "minor modifications" of bill; although these were not named specifically, they are reportedly not unfavorable to broadcasters' position.

Comstock lode?

With Douglas Anello out as general counsel of National Association of Broadcasters (see page 38), there's now talk of consolidating association's law department with government affairs and putting both under Paul Comstock, now VP for government affairs. Mr. Comstock practiced law in Florida before joining NAB several years ago. NAB may also use outside counsel on assignment.

Going slow on news

FCC reportedly is preparing to clear CBS of news-staging charge leveled at network following newscast last year of start of Poor People's March on Washington, filmed in Marks, Miss. Commission is expected to say that investigation into allegation—that newsmen staged news to highlight poverty in area—does not warrant further action. Thus, result would be similar to that being reached in *Hunger in America* case, in which CBS was accused of news distortions (see page 36). Two cases may produce admission of error on part of commission in deferring action on renewal of CBS's California stations because of those cases. Stations involved, KNX-AM-FM and KNXT(TV) Los Angeles and KCBS-AM-FM San Francisco were renewed Friday (Sept. 26) after being held up since last December.

OVERWHELMING LEADERSHIP IN

NEWS

EARLY NEWS - 6 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's EARLY NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

223% More Homes Than Station B; 73% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	6-6:30pm	78,200	62,800	24,700
Station "B"	Mon-Fri	5:30-6pm	24,200	18,000	6,200
Station "C"	Mon-Fri	6:30-7pm	45,100	34,600	17,800
WSYR-TV Advantage over Station "B"			223%	249%	298%
Station "C"			73%	82%	39%

March 1969 NSI

252% More Homes Than Station B; 63% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	6-6:30pm	88,000	77,000	30,000
Station "B"	Mon-Fri	5:30-6pm	25,000	21,000	10,000
Station "C"	Mon-Fri	6:30-7pm	54,000	45,000	20,000
WSYR-TV Advantage over Station "B"			252%	267%	200%
Station "C"			63%	71%	50%

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

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ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!
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Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Independent media-buying services—middlemen between agency and client—may become specialists of future. New firms proliferate, siphoning off advertising executives, underselling agencies—especially in spot TV. See . . .

Middleman—the specialist of the future? . . . 33

Retiring FCC Chairman Rosel H. Hyde, speaking before International Radio and Television Society, warns against zealous regulation of broadcast news; suggests creation of cabinet-level secretary of telecommunications. See . . .

Hyde endorses principle of free press . . . 36

NAB general counsel Douglas A. Anello resigns effective Oct. 1 after 12 years with organization—eight of them in present post. No appointment of successor has yet been made. See . . .

Anello resigns his NAB post . . . 38

Scene of showdown on AT&T's \$15 million tariff hike in charges for TV transmission service will be FCC hearing. Commission denies networks and NAB 90-day delay of effective date of new rates. See . . .

FCC to hold hearing on new TV tariffs . . . 42

WTOP-TV Washington becomes latest target of complaints as citizens groups urge FCC to investigate station's programming before renewing its license and charge it with violation of fairness doctrine. See . . .

Other side of coin for WTOP-TV . . . 43

Report of National Commission on Violence spawns controversy with charges of excessive TV violence, influence on young. Networks contend commission's research is dated, brutality in new season drastically reduced. See . . .

Violence report draws dissents . . . 52

Smothers brothers culminate six months of recriminations, appeals on cancellation of series with \$31,160,000 suit against CBS, and its officers, charging infringement of rights, antitrust acts, breach of contract. See . . .

Smotherses' suit is far-reaching . . . 56

Main topic of concern at Detroit convention of Radio Television News Directors Association is ramifications of Supreme Court's decision in 'Red Lion' case. Newsmen ponder how to maintain objectivity. See . . .

RTNDA ponders news threats . . . 61

After covering last year's Democratic national convention in Chicago, news director of KHJ-AM-FM Los Angeles devises "survival kit" for newsmen, replete with uniform, goggles, boots, helmet, gas mask, other defenses. See . . .

Do newsmen need a survival kit? . . . 64

Widespread programming changes are on tap at CBS Radio. Modifications, which take effect Nov. 17, lend emphasis to hard news and minimize feature shows. Ten new programs will be introduced, seven dropped. See . . .

Hard news gets the nod on CBS Radio . . . 66

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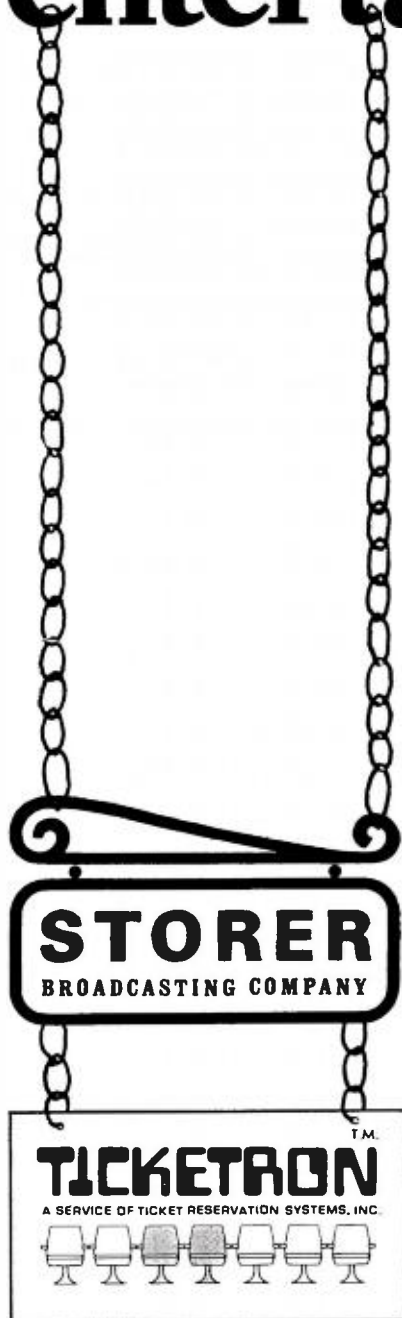
Broadcasting

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Opening in Boston & Detroit: A great new entertainment team.



The cast? Storer—the service-oriented broadcasting company and TICKETRON—the national network of electronic box offices.

The story? Storer has become TICKETRON's exclusive affiliate in six of the largest markets in the USA. Boston and Detroit/Toledo for openers. Coming up: Cleveland, Atlanta, Milwaukee and Miami.

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ervation slip—is printed on the spot. In seconds. And it's always the computer's best available seat at the time of purchase. Cost: box office prices plus a mere 25¢ service charge per ticket. Beautiful!

The reviews? In little more than a year, TICKETRON has already changed ticket buying habits forever. Everybody wins. The public gets reserved seats faster and easier. Producers and owners sell more tickets. And now, with Storer's intimate knowledge of local markets and professional marketing skills, this new duo is sure to be a hit.

Want to join the team? If you're interested in information on an affiliation with TICKETRON, write: Mr. Thomas W. Moore, Chairman of the Board, Ticket Reservation Systems, Inc., 375 Park Avenue, New York, N.Y. 10022.

Peace in Rochester

Group that protested renewal of Gannett Co.'s WHEC-TV Rochester, N. Y., has withdrawn protest and urged FCC to renew station's license.

Action followed station's agreement to take number of steps that group, Metro-Act of Rochester, says indicates effort to "correct deficiencies we noted."

Proposed actions were spelled out in amendment to WHEC-TV renewal application filed with commission, along with letter from Metro-Act withdrawing its protest.

Metro-Act, which reportedly represents 3,000 residents, had accused station of distorting news and ignoring events of interest to black community ("Closed Circuit," April 21). It also accused Gannett of having concentration of control in Rochester, where it owns WHEC(AM) and publishes *Rochester Times Union* and *Democrat & Chronicle*.

Under "additional proposals" filed by station, it promises to:

Establish advisory council on problems in metropolitan area, which would include representatives of Metro-Act and other civic area groups.

Add three news reporters, two of whom will be concerned principally with in-depth reporting and preparation of documentaries.

Increase time devoted to news, from present proposed minimum of 6.3% per week to 8.9%.

Devote two half-hour periods per month to special programs dealing with metropolitan area problems. Programs will be developed through consultations with advisory council and other leaders in Rochester and surrounding area.

In addition, Gannett's WHEC Inc. has established committee of local groups to assist in developing programming for young black community over WHEC(AM). Programs will start first week in October, three nights per week, from 9 p.m. to midnight.

NBC radio affiliate

WFLN-AM-FM Philadelphia, independent stations, will become NBC Radio affiliates Oct. 1, network said Friday (Sept. 26). WFLN(AM) operates on 900 kc with 1 kw days, and WFLN-FM broadcasts on 95.7 mc with 50 kw. Stations are owned by Franklin Broadcasting Co., with Raymond S. Green as president.

WPEN(AM), previous NBC affiliate in Philadelphia, canceled NBC contract and will join ABC's American Enter-

tainment Network on Oct. 2. Station operates on 950 mc with 5 kw. William Penn Broadcasting Co., headed by William H. Sylk, is licensee.

Movie catechism

Senator John L. McClellan (D-Ark.) is mailing questionnaires today (Sept. 29) to National Association of Broadcasters, National Cable Television Association, networks and all commercial TV stations, asking whether they plan to broadcast films that are rated unacceptable for viewing by minors.

Another questionnaire was mailed to motion-picture producers and distributors, and to Motion Picture Association of America, Friday (Sept. 26).

Television questioning was unavailable at end of last week; questions addressed to film industry include following:

Why did industry find it necessary to create code and rating program?

If more than 25% of films produced by company in last year have not been rated as suitable for general audiences, why does company find it necessary to produce or distribute so many "adult" movies?

What is gross income company has received in past year from sale of films to television industry?

Does company plan to offer for sale to television films that have been rated "X" (no one under 16 admitted), "R" (no one under 16 unless accompanied by parent or guardian) or "M" (Parental discretion advised)?

In letter to both television and film interests, Senator McClellan iterated his position on TV showings of adult films: he opposes it, and has vowed to introduce legislation if necessary to "curb the performance on television of films harmful to children" (BROADCASTING, Sept. 22).

TVC restructures

Television Communications Corp., New York, is restructuring its organization in view of additional diversification, including CATV (16 systems with over 70,000 subscribers), recording companies, related cable-TV activities including engineering services and programming.

New structure has two major operating divisions: new cable division with F. Gordon Fuqda, TVC executive vice president in charge; recording division with responsibilities held by Christopher Stone and Gary Kellgren, executive directors respectively for administration

and marketing and of recording operations. Corporate staff is headed by James F. Cavanaugh, TVC's vice president-controller, who directs accounting and financial areas, and Paul E. Van Hook, vice president, who is responsible for acquisitions and coordination of TV station activity.

TVC is buying WBNB-TV Charlotte Amalie, V.I., for \$840,000 (BROADCASTING, April 21) and is on verge of announcing purchase of KNWA(FM) Fayetteville, Ark.

Merger in works

Filmways Inc., New York, and Campbell-Silver Corp., Los Angeles, both entertainment production companies, said Friday (Sept. 26) they are negotiating agreement for Filmways' acquisition of Campbell-Silver for undisclosed amount of stock. Filmways stock is sold on American stock exchange, at about \$24 this last week.

KBUZ-AM-FM sale

Number One Radio, licensee of KAIR(AM) Tucson, Ariz., announced Friday (Sept. 26) it is buying KBUZ-AM-FM Mesa, Ariz., for \$600,000, subject to FCC approval.

H. S. Rutherford is sole owner of Mesa stations. Number One Radio is headed by Edwin G. Richter Jr.

Tops first week

NBC-TV recorded strong lead and ABC-TV moved ahead of CBS-TV in first 70-city Nielsen MNA Report, out Friday (Sept. 26). Average ratings for week of Sept. 15-21 were 23.3 for NBC, 14.4 for ABC and 14.0 for CBS.

Ratings covered period when NBC introduced all its new programming, ABC broadcast some new programs and CBS did none.

NBC's seven new shows (*My World and Welcome To It*, *Debbie Reynolds*, *Then Came Bronson*, *Bracken's World*, *Andy Williams*, *Bill Cosby* and *Bold Ones*) ranged in ratings from 18.6 for *Bold Ones* to 27.6 for *Bill Cosby*, both in their second episode.

ABC's new shows launched that week, *Courtship of Eddie's Father*, *Room 222*, *Ghost* and *Mrs. Muir* rated 18.1, 23.4 and 16.2 respectively.

Top 10 shows of that week were: Tuesday movie "Ballad of Josie" (NBC), *Laugh-In* (NBC), *Julia* (NBC), *Bill Cosby* (NBC), *Dean Martin* (NBC), Monday Movie "Nobody's Perfect" (NBC), *Then Came Bronson* (NBC), *Walt Disney* (NBC), *Bracken's World*

Week's Headliners



Mr. Savage



Mr. Davis



Mr. Levine

Richard N. Savage, general sales manager KABC-TV Los Angeles, named president of ABC Television Spot Sales, effective Oct. 6. He replaces **Fred L. Nettek** who resigns to join Timebuying Services Inc., New York, (see page XX). Mr. Savage has been with ABC since March 1963 as account executive with TV Spot Sales in San Francisco, worked also in New York with that division and moved in 1967 to KABC-TV as sales manager.

Hal Davis, VP and general manager of Doubleday Broadcasting-owned KHOW(AM) and KMYR(FM), both Denver, elected senior VP in charge of eight AM and FM stations owned by Doubleday Broadcasting Co., New York. In addition to Denver stations, Mr. Davis now is responsible for KROD(AM) El Paso and KITE-AM-FM Terrell Hills, all Tex., KDEF-AM-FM Albuquerque, N.M.; and KRNO(AM) San

Bernardino, Calif. He will continue to work out of Denver. Doubleday Broadcasting also owns and operates three TV stations, KOSA-TV Odessa-Midland, Tex.; KROD-TV El Paso; and KDTV(TV) Dallas, all Texas.

Irving H. Levin, executive VP of National General Corp., Los Angeles, elected president and chief operating officer. **Samuel Schulman**, senior VP, elected vice chairman of board of directors and chairman of executive committee. **Eugene V. Klein**, president and chairman of board, continues as chairman and chief executive officer. Mr. Levin was named executive VP in 1962 and Mr. Schulman was named senior VP in 1966. Mr. Klein had been president since 1961. National General is involved in TV production and distribution, motion-picture production and book publishing.

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

(NBC) and Sunday movie "Our Man Flint" (ABC) tied.

First National Nielsens available Friday (Sept. 26) cover only first Sunday of NBC's new programming (Sept. 14), and NBC naturally led all evening. CBS's *Danny Thomas* special was only program to approach ratings of *Walt Disney*, *Bill Cosby*, *Bonanza* and *Bold Ones*, ranging from 30.6, 49 share, to 19.1, 36 share.

Of note in national daytime ratings Sept. 14 was that achieved by opening American Football League game between New York Jets and Buffalo Bills at 1:30 p.m. (EDT)—15.0 rating, 47 share. NBC said this is highest rating ever received by regular-season game since network started broadcasting AFL in 1965.

Johnson again

Top management's neglect of ability of TV news and documentaries to dig into issues of times, so as not to rock board

of economic gain, was high on list of media weaknesses recited Friday (Sept. 26) by FCC Commissioner Nicholas Johnson in Detroit before joint luncheon of Radio-TV News Directors Association and National Broadcast Editorial Conference.

Commissioner Johnson defended his role of critic by pointing out that his sources on news abuses and internal censorship virtually all come to him from those within ranks of networks and stations. Later same day, Commissioner Johnson continued attack on what he called "media barons," and big business. He spoke at University of Michigan, Ann Arbor, Mich., under auspices of journalism department and law school.

Obsession of newsmen with violence and failure to dig more deeply into "whys" were cited in panel on campus disorders that included Dr. S. I. Hayakawa (by two-way phone) of San Francisco State College. Dr. Hayakawa said he hoped for deeper study into influence

of media coverage on event itself.

Problem of dealing with obscenities highlighted radio workshop discussions. Cited were conflict in trying to maintain standards while still conveying true tempers of those in ghetto or on campus who use colorful "language of protest" that is full of four-letter words.

Endorsement of candidates was seen as next extension of responsibilities in broadcast editorializing at NBEC panel.

Wes Bowen, KSL-TV Salt Lake City, was elected chairman of NBEC steering committee for 1970 succeeding Joe Vaughn, WXYZ-AM-TV Detroit.

Commentary on CATV

Teleprompter Corp., multiple CATV owner, will launch half-hour program of commentary on its cable TV system in New York this week. It features writer Harriet Van Home and Hubbell Robinson, former programming vice president at CBS-TV. Titled *Critics at Large*, program will be carried twice each day on weekdays and will be offered in syndication to other CATV systems.

FCC pushes frontier

FCC has renewed its hint to Frontier Broadcasting Co. that sale of one of its media properties in Cheyenne, Wyo., might facilitate commission action on renewal application of Frontier's KFBC-TV Cheyenne.

Commission in letter released Friday (Sept. 26) gave Frontier 30 days to provide "further information or a counter proposal" commission says it needs to determine whether hearing is required on KFBC-TV renewal.

Commission in August had first indicated that action on renewal might be cleared if Frontier reduced its Cheyenne media holdings ("Closed Circuit" Aug. 25). Commission noted that Frontier owned AM and FM, as well only VHF and CATV in Cheyenne and, through its principal stockholders, only daily and Sunday newspapers in Cheyenne area.

Frontiers had asked commission to give Frontier chance to respond after conclusion of commission rulemakings limiting owner of one full-time station from acquiring another in same market and banning CATV-TV cross ownership.

Silverman named

Don Silverman, formerly producer of daytime *Dick Cavett Show* on ABC-TV and associated with various networks since 1958, was named Friday (Sept. 26) as producer of syndicated *Dennis Wholey Show*. He replaces Roger Ailes, who resigned following dispute with associates, which produces show for Taft Broadcasting Co. (see page 72).

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Datebook®

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

■Indicates first or revised listing.

September

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of *Society of Motion Picture and Television Engineers*. Century-Plaza hotel, Los Angeles.

Sept. 29-30—Annual convention of *New Jersey Broadcasters Association*. Shelburne hotel, Atlantic City.

October

Oct. 1—Deadline for reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy.

■Oct. 2—Fall sales presentation and luncheon, *ABC Radio Network*. Fairmont hotel, San Francisco.

Oct. 1-3—Annual fall convention of *Tennessee Association of Broadcasters*. Sheraton-Peabody, Memphis.

Oct. 2-3—Combined workshop-management conference session, *Radio Advertising Bureau*. Marriott Motor Hotel, Dallas.

■Oct. 3—Seminar for working broadcast newsmen, sponsored by *AP*. Ramada Inn, Lexington, Ky.

Oct. 1-7—Japan Electronics Show, *Electronic Industries Association of Japan*. Osaka.

Oct. 3—New deadline for comments on *FCC's* proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Prior deadline was Aug. 4.

Oct. 3-4—Meeting of *North Dakota Broadcasters Association*. Holiday Inn, Bismarck.

Oct. 6—Annual fall outing, *Federal Communications Bar Association*. Polo Grounds, Travilah, Md.

Oct. 6—Meeting of *Montana AP Broadcasters Association*. Bozeman.

Oct. 6-8—*UPI Editors and Publishers Conference*. Walter Cronkite will be among featured speakers. Hamilton, Bermuda.

Oct. 6-9—Annual fall conference, *Electronic Industries Association*. Century Plaza hotel, Los Angeles.

■Oct. 6-9—Annual convention, *National Association of Regulatory Utility Commissioners*. Among features is panel on CATV. Hilton hotel, Denver.

■Oct. 7—Hearings begin before *House Commerce Committee* on bills to prohibit pay television. Room 2123, Rayburn building, Washington.

Oct. 7-8—*Association of National Advertisers* workshop. Plaza hotel, New York.

Oct. 8-9—First AM directional seminar of *National Association of Broadcasters*, Cleveland Engineering and Scientific Center, Cleveland.

■Oct. 9—Annual fall sales presentation and luncheon, *ABC Radio Network*. New York Hilton hotel, New York.

Oct. 9-19—Meeting of *International Film, TV Film and Documentary Market*, Milan, Italy. Trading on worldwide scale. For information and bookings, contact MIFED—Largo Domodossola 1, 20145 Milan, Italy.

■Oct. 10—Annual FM day sponsored by *Georgia Association of Broadcasters*. Marriott Motor Inn, Atlanta.

Oct. 10-11—Meeting of *New York State AP Association*. Whiteface Inn, Lake Placid.

Oct. 11-12—Meeting of *Wisconsin AP Radio-TV Association*. Pioneer Inn, Lake Winnebago, Oshkosh.

Oct. 11-12—Annual fall convention of *Texas Association of Broadcasters*. Koko and Villa Inns, Lubbock.

Oct. 12-15—Convention of *American Association of Advertising Agencies Western Region*. Speakers: John Crichton; Clay Buckhout; Bart Cummings; Bill Sharp, J. Walter Thompson; Albert Petcavage, Doyle Dane Bernbach; Carl Kotchian, Lockheed Aircraft Corp.; Charles Adams, McManus, John and Adams; Jim Lavenson, Hotel Corp. of America. Santa Barbara Biltmore hotel, Santa Barbara, Calif.

Oct. 13—Comparative hearing between NBC, licensee of *KNBC(TV) Los Angeles*, and Voice of Los Angeles Inc. for channel 4, Los Angeles. Federal building, Los Angeles.

Oct. 13-15—Fall convention, *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.

Oct. 13-16—Seminar for antenna site design and maintenance, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Oct. 14—Annual stockholders meeting, *Meredith Corp.* Des Moines, Iowa.

Oct. 15—Man of the Year luncheon, sponsored by *Pulse Inc.* Honors Eugene Katz, president of Katz Agency Inc., as *Pulse's* man of year.

■Oct. 16—*International Radio and Television Society's* fourth radio commercials workshop, "Radio: The Message, the Medium and the Magic," Waldorf-Astoria hotel, New York. Panels will examine successful advertising case histories, humorous commercials and effective use of music. Panelists include: "The Message"—Robert Oskner, vice president, creative director, David, Oskner & Mitchneck; Warren Pfaff, senior vice president, creative supervisor, J. Walter Thompson Co.; George Newall, vice president, copy supervisor, LaRoche, McCaffrey & McCall; "The Medium"—Jane Trahey, president, Trahey/Wolf Advertising; Tabby Andriello, president, Six West Recording, and Vic Cowan, associate creative director, Goulding-Elliott-Graybar; "The Magic"—Ed Flynn, senior vice president and director of music, Lennen & Newell; Frank Harris, president, Frank Harris Productions.

Oct. 14-17—International Film & TV Festival of New York, presented by *Industrial Exhibitions Inc.* Americana hotel, New York.

Oct. 16-18—*WSM Grand Ole Opry* annual birthday celebration. Municipal auditorium, Nashville.

Oct. 17—New deadline for reply comments on *FCC's* proposed rulemaking banning cigarette advertising. Previous deadline was Aug. 10.

Oct. 17—Annual fall convention, *Connecticut Broadcasters Association*. Hotel America, Hartford.

Oct. 19-21—Annual fall convention of *North Carolina Association of Broadcasters*. Robert

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn, Portland, Ore.

CRITICAL CHEERS FOR NBC SPECIALS IN SEPTEMBER...



Arthur Rubinstein "A man and his music, both irresistible, were vividly encapsuled...an exceptional TV—and human—document."

—Harry Harris, Philadelphia Inquirer

"...The finest television offering of the summer season; it may well wind up as the finest single program of 1969."

—Anthony LaCamera, Boston Record American



Monsanto Night Presents Lena Horne "Here was an outstanding hour of song."

—Ben Gross, New York Daily News

"If there's been a better showcase for a singer, I can't think of what it was. 'Lena' and Lena Horne were great."

—Bettelou Peterson, Detroit Free Press



Jack Paar And His Lions "...A thoroughly absorbing, often poignant, actuality hour."

—Cynthia Lowry, AP

"...A fascinating show, punctuated by Paar's wry humor...a thoroughly satisfying special."

—Jacob Hay, Baltimore News American



Who Killed Lake Erie? "An exceptionally vivid television essay on man's pollution of his own environment."

—Jack Gould, New York Times

"...Persuasively poetic documentary...cinematic inventiveness..."

—Variety

AND IN OCT

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

WEDNESDAY/OCT. 1



Kraft Music Hall (9:00-10:00) On "The Friars Club 'Roasts' Milton Berle," Milt gets a merry grilling from the famed fraternity for entertainers. The roastmaster is Alan King.

TUESDAY/OCT. 7



From Here To The Seventies (8:30-11:00) Filmed in 80 locations around the world, this 2½-hour NBC News special will try to project the next decade. Paul Newman narrates.

MONDAY/OCT. 13



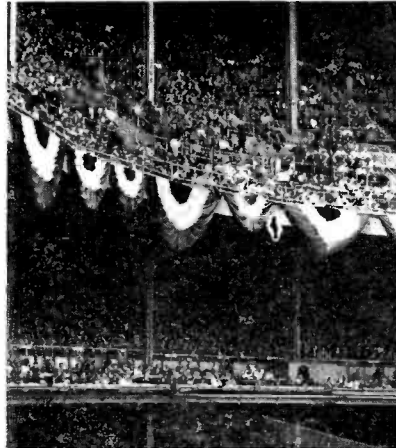
Chrysler Presents The Bob Hope Special (9:00-10:00) Enjoy a lively salute to vaudeville, where Bob got his start as a hooper. His guests are Jimmy Durante, Donald O'Connor

SATURDAY/OCT. 4



Major League Baseball Championships (1:00-conclusion) The new intra-league championships start with the American League, continue with the National at 4:00.

SATURDAY/OCT. 11



The World Series (1:00-conclusion) The 1969 edition of the baseball classic, exclusively on NBC! The opener will take place in the home park of the American League champion.

MONDAY/OCT. 13



Mitzi's 2nd Special (10:00-11:00) A singing, dancing, clowning delight, starring Mitzi Gaynor. Joining her are actor Ross Martin and the song-and-dance group, the Four Fellows

JOBER

NDAY/OCT. 19



Midnight (7:00-9:00) Encore performance! Starring in the TV version of this classic are Maximilian Schell, Jean Simmons, Sir Michael Redgrave, Walter Slezak, Jennifer Edwards.

WEDNESDAY/OCT. 29



The Brass Are Coming (9:00-10:00) See Herb Alpert and the Tijuana Brass in their only network special this year. They'll be abetted by that down-town girl, Petula Clark.

THURSDAY/OCT. 25

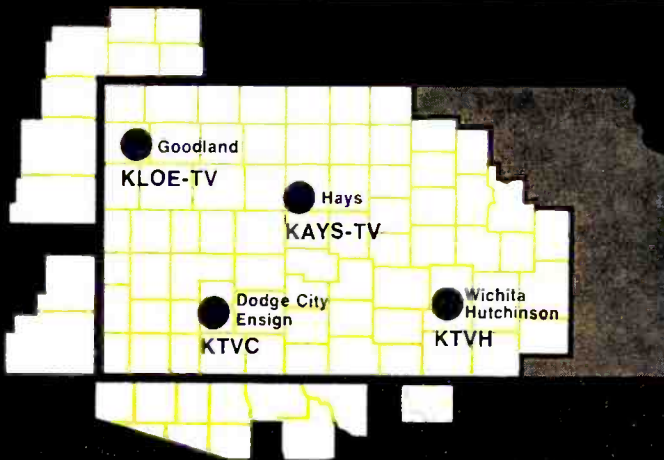


Tom Jones (8:30-11:00) "The best comedy ever made!" said *Newsweek*. Albert Finney, Susan York, Hugh Griffith and Edith Evans star. An NBC Sat. Night Movie event (color).

**ALL IN
COLOR ON
NBC
THE FULL
COLOR
NETWORK**



ONE BUY DELIVERS \$3.5 BILLION KANSAS TELEVISION MARKET



KANSAS BROADCASTING SYSTEM
Delivers – MORE Homes Viewing Each Day
MORE Total TV Homes
MORE Population
MORE Consumer Spendable
Income
MORE Total Retail Sales
Than any other regional broadcasting
system in Kansas!

	KANSAS BROADCASTING SYSTEM	STATE Network X	STATE Network Y
Homes Viewing Each Day	225,300	219,200	159,300
Total TV Homes	307,800	302,000	228,800
Population	1,037,200	1,009,600	758,200
C S I (000)	\$3,068,182	\$3,014,025	\$2,273,787
T R S (000)	\$1,959,478	\$1,918,419	\$1,401,061
50% and over—Avg. Daily Circulation			

Source: ARB Television Coverage/65
 ARB 1968-69 Estimated TV Households
 Standard Rate & Data—June 1969

4 Independently owned stations with local leadership
ONE ORDER—ONE INVOICE—ONE CHECK

KANSAS BROADCASTING SYSTEM

KTVH
Wichita
Hutchinson

KAYS-TV
Hays

KLOE-TV
Goodland

KTVC
Dodge City
Ensign



E. Lee hotel, Winston-Salem.

■Oct. 20-23—Annual board and membership meetings of *Television Bureau of Advertising*. HEW Secretary Robert H. Finch will deliver keynote address. TV's service to small business is theme of TVE's new presentation, "Small business growing larger," to be premiered at Wednesday session. Shoreham hotel, Washington.

Oct. 20-21—Convention of eastern and southeastern chapters of *National Religious Broadcasters*. Marriott Motor Hotel, Twin Bridges, Washington.

Oct. 22-23—*Production '70* workshop on video-tape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Lincoln Square, New York City.

Oct. 22-24—Annual fall convention of *Indiana Broadcasters Association*. Sheraton hotel, French Lick.

■Oct. 22-24—Industry-sponsored *Hollywood Festival of World Television*. Features TV programs from more than 20 countries. Century Plaza hotel, Los Angeles.

Oct. 22-25—National meeting of *Mutual Advertising Agency Network*. Pfister hotel, Milwaukee.

Oct. 23-24—Annual fall convention of *Ohio Association of Broadcasters*. Nell House, Columbus.

Oct. 29-31—Annual fall convention of *Illinois Association of Broadcasters*. Drake-Oakbrook hotel, Oakbrook.

November

Nov. 3—New deadline for reply comments on *FCC's* proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

Nov. 3-7—Annual armed forces audio-visual communications conference with *Department of Army* as host. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.

Nov. 5-6—*Association of National Advertisers* workshop. Delmonico's hotel, New York.

Nov. 6-8—Cablecasting seminar, sponsored by the *National Cable TV Association*, National Cable TV Center, Pennsylvania State University, University Park, Pa.

Nov. 7-8—Annual fall meeting, *Maryland-District of Columbia-Delaware Association of Broadcasters*. Annapolis Hilton hotel, Annapolis, Md.

Nov. 8-12—Annual convention, *National Association of Educational Broadcasters*. Sheraton-Park hotel, Washington.

Nov. 9-12—Annual seminar of *Broadcasters Promotion Association*, Marriott motor hotel, Philadelphia.

Nov. 10-11—Combined workshop-management conference sessions, *Radio Advertising Bureau*. Continental Plaza, Chicago.

Nov. 12-15—Annual convention, *Sigma Delta Chi*. El Cortez hotel, San Diego.

■Nov. 18—Deadline for filing comments in *FCC's* proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Nov. 21—Annual fall management seminar, *Kansas Association of Broadcasters*. Ramada Inn., Lawrence.

December

Dec. 7-10—Annual meeting of *Association of National Advertisers*. Camelback and Mountain Shadows Inn, Scottsdale, Ariz.

■Indicates first or revised listing.

WCBS WINS.

WCBS Newsradio 88 is now the Number One news station in New York in weekly audience reach. For the first time.

Two years ago we started out 43% behind the other news station. Now we have overtaken that sizeable lead and even moved ahead.

And maybe the most important thing is this. Overall, the other station hasn't really lost audience. We've built audience. Which should answer those who may have doubted that New York had room for two news stations.

Now they know better.

In fact, now the whole New York area knows better, about everything.

That's what we're here for.

WCBS Newsradio 88



Measuring ad effectiveness is a possible mission

So we've landed a man on the moon. What possible connection is there between this lofty achievement and measuring advertising effectiveness? A bizarre connection? Perhaps, but wait. Let's examine this incredible space achievement a bit. There just might be some clues for measuring advertising effectiveness.

Remember the space situation 10 short years ago? Landing on the moon was strictly Jules Verne. The Russians with their successful, suborbital Sputniks were winning the world prestige race. World prestige was deemed so important a goal for the U.S. it provided the incentive for an all-out effort to land a man on the moon.

Let's shift the focus to measuring advertising effectiveness. What's the incentive here? The incentive is an annual investment approaching \$20 billion. To date, businessmen have been generally unable to measure what dollar return they are getting for this huge outlay. Seemingly, we now know about as much about truly measuring advertising effectiveness as we did 10 years ago about landing a man on the moon.

To be sure the situations are not precisely parallel. Yet our successful space feats do suggest some clues. Here are a few:

- In 1961, President John F. Kennedy committed the U.S. to landing a man on the moon by 1969. Neither he nor anyone else knew how to accomplish this. But he made a definite commitment anyway. Clue for advertising: Don't insist on a predetermined program or guaranteed success before committing to a goal of measuring advertising effectiveness. Also get a precise, measurable goal. And tie the achievement of that goal to a definite time period.

- Thereafter, Congress initially and periodically approved billions of dollars for space exploration . . . in spite of disappointing progress at times. Clue for advertising: Allocate sizeable expenditures to measuring advertising effectiveness. Make it a long term and continuing allocation commensurate with the advertising investment and risk.

- The National Aeronautics and Space Administration, as the clearing house, has played a crucial role in conquering space. It serves as the coordinating body to marshal requisite re-

sources from the academic, business and government publics. Clue for advertising: Encourage fellow advertisers, agencies, marketing-research firms, media, academic and related interests to combine and coordinate their efforts through a single body. It minimizes duplication and other wasteful efforts such as many of our current piecemeal approaches.

- Conquering space resulted from planning a total program. Long-range goals and programs evolved into short-range goals and programs. Once the program was launched it was modified as it progressed. Major programs were planned, modified and discharged: Mercury, Gemini, Apollo. And finally success—Apollo 11. Clue for advertising: After establishing a precise long-range goal, translate it into intermediate and short-range goals. Plan and program to achieve these goals. Let each succeeding step be modified by cumulative results from previous steps.

- Prerequisite to landing a man on the moon was new thinking and technology. New concepts in aerodynamics, structural materials, communications, medicine, space foods and the like, first had to be developed successfully. Clue for advertising: Strike out in new directions beyond the traditional approaches to advertising measurement. Reassess work to date as a basis for conceptualizing and testing new approaches. Seek to understand more about human behavior as the key to understanding advertising behavior better. Switch from vertical (more of the same) to lateral (different) thinking.

There are, of course, acknowledged

and substantial differences in exploring space versus human behavior. Obviously, the physical sciences are far more orderly and predictable than the behavioral sciences.

Yet there seem to be sufficient parallels for the advertising profession to learn from the space profession. Let's face it—our current, fragmented efforts to measure advertising effectiveness have thus far resulted in scant success. "Divide and conquer" isn't working. And future prospects are less than reassuring. Meanwhile, the pressure to measure advertising effectiveness ever mounts. Isn't some kind of a new, coordinated approach indicated?

But who is to spearhead such an overwhelming project? Advertisers? Agencies? Media? Research companies? Government? All have a stake. Yet it seems that professional associations representing most of these interests stand the best chance to organize such an effort. However fraught with current problems and past disappointments, associations such as the American Association of Advertising Agencies, Association of National Advertisers, and the Advertising Research Foundation should renew their efforts. The problems are great but the need and opportunity are greater.

Difficult as measuring advertising effectiveness is, it seems no less insurmountable than landing a man on the moon. Perhaps the same kind of planned, massive, coordinated assault will produce similar success and reconfirm the David Sarnoff observation, ". . . anything that the human mind can conceive can ultimately be produced."



John G. Keane has been vice president-research and planning director, J. Walter Thompson Co., Chicago, since mid-1968. Before that for two years he had been with North Advertising, Chicago, preceded by Wade Advertising, one year, and Needham, Harper & Steers, four years, both also Chicago. His duties included account handling as well as market research. Mr. Keane also has worked for Booz, Allen & Hamilton and U.S. Steel. He received his PhD in economics in 1965 at University of Pittsburgh.

One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia . . . Panama City, Florida . . . Monroe, Louisiana . . . and El Dorado, Arkansas . . . with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

this is Gray Communications

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets . . . sell it better. Contact your representative and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

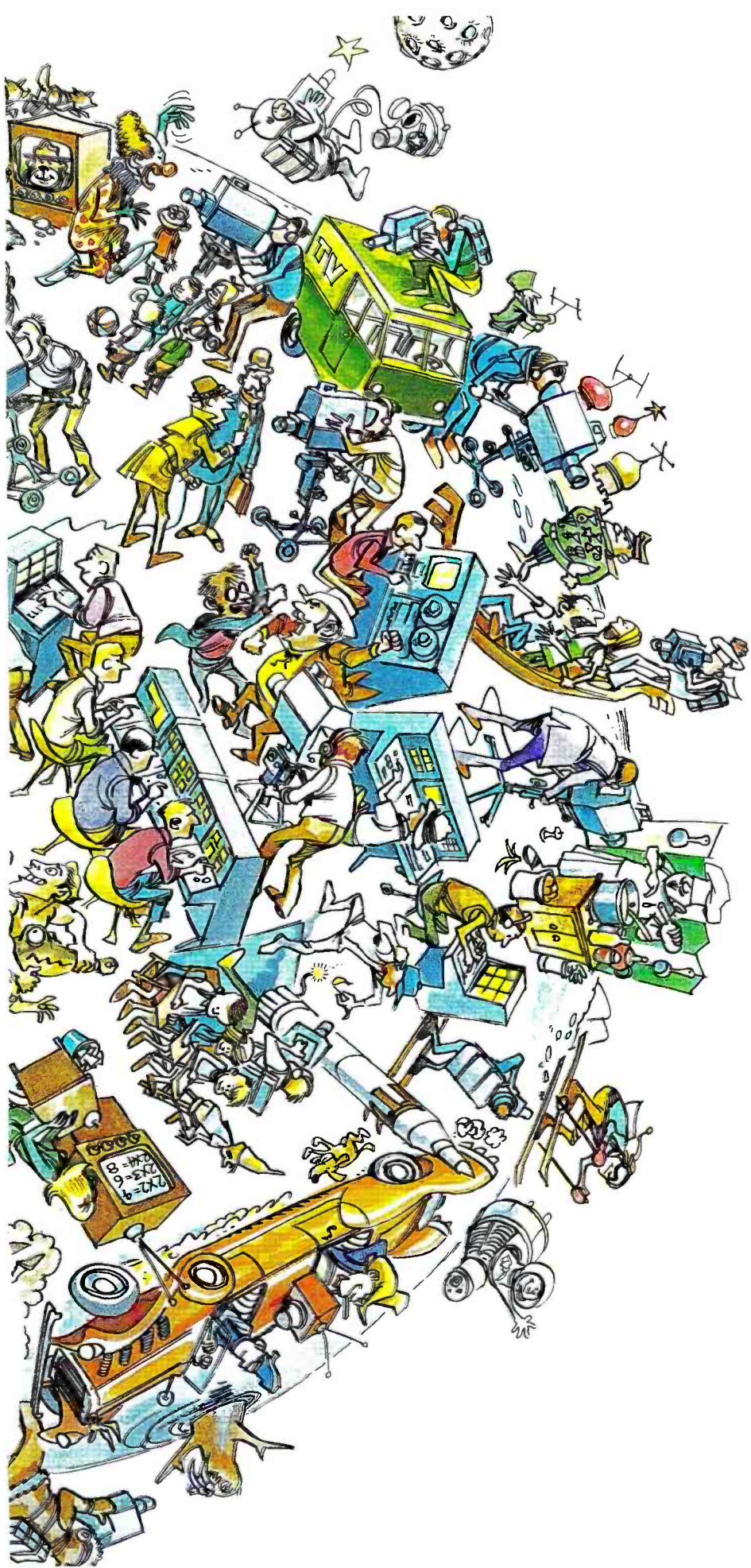
KTVE-TV (10)
El Dorado, Ark.-Monroe, La.
Represented by Adam Young-VTM

WALB-TV, WJHG-TV and KTVE-TV
Represented in the South
by James S. Ayers, Company Inc.
Atlanta, Georgia-Charlotte, N. C.

The Albany Herald, Inc.
Albany, Georgia
Represented by
Ward-Griffith Company

Gray Cablevision, Inc.
Albany, Georgia

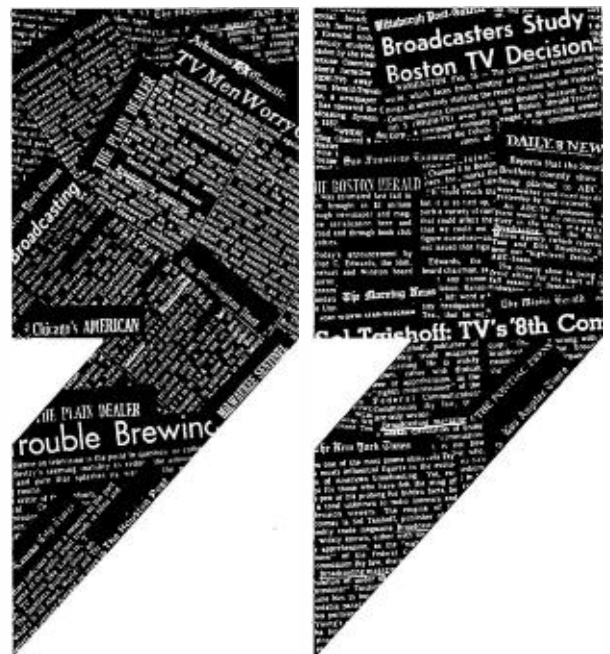






Name another business magazine that's quoted oftener than we are.

Come up and look at our scrapbooks some time. Or better yet, come up and help us paste clippings. We fall behind. It's hard to keep up when they're coming from points as far-flung as the "Chicago Tribune" and "Los Angeles Times," "The New York Times" and "The Birmingham News," "The Wichita Sunday Eagle and Beacon" and the "Battle Creek Enquirer and News"—to drop a few names from a page picked at random in our current scrapbook.



We regard these clippings as endorsements of our editorial quality. And so may you, if you're an advertiser looking for an environment that will add importance to your message.

Take our word for it. Just as journalists everywhere take our word for what is going on in your business.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING PUBLICATIONS INC.
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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OpenMike

Surprise request

EDITOR: I believe the ultimate in the fairness-doctrine and equal-time situation has arrived. At our KGNC-AM-TV Amarillo, Tex., we have been carrying a series of stories pro and con on a city sales tax which was to be on the ballot Sept. 22. We have given consideration to the possibility of editorially supporting the city sales tax which has the backing of thoughtful civic leaders.

Tuesday afternoon (Sept. 16), we received the following telegram:

"This will serve as our notice that I plan to vigorously oppose the city sales tax as proposed by referendum on Monday, Sept. 22, and I hereby request equal time for any time that you give to the proponents of this tax measure. (Signed:) John Tyler, KVII-TV, Amarillo."

How about that, sports fans?—Thad M. Sandstrom, *Stauffer Stations, Topeka, Kan.*

Radio's place in the sun

EDITOR: We were delighted that the Ted Bates study (BROADCASTING, Sept. 15) pinpointed San Diego as one of the nation's under-rated markets.

We feel, however, that the study may be misleading in that only TV viewing is presented as a basis for market-ranking. Because of its geographic spread and magnificent year-round climate permitting continuous outdoor recreational activities, San Diego's TV viewing levels are understandably lower than eastern or midwestern cities of comparable size.

These are precisely the factors which make San Diego a superb market for radio.—David Feldman, *executive vice president, KSDO San Diego, Calif.*

Trapped in cross-fire

EDITOR: In this current trend to bad-mouth broadcasting, how about the silent majority—the two-thirds of all broadcasting that provide a service in small areas where their radio service is all the local service available.

Well, if some of the critics could spend one week selling, announcing, news gathering and watching equipment, they would see the error of their ways. All broadcasting is not major market, or network. Two-thirds do a daily job at low pay and with dedication.

Mister senators, congressman, and commissioners; In trying to get at Goliath, don't kill Dave.—John McAdam, *owner, manager, announcer, engineer, salesman, KLBS-AM-FM Los Banos, Calif.*

LOOKING FOR DRUG SALES?

The Roanoke-Lynchburg
Television Market

Delivered an estimated

\$58,933,000*

in Drug Sales

During 1968

For more information call us,
or your PGW Colonel.

WDBJ-TV



ROANOKE

*Sales Management's Survey
of Television Markets 1969

We're Professional Headhunters!

Gentlemen headhunters who know all the subtle ways to move people from where they are to your station where they ought to be. Contact head hunter, Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois 60611 for professional help. Phone if you'd like (312) 337-5318.





CG viewers make up Indiana's newest and hottest "500". They spent almost 500 million dollars* on automobiles in 1968. Let our CG "buy-power" make you the winner. Call Blair today.

*\$446,786,000 — Sales Management, 1969 Survey of Buying Power

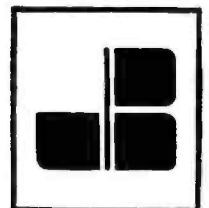


The Communicana Group Includes:

WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart
The Elkhart Truth (Newspaper)



JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BLAIR TELEVISION

Middleman—the specialist of the future?

Widening appeal of media arm serving both agency and advertiser is apparent in proliferation of firms

The independent media-buying services, which surfaced to prominence last year amid a swirl of controversy, have become a fast-growing phenomenon that could alter drastically the advertising-agency structure of the future.

The impact of this new breed of middleman began to be felt last year when the attention was attracted to three companies that promised and apparently delivered advertising campaigns, particularly in spot television, at costs reported to be at least 10% and sometimes as much as 40% below that of advertising agencies (BROADCASTING, July 15, 1968). At that time, the billing of these buyer-negotiators was estimated at \$40 million.

In the year since then, the concept of the outside media arm, serving both agencies and advertisers, has widened its acceptance considerably, and the fledgling industry has attracted to its fold executives who were prominent in some of the more prestigious advertising agencies and related fields. Though the figures may be inflated, billing estimates provided by some of the leading media groups indicate their buying this year should zoom to more than \$225 million, overwhelmingly in spot TV.

The pioneering spadework in this field was by U.S. Media—International, Timebuying Services Inc. and Adonis Radio Corp. During the past year and particularly during the past few weeks a significant number of new media-buying organizations have cropped up, including Independent Media Services Inc.; TeknaMedia; Media Corp. of America; the Sawyer Group; Media Partners; Mediators Inc., and SFM Media Service Corp., all New York. Others are on the way.

During the past formative year, some of the outside media services, rightly or wrongly, communicated the image of "wheeler dealers" or "cut-rate operators," probably at least in part because some of the pioneer companies (U.S. Media, Timebuying Service and Adonis Radio) were at one time associated with barter.

There was concern among some sta-

tion representatives and advertising agencies, voiced privately and at industry meetings, that the independent media unit might destroy station-rate cards through sharp, unfair bargaining—and might circumvent agency and rep commissions.

Their apprehension has been somewhat allayed, though suspicion still lurks. Station representatives questioned by BROADCASTING last week said their commissions have been paid, and advertising agencies that have used media services, often at the instigation of advertisers, acknowledged they have often, if not always, delivered on their promises. Though many media executives at agencies are perturbed over the diminution of their power, they must inevitably bow to clients' wishes.

The most noteworthy development in the independent media business in this final quarter of 1969 has been the pro-

liferation of new companies on the scene. The catalysts are some of the outstanding executives in the advertising-agency world and some of the new key employes are household names in media.

There is Sam B. Vitt, senior vice president, executive director of media and programming of Ted Bates & Co., New York, who resigned to establish, in early October, a company to be called either Vitt Media Corp. or Vitt Media International.

There is Edward Gray, formerly vice chairman of McCann-Erickson and before that senior vice president for media services at Bates, who formed this summer an organization called Tekna-Media Inc. A key official is Marion Harper Jr., erstwhile chairman of Interpublic, who is serving as chairman of the executive committee of Tekna-Media.

Other executives with blue-ribbon agencies who have left or are in the process of leaving to form their own media services are Richard Gershon, previously vice president and media manager, Benton & Bowles (whose company is Independent Media Services); S. C. (Bud) Sawyer, formerly vice president and media director, Ted Bates & Co. (The Sawyer Group); Ken Keoughan, formerly vice president and media director of Kelly, Nason (Media Department Inc.) and Walter Staab, also a vice president and media director at Bates (SFM Media Service Corp.).

And only last week Fred Nettere, president of ABC-TV Spot Sales, resigned to join Timebuying Services as executive vice president.

Earlier this year, Hope Martinez left BBDO, where she was vice president, buying and station relations and a 23-year veteran, to align herself with U.S. Media—International as executive vice president. Don Severn, formerly vice president, media relations, Ted Bates & Co., will serve in the same capacity with TeknaMedia.

Grace Porterfield, veteran media supervisor at Bates, has joined Timebuy-

Do you want a middleman? These firms are available

Names and addresses of independent media-buying services follow, all in New York (addresses for SFM Media and the Sam Vitt organization had not been set by late last week):

Independent Media Services Inc., 110 East 59th Street.

Media Corp. of America, 415 Madison Avenue.

Media Department Inc., 322 East 44th Street.

Media Partners Inc., 685 Fifth Avenue.

Mediators Inc., 39 West 55th Street.

The Sawyer Group, 2 Pennsylvania Plaza.

SFM Media Service Corp.

Timebuying Services Inc., 444 Madison Avenue.

TeknaMedia Inc., Waldorf Towers, Park Avenue and 50th Street.

U.S. Media—International, 375 Park Avenue.

Vitt Media Corp. or Vitt Media International.

ing Services as vice president and assistant to the president. John Reidy, once president of Schick Inc. and vice president and director of marketing for Yardley Inc., has been appointed executive vice president of the newly formed Media Corp. of America.

With the infusion of well-known names into an industry activity that was once and still may be considered suspect, the independent media services have firm expectations that their business will expand even further in the decade ahead. Their premise is that their single most precious ingredient is "people" who have expertise that can be exerted to bring to advertisers both efficiency and effectiveness in their advertising purchases. Many maintain that in many advertising media departments there is inexperience, lack of care and interest and inadequate supervision and control which add up to unjustifiably high costs of operation.

Outside media services function in various ways. Some serve as the total media arm of an agency, performing the full complement of planning and execution. The larger organizations work with conventional agencies for specific clients, fulfilling the media buy according to a plan submitted to them. These services point out that their efforts are scrutinized carefully by the client's agency of record and if their performance were lackluster, they would be dismissed.

Media services are reluctant to provide exact details on the way they are paid. They report they sometimes receive a flat fee, a percentage of the agency commission (15% of 15% was mentioned) or a percentage of the buy. They insist they can deliver a campaign that will save the advertiser money, increase his cost efficiency, and at the same time provide both the agency of record and the national representatives with their commissions.

The role of the independent media-buying services was explored at the annual meeting of the Institute of Canadian Advertisers in Quebec on Sept. 20. Barton A. Cummings, chairman of the board of Compton Advertising, New York, reported on a poll that was conducted among 39 agencies.

The reaction to the poll was mixed, but 29 of the agency officials questioned felt that outside services would not take over most of the agency media functions by the end of the 1970's. The 10 who differed said that independent services would assume control over mechanical portions and bargaining but not planning and strategy.

Agency executives who minimized the role of the outside groups in the future noted that strong and more creative media departments must be established. (Elsewhere, reports indicate this is already in progress at some agencies.) Only three executives reported

that the performance of independent media specialists was questionable. Those who were more favorably disposed toward media specialists believed that with growing professionalism, they would handle much—but not all—of the actual buying of media.

Several agency officials, questioned in New York by BROADCASTING, acknowledged that pressure from their advertiser clients had prompted them to work with outside media groups. They conceded that on the whole, media specialists had performed reasonably well, but felt they themselves could have completed the assignment equally as well.

Warren Bahr, executive vice president and media director of Young & Rubicam, who was critical of independent media groups last year, was willing to go on record as saying that

tional services at no charge, including sales development, marketing and computer-related research programs.

Probably the largest of the independent media services is U.S. Media—International, which began to operate quietly in this area three years ago and achieved billing of \$30 million in 1968, according to Chairman-President Norman King. He estimates billing this year will be more than \$100 million, though his competitors felt this figure reflected a penchant for hyperbole.

Mr. King maintains a staff of 63 at New York headquarters in the Seagram building and has opened branch offices in Philadelphia, Miami, Chicago and Seattle and says that by Dec. 1, the company will have additional offices in Los Angeles and London. The large bulk of U.S. Media's work, he said, is media negotiating.



Mr. Sawyer



Mr. Shepard



Mr. Vitt



Mr. King



Mr. Gray



Mr. Wyman



Mr. Gershen



Mr. King

his mind has not changed. He asserted:

"This whole thing is a delusion. Some advertisers are being deluded that these outside groups can perform more efficiently and effectively. It's true that some top people are being lured into this field because of the prospects of money. These outside media people are chewing away at rate cards, using section three [pre-emptible positions] so extensively that there will be no room left and stations will have to give discounts on section one [fixed positions]."

(One charge leveled at some independent services is that they have bought on section three of a rate card, providing discounts for pre-emptions; but warning stations that their schedules could be pre-empted only at the risk of losing the business.)

Media services contend that criticism by some agencies is "emotional," tied to the depreciation of the media function there and the attendant loss in prestige by the media director.

Many of the media specialty shops are offering or planning to offer addi-

U.S. Media reported it has completed assignments for more than 40 advertising agencies, including BBDO, Campbell-Ewald Co., Dancer-Fitzgerald-Sample, Doyle Dane Bernbach, William Esty Co., Norman, Craig & Kummel, Reach, McClinton & Co. and Warwick & Legler. Advertisers on its list include American Home Products, Arnold Bakers, Borden Co., Bristol-Myers, DuPont Co., Ex Lax Inc., Heublein Inc., Andrew Jergens Co., International Brands, Olympic Airways, Peter Paul Inc., Reading DeLuxe Co.

Mr. King said he has sold 30% of U.S. Media—International to a group of Philadelphia investors for \$2.5 million and added that he has plans to go public shortly.

Another King-sized operation is Timebuying Services Inc., headed by President Sam Wyman. Though Mr. Wyman was not available for comment last week, Timebuying Services has announced in the past it has a staff of 60 media and allied specialists, and billing is estimated in excess of \$50 million.

An official last week declined to give

the list of clients. The company has been in business for about a year under the Timebuying Services name. Under its former name of RDR Associates, it performed media-buying and bartering functions. (TBS is reported to be planning to go public very shortly, which may explain its reluctance to discuss its operations at this time.)

A newcomer to the specialized industry is Media Corp. of America, organized by Albert Shepard, who left Timebuying Services, where he was executive vice president, to launch his own enterprise, effective Sept. 2. Mr. Shepard, who previously was president of Eastman Television Inc. and president of Select Station Representatives, reported that Media Corp. of America is beginning operations with billing in excess of \$20 million.

He described MCA as a full-line, specialized media unit that will offer clients a total package (planning as well as placing) or a part thereof. Assignments have been received from such clients as Eastern Airlines, P. Lorillard, American Kitchen Foods and Helene Curtis Industries. Agencies with which the company is working include Young & Rubicam, Foote, Cone & Belding, Grey Advertising, Spade & Archer and Edward Weiss & Co., Chicago.

Media Corp. already has a staff of 28, according to Mr. Shepard, and he predicted the number would grow to 100 by this time next year. His key aides include John Reidy; Edmund Stefenson, formerly vice president and marketing director of Best Foods Division of Corn Products Co., and Barbara Kellner, Dolores Marsh and Susan Bell, all of whom have had extensive agency media experience and were associated with Mr. Shepard at Timebuying Services.

Mr. Shepard regards computer facilities as one of the vital plusses at MCA. He said this service already is in operation and is used to produce estimates, schedules and traffic forms; provide costs of buys; analyze buys according to media objectives and goals, and produce station invoices.

Richard Gershon departed from Benton & Bowles, where he was vice president and media manager, more than a year ago to establish Independent Media Services Inc. His main thrust: to provide a full line of media services for advertising agencies without their own media departments.

Mr. Gershon estimates that billing is now running about \$35 million, up from "a few million" last year when his first client was Lois Holland Callaway, New York. Among his clients, in addition to LHG, are Case & Krone; Kurtz Kambanis Symon; Klemtner Casey Inc.; George Burke Advertising; Calderhead, Jackson Inc.; Kelly & Weinman Inc.; Olshan, Smith & Gould Inc.

and Lawrence Benedict Co. All these agencies are in New York.

"Though my primary function is to serve as the media department of agencies without such units," Mr. Gershon stated, "I have completed special assignments from other agencies and some advertisers. These include Gillette, Glendenning Cos., Jerry Della Femina & Partners, Trahey-Wolf Advertising and Creamer-Colarossi Inc."

Mr. Gershon has a staff of 11, all of whom have had agency media experience. He stressed that a good media buy does not necessarily involve one that meets the test of cost efficiency alone but also must be effective in reaching the target audience.

Mediators Inc. is a media-service unit that has been operating without fanfare for three years, according to Richard Manney, president. He said he has a staff of 15 and a billing of approximately \$15 million for work performed for such clients as Mrs. Paul's Frozen Foods, American Export Lines, Bristol-Myers, Ralston-Purina, Hamilton Beach Products, Icelandic Airlines. Mediators Inc. works with such agencies as Doyle Dane Bernbach, Clinton E. Frank, Fuller & Smith & Ross and Diener & Dorskind.

Mr. Manney worked for various advertising agencies in media capacities, including Ruthrauff & Ryan and Franklin Bruck, before turning to the barter field about 15 years ago. He reported he decided to switch to the media-service field from barter three years ago because he felt his background could be better utilized in media planning and placement.

Edward Gray had a distinctive career in the advertising-agency field before he formed Teknamedia Inc. in July. He was vice chairman of McCann-Erickson most recently and was earlier senior vice president for media services at Bates.

Mr. Gray said that he planned to announce complete details of Teknamedia in a few weeks but mentioned that, unlike most of the outside media units, his company intended to work almost exclusively with advertisers and would offer a full range of services, including strategy, sales development and marketing as well as buying. He currently has a staff of 10 and among his top colleagues will be Marion Harper Jr., who will be chairman of the executive committee, and Don Severn, vice president of medial relations. Mr. Gray said he could not identify clients or disclose billings at this time.

Another recent arrival on the scene is Media Partners Inc., formed on Sept. 1 by Lee Gaynor, formerly national sales manager of Rust-Craft Broadcasting Co. and media executive with Dancer-Fitzgerald-Sample and Doherty, Clifford, Steers & Shenfield, and Paul Sulzer, previously general

manager of RDR Associates Inc. Mr. Gaynor said Media Partners has a staff of six but he declined to name clients or provide billing.

A summer entry in the field was Media Department Inc., set up in July by Ken Keoughan, previously vice president and media director of Kelly, Nason Inc. Mr. Keoughan reported that he will provide a full-service media facility and expects to work with both advertisers and agencies.

He would not give an estimate of his billing or a list of his clients, but he was optimistic that expenditures placed through independent groups would reach \$250 million by 1972 and he hoped to obtain 10% of that.

S. C. (Bud) Sawyer was scheduled to move into his new offices in New York over the weekend, heralding the start of the Sawyer Group. Mr. Sawyer resigned from Bates, where he was vice president and a media director to form his company, which at present has two small clients and a staff of two (the secretary is the other worker).

"I will increase my staff as my business increases," he observed. "There is a trend toward 'island' groups in creative, marketing and production functions and this reinforces the demand for 'island' media groups. There's no reason why these specialized groups cannot refer business to me and, in turn, why I cannot provide them with business."

Mr. Sawyer believes that agency media departments will become smaller but indicated this might not be entirely injurious in that it would permit agencies to conduct more profitable operations.

Still in the formative stages is SFM Media Service Corp. that is reported to be opening for business in early October. It will be headed by Walter Staab, another Bates vice president and media director, and a key aide will be Michael Moore, a media supervisor at Bates.

One of the best-known agency media names, Sam B. Vitt, has resigned from his post of senior vice president and director of media and programming at Bates to launch his own company in a few weeks. His company is so new that he has not decided on a name but he is said to be considering Vitt Media Corp. or Vitt Media International.

An ironic twist was provided by news of Mr. Vitt's venture into the independent media service sector. Less than two months ago, at a convention of the American Advertising Federation, Mr. Vitt, along with five other media executives, criticized the growth of the outside media services in a post-panel discussion (BROADCASTING, July 7). At that time, Mr. Vitt suggested that such services were founded on a "we'll give you something for nothing philosophy" and added that "no sophisticated client will use this (service) forever."

Hyde endorses principle of free press

Warns New York IRTS meeting of dangers that federal interference with reporting can bring to radio-TV

FCC Chairman Rosel H. Hyde, for 41 years in the business of regulating the communications industry, last week left this word for those remaining in that business as well as for broadcasters: In matters of broadcast news, beware of the zealous regulator.

"The greatest service to healthy and vigorous broadcast journalism the Federal Communications Commission can render," he said, "is to set aside the temptation to interfere with the freest workings of the journalist's craft. The greatest disservice we could render the American public would be to assume the censor's righteousness and power." For the sake of the value he feels can be provided by newsmen free of government supervision, the chair-

man would risk dishonest reporting.

Chairman Hyde also had a word for those who would restructure the machinery for regulating the communications industry: Centralize don't fragmentize, and put all related functions under the direction of a cabinet-level secretary of telecommunications, if there is to be reorganization.

The chairman, speaking Tuesday to a luncheon meeting of the International Radio and Television Society in New York, was giving what will probably be his valedictory address as a member of the commission. Mr. Hyde, who has been with the commission and its predecessor agency, the Federal Radio Commission, since 1928, and who has been a commission member since 1946, is

scheduled to retire as soon as the Senate confirms Dean Burch to succeed him.

Chairman Hyde's comments regarding government intrusion into broadcast journalism reflected a controversy boiling within the commission as to whether the agency should issue a policy statement forswearing any intent to investigate alleged news distortions barring extrinsic evidence that the licensee or top management is involved.

Chairman Hyde, with the support of Commissioners Robert E. Lee and James J. Wadsworth, is backing such a position as expressed in a statement drafted by the general counsel's office. Commissioners Kenneth A. Cox, Robert T. Bartley and H. Rex Lee, on the other hand, are supporting the position of the



The dais at the IRTS luncheon last Tuesday (Sept. 23) was a living who's who of broadcasting and advertising.

First row (r-l): Frank Gaither, Cox Broadcasting Corp.; Don Durgin, NBC-TV; Robert E. Lee, FCC; Vincent T. Wasilewski, National Association of Broadcasters; Theodore F. Shaker, ABC; Herbert D. Maneloveg, BBDO; John A. Schneider, CBS; Thomas S. Murphy, Capital Cities Broadcasting; Leonard H. Goldenson, ABC; Sol Taishoff, BROADCASTING magazine; Walter D. Scott, NBC; Richard A. R. Pinkham, Bates; Rosel H. Hyde, FCC; Frank Stanton, CBS; Clair R. McCollough, the Steinman Stations; Julian Good-

man, NBC; Willard Walbridge, Television Information Office and NAB; Simon B. Siegel, ABC; George A. Koehler, Triangle Publications; Bill Michaels, Storer Broadcasting Co.; Richard W. Jencks, CBS/Broadcast Group; Kenneth A. Cox, FCC; Edward P. Shurick, H-R Television.

Second row (r-l): Peter W. Allport, Association of National Advertisers; Thomas F. O'Neil, RKO General Inc.; Arthur A. Watson, NBC Radio; Miles David, Radio Advertising Bureau; Harold L. Neal Jr., ABC-Owned Radio Stations; James C. Richdale Jr., Corinthian Broadcasting Corp.; Robert D. Wood, CBS-TV; Marion Corwell, American

Broadcast Bureau, which does not feel broadcast licensees have exhibited the kind of thoroughness in investigating alleged indiscretions of their newsmen to justify the commission telling broadcasters in advance it will not check into such matters.

Commissioner Nicholas Johnson has the swing vote in the case. But he and Commissioners Cox and H. Rex Lee were reported last week attempting separately to draft statements that a substantial majority of the commission could accept. Several commission sources expressed doubt, however, that their efforts would be successful.

The opposing views of the commission's general counsel's office and Broadcast Bureau are contained in separate proposed orders winding up the commission investigation of alleged distortions on the part of CBS in its controversial *Hunger in America* documentary. Both documents would clear CBS of wrongdoing.

Mr. Hyde did not explicitly refer to the *Hunger in America* matter in his speech Tuesday. But he said "recent criticisms" of broadcast journalism, such as those that followed the Democratic national convention in Chicago in August 1968, have raised a new and delicate question regarding the govern-

ment's role in such matters.

The chairman said the "temptation to look over the reporter's shoulder" is strong, since the broadcaster has a responsibility to operate in the public interest and the public has the right to demand fair news reporting. He said the broadcast newsmen is held to "superhuman" standards of performance.

"I fully agree that deliberate slanting or falsifying of the news is a heinous offense against the public." But, he added: "Far more than I fear the dishonest reporter do I fear overzealous government intervention because governmental power typically is exerted as a limiting force."

The chairman expressed pride in his role in developing the fairness doctrine, which he said "promotes the vital purposes of the First Amendment," and noted that the Supreme Court last June upheld its validity. But he said that the doctrine does not empower the commission to attempt to determine where the truth lies.

"The essence of a commission program to oversee the honesty of the news would be commission determination of the 'truth,' he said. "I would have no part of any such business." Once begun, he added, the commission could not

stop intrusion into that area "short of an assumption of the censor's role."

Chairman Hyde said he recognized the risks involved in the course he favors—"some newsmen may deliberately do a dishonest job." But the risks involved in a lack of restraint on the part of government in supervising broadcast news he feels are greater. "How can reporters, whether working for a newspaper or a broadcast station, be expected to perform fully and effectively their journalistic function with a governmental agency dogging their footsteps?"

The chairman does not call for a completely hands-off policy, however. He said he would not hesitate to act against a licensee or its management which attempted to interfere with the honest performance of a station's news staff or which failed to take every precaution to assure the fair handling of news.

Mr. Hyde's suggestion that a cabinet-level agency be created to incorporate all communications-regulation matters was a reaction to various FCC-reorganization proposals, some under consideration at the White House ("Closed Circuit," Sept. 22). These would strip the commission of its spectrum-allocation powers, and give them to the executive branch, leaving the agency with its reg-



Women in Radio and Television; Barry Zorthian, Time-Life Broadcast Inc.; Ward L. Quaal, WGN Continental Broadcasting; Raymond W. Welpott, NBC Owned TV Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans; Larry Israel, Post-Newsweek Stations; Clark B. George, CBS Radio; Roy Danish, Television Information Office; John B. Sias, Metro-media Inc.; Frank P. Fogarty, Meredith Corp.; George Huntington, Television Bureau of Advertising.

Third row (r-l): Robert P. Keim, The Advertising Council; Fred M. Thrower, WPXI Inc.; Alan Henry, Sonderling Broadcasting Corp.; Kenneth Harwood, Temple University; George

H. Fuchs, NBC; Lester W. Lindow, Association of Maximum Service Telecasters; John E. Campbell, ABC-Owned TV Stations; John W. Macy Jr., Corp. for Public Broadcasting; Ralph Daniels, CBS Television Stations; Richard E. Bailey, Hughes Sports Network Inc.; Sam Cook Digges, CBS Radio; C. Glover Delaney of the New York State Broadcasters Association.

Also, Thomas E. Erwin, NBC; Irving B. Kahn, Teleprompter Corp.; Irvin S. Fox, National Academy of Television Arts and Sciences; Don Pels, LIN Broadcasting Corp.; Stephen J. McCormick, Mutual Broadcasting Corp.

ulatory and licensing functions.

The chairman said that spectrum allocation is a most important tool "and should and must be in the hands" of those charged with responsibility for regulating and licensing users of the spectrum.

The chairman said he was offering his proposal as a means of highlighting the limitations he said the commission would suffer if it were deprived of its authority in spectrum-allocation matters. "I do this," he added, "with a deep sense of belief" that the commission's accomplishments "will be even more significant and meaningful" if the agency were "adequately funded" commensurate with its large and growing responsibilities.

Mr. Hyde felt his proposal would have two advantages. The creation of a cabinet-level agency with authority over all telecommunications functions "might well lead to the budgetary sums so urgently needed."

What's more, he said, such a depart-

ment would eliminate the present division of authority over spectrum allocation and lead to "further centralization and not fragmentation."

The government portion of the spectrum is now allocated by the executive branch, while the FCC handles the non-government segment. And Chairman Hyde expressed doubt that the government user "of enormous amounts of spectrum space" would be "an appropriate repository for authority to determine allocations to nongovernment use."

He also expressed concern over the close secrecy with which the executive branch cloaks its spectrum-allocation decisions.

Although military requirements may provide some justification for this lack of public scrutiny, Chairman Hyde said, the large amount of spectrum allocated to the government requires that its use of that limited resource be carefully checked.

And a secretary of communica-

tions, "with all the attendant prestige," he said, would have the authority to force changes on the government users when needed.

Chairman Hyde said no such authority now exists.

He acknowledged that his plan has some disadvantages—that the absence of an independent, bipartisan, multi-member agency would be felt in such delicate areas as political broadcasts, fairness or the award of valuable franchises in contested cases.

But Chairman Hyde suggested that these matters might be handled by independent panels, similar to the commission's review board, that would implement the secretary's policies but whose decisions in cases would not be reviewed by him.

The chairman said he did not know if his plan would work. But, he said, changes should not be made "that merely fragmentize the present situation and represent simply bureaucratic shuffles of authority."

Anello to leave his NAB post

General counsel moves out Oct. 1; no successor has yet been named

Douglas A. Anello, general counsel for the National Association of Broadcasters, resigned last week, effective Oct. 1, ending 12 years of service with the organization. Reports that the move was a result of dissension between some NAB executive board members and Mr. Anello were unconfirmed officially.

Vincent T. Wasilewski, president of NAB, announced the resignation of Mr. Anello from the \$35,000-a-year job "with regret." Letters by Mr. Anello and Mr. Wasilewski said Mr. Anello will remain available to NAB on a consulting basis. Mr. Wasilewski refused to comment on the move beyond his printed statement. Mr. Anello was not available for comment. His statement declared he had been considering the move for some time.

Other sources insisted the resignation was requested by Mr. Wasilewski, who announced it to a meeting of the NAB executive committee Thursday Sept. 25. Mr. Anello had mentioned to other persons he was thinking of quitting.

Mr. Wasilewski said no choice for the counsel post has been made.

Mr. Anello's letter to Mr. Wasilewski said, in part:

"As we have previously discussed, I

have, for some time, been seriously considering leaving NAB for a number of reasons. It has been a difficult decision to make not only because of my high regard and interest in the important work done by the association and the challenges it presents, but, most importantly, because of my sincere and deep affection and regard for you.

"Be that as it may, I am convinced that I should no longer delay, and I, therefore, am submitting my resignation to be effective Oct. 1. . . ."

Mr. Wasilewski's answer, in part:

"Yours has been a long and dedicated service to broadcasting and the NAB. Thus, it was with great regret that I received your letter of resignation.

"Because it will be most useful and beneficial to all of us, I appreciate your willingness to be available on a consulting basis for the next year. . . ."

Mr. Anello joined the NAB as chief counsel in June 1957, leaving a posi-

tion with the FCC.

He was named general counsel on Sept. 21, 1961.

Mr. Anello has served as chairman of the standing committee on communications of the American Bar Association.

In addition he is a member of the fair trial-free press advisory committee and serves on the advisory panel to the register of copyrights on a proposed revision of the copyright laws of the U.S.

Mr. Anello is a member of the Connecticut Bar, the Bar of the Supreme Court of the United States, the American Bar Association and the Federal Communications Bar Association.

A native of New London, Conn., Mr. Anello was graduated from Bowdoin College and earned his LLB at Harvard Law School.

He served in the Coast Guard during World War II.



Messrs. Anello (l.) and Wasilewski

The assassination of a police officer & the response of the community

Mr. Courtney
Page Two

With the support and understanding of people such as yourself, Mr. Courtney, many dedicated police officers can, and will, continue to do their jobs to the best of their ability, and in so doing, help make the world a better one--for all of us.

Please accept our heartfelt thanks from both my children and myself. To have friends such as you is certainly to be blessed.

Gratefully,

Danna F. McLeod
David McLeod
Michael McLeod
Rhonda McLeod

D
F
M

1585 N. W. 128th Street
North Miami, Florida
June 24, 1969

Mr. Alan Courtney
W I O D
1401 North Bay Causeway
North Bay Village, Florida

Dear Mr. Courtney:

To put into words the gratitude I feel for your thoughtfulness, and that of your listeners, is indeed hard to do.

I know you've done a great deal to help create better understanding and knowledge of the "policemen's lot." Through your insight you've let the public know they are trying to keep America safe; fighting a war as surely as our men in Viet Nam. Yet, in a way, this is a more dangerous, insidious combat--one that eats up not only our men, but our resources as well, and decays our national fiber.

The breakdown in morality, inadequate home life, poverty, avarice, ignorance, greed--these conditions and traits, as old as man, yet, as current as our heartbeat, provide some of the battles in which our policemen are daily involved.

WIOD listeners responded to the appeal of personality Alan Courtney with their coins and dollars and a check for \$2,500 went out to the wife and children of slain Police Officer McCleod.

WIOD 610 RADIO
Miami

Represented nationally by Edward Petry & Co., Inc.

 COX BROADCASTING CORPORATION

WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WIIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

WABC, KOB continue debate over 770 kc

WABC wants equal status with other network AM's in New York City

"The KOB case," well into its third decade, goes on—and on. Last week protagonists ABC and Hubbard Broadcasting Co. commented on the FCC's latest (April 25) attempt to lay the protracted affair to rest.

In the April action the commission reopened its clear-channel proceeding specifically to consider whether Hubbard's KOB(AM) Albuquerque, N.M., should operate as a class II-A station on 770 kc, the frequency on which ABC's WABC(AM) New York operates as a I-A outlet. The commission also said it would entertain counterproposals for KOB's mode of operation, such as its assignment as a class I station on another frequency. Hubbard rejected the proposal; ABC endorsed it.

ABC and Hubbard have been sparing since 1941—when the commission assigned KOB to 770 kc on a "temporary" basis—over their joint tenancy on the frequency. ABC has been trying to get the commission either to bump

KOB to another frequency or to require it to protect WABC's nondirectional signal at night.

Hubbard, in opposing the FCC's proposal, argued that the commission should stand by its 1958 and 1963 decisions in the case, which provided for mutual operation by KOB and WABC as I-B stations, with both directionalizing at night to protect their respective contours.

A 1965 appeals court ruling reversed the commission's 1963 decision, leading to the April proposal. However, Hubbard noted that the court, in directing the commission to determine whether KOB's operation as a class II station would fulfill the needs of the Southwest, left a proviso for its operation as a class I facility.

The court said that if class I operation by KOB was required, WABC must be removed from its disparate position with respect to the other New York network stations, or else "compelling reasons" must be provided as to why the disparity is in the public interest.

The major "compelling" reason offered by Hubbard was its contention that WABC no longer performs a "flagship" function, offering comparatively little network-provided programming. Hubbard said the station devoted only 8.5% of its air time to network pro-

grams during the 1968 composite week, as compared to WNBC(AM)'s 22% and WCBS(AM)'s 20%, the New York NBC and CBS outlets.

"WABC has no more relationship to the ABC network (aside from common ownership) than any other affiliate," Hubbard added.

Hubbard also argued that directional operation of WABC would enable KOB to bring a primary AM night-time service to 97,992 persons, 70,063 of whom are now without any aural broadcast service, including TV.

ABC in its comments said KOB's operation on 770 kc as a class I-B station is "out of the question" unless the commission also considers the operation of WNBC and WCBS, on 660 kc and 880 kc respectively.

Film-CATV firm buys VHF in Bangor, Me.

American Diversified Industries Corp., a New York-based mutual fund with interests in film distribution and CATV, has acquired WEMT(TV) Bangor, Me., for stock worth about \$1.84 million, subject to FCC approval.

The company will exchange 175,000 of its shares for all the stock of Downeast Television Inc., licensee of the channel 7 ABC-TV affiliate. American Diversified Industries was trading at \$10.53 bid Wednesday (Sept. 24), and at that rate the transaction would be worth \$1,842,750.

Melvin L. Stone, president and 25% owner of Downeast Television, owns WGUY(AM) Bangor and WRUM(AM) Rumford, Me. Herbert S. Hoffman, 12.5% owner of Downeast, also owns WUNR and WBOS(FM) Brookline, Mass.

American Diversified Industries (formerly National Telepix Inc.) owns nine companies engaged in the distribution of motion pictures and television films and a Jelco, Tenn., CATV system. It also holds CATV franchises for Canton and Spruce Pine, Tenn., and owns companies engaged in manufacturing, consumer products and real estate development. C. E. Feltner Jr. is chairman and H. Richard Shields is president.

WEMT, which went on the air in October of 1965, has power of 58.9 kw visual and an antenna height of 820 feet above average terrain.

Broker handling the sale is Blackburn & Co.

Changing Hands

Announced:

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

■ WIGO(AM) Atlanta; WYDE(AM) Bir-

Outstanding Values in Radio-TV Properties

FLORIDA \$125,000

Daytimer with good growth potential in expanding community. Showing a profit under absentee ownership. \$125,000 on terms — includes land and building.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

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Jack V. Harvey
Joseph M. Sitrick
Frank Nowaczek
1725 K St. N.W.
333-9270

Hub Jackson
William B. Ryan
Eugene Carr
Wendell W. Doss
333 N. Michigan Ave.
346-6460

ATLANTA

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873-5625

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Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

69-27

mingham, Ala., and WWVA-AM-FM Wheeling, W. Va.: Sold by Basic Communications Inc. to Medical Investment Corp. for cash and stock valued at \$6,850,000 (see page 79).

▪ WEMT(TV) Bangor, Me.: Sold by Melvin L. Stone, Herbert S. Hoffman and others to American Diversified Industries Corp. for about \$1.84 million in stock (see page 40).

Approved:

The following transfers of stations ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 84).

▪ WLBW-TV Miami and WCKY(AM) Cincinnati: Sold by L. B. Wilson Inc. to Post-Newsweek Stations for about \$19.6 million (see this page).

▪ WGEZ(AM) Beloit, Wis.: Sold by Raymond W. Crandle and Wilmer Grabau to F. W. Woodward and family for \$320,000. Buyers own the *Dubuque* (Iowa) *Telegraph-Herald*. They also own KDTH(AM) and KFMD(FM) Dubuque. WGEZ is full time on 1490 kc with 1 kw day and 250 w night.

▪ KHSJ-AM-FM Hemet, Calif.: Sold by Herndon Hughes and W. H. Newsome to James C. Richards, Dr. Donald E. Holt and Dr. Stephen R. Mills for about \$200,000. Messrs. Holt and Mills are San Diego physicians. Mr. Richards is sales manager for KFMB-TV that city. KHSJ is a daytimer on 1320 kc with 500 w. KHSJ-FM is on 105.5 mc with 700 w and an antenna height of minus 265 feet below average terrain.

▪ KTOO(AM) Henderson, Nev.: Sold by Henry V. Crosby, Samuel Komyk, Reginald P. Newmann and Harold Newman to Thomas H. Redman and Cy Newman for \$175,000. Mr. Redman is president of Bankers Acceptance Corp., Indianapolis, and owner of the Continental Football League's Las Vegas Cowboys. Cy Newman formerly had interest in KSVJ-TV Hanford, Calif. KTOO is a daytimer on 1280 kc with 5 kw.

▪ WFBF(AM) Fernandina Beach, Fla.: Sold by Harold J. and Inez Mann to Charles C. Scovill, William A. Smith and William W. Harrell Jr. for \$70,000. Mr. Scovill was formerly general manager of WAAG(AM) Adel, Ga., and Messrs. Harrell and Smith own poultry farms. WFBF is a daytimer on 1570 kc with 1 kw.

▪ WDAX(AM) McRae, Ga.: Sold by Dr. G. E. Callahan, Jack W. and Wimblic Walker, Walter Dyal and H. B. Williams to Henry J. Akins II for \$65,000. Mr. Akins is manager of the Atlanta branch, H-R Radio division of H-R Representatives. WDAX is a daytimer on 1410 kc with 1 kw.

New TV station

▪ WXPO-TV Manchester, N. H., owned

by Merrimack Valley Communications Inc., is scheduled to go on the air in early October. The station will operate on channel 50 with 472 kw visual and an antenna height of 944 feet above average terrain. It has about \$1.5 million worth of Ampex equipment, including three VR-1200 high band videotape recorders, three BC-210 color cameras, two Marconi Mark VII color cameras and an Ampex TA-55 transmitter. Neal P. Cortell is president of Merrimack Valley Communications.

Post-Newsweek purchases approved

WLBW-TV Miami WCKY (AM) Cincinnati bought for \$19.6 million

The sale of WLBW-TV Miami and WCKY(AM) Cincinnati from L. B. Wilson Inc. to Post-Newsweek Stations Inc. for about \$19.6 million (BROADCASTING, March 10) was approved by the FCC last week.

Charles Topmiller is president and 32.5% owner of L. B. Wilson. Other principals include Thomas A. Welstead, executive vice president and general manager of WLBW-TV, and Mrs. Jean-

ette Heinze, executive vice president of wcky, both 19.3%. Other stockholders are William M. Ittmann, vice president, international division, Procter & Gamble, Cincinnati, 11.275%; The Jolar Corp., 26% owned by Sol Taishoff, president of Broadcasting Publications Inc. and editor and publisher of BROADCASTING Magazine, 11.275%, and Mrs. Essie Rupp, secretary of L. B. Wilson, 6.3%.

WLBW-TV is the Washington Post's third VHF station and wcky is its second AM station.

Post-Newsweek is a subsidiary of the Washington Post Co., publisher of the *Washington Post* and *Newsweek* Magazine, and licensee of WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

Katherine Graham, president of the Washington Post Co., controls it through beneficial ownership of 50.1% of the voting stock and right to vote stock.

The vote on the transaction was 4-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. H. Rex Lee was absent.

WLBW-TV, which went on the air Nov. 20, 1961, is a channel 10 ABC-TV affiliate and has 316 kw visual. WCKY(AM), on 1530 kc with 50 kw full time, began operation in 1929.

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Burch looks forward to tough job

FCC chairman-designate leaves the Tucson sun for Senate confirmation hearing in Washington

It was 90 degrees in Tucson last Thursday, and as FCC chairman-designate Dean Burch looked out of the window of his law office in that city he felt he should be outside hitting golf balls.

He admitted to that temptation by way of illustrating that the decision to return to the city where he had served Senator Barry Goldwater (R-Ariz.) as administrative assistant and the Republican party as its national chairman had not been an easy one.

"But," he said in an interview, "I'm looking forward to the new job. It should be tremendously exciting."

Meanwhile, his mind is filled with the problems involved in winding up his affairs in Tucson, finding a house in Washington and preparing for his confirmation hearing before the Senate Commerce Committee.

The date for that appearance had not yet been set, and he expressed the hope the hearing would be held within two weeks. He wants to get that matter resolved during a trip to Washington this week.

Mr. Burch appeared familiar with a number of issues of interest, not to say concern, to broadcasters. But he wasn't prepared to comment on them. "I have a glib, politician's knowledge of things, gleaned from your magazine and from newspapers, but not enough information to base a decision on," he said.

One issue on which Senate Commerce Committee members are expected to question him is the bill introduced by Senator John O. Pastore (D-R.I.), chairman of the committee's communications subcommittee, to afford broadcast licensees some protection against competing applications at renewal time. The bill would require the commission to find a licensee disqualified before accepting applications for the frequency on which he operates.

Mr. Burch is apparently among those who expect the bill—actively backed by broadcasters—to be discussed at his hearing. For he has read it. But, he said: "I have more questions than views." He said he does not "even know how radical a change" it would create.

One issue on which he expressed "a gut reaction" is the showing of "X"-rated movies on television. "I can't conceive of that sort of thing on the television screen, where children can

turn it on or off at will," he said.

The matter came up in a discussion of the announcement of Senator John D. McClellan (D-Ark.) that he plans to query all television broadcasters, including the networks, and CATV operators on whether they plan to show films the motion-picture industry says are unacceptable for viewing by minors (BROADCASTING, Sept. 22).

And Mr. Burch's position on broadcasting in relation to presidential campaigning will be revealed Tuesday (Sept. 30), when a special committee of the 20th Century Fund will release its report on presidential campaign financing.

Mr. Burch was a member of that

122 violations cited in KVAN renewal hearing

Mrs. Cathryn C. Murphy, licensee of KVAN(AM) Vancouver, Wash., was notified by the FCC last week that her station's license renewal has been set for hearing.

The commission noted that Mrs. Murphy has been cited for 122 rule violations since she became licensee of KVAN in 1960. Issues to be considered in the hearing include operating at a new transmitter site without FCC authorization; failing to file timely renewal applications and financial statements; failure to comply with FCC reporting requirements, and failure to respond to FCC correspondence.

Mrs. Murphy filed her last renewal application on Feb. 3. Since her license was due to expire Feb. 1, the commission accepted her application as one for a broadcast license. Mrs. Murphy protested that she had sent a renewal application in November 1968, but the commission said it had no record of the filing. Mrs. Murphy's Feb. 3 application, the commission observed, was dated Nov. 8, 1968.

An additional hearing issue will be whether Mrs. Murphy has adequately surveyed community needs in the KKVAN service area and how she proposes to meet them.

In view of Mrs. Murphy's many lapses, the commission said her renewal application "raises a substantial and material question of fact as to whether Mrs. Murphy possesses the requisite qualifications to operate a broadcast station."

committee. And he said he has "no apologies for anything in the report." Given that end attitude and his political background, particularly his close association with Senator Goldwater during his race for the Presidency in 1964, it would not be surprising if the committee report calls for reduced broadcast rates for political candidates.

When he finally joins the commission, Mr. Burch will find at least one familiar face among his colleagues, that of Commissioner H. Rex Lee. Mr. Lee was a high official in the Interior Department's Bureau of Indian Affairs during the 1950's, when Mr. Burch's boss then, Senator Goldwater, was serving on the Interior Committee.

It will not be long before he gets to know the others, and begins digging into the complex issues facing the commission—issues like one-to-a-customer, concentration of control of media, domestic satellites, spectrum-allocation matters, CATV, not to mention the problems presented by a tight agency budget, a frequently ornery Congress and a critical press. In addition, dealing with six strong-minded and independent commissioners can be a major-size headache all by itself, as FCC chairmen through the years can attest. In time, no doubt, Mr. Burch will occasionally wish he were back in Tucson, hitting a golf ball.

FCC to hold hearing on new TV tariffs

But FCC turns down bid by the networks and NAB to delay AT&T rate rise

The lawfulness of the tariffs under which AT&T expects to increase the revenues it receives from users of its television transmission service by some \$15 million annually will be tested in an FCC hearing.

The commission, in ordering the hearing last week, denied the request of ABC, CBS, NBC and the National Association of Broadcasters for a 90-day delay in the effective date of the new tariffs.

However, the commission ordered AT&T to keep a record of the revenues it receives under the tariffs. This will enable the commission to require re-

funds, with interest, in the event it finds the tariffs improper.

The tariffs, which had been scheduled to go into effect on Oct. 1, were suspended by the commission until Oct. 2. The one-day suspension was a technical device that permitted the commission to comply with the legal requirements involved in issuing an accounting order.

The tariff revisions, which provide for a major restructuring of television-transmission rates, will provide AT&T with \$69,612,000 in revenues by 1971, according to the company's estimates. It says it would earn \$54,568,000 from that service in that year if present rates were continued.

AT&T also filed tariffs that it said would provide radio-transmission revenues of \$21,009,000 by 1971, as against the \$17,524,000 it says it would earn in that year if it did not raise those rates. However, the commission rejected the radio tariffs two weeks ago on the ground the carrier had failed to provide explanations and justifications for the proposed changes (BROADCASTING, Sept. 22).

In ordering the hearing on the television rates, the commission is granting in part petitions of the major networks and NAB requesting the commission either to reject the television tariffs or to suspend and set them for hearing. The broadcasters argued that the new rates are unreasonably high and have not been justified by the company.

AT&T, in opposing the broadcasters' petition, said the time "for further delay" in the imposition of higher rates is past, and noted that the rate level for video transmission services has remained virtually unchanged since they were instituted 20 years ago, while the levels of other network costs have risen sharply. The commission said there was "no need" for the three-month suspension provided by law, since the tariff revisions appear to have "ameliorated" the objectionable tariff provisions found by a hearing examiner in an initial decision in the Sports Network Inc. case on Jan. 25, 1968. The examiner concluded that AT&T television and radio transmission tariffs discriminated against part-time users. However, the commission last week stressed that it was not reviewing that case, but merely noting that a relationship existed in the revised tariff.

The commission actually rejected two petitions by the broadcasters seeking at least a 90-day delay in the effective date of the tariffs. Last month, they said that much time would be needed to study the mass of underlying cost data that AT&T had submitted in connection with its new tariffs.

The commission denied that petition because of the "inordinate amount of time" already spent in attempting to

resolve the situation—more than a year and a half.

AT&T, arguing that evidence developed in the commission's ongoing inquiry into the company's rate structure had shown that the rate level for program transmission rates was too low, filed revised tariff schedules covering those services on Feb. 1, 1968. They were to become effective two months later.

However, the effective date was twice postponed—the second time to Sept. 1, 1969—to permit AT&T to complete cost studies that the commission's common carrier bureau had requested. On Aug. 29, AT&T asked cancellation of those tariff schedules, and filed the now-pending tariffs.

A principal factor leading to the revision was the initial decision in the Sports Network case. But AT&T said in filing the new tariffs that additional review of the rate level for the broadcast services was in order and that the proposed rates should be regarded as

interim.

The issues to be considered in the rate hearing include questions as to whether the charges, classifications, practices and regulations contained in the tariffs are unjust and unreasonable, or discriminatory.

Another issue is whether and what kind of charges, classifications, practices and regulations the commission should prescribe, if those contained in the tariffs are found to be unlawful.

The hearing will be held at the commission's offices in Washington a date to be set later. And the hearing will be expedited to the extent that the examiner will certify the record to the commission without preparing an initial decision; but the chief of the common carrier bureau will issue a recommended decision, subject to exceptions and requests for oral argument.

AT&T was made a party, and ABC, CBS, NBC, and NAB, and Hughes Sports Network Inc. were told they may intervene.

Other side of coin for WTOP-TV

Citizens' group accuses station of favoring liberals, ignoring conservatives, asks FCC for probe

Last week it was the turn of WTOP-TV Washington to be subject to citizens' complaints filed with the FCC.

The Federation of Citizens Associations of the District of Columbia—a group of some 34 neighborhood homeowner and residents groups—and one of its delegate members filed documents with the commission urging it to investigate the station's programing before renewing its license. Both accused the Washington Post Co. station of violating the commission's fairness doctrine.

The documents—a one-page letter from the federation and a 14-page "informal complaint" from the individual member, Allen C. Phelps—were a kind of mirror image of the petition that a group of Washington area blacks filed with the commission on Sept. 2, urging denial of WMAL-TV Washington's renewal application (BROADCASTING, Sept. 8).

Where the blacks accused WMAL-TV of being racist and of failing to meet the needs of Negroes in its service area, the federation by implication and Mr. Phelps explicitly accused WTOP-TV of favoring liberal causes while suppressing the views of conservatives. In addition Mr. Phelps charged the station with advocating causes he said were backed by black militants while ignoring contrasting points of view.

The federation, which also directed its charges at WTOP-AM-FM, asked that

the commission either deny renewal of the stations' licenses or, "as a minimum, obtain assurances" that the stations will present "unbiased" news.

Mr. Phelps also asked that the commission deny the renewal applications of WTOP-AM-TV—he did not refer to the FM outlet—"or, in the alternative," investigate the services of those stations to determine if they have operated in the public interest, or if they are likely to do so in the future.

Mr. Phelps, in addition, suggested that in view of the complaint against WMAL-TV, the commission defer renewal of all Washington broadcasting stations until it concludes an examination of "the merits of the respective applications." Washington stations are due for renewal of license on Oct. 1.

The federation did not include any specific allegations to buttress its charge that the Post Co. stations violated the fairness doctrine, but it asked the commission to determine if the stations have presented news and comment "with a bias reflecting the opinions" of the Post Co.

Mr. Phelps, a retired Federal Trade Commission attorney, said the Post stations violated the doctrine by editing or suppressing "news items and expressions of public opinion inconsistent with or contradictory to [the Washington Post newspaper's] liberal creed. . . ." His pleading was as much a compen-

dium of complaint about conditions in Washington as about the stations.

Mr. Phelps had sought to interest the federation in joining him in his complaint and had prepared it as a joint filing. However, the federation decided not to participate in it.

George W. Brady, president of the federation, said his group "agreed in general" with Mr. Phelps's complaint, but felt that it contained "some points that were not supported by data, so we did not support it.

"But since we felt the WTOP stations did not present opposing points of view," he added, "we decided to go ahead and write [the commission] a brief letter."

Mr. Phelps charged that the Post Co.,

through its newspaper and stations, has "consistently praised political liberals and denigrated the conservatives." The Post stations, he said, have opened their facilities to the former and either denied them to conservatives or presented conservatives in an unfavorable light.

Among the controversial issues of public importance on which he said the Post stations have taken one-sided positions are home rule for the District of Columbia, integration of the races in schools and other aspects of community life and increased expenditures for education—all of which, he noted, the stations support.

Mr. Phelps said that, in discussing the crime problem, the stations favor a policy of "removal of the causes of

crime" while opposing measures to "strengthen the hands of the police."

He also said the Post stations must bear "some responsibility" for the April 1968 riot that followed the assassination of Martin Luther King. He said they helped generate an atmosphere of "lawlessness" among blacks by "repeatedly dwelling" upon the alleged oppression of blacks in Washington.

One of Mr. Phelps's major complaints is that the Post newspaper and stations, in his view, have been unfair in their treatment of President Nixon throughout his political career, "down to the present." Mr. Phelps sent a draft of the complaint to the President before filing it with the commission with no reaction as yet from the White House.

Jefferson Standard gets a tax break

Court overturns FCC denial of certificate for WBTW sale

A federal district court judge says the FCC erred last year in denying Jefferson Standard Broadcasting Co.'s request for a certificate that would enable the company to defer payment of federal income tax on the \$4.5 million it realized on the sale of WBTW(TV) Florence, S.C.

Judge James B. McMillan, sitting in the Charlotte division of the western district of South Carolina, said last week that Jefferson Standard was entitled to the certificate on the ground it had sold the station to comply with the commission's multiple-ownership policy. He directed the commission to issue the certificate.

Jefferson Standard thus will be allowed under the tax laws to treat the sale of WBTW as an involuntary conversion of property. And since it subsequently acquired another station, WWBT(TV) (formerly WRVA-TV) Richmond, Va., for more than it received for the Florence outlet—\$5 million—it will be permitted to postpone payment of taxes on the \$4.5 million if it sells the Richmond station.

However, Jefferson Standard's fight with the government on the issue may not be over. The commission is expected to urge the Department of Justice to appeal Judge McMillan's decision.

Jefferson Standard, in requesting the certificate, contended it had sold WBTW to the Daily Telegraph Printing Co. in April 1968 because it could not increase the signal strength of either WBTW or its WBTW(TV) Charlotte, N.C., without violating a commission rule barring the improvement of already overlapping signals of commonly owned VHF stations. The rule was adopted in

1964, 10 years after Jefferson Standard acquired WBTW and 15 years after it began operating the Charlotte station.

Judge McMillan noted that Jefferson Standard's dilemma in being unable to increase the signal strength of either station occurred at a time when both were facing increasing competition from new and existing stations in their respective markets. WBTW's over-all earn-

ing performance declined between 1963 and 1968—from \$214,250 to \$91,500—although the station reported earnings of \$292,872 and \$257,456 for 1965 and 1966 respectively. Judge McMillan said WBTW's earnings have shown some increase, "if inflation is disregarded," but added that the station's competitive position "has become weaker and weaker."

Furthermore, he said, while the practical effect of continued common ownership of both stations would be that both would suffer, "the commission's basic policy is to promote competition and to encourage rather than suppress improvement of service and quality of

CBS backs petition on multi-owner curbs

CBS last week gave its support to a May 27 petition by the American Banker's Association asking the FCC to eliminate or modify its present and proposed multiple-ownership restrictions as they apply to bank trusts (BROADCASTING, June 3).

CBS petitioned the commission to issue a notice of proposed rulemaking to consider raising the 1% benchmark, and urged it to include in the notice a stay of the June 1970 deadline for compliance with the 1% rule by institutional trusts until it has acted upon submissions in response to the rulemaking proposal.

The network pointed out that the ABA petition and the accompanying tables with the results of a survey of the trust departments of 19 major banks, show that "a significant portion of bank trust holdings are in the form of employee benefit accounts which represent savings and retirement benefits of millions of individuals who . . . might not otherwise be able to enjoy the benefits of stock ownership."

To limit trustees' investments in

companies with broadcast interests, CBS said, would be to deny them investment opportunities. It added that an institutional trustee may have little or no control over a trust, and, if the trust contained broadcast investments placing the bank in violation of multiple-ownership rules, the bank would have to decline trusteeship or divest itself of enough shares to bring it into compliance.

"We do not believe that it was the commission's intention to force this kind of decision upon a trustee." CBS asserted in its brief.

Another probable adverse effect of the present rule, CBS noted, would be that banks and investment advisors would tend to invest in large companies rather than in small firms where they would reach the 1% limit on a relatively small investment. "The effect here would be to discourage investment in particularly small or new broadcasters, and deprive them of access to an important source of capital," CBS said.

CBS also supported ABA's proposal to require banks to execute a disclaimer of intent to control a company with broadcast holdings.

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Source: ARB estimates. Radio: April-May 1969; TV: May 1969. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

signal."

Judge McMillan said: "The evidence that the sale of the Florence television station was caused by the economic consequences of the commission's 'no improvement' policy is uncontradicted and overwhelming. And, he said, there could be no finding that the sale "was not 'appropriate' to effectuate the commission's 'no improvement' policy of 1964."

The Internal Revenue Code provision on which Jefferson Standard relied states that the commission is to issue the certificate permitting a tax deferment if the sale involved is "necessary or appropriate to effectuate a change in policy of, or the adoption of a new policy by, the commission with respect to the ownership and control of radio broadcasting stations. . . ."

The commission, in denying Jefferson Standard's request, said the applicable section of the Internal Revenue Code applies only to sales required by the commission.

But, Judge McMillan said: "The commission has no power to order the sale of a particular property." Furthermore, he said, the legislative history shows that Congress did not intend to restrict tax postponements to cases involving involuntary transfers.

The commission three weeks ago wrote a footnote to the WBTW case. The new owner had filed an application requesting an improvement in facilities that would permit the station to extend its signal—the kind of application Jefferson Standard had felt it was barred by the overlap rule from filing.

But the Daily Telegraph found there can be more than one obstacle to commission approval of such facilities. The commission designated the application for hearing on the question of whether a stronger WBTW would impair the development of UHF in the area (BROADCASTING, Sept. 15).

Stations' changes bring end to Skyline network

The Skyline TV Network, Idaho Falls, Idaho, in operation more than 10 years, is scheduled to dissolve at the close of business, Sept. 30. Skyline is a regional network composed of KMVT(TV) Twin Falls, KID-TV Idaho Falls, both Idaho; KXLF-TV Butte, KRTV(TV) Great Falls and KOOK-TV Billings, all Montana. It operated Skyline Advertisers' Sales, a national and regional sales agent for the Skyline TV Network stations.

Skyline reportedly had annual gross sales of up to \$900,000. Its operating budget was estimated at \$150,000 a year. Changes in ownership and network affiliations at the various Skyline stations are believed to have caused disruptions that limited the network's effectiveness. Also contributing to Sky-

line's flattening sales curve over the years were differences in distribution and advertising allocations in the Montana and Idaho markets.

In addition, Skyline said its troubles involved the increasing trend towards advertising expenditures into larger markets, and complexities with national sales organizations that represented the regional network.

Melvin B. Wright has been president, general manager and chief executive officer of the Skyline Network since July 1, 1959.

Mr. Wright is on terminal leave and his future plans are unrevealed.

Cable hearings are due in New York and Albany

Two major hearings on cable TV have been scheduled by a committee of the New York state legislature. The first, on Oct. 7, will take place in Albany; the second, on Oct. 15, in New York.

The hearings will cover a nine-point agenda on CATV and will be held by the standing committee on corporations, authorities and commissions. Assemblyman Robert F. Kelly, Republican of Brooklyn, is chairman.

Among the points to be discussed will be legislation, charges, standards, service and the relationship of the FCC to state jurisdiction.

Ford tells Stagers CATV isn't pay TV

The House Commerce Committee, which has once again postponed for a week its hearings on pay TV, was urged last week by National Cable Television Association President Frederick W. Ford to accept the proposition that "pay TV and CATV are not synonymous."

In a letter addressed to the committee's chairman, Representative Harley O. Stagers (D-W. Va.), Mr. Ford explained that while pay TV would impose a per-program charge, CATV charges its subscribers "on a monthly rate basis for the whole antenna reception service."

Mr. Ford contended that in the past "the National Association of Broadcasters and the chairman of the FCC have accepted this fundamental difference."

Mr. Ford also said that although NCTA takes no position for or against establishment of pay TV, it does oppose as discriminatory the FCC's proposal to require "compulsory carriage by CATV of scrambled pay TV signals. . . ."

The Commerce Committee's hearings are now scheduled for next Tuesday (Oct. 7).

TV households in U.S. hit new peak, ARB says

American Research Bureau, Beltsville, Md., has reported that the total number of TV households increased by over 1.8-million during the last year to a new high total of 59.3-million American homes with one or more TV sets.

The increase in new TV households, ARB indicated, exceeded the number of new households in all states, except Alaska, for the period by 1,675,000. The estimated number of households in the U.S. is 62.3 million.

And, the rating firm said, 11 individual counties are now virtually saturated with TV households. Those, with an estimated 99%, are New Castle, Del.; Cobb and DeKalb, both Georgia; Campbell and Fenton, both Kentucky; Montgomery and Prince Georges, both Maryland; Nassau, N.Y.; Fairfax, Va., and Brooke and Hancock, both West Virginia.

Among the states that showed the most percentage gains, ARB noted, Mississippi led with an increase from 87% to 93%; others were Alabama, from 91% to 95%; Kentucky, Tennessee, Virginia and the District of Columbia, all with a three-point gain to 95%, 96%, 97% and 97%, respectively. Substantial gains in TV-household penetration occurred principally in the South Atlantic states, up three points to 97%, and the East South Central region, also up three points to 94%.

ARB's 1969-1970 *Estimates of U.S. Television Households* reports TV penetration by census region, state, county and total U.S. It is compiled annually by ARB, using data from Standard Rate and Data Service and Advertising Research Foundation.

ETV's seek \$28 million in government grants

Educational broadcasters have received more than \$36 million from the federal government in the last five years to help build and improve noncommercial, educational TV and radio stations. Based on pending applications at the Department of Health, Education and Welfare, public broadcasters are seeking \$28 million more.

Up to June 30 when the 1969 fiscal year ended a total of 190 TV and radio stations have benefited from the facilities matching grant program that was initiated in 1964 at the instigation of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The last grant was for \$324,219 to help the University of South Dakota establish a new noncommercial, educational TV station on channel 10 at Pierre, S. D. (BROADCASTING,



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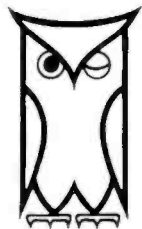
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Sept. 15). This award completed obligations of the \$4 million appropriated for the 1969 fiscal matching-grants program.

Actually, \$4,228,311 was paid out or promised to 29 TV and radio stations during the last fiscal year, HEW reported. The extra money came from unused funds from the previous fiscal year.

During the year, grants were made to help establish 10 new TV and five new radio stations, as well as improve or expand eight TV and six existing radio stations. Radio, which was included for the first time in the 1969 program, involved \$404,734, granted to 11 stations.

There are 96 applications for federal financial help pending at HEW, seeking a total of \$28 million. At present, no funds have been appropriated for the 1970 fiscal year.

Has Nixon lost control of antitrust policy?

House hearings last week on the newspaper preservation bill revealed a split within the Nixon administration on the measure, which would exempt from antitrust law certain joint operating agreements between newspapers in the same city, if one of the papers is in financial difficulty.

Richard W. McLaren, chief of the Justice Department's Antitrust Division, reiterated his department's opposition to the proposal, which he said would "flout the basic principles of the free-enterprise system." A new and opposing view came from Walter A. Hamilton, deputy assistant secretary of commerce, who said the bill would "help insure the independence of the newspaper press."

Mr. McLaren also told the subcommittee that Commerce, not the Justice Department, speaks for President Nixon.

Once again, the House hearings did not deal with the secondary broadcast angles involved in the bill. Some of the measure's opponents have charged that newspapers with broadcast properties use profits from those stations to further anticompetitive practices, and that these same companies could claim "failing" newspaper status under the bill if their newspaper holdings were struggling, even though the broadcast profits might more than offset newspaper deficits.

Maurice Mitchell is nominee

An ad hoc subcommittee of the Senate Judiciary Committee will hold hearings next week on the nomination of Maurice B. Mitchell chancellor of Denver University to be a member of the U.S. Commission on Civil Rights. Mr. Mitchell, once with WTOP Washington, has also worked for the National Association of Broadcasters.

TV scores with youth, believability polls low

Young people between the ages of 14 and 21 spend one hour 53 minutes on an average weekday watching TV and two hours 22 minutes listening to radio, compared with 23 minutes reading newspapers and 23 minutes with magazines.

High TV-radio attention in this age group was reported by Gilbert Youth Research in a poll conducted by high-school and college students under the direction and supervision of teachers trained in research techniques.

Gilbert said the figures dropped in the 22 to 25-age group to one hour 30 minutes with TV, one hour 48 minutes with radio, 21 minutes with magazines but up in newspaper readership to 30 minutes.

The Gilbert poll also found that in the 14 to 25-age group 61% believed magazines were informative compared with 36% for TV, while a negative reaction was voiced by 20% for TV, 17% for radio and 9% for magazines. Factors of "convincing" and "believability" for TV and radio also scored low, the Gilbert poll found, leading to the conclusion that "young people would rather be amused than informed, and a large percentage are willing to give more of their time to what they feel is an unbelievable media than that to which they describe as convincing."

Complaints are off in August

The public sent 1,160 complaints to the FCC during August, a decrease of 190 from July. Comments and inquiries totaled 2,487, 789 below the previous month. Complaints in August included allegations that certain licensees were discriminating against minority groups in their employment practices and programming; concern over common ownership of print and broadcast properties in the same market and objections to program format changes and alleged offensive matter in broadcasts.

Nader confers on bill for consumer agency

A subcommittee of the House Government Operations Committee has recruited consumer advocate Ralph Nader to help draft a compromise bill that would establish a new executive-branch agency on consumer affairs.

Mr. Nader and two other outside experts will serve without pay in an attempt to combine the merits of two pending bills. One, introduced by Representative Benjamin Rosenthal (D-N.Y.), would establish a cabinet-level Department of Consumer Affairs. The other, submitted by Representative Florence

J. Dwyer (R-N.J.), would establish a permanent office of consumer affairs inside the White House.

A companion to the Rosenthal bill has been introduced in the Senate by Senator Gaylord Nelson (D-Wis.). All the bills would empower the new agency to represent consumer interests before regulatory agencies.

Cox adds data service

Cox Broadcasting Corp. has formed Cox Data Systems Co. as a new division in the Atlanta headquarters. CDS will provide computer facilities to service data processing requirements of several Cox divisions across the country and develop software "packages" for broadcasting, cable TV and trade publishing.

Packages will be used to provide data processing services to customers of the Atlanta data center as well as additional data centers which are expected to be in operation by 1971. C. Dan Clay, formerly director of information services, Cox Broadcasting, is general manager of CDS.

Starch plans purchase of Roper research firm

Daniel Starch & Staff, Mamaroneck, N.Y., has reached an agreement in principle to acquire Roper Research Associates, New York. Details of the acquisition were not revealed pending approval by the boards of both companies.

Starch, which went public last December with a small issue of stock traded over-the-counter, specializes in continuing audience and marketing research. The firm recently acquired C. E. Hooper Inc., a radio research organization (BROADCASTING, May 19).

Roper concentrates on custom research projects, primarily in public affairs. Roper and Starch would maintain separate identities, officials of both firms said.

Media reports:

New building ■ KGGM(AM) Albuquerque, N. M., has started construction on a new \$50,000 studio building. It expects to make its first broadcast from there on Christmas Eve. It will be located on 14th Street and Coal Avenue S.W.

One for CBS ■ WMFD(AM) Wilmington, N.C., owned and operated by Dunlea Broadcasting Industries Inc., has joined CBS Radio Network. The station, operating on 630 kc with 1 kw fulltime, was previously an affiliate of ABC's American Entertainment Network, but affiliation had to be canceled under FCC small market limitations (BROADCASTING, May 5), the network said.

Violence report draws dissents

Research used by Eisenhower group questioned; networks say they're already readjusting program content

Television broadcasters who weathered a charge last week of too much violence in TV programs by the National Commission on Violence—an indictment given front-page treatment by the country's newspapers—are turning their attention to the next TV and violence scenario: the surgeon general's \$1-million study of TV and social behavior.

This project, initiated by Senator John O. Pastore (D-R.I.), who is chairman of the Senate Commerce Committee, is about ready to move into high gear, following the second meeting of its advisory committee held in Washington late last week.

The committee considered proposals for research projects submitted by Dr. Eli A. Rubinstein, assistant director of the National Institute of Mental Health, who is the director of the TV study. It confirmed a number of programs, Dr. Rubinstein said, but he declined to discuss specifics pleading professional integrity. Dr. Rubinstein is a psychologist.

Meanwhile broadcasters anxious to determine just what is going to happen now that the violence commission's statement has been made public—and after they had reduced violence in TV programs in the new TV season—could only take notice of the comments of Dr. Milton S. Eisenhower, president-emeritus of Johns Hopkins University and chairman of the commission.

In response to a question of what next, Dr. Eisenhower noted that the report is to the President and it is up to the White House to take whatever action it deems necessary.

The 11-page printed report, entitled "Commission Statement on Violence in Television Entertainment Programs" charged that violence in TV programs has contributed to violence in America. It asked the networks and stations to cool it (BROADCASTING, Sept. 15, 22).

Spokesmen for the TV broadcasters, in a generally low-key reaction, noted that (1) the research on which the commission's report is based is pretty old, and (2) brutality in the new season's TV programing has been drastically reduced.

The report was issued on Sept. 24 by the 13-member National Commission on the Causes and Prevention of

Violence. This group was appointed last year by former President Lyndon B. Johnson following the assassination of Senator Robert F. Kennedy (D-N.Y.).

The report called on broadcasters to reduce violence in children's cartoons, and in adult programs and to program dramatic shows containing aggression late in prime time when most children presumably are not watching. It also recommended that broadcasters pursue more intensively research into the relationship between TV violence and social behavior of viewers, and to affirmatively promote "more acceptable" methods of resolving conflicts.

The commission also asked the President and Congress to finance the Corp. for Public Broadcasting with a "dedicated" tax so that public broadcasting can present alternatives to commercial programs. And it called on parents to supervise more closely their children's viewing habits and asked all viewers to let networks and stations know when they disapprove and when they like a program.

The key paragraph in the document,



Dr. Eisenhower

and perhaps the most damaging to broadcasters, reads as follows:

"Each year advertisers spend \$2.5 billion in the belief that television can influence human behavior. The television industry enthusiastically agrees with them, but nonetheless contends that its programs of violence do not have any such influence. The preponderance of the available research evidence strongly suggests, however, that violence in television programs can and does have adverse effects upon audiences—especially child audiences."

In introducing the report, Dr. Eisenhower emphasized that TV cannot be made the 'scapegoat' for violence in America, and that, based on his "intensive" personal viewing in the last few weeks, there has been substantial reduction in the amount of violence in TV prime time compared to the previous season.

To be followed in about a month will be the commission's task force reports on the news media and violence, which is understood not to deal too harshly with TV, and the documentation of violence and the mass media on which the commission's report on TV was based. Also dealt with in this section, but not extensively, are movies and comic books.

Dr. Eisenhower said that the TV report was unanimous except for a "modest" dissent by Ernest W. McFarland, former chairman of the Senate Commerce Committee who is now president and 41% owner of KTVK(TV) Phoenix, Ariz., who did not participate in the findings or approve them because of his TV station ownership interest, but who stated that he recognized the TV industry should continue to improve programing and build character in the youth of the nation and voted to approve the recommendations of the commission. Dr. Eisenhower also noted that Senator Roman L. Hruska (R-Neb.) was not present at the final meeting of the commission when the TV report was approved.

Other members of the commission: Judge A. Leon Higginbotham, U. S. district judge, Philadelphia, vice chairman; Representative Hale Boggs (D-La.); Archbishop Terence J. Cooke, New York; Mrs. Patricia Harris, How-

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ard University law professor and former ambassador to Luxembourg; Senator Philip A. Hart (D-Mich.); Eric Hoffer, longshoreman and author; Leon Jaworski, Houston lawyer; Albert E. Jenner Jr., Chicago lawyer; Representative William M. McCulloch (R-Ohio), and Dr. W. Walter Menninger, Topeka, Kan., psychiatrist.

Although the industry's comments were carefully low-level, a few were affronted by parts of the report.

Vincent T. Wasilewski, president of the National Association of Broadcasters, after calling attention to the research underway by his organization and the networks, termed "unfortunate" what he said was the impression that the commission's report used new and original research.

"We find," he said, "no evidence that such original research on causal relationships was, in fact, undertaken by the commission. The commission's conclusions, therefore, appear to be based on a survey of earlier research and to draw conclusions from the same material which other scientists and researchers have found inconclusive."

ABC noted that it has pledged to de-emphasize violence in programing and noted that it has already made "substantial changes" that are reflected in the new 1969-70 season both in prime time and in children's programs. "We shall maintain our efforts in these areas," ABC said, "and shall carefully consider the four recommendations contained in the national commission's statement. . . ."

CBS President Frank Stanton said that for his network most of what the commission recommends has already been accomplished. "Few will now find objectionable," he said, "the content of Saturday morning children's programs."

Dr. Stanton also noted that CBS has taken "substantial" steps to alter the context in which violence is presented, as recommended by the commission, and he added that the network was "continuing" extensive research into the behavioral effects of violence depicted on TV.

Julian Goodman, president of NBC, stressed that, although the report "makes some valuable observations" on TV and violence, it gives only general and passing notice of substantial changes that have reduced the amount of violence on the air and modified its treatment, including, he said, a new approach to evening entertainment programing and a complete revision of Saturday morning programing for children.

Mr. Goodman, also took issue with the commission's definition of violence as "the overt expression of force intended to hurt or kill." Under that definition, the NBC president noted, "a single incident—however slight—would result in classifying the whole program

Defamation bill covers TV

Representative Frank Clark (R-Pa.) has introduced a bill that would express the "sense of the Congress" with respect to "motion pictures and television and radio broadcasts which defame, stereotype, ridicule, demean or degrade ethnic, racial and religious groups. . . ." The bill (H. Con. Res. 328) would call upon the film and broadcast industries to establish "adequate standards" for portrayals of such groups, and would authorize the Congress to formulate and implement standards through legislation if the two industries fail to act within one year after enactment of the bill.

as 'violent,' regardless of the dramatic circumstances or the program's quality and value."

Mr. Goodman also said that, as announced last March, NBC was in the process of establishing qualitative research on the effects of TV violence on viewer attitudes and behavior and that it is now testing methodology.

The violence commission report opens up with the statement that television is the most pervasive of the mass media and notes types of programs that it considers good.

But the commission goes on to say that many of TV's entertainment programs feature violence and this element has brought to the commission "more suggestions, strong recommendations and often bitter complaints" from the general public than any other single issue.

Determined not to countenance government censorship or to impose arbitrary limitations on programs, the commission says it is nevertheless "deeply troubled" by what it calls television's "constant" portrayal of violence "not in any genuine attempt to focus artistic expression on the human condition but rather in pandering to a public preoccupation with violence that television itself has helped to generate."

Referring to studies that have been made on the amount of time children spend before the TV screen, and the ratios of violence to nonviolence in TV programing, the commission says that it contracted for its own analysis of all network dramatic programs during children's hours and adult's prime time (4 to 10 p.m., weekdays and Sunday, and Saturday mornings for the week of Oct. 1 to 7, 1968, and for the same week in 1967). This study, done by the Annenberg School of Communications, University of Pennsylvania, reported that in both years eight out of every 10 dramatic programs contained "some" violence, but the rate of violent episodes per hour showed a decline from 7.5 in 1967 to 6.7 in 1968. The study

also showed that there were about nine violent episodes per hour in both years in crime, western and action-adventure programs, which comprise about two-thirds of networks' dramatic presentations in both years. In the cartoon programs, only 10% of the network's total hours of entertainment programs, but all concentrated in the Saturday morning "children's hours," there is an almost constant recipe of violence, and that the rate of such episodes was high in both years, more than 20 per hour.

A second study, the attitude of the public toward TV and violence, was not mentioned by the commission but should be an integral part of the task force report when it is published in November. This study was done by Louis Harris & Associates (BROADCASTING, Jan. 13).

The commission acknowledges that its analysis is a year old. Since network officials testified that it takes about 18 months for decisions to be reflected in network programs, the test of network intentions, it says, to reduce violence "can properly begin with this year's television season."

Television's impact on children is significant and what they see "teaches them moral and social values about violence which are inconsistent with the standards of a civilized society," the commission comments.

In what will undoubtedly be a heavily quoted paragraph the commission notes that television "is never too busy to talk to them [children], and it never has to brush them aside while it does household chores. Unlike their preoccupied parents, television seems to want their attention at any time, and goes to considerable lengths to attract it. The image of the adult world which most children get from television drama is by and large an unwholesome one, but it is at least an image they find available when they may not have access to the guidance of parents. Indeed, parents too often use the television set as a baby sitter, and for many this is an abdication of their parental responsibility to instill proper values in their children."

The commission finds little support for the theory that depiction of violence on television or other media has a "cathartic" effect that is beneficial in draining off aggressive impulses in the audiences.

"We believe," the report states, "it is reasonable to conclude that a constant diet of violent behavior on television has an adverse effect on human character and attitudes. . . ." Television violence, the commission continues, not only can displace parental influence but it fills a vacuum in families where parental influences are weak or lacking, notably in low-income areas or where violent "life

styles" are common.

But, the commission concludes in this section: "We do not suggest that television is a principal cause of violence in society. We do suggest that it is a contributing factor."

The commission flatly disagrees with broadcasters' arguments that its present standards on the portrayal of violence and its enforcement machinery are adequate. The standards, the report says, are in reality nothing but a "cosmetic approach" and do not get to the heart of the problem. The commission also finds fault with the lack of research undertaken by broadcasters in this field.

Brushing aside the industry's claims that its TV standards for programming are adequate—"We do not agree."—the commission recommends a four-point program for television broadcasters:

- Abandon the broadcasting of children's cartoons containing "serious, non-comic violence". The commission says: "The cartoons broadcast by the networks on Saturday morning during the 1967-68 and 1968-69 seasons were the most intensively violent programs on television, with perhaps the least amount of redeeming constructive value. We note that the networks have effected substantial improvements in the cartoon programs offered this season. We urge that these improvements be maintained in coming seasons and we urge affiliates and independent stations to refrain from broadcast of violent cartoons produced in prior years."

- Reduce the amount of time devoted to the broadcast of crime, western and action-adventure programs containing violent episodes and run them to late hours. "We include here," the commission said, "full-length motion pictures shown by the networks and independent television stations. In particular, we recommend that programs of this type be restricted to the late viewing hours when fewer very young children are watching television."

And, it continues: "With respect to this recommendation, we note that the networks' 1969-70 program schedule seems to indicate the beginning of a favorable trend along the lines recommended here."

- Portray more acceptable methods of resolving conflicts. "When the resort to violence is depicted as an unusual and undesirable outcome, the context is sharply different from the world of contemporary television in which violence has been the routine method by which people solve problems."

- The television industry should become more seriously active in research on the effects of violence in TV. And, the commission adds, television broadcasters, "future policies, standards and practices with regard to entertainment

programs should be more responsive to the best evidence provided by social scientists, psychologists and communications researchers. Although we believe in the desirability of further research and thus urge continuing cooperation with such valuable efforts as the current surgeon general's study of television violence, we reemphasize our conclusion that enough is known to make inexcusable any delay in taking action along the lines we have recommended."

And, referring again to the surgeon general's study, the commission urges that regular analyses of TV program content be undertaken by that group as well as by independent research groups "for the purpose of ascertaining whether a reduction in televised violence is being carried through, both by the networks and by the local stations."

The commission also offered two recommendations specifically to the viewing public and especially to parents: (1) Parents, it said, should make every effort to supervise their children's television viewing and (2) the viewing public should express to the networks and to local stations both disapproval of programs which they find objectionable, and their support for programs they like.

And, in another recommendation,

addressed to President Nixon and Congress, the commission urged: "Adequate and permanent financing in the form of a dedicated tax, should be provided for the Corp. for Public Broadcasting so that it may develop the kind of educational, cultural and dramatic programming not presently provided in sufficient measure by commercial broadcasting."

Boxing films planned

The Magic Lantern Co., Miami, will film one-hour boxing matches for national TV syndication. The shows, arranged by boxing promoter Chris Dundee, will be shot in the Miami Beach Auditorium. Jim Harper, announcer, and Edwin Pope, sports editor of the *Miami Herald*, will do commentary and color. Further information is available from *Boxing*, 7920 E. Drive, Miami Beach 33141.

Distributing \$5 million

The American Federation of Musicians has reported that it has begun distribution of almost \$5 million to about 18,000 members under terms of an agreement between the union and phonograph companies. This is the fifth straight year in which payments have been made; to date almost \$15 million has been disbursed.

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Smothereses' suit is far-reaching

In \$31-million-plus suit they charge CBS with violating their constitutional rights

After nearly six months of widely publicized recriminations and appeals to governmental agencies and to the public for redress, comedians Tom and Dick Smothers last week turned to the courts in a "definitive and final" counterattack against the cancellation of their weekly *Smotheres Brothers Comedy Hour* series by CBS last April. In a move that long had been threatened, the brothers sued the Columbia Broadcasting System Inc. and various officers and employees of the company for a total of \$31,160,000 in exemplary and punitive damages and other damages, some of them on a trebling basis.

In what is potentially the most far-reaching plea in the action taken by the Smotheres—possibly a precedent-making complaint—the brothers asked the court for an injunction that would prevent CBS from censoring its entertainment programs. In the language of the suit, a plea is made that CBS, "its officers and employees be permanently enjoined from censoring from any entertainment programs presented over its television network any expressions of social, political, esthetic, moral or other ideas and experiences." The suit says such ideas and experiences are protected from network censorship by the First Amendment.

This argument is said to be based on the U.S. Supreme Court's so-called *Red Lion* decision of last June (BROADCASTING, June 16) which upheld the FCC's fairness doctrine. In the *Red Lion* verdict, the court said, "It is the right of the public to receive suitable access to social, political, esthetic, moral and other ideas and experiences." The court also found that "it is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

The Smotheres-brothers suit is in three

filings and lists a total of six different complaints. The filings were made in the U.S. District Court, Central District of California, in Los Angeles. Also listed as defendants in two of the suits are William S. Paley, chairman of the board of directors of CBS Inc.; Frank Stanton, president of CBS Inc.; Richard W. Jencks, president of CBS Broadcast Group; Thomas H. Dawson, president of CBS TV network; Robert D. Wood, president of CBS Television Stations Division; and Michael H. Dann, senior vice president of CBS-TV network, in charge of programing. Mr. Wood is now president of CBS-TV, having replaced Mr. Dawson earlier this year.

One suit, with CBS Inc. as defendant and with a jury trial demanded, is a complaint for damages for deprivation of constitutional rights and injunction against censorship. The second suit, with CBS Inc. and the six top CBS executives as defendants, and with jury trial also demanded, is a complaint for damages under the antitrust acts. The third suit is for damages, for breach of contract, trade libel, and copyright infringement.

The first suit asks \$3 million damages. The second suit seeks a total of \$18,855,000 damages. The third suit asks \$4,305,000 for breach of contract, \$3 million for trade libel and \$2 million for copyright infringement and unfair competition.

In charging violation of constitutional rights, the first suit argues that network censorship of entertainment programs is in violation of the First and Fifth Amendments. Such practices, it is said in the suit, "constitutes an unlawful interference with, and abridgment and denial of, the freedoms of speech and press . . . amounts to a previous restraint and restriction on the right of

the plaintiffs to present programs both entertaining and informative . . . deprives plaintiffs of their liberty and property without due process of law . . . capriciously and discriminatorily denies plaintiffs the equal protection of the laws . . . denies plaintiffs access to television substantially dominated and controlled by defendant . . . deprives the community and the general public of the exercise of freedoms of speech and press by curtailing their right to know and their right to choose among various expressions of ideas and entertainment . . . and defendant has . . . assumed to act as censor of constitutionally protected matter under a policy based on standards vague, subjective, and without precision, designed solely for prior restraint of expression and as an agency of suppression."

Tom and Dick Smothers starred in the hour *Smotheres Brothers Comedy Hour* series in the 1966-67, 1967-68 and 1968-69 seasons. On April 3, 1969, CBS terminated its contract with the Smotheres brothers. The brothers consistently have claimed that the cancellation was a direct result of the network's attempts to impose a censorship over the programs.

Warner Bros. Pictures realigns TV operation

Warner Bros. Pictures, now under the ownership of Kinney National Service Inc., last week began to reorganize its television operation. Charles McGregor, co-founder of Banner Films and formerly that company's president and chief executive officer, was named executive vice president in charge of global television for Warner Bros. He will be in charge of all television distribution including syndication of Warner Bros. feature films and series. Mr. McGregor is to report to the head of Warner Bros. TV division.

As of late last week, Warner Bros. had not announced a new executive to be in charge of its TV operations. Jerry Leider, however, resigned as vice president in charge of TV, East Coast, for International Famous Agency, New York. In a divestiture move, International Famous acquired Ashley Famous Agency, when Kinney National Service, parent of Ashley Famous, acquired Warner Bros. Ted Ashley, top man in Ashley Famous, is now chairman and chief executive officer of Warner Bros. It is believed that Mr. Leider who served

Number 58 advised it should have tried harder

Dan Rowan and Dick Martin, hosts of NBC's *Laugh-In*, dropped a few thoughts on CBS's cancellation of the Smotheres brothers' program in the October issue of *Playboy*—and suggested that they have their own problems with the blue pencil.

Mr. Rowan noted that when the Smotheres' show slipped to 58th place in the ratings, their bargaining position weakened. "If the Smotheres brothers

had been number one, they wouldn't have been muzzled—or canceled," asserted Mr. Rowan.

As to their own show, Mr. Rowan observed: "If we have 20 things we want to do and the network takes 12 out, we're still happy to get the eight . . . I think Tommy Smotheres should have realized, and would have, if he were older and had been around longer, that it's their store. I personally am not prepared to be canceled in order to say something . . . I'll equivocate; I'll duck and dodge. I'd much rather be a working coward than a canceled hero."

under Mr. Ashley at the talent agency, imminently will be named to head the Warner Bros. TV operation. Also resigning from International Famous Agency last week, reportedly to join Warner Bros., was Al Ashley. International Famous Agency's treasurer.

Program notes:

Handshake deal ■ Stan Harris and Ken Fritz, co-producers of ABC-TV's new 45-minute *Music Scene* series, have formed Harris/Fritz Productions Inc., Hollywood. The new production firm hopes to develop and produce television series and specials in addition to the ABC series. One of H/F's future projects is *Ringo Starr Time*, being prepared as an hour special, to feature The Beatles. Mr. Harris, who also is director of *Music Scene*, last season was producer of ABC-TV's *That's Life*. Mr. Fritz is a former personal manager of the Smothers brothers, president of the now defunct Kragen, Smothers & Fritz Inc., and executive producer of *The Smothers Brothers Comedy Hour*.

Indian agreement ■ WJW-TV Cleveland has purchased the right to televise a minimum of 46 and a maximum of 52 Cleveland Indians games in color for each of the years 1970 through 1972.

New NET season ■ WBAL-TV Baltimore, cooperating with that city's new ETV outlet, WMPB(TV), offered its facilities for a preview of the new channel's upcoming programs. Included in the one-hour show were remarks on the history and nature of noncommercial television, samplings from locally produced and network programs the station will carry, and a telephone question and answer segments.

Prestigious anchorman ■ WTOP-TV Washington has signed Tom Braden and Frank Mankiewicz, syndicated newspaper columnists, to anchor the station's 11 p.m. news Monday through Friday beginning Sept. 29. Messrs. Braden's and Mankiewicz's column currently appears in over 80 newspapers. Mr. Braden was formerly owner of the *Oceanside (Calif.) Blade-Tribune*; Mr. Mankiewicz, news secretary to Senator Robert F. Kennedy.

Self-defense series ■ Western Video Industries Inc., Hollywood, is distributing a new five-minute series, *Self Defense for Women*, which is designed to show women how to defend themselves against puse snatching, mugging and other forms of personal attack. There are 130 episodes in the series. The series was developed by and features retired U.S. Marine Major William L. Maughan.

Theatrical timing ■ *Time For Joy*, a 90-minute TV special will be on the Westinghouse Broadcasting Co.'s five TV stations the week of Oct. 8. Created

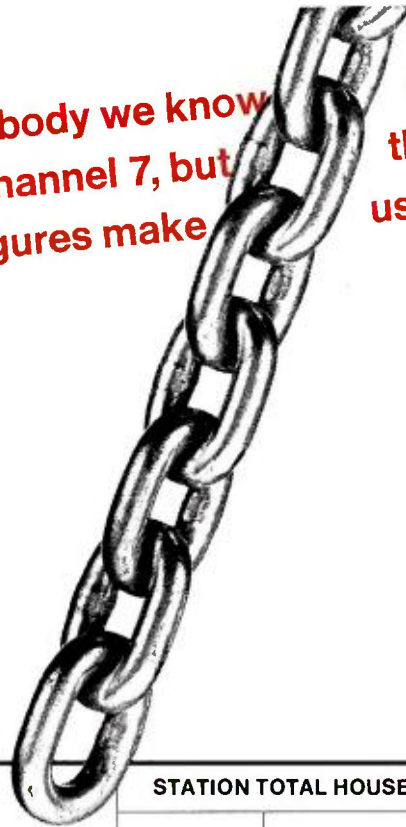
by Oscar Brown Jr., the musical revue will be essentially the same as the stage presentation currently playing at the Little Fox Theater in San Francisco.

Two character studies ■ Cine-Vox Productions Inc., Custom Radio Division, New York, is placing into daily syndication *The Michaels Thing*, a two-hour radio program of contemporary music and commentary, and the *Jimmy Piersall Program*, a 90-second daily radio strip. Johnny Michaels of WNEW-FM New York is host of the music program, and former baseball star Jimmy Piersall offers interviews and sports

chatter on his show.

'Music Bag' in syndication ■ Metromedia Television has placed *Dick Clark's Music Bag*, a one-hour special, in syndication and has sold it in 10 markets. Produced by Dick Clark Productions has been bought by KARK-TV Little Rock; WTVN(TV) Columbus, Ohio; WBEN-TV Buffalo; WWL-TV New Orleans; KBTW(TV) Denver; KFMB-TV San Diego; WTEV(TV) New Bedford-Providence, R. I.; WLAC-TV Nashville; WCSH-TV Portland, Me., and WTSJ-TV San Juan, P.R.

Nobody we know
at Channel 7, but
figures make
chains their dial
these audience
us wonder.



Represented by Petry

STATION TOTAL HOUSEHOLDS • DAYTON AREA

Station	Station Circulation*	Sunday thru Saturday †	
		Eve. 7:30 PM - 11 PM	Total Day 7 AM - 1 AM
WHIO 7	42 counties	446,000	563,000
Station B	33 counties	397,000	456,000
WHIO-TV Advantage	9 counties	+ 49,000	+ 107,000

*Source: NSI TV Weekly Cumulative Audiences — February — March, 1969

†Source: ARB Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Cox Broadcasting Corporation stations: WHIO AM-FM-TV, Dayton; WSB AM-FM-TV, Atlanta; WSOC AM-FM-TV, Charlotte; WIDO AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

Twenty years of responsible service to the Miami Valley

Ratings race goes into first turn

NBC-TV comes out ahead in first Nelsen MNA; Mets' heroics cut down network viewing in N.Y.

Following the pattern of the New York Nielsen overnight ratings, the 30-market MNA ratings for NBC-TV's premiere night, Sunday, Sept. 14, available last week, predictably reflected a large sampling for that network's new fare.

NBC's *Walt Disney*, *Bill Cosby*, *Bonanza* and *The Bold Ones* maintained a lead all night, despite special programming (*Archie*, *Make Room for Granddaddy* and football) on CBS-TV and new episodes of *The FBI* and the movie on ABC-TV.

The New York Niensens for last week, however, were a different story. The New York Mets, who clinched the title for the Eastern Division of the National League last Wednesday (Sept. 24), recorded more audience for their 7-9:15 p.m. baseball game on independent WOR-TV than the network-owned stations averaged all evening. The Mets had a 22 rating, 35 share, not quite equaled by ABC-TV's 21.5 rating, 32 share for the 7:30-11 p.m. period and far ahead of NBC's average of 14.6, 22 and CBS-TV average of 11.2, 17.

Among the three networks, ABC took the Wednesday-night honors in New York from 8 p.m. on with *The Courtship of Eddie's Father*, *Room 222* and a movie, "Guide for the Married Man." CBS's new programming, *The Glen Campbell Hour* and *Medical Center*, placed third behind NBC's *Virginian* and *Kraft Music Hall*.

Tuesday night, (Sept 23), although

the Mets had a big audience between 8 and 10:45 p.m. with an 18 rating and 26 share, belonged to ABC, on top all evening with *Mod Squad*, *Movie of the Week* and *Marcus Welby*. CBS's new comedy, *The Governor and J.J.*, placed third behind movies on the other networks.

NBC, featuring three straight hours of comedy between 8 and 11 p.m., led Monday night's New York Niensens, and also did well Friday and Saturday (Sept. 19-20), when the other networks had not started new programming. Sunday (Sept 21) CBS's *Royal Family* and Woody Allen specials did not win as many viewers as NBC's *Walt Disney*, *Bill Cosby* and *Bonanza* and ABC's movie, "Our Man Fint."

The available Nielsen MNA report covered the week of Sept. 8-14. Sunday Sept. 14, was the only day during that period to fall into the new season, and the MNA ratings for that day follow:

Sunday, Sept 14

	Rating	Share
7:30-8:30 p.m.		
ABC— <i>Land of Giants</i> } FBI	12.8	24
CBS— <i>Archie</i> } Granddaddy Special	15.5	29
NBC— <i>Disney</i>	17.9	33
8:30-9 p.m.		
ABC— <i>FBI</i>	15.8	25
CBS— <i>Granddaddy Special</i>	19.6	31
NBC— <i>Cosby</i>	23.5	37

9-10 p.m.		
ABC— <i>Movie</i>	18.2	28
CBS— <i>Football</i>	11.7	18
NBC— <i>Bonanza</i>	29.8	45
10-11 p.m.		
ABC— <i>Movie</i>	14.6	24
CBS— <i>Football</i>	12.8	21
NBC— <i>Bold Ones</i>	27.1	45

The New York Niensens for the new shows aired from Sept. 19-24 follow:

Friday, Sept. 19

	Rating	Share
7:30-8 p.m.		
ABC— <i>Let's Make a Deal</i>	6.2	12
CBS— <i>Wild, Wild West</i>	12.8	24
NBC— <i>High Chaparral</i>	13.4	25
8-8:30 p.m.		
ABC— <i>Ethics in Government</i>	1.0	2
CBS— <i>Wild, Wild West</i>	16.5	31
NBC— <i>High Chaparral</i>	14.2	26
8:30-9 p.m.		
ABC— <i>Ethics in Government</i>	—	—
CBS— <i>Gomer Pyle</i>	13.8	25
NBC— <i>Name of Game</i>	20.7	37
9-9:30 p.m.		
ABC— <i>Judd</i>	2.5	4
CBS— <i>Friday Movie</i>	11.0	19
NBC— <i>Name of Game</i>	21.8	37
9:30-10 p.m.		
ABC— <i>Judd</i>	2.5	4
CBS— <i>Friday Movie</i>	13.3	22
NBC— <i>Name of Game</i>	24.9	40
10-10:30 p.m.		
ABC— <i>Cavett</i>	3.3	6
CBS— <i>Friday Movie</i>	10.5	19
NBC— <i>Bracken's World</i>	26.5	47
10:30-11 p.m.		
ABC— <i>Cavett</i>	3.9	7
CBS— <i>Friday Movie</i>	9.7	18
NBC— <i>Bracken's World</i>	26.5	48

Saturday, Sept. 20

	Rating	Share
7:30-8 p.m.		
ABC— <i>Dating Game</i>	5.9	12
CBS— <i>Jackie Gleason</i>	14.9	30
NBC— <i>Andy Williams</i>	17.4	35

A second look at the new season

Reviews are tepid, but somewhat better than previous week

With CBS's unveiling of six new shows last week the 1969-70 television season race for audiences was well underway. ABC and NBC each added new shows on the track.

Critical evaluation of the latest attempts to woo prime-time viewers was generally more charitable than it had been for some of the previous week's openings. Two new medical-story series made the scene and were fairly well received. CBS's *Medical Center* (Wednesday 9 p.m. EDT) was called slick and

smooth by one reviewer, a winner by another and the debut of O. J. Simpson won several bouquets. *Marcus Welby, M.D.* (ABC-TV 10 p.m. EDT Tuesday) was found sensitive, and promising, if somewhat morbid.

All of the returns were not in on *The Jim Nabors Hour*, (CBS-TV 8 p.m. Thursday), but the available comment was lukewarm.

CBS's *The Governor and J. J.* (Tuesday 9:30 p.m.) scored on the laugh meter with most reviewers surveyed. The Monday-night openings, ABC's *The New People* and *The Music Scene*, drew scathing comments from a number of critics, who also often noted the shows might appeal to the young audience at which they were aimed. *New People* is seen at 8:15 p.m. EDT and *Music Scene* at 7:30 p.m. EDT.

With more returns in NBC's *Bracken's World* (Friday 10 p.m. EDT) appears

to be considered a season success. Comments were on the cynical side but its audience appeal was given much credit.

Evaluations of the new season as a whole were sparse, most writers apparently preferring to wait for more evidence. Paul Molloy of the *Chicago Sun-Times*, after a week of watching the new shows, found the results mediocre and predicted a disaster for the season.

Two of ABC's new shows *The Survivors* (9 p.m. EDT) and *Love American Style* (10 p.m. EDT) will be on television for the first time tonight.

CBS's schedule included openings for *Get Smart* (Friday 7:30 p.m. EDT), *When in Rome* (7:30 p.m. EDT) and *The Leslie Uggams Show* (both Sunday).

Here are comments on the latest television openings culled from some of the critics.

8-8:30 p.m.		
ABC— <i>Newlywed Game</i>	8.0	15
CBS— <i>Jackie Gleason</i>	16.2	30
NBC— <i>Andy Williams</i>	20.6	38
8:30-9 p.m.		
ABC— <i>Lawrence Welk</i>	12.0	22
CBS— <i>My Three Sons</i>	16.5	30
NBC— <i>Adam-12</i>	22.5	41
9-9:30 p.m.		
ABC— <i>Lawrence Welk</i>	11.6	21
CBS— <i>Hogan's Heroes</i>	16.5	30
NBC— <i>Saturday Movie</i>	22.5	41
9:30-10 p.m.		
ABC— <i>Johnny Cash</i>	12.0	22
CBS— <i>Petticoat Junction</i>	16.0	29
NBC— <i>Saturday Movie</i>	21.8	40
10-10:30 p.m.		
ABC— <i>Johnny Cash</i>	11.3	20
CBS— <i>Mannix</i>	16.0	28
NBC— <i>Saturday Movie</i>	24.1	43
10:30-11 p.m.		
ABC—(Stations)	8.4	15
CBS— <i>Mannix</i>	15.3	28
NBC— <i>Saturday Movie</i>	25.0	46

Sunday, Sept. 21

	Rating	Share
7:30-8 p.m.		
ABC— <i>Land of the Giants</i>	8.0	16
CBS— <i>Royal Family</i>	14.7	24
NBC— <i>Walt Disney</i>	17.1	34
8-8:30 p.m.		
ABC— <i>FBI</i>	13.4	23
CBS— <i>Royal Family</i>	16.8	29
NBC— <i>Walt Disney</i>	19.7	34
8:30-9 p.m.		
ABC— <i>FBI</i>	14.1	23
CBS— <i>Royal Family</i>	16.4	26
NBC— <i>Bill Cosby</i>	24.5	39
9-9:30 p.m.		
ABC— <i>Sunday Movie</i>	21.6	34
CBS— <i>Woody Allen</i>	16.2	26
NBC— <i>Bonanza</i>	18.5	29
9:30-10 p.m.		
ABC— <i>Sunday Movie</i>	22.2	35
CBS— <i>Woody Allen</i>	15.9	25
NBC— <i>Bonanza</i>	18.7	30
10-10:30 p.m.		
ABC— <i>Sunday Movie</i>	22.8	38
CBS— <i>Mission Impossible</i>	8.4	14
NBC— <i>The Bold Ones</i>	21.4	35

10:30-11 p.m.		
ABC— <i>Sunday Movie</i>	24.7	43
CBS— <i>Mission: Impossible</i>	6.6	12
NBC— <i>The Bold Ones</i>	20.5	36

Monday, Sept. 22

	Rating	Share
7:30-8 p.m.		
ABC— <i>Music Scene</i>	10.4	19
CBS— <i>Gunsmoke</i>	14.9	26
NBC— <i>My World</i>	19.3	34
8-8:30 p.m.		
ABC— <i>Scene/People</i>	10.0	16
CBS— <i>Gunsmoke</i>	14.8	23
NBC— <i>Laugh-In</i>	26.3	41
8:30-9 p.m.		
ABC— <i>New People</i>	10.7	15
CBS— <i>Lucy</i>	11.9	17
NBC— <i>Laugh-In</i>	30.9	43
9-9:30 p.m.		
ABC— <i>Movie</i>	5.9	8
CBS— <i>Mayberry RFD</i>	10.3	14
NBC— <i>Bob Hope</i>	38.0	52
9:30-10 p.m.		
ABC— <i>Movie</i>	6.1	8
CBS— <i>Doris Day</i>	9.7	13
NBC— <i>Bob Hope</i>	36.6	50
10-10:30 p.m.		
ABC— <i>Movie</i>	5.7	8
CBS— <i>Carol Burnett</i>	16.8	24
NBC— <i>Flip Wilson</i>	27.7	45
10:30-11 p.m.		
ABC— <i>Movie</i>	6.1	10
CBS— <i>Carol Burnett</i>	19.5	31
NBC— <i>Flip Wilson</i>	38.3	45
Tuesday, Sept. 23		
	Rating	Share
7:30-8 p.m.		
ABC— <i>Mod Squad</i>	20.0	33
CBS— <i>Lancer</i>	9.9	16
NBC— <i>Jeannie</i>	17.1	28
8-8:30 p.m.		
ABC— <i>Mod Squad</i>	24.1	35
CBS— <i>Lancer</i>	10.6	16
NBC— <i>Debbie</i>	18.4	27
8:30-9 p.m.		
ABC— <i>Movie of Week</i>	21.7	31
CBS— <i>Red Skelton</i>	9.7	14
NBC— <i>Julia</i>	19.5	27

9-9:30 p.m.		
ABC— <i>Movie of Week</i>	21.8	30
CBS— <i>Red Skelton</i>	10.7	15
NBC— <i>Tuesday Movie</i>	17.1	24
9:30-10 p.m.		
ABC— <i>Movie of Week</i>	21.1	29
CBS— <i>Gov. & J. J.</i>	12.3	17
NBC— <i>Tuesday Movie</i>	16.3	23
10-10:30 p.m.		
ABC— <i>Marcus Welby</i>	21.6	31
CBS— <i>Miners in Revolt, news spec.</i>	5.8	8
NBC— <i>Tuesday Movie</i>	17.4	25
10:30-11 p.m.		
ABC— <i>Marcus Welby</i>	23.9	36
CBS— <i>Miners in Revolt, news spec.</i>	5.1	8
NBC— <i>Tuesday Movie</i>	17.3	26

Wednesday, Sept. 24

	Rating	Share
7:30-8 p.m.		
ABC— <i>Flying Nun</i>	11.6	19
CBS— <i>Glen Campbell</i>	9.2	15
NBC— <i>Virginian</i>	14.1	23
*8-8:15 p.m.		
ABC— <i>Courtship of Eddie's Father</i>	16.5	25
CBS— <i>Glen Campbell</i>	8.9	13
NBC— <i>Virginian</i>	14.3	22
*8:45-9 p.m.		
ABC— <i>Room 222</i>	24.0	33
CBS— <i>Beverly Hillsbillies</i>	8.2	11
NBC— <i>Virginian</i>	15.0	21
9-9:30 p.m.		
ABC— <i>Movie</i>	27.1	36
CBS— <i>Medical Center</i>	9.1	12
NBC— <i>Kraft Music Hall</i>	10.7	14
9:30-10 p.m.		
ABC— <i>Movie</i>	26.6	37
CBS— <i>Medical Center</i>	12.3	17
NBC— <i>Kraft Music Hall</i>	14.6	20
10-10:30 p.m.		
ABC— <i>Movie</i>	25.7	39
CBS— <i>Hawaii Five-O</i>	14.7	22
NBC— <i>Then Came Bronson</i>	16.4	25
10:30-11 p.m.		
ABC— <i>Movie</i>	19.2	32
CBS— <i>Hawaii Five-O</i>	16.0	27
NBC— <i>Bronson</i>	17.3	29
* Machine breakdown between 8:15 and 8:45 p.m.		

Bracken's World (NBC-TV, Fridays 10 p.m. EDT).

"... a slick, fan magazine-type hour, cluttered with cliches and bulging with bosoms, bottoms and breads..." Kay Gardella, *New York Daily News*.

"... The watcher had difficulty sorting out all the ambitious starlets and their hangups..." Bob Williams, *New York Post*.

"... would seem to be located in a suburb of Peyton Place named Hollywood..." Harry Harris, *Philadelphia Inquirer*.

"... an emotional extravaganza... a kind of Peyton Place in costume... (should) click for a season or two." Tom Donnelly, *Washington Daily News*.

"... lavish production... some of the world's tiresome stereotypes... will be a TV success." Lawrence Laurent,

Washington Post.

"... pure Hollywood tinsel encased in a soap opera storyline but fan magazine addicts will love it..." *Charleston (W. Va.) Gazette*.



"Bracken is lucky, he missed the first episode." Morton Moss, *Los Angeles Herald-Examiner*.

"... a slick package of stereotypes... all as familiar as the growling lion who overacts in front of the MGM movies." Donald Freeman, *The San*

Diego Union.

"... difficult to offer any sort of appraisal..." Cecil Smith, *Los Angeles Times*.

The Music Scene (ABC-TV, Monday 7:30 p.m. EDT).

"... dead aim on the younger generation..." Jack Gould, *New York Times*.

"... a most untidy affair..." Percy Shain, *Boston Globe*.

"... a mod, updated *Hit Parade*..." Kay Gardella, *New York Daily News*.

"... a latter-day version of the *Hit Parade*." Bob Williams, *New York Post*.

"... series of interesting introductions to singing faces." Norman Mark, *Chicago Daily News*.

"... sounds like a winner." *Indianapolis Star*.

"... if you dig the Beatles, Tom

Jones or James Brown, then *The Music Scene* is where it's at." Russ Marabito, *Family Today* (Chicago).

"... is TV's only 45-minute program and that is its only distinction." Lawrence Laurent, *Washington Post*.

"... will be of interest to young people who are at home Monday nights..." Paul Molloy, *Chicago Sun-Times*.

"... disc-daffy teen-agers may welcome the chance to see rock, soul and folk favorites." Harry Harris, *Philadelphia Inquirer*.



"... the comedy has a fine satiric bite." Cecil Smith, *Los Angeles Times*.

"... it had a cheapie look on its premiere." Terrence O'Flaherty, *San Francisco Chronicle*.

"... this is good enough to be more than a clique's program." Morton Moss, *Los Angeles Herald-Examiner*.

"Television's first serious attempt to gather top pop tunes and performers under one roof." Dwight Newton, *San Francisco Examiner*.

The New People (ABC-TV, Monday 8:15 p.m. EDT).

"... began with many cliché contrivances but has an interesting potential..." Jack Gould, *New York Times*.

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

"... a viewing momentum that should make it popular, particularly among the young..." Percy Shain, *Boston Globe*.

"... one of the characters will undoubtedly be worth mentioning, when they get the cast sorted out for the adventure in paradise or something." Bob Williams, *New York Post*.

"... somewhere between *Gilligan's Island* and *Lord of the Flies*. Lawrence Laurent, *Washington Post*.

"... has potential of being long-run hit." Peoria (Ill.) *Journal Star*.

"... if future episodes match it ABC



will have a winner." Russ Marabito, *Family Today* (Chicago).

"... old and unnecessarily simple before its time... really the old people in miniskirts." Norman Marks, *Chicago Daily News*.

"... I found the premiere a total bore." Paul Molloy, *Chicago Sun-Times*.

"... started off with a tremendous impact that was vitiated by glimpses of coming episodes..." Harry Harris, *Philadelphia Inquirer*.

"... was loaded with slogans and abstractions masquerading as flesh-and-blood." Morton Moss, *Los Angeles Herald-Examiner*.

"The series seems to be as stranded as its young people." Dwight Newton, *San Francisco Examiner*.

"... most fascinating program idea of the new season, but... characters will need to display more humor and honor..." Terrence O'Flaherty, *San Francisco Chronicle*.

Marcus Welby, M.D. (ABC-TV, Tuesday 10 p.m. EDT).

"... sensitively played, if a bit morbid..." Percy Shain, *Boston Globe*.

"... one of this season's promising entries..." Kay Gardella, *New York Daily News*.

"... no doubt will join *Medical Center* as a success..." Jack Gould, *New York Times*.



"... an hour that ran more like a week..." Bob Williams, *New York Post*.

"... little of the warm tenderness of the movie... does have the kind of ingredients that usually mean success for a series." Lawrence Laurent, *Washington Post*.

"... Young brings solid virtues to the role of a GP. It's good to have him back." Bernie Harrison, *Washington Evening Star*.

"... should win favor with fans of medical dramas." Allen Rich, *Hollywood Citizen-News*.

"Three quarters, perhaps a bit more, of the hour's film was valid, worthwhile drama..." Morton Moss, *Los Angeles Herald-Examiner*.

"... is a medic show that seems as familiar as a hangnail." Dwight Newton, *San Francisco Examiner*.

The Governor and J. J. (CBS-TV, Tuesday 9:30 p.m.).

"... the laugh track on this series howls. At what, wasn't discernible in the introductory episode." Bob Williams, *New York Post*.

"... basically gag stuff..." Jack Gould, *New York Times*.

"... bright, slickly produced..." Kay Gardella, *New York Daily News*.

"... pleasant entertainment..." Percy Shain, *Boston Globe*.



"... the jokes are funny, the dialogue is crisp and the supporting roles... a delight... ought to enjoy a landslide in the ratings." Lawrence Laurent, *Washington Post*.

"... I only wish all that energy and break-neck farce tempo were wrapped around something other than a family comedy." Bernie Harrison, *Washington Evening Star*.

"... dialogue was sharp and laughs followed one another, often only seconds apart." Allen Rich, *Hollywood Citizen-News*.

"... I enjoyed myself largely because the actors seemed to be enjoying themselves as well." Terrence O'Flaherty, *San Francisco Chronicle*.

"... may actually be the sleeper on a modest list of new CBS shows." Morton Moss, *Los Angeles Herald-Examiner*.

Medical Center (CBS-TV, Wednesday 9 p.m. EDT).

"... no tour de force but quite passable by television's ordinary standards..." Jack Gould, *New York Times*.

"... slick, smooth entertainment..." Ben Gross, *New York Daily News*.

"... benign, undistinguished story..." Percy Shain, *Boston Globe*.

"... a certain winner... noteworthy for unexpected and high excellence of football star O. J. Simpson." Lawrence Laurent, *Washington Post*.



RTNDA ponders news threats

Stanton counsels 'faint-hearted' to fight back; Geller sees no new controls coming out of FCC

Members of the Radio Television News Directors Association meeting in convention in Detroit last week found themselves faced with more threats to broadcast news than a year ago—and they were plainly perplexed over how to handle them.

In previous sessions the newsmen had railed against—and accepted grudgingly—the restrictions imposed by the Reardon free press-fair trial rules. But the current cause for concern was the Supreme Court decision in the Red Lion case which upheld the FCC's fairness doctrine and its personal attack rules (BROADCASTING, June 16).

That decision raised questions, evident during the panel discussions at both the RTNDA meeting and a concurrent session of the National Broadcast Editorial Conference, about how a newsman can maintain his objectivity and integrity in the present regulatory climate and whether a station must serve as a platform for every demanding shade of view irrespective of journalistic judgment.

As Edward Barrett, former dean of the graduate school of journalism at Columbia University, aptly described the dilemma facing broadcast journalists today: "Interviewing the nuts at the extreme right and the extreme left does not produce truth."

Dr. Frank Stanton, president of CBS Inc., viewed a "deeply troubling trend" threatening news freedom as well as the open society the broadcast media help to protect and maintain. But he said the only way to halt these rising restraints from the courts and the commission "is to fight back with more forceful journalism—honest, accurate, un intimidated and courageous."

FCC General Counsel Henry Geller asserted that these threatening trends were not embodied in the personal-attack rules, that, instead, the rules served to promote "robust, wide-open debate" on controversies. But he was challenged in a panel discussion by W. Theodore Pierson, RTNDA's Washington counsel, who wasn't as optimistic concerning possible new commission restrictions growing out of Red Lion. Mr. Pierson said he did not believe a majority of the present commission would follow Mr. Geller's belief "that too much regulation can be a bureaucratic monster."

The media's credibility was also questioned by Herbert Klein, director of communications for President Nixon. Mr. Klein said that the mass media, including broadcasting, have a credibility

gap as does the government, and are in danger of losing public support unless people can be assured the news is reported accurately.

"I think the problem should be solved in the industry itself," Mr. Klein asserted. And he added that he was personally opposed to greater interference by government in broadcasting matters. Mr. Klein also said that there are "plenty of demigods in the country, some official and some unofficial," who find it expedient to attack the news media.

Advocates of public access to the media also scored their points before the RTNDA membership—and, at one point, provoked a rebuttal from Dr. Stanton.

Professor Jerome A. Barron of George Washington University noted that the Supreme Court had held that the First Amendment means the public right is paramount to that of the broadcasters. The next step, he predicted, will be that newspapers will be subject to the same fairness requirements.

"The legal responsibilities that are imposed on broadcasting," he said, "will not long evade the print media." He felt newspapers would fall under these rules first because there are so many one-paper markets across the U.S. He was also critical of the courts for the dichotomy of liberalizing libel laws for the print media, yet tightening the fairness laws for stations.

That position was protested by Dr. Stanton who said in citing Professor Barron's views, that "another school, even more distrustful, would set up some systems of oversight of all journalism—print as well as electronics—which would impose regulations on editorial judgment." He termed it a "chilling thought."

He continued: "A large segment of

the population, having grown sick and tired of hippies, SDS, LSD, war, protests, riots and the general disarray of our times, wants bad news suppressed."

Dr. Stanton said that he "would intensify the impact of news in order to drive home a message of social significance by having the journalist become part of the action. It's the new journalism of involvement."

All this, he said, "suggests a grievous misunderstanding of the proper role of journalism, which is to report the news accurately, fairly, honestly—to provide the public as a whole with information it can trust, rather than to promote special causes, or special interests, or put a pretty face on a sour situation."

Concerning rising pressures from government, Dr. Stanton noted that historically government has found journalism "an exacerbating force" by its very nature. "The better we do our job, the worse the collision," he said.

"It may be considered a tribute to the quality of broadcast reporting that government, with encouragement from some elements of the public, shows an increasing tendency to encroach on our journalistic freedom," Dr. Stanton said, "but the satisfaction this may offer in the first instance pales in comparison with the seriousness of the threat."

Dr. Stanton suggested the new cigarette advertising rules represent a constitutional double standard—"the greater the impact of an organ of the press [broadcasting], the less it is entitled to the protection of the First Amendment."

Even more disturbing, he continued, is the Supreme Court's Red Lion decision which in effect says that "for broadcasting, unlike the printed press, truth is no longer a defense. The way has been opened for individuals and groups, with the force of administrative fiat behind them, to demand and get free time on the air without regard for



Dr. Stanton



Mr. Gamble



Mr. Barrett

the truth, decency or responsiveness of their presentations."

Though the court thought it was reinforcing the individual's right to freedom of speech, Dr. Stanton said, "its stripping of First Amendment protection from the broadcast journalist, however, may well lead to a suppression of the individual's right to know."

The great danger in the many pressures on broadcast journalists "is that a sense of surveillance will pervade the climate in which he works," Dr. Stanton said. "The threat of control often can be as effective as actual control," he added, "but this is no time for faintness of heart. We need more probing journalism, not less."

But Mr. Geller predicted that no new controls on broadcast journalism would result from the Red Lion case. (The question of broadcasters responsibilities for what they air with respect to their news programs, however, is a matter of current debate within the commission [see page 36]. And Mr. Geller recently held, however, that the agency has the legal authority to prescribe categories of programming and specify percentages of time as a result of Red Lion [BROADCASTING, Sept. 12].)

Mr. Geller explained the main goal at the FCC is "to provide robust, wide-open debate. That is the only way we feel that truth can emerge and it is the best way to lead to an informed electorate." He acknowledged that this is the broadcaster's goal. Mr. Geller said he doesn't think Red Lion changes this at all, but instead reaffirms it.

He said he agrees that too much regulation could get in the way of achieving these common goals. "I think that like the antitrust field, we are better off proceeding under the general statement of the fairness doctrine," Mr. Geller said, "with rulings where appropriate and in the unusual case with hearings or forfeiture."

He stressed the term "unusual case," explaining that the only way a licensee can become subject to forfeiture or hearing is through "flagrant misconduct." He said the FCC recognizes honest mistakes should not be subject to sanction.

Mr. Geller added that the commission is not adverse to altering its rules if they are not promoting the robust debate desired. He said the commission would reconsider "promptly" if the facts were properly presented.

Regarding the FCC ruling defending coverage of the Democratic convention in Chicago, Mr. Geller said the finding was significant because it proves the FCC recognizes "it is not the national arbiter of truth" and decisions of journalistic judgment within specific programs are areas in which the govern-

White award to Walker

The Radio Television News Director Association's Paul White Memorial Award was presented at the RTNDA convention annual banquet last Friday (Sept. 26) to Judge Herbert V. Walker of Los Angeles County superior court, who ordered the closed-circuit TV installation for the benefit of newsmen covering the Sirhan B. Sirhan trial last spring.

ment will not enter.

"Our role is not to authenticate the news," he said, but the government does have the right to know licensees are working affirmatively to protect and maintain the integrity of their over-all news operations.

Defending the broadcast journalist's vital role of exposing corruption in government, Mr. Pierson hoped for more investigative reporters "with fire in their belly." He said the distinction must be made "that the fairness doctrine imposes the burden of balance upon the licensee and that the journalist must devise his own professional standards that are sacrosanct from invasion by advertisers, managers or the government."

Those standards were called into question by black-community spokesmen who reaffirmed intentions to continue license-renewal challenges against its local stations.

Leon Atchison, administrative assistant to Representative John Conyers Jr. (D-Mich.), warned a joint session of NBEC and RTNDA on urban affairs that "the new frontier of the civil-rights movement will be in the area of the mass media." Mr. Atchison said: "The black communities in urban areas across America are taking a hard look at their local mass media, with the idea of filing with the FCC to block the renewal of

RTNDA names new president

J. W. (Bill) Roberts, with Time-Life Broadcasting Inc., Washington, has moved to presidency of the Radio-Television News Directors Association, replacing Eddie Barker, KRLD-AM-TV Dallas, according to officer-succession procedure. In Thursday's elections, (Sept. 25), Jim McCulla of ABC Radio News, Los Angeles, was chosen vice president and president-elect (1971).

RTNDA also elected three new members to its board: Wayne Vriesman, KWGN-TV Denver; Jud Collins, WSM-AM-TV Nashville, and Roy Wood Sr., WVON(AM) Chicago. Mr. Wood becomes the first black journalist to serve as an officer of RTNDA.

licenses for stations which have not been responsive to the needs of the black communities."

Ben Holman of the community relations service in the Department of Justice was somewhat critical of broadcasting's failure to meet the challenges of the ghetto. He praised stations for making more progress in this area and particularly lauded the efforts of broadcast newsmen. However, he hoped stations would expose more of the racism of whites to show that the solution to the ghetto problem is in the white community and not the black.

That broadcast newsmen have been complacent too long, particularly with regard to their professional standards, was the contention of Robert Gamble, WFBM-AM-FM-TV Indianapolis. Keynoting the convention Mr. Gamble recalled that RTNDA adopted its code of ethics three years ago, enacted a procedure to censure member infractions and issued position papers on matters of conduct and professionalism. He chided the group for barely using the procedure.

"It should be used," he said, noting, "we cannot reject outside interference unless we accept responsibility within. We cannot claim the privilege of a profession without commitment to its standards."

RTNDA has begun moving to answer Mr. Gamble's call. Eddie Barker, KRLD-AM-TV Dallas, disclosed in his annual president's report that a special ad hoc committee was formed after the Red Lion decision, met in Washington Aug. 8 and Sept. 5 and agreed the development of better standards for broadcast news is essential. As a result a series of essays is being written on key subjects.

These position papers will comprise a new "handbook of excellence in broadcast news" for member use as well as for distribution generally. It would not necessarily be a "code" to which members would subscribe, Mr. Barker explained, but it would display professional responsibility and "what it is we are seeking to accomplish and the directions we are or should be going."

Philadelphia Orchestra on

Parkway Productions Inc. will produce and syndicate a weekly broadcast by the Philadelphia Orchestra. Conducted by Eugene Ormandy, the group will be recorded in concert in Philadelphia; Saratoga Springs, New York, and during a European tour in Florence, Italy; Hamburg, Germany; Vienna, and London. The 52-week series has been sold to more than 40 markets, including WQXR-AM-FM New York, KFAC-AM-FM Los Angeles, WFMT(FM) Chicago, WFLN-AM-FM Philadelphia, KLEF(FM) Houston, WGMS-AM-FM Washington and the Voice of America.

Newsmen may desert doghouse

White House pool may perish if newsmen are relocated to more spacious quarters

Members of the White House press corps may soon be occupying working quarters in the executive mansion a little more in keeping with the glamorous role their friends and relatives back home think they play.

At present, they work out of a section of the west wing of the White House complex, where the President's office is located and where space is at a premium.

President Nixon is planning to close down the White House swimming pool, covering it over and remaking the pool area, which includes a message room and florist shop, into quarters for newsmen that will be more comfortable than those they now occupy. The area is located between the White House living quarters and the west wing.

The President went on a walking tour of the newsmen's facility with a small group of reporters last week, and said he thought it was inadequate. But that would not be the only reason for the switch, if it is made.

The President is said to have other plans for the quarters now occupied by the print and broadcast reporters and photographers. A lounge area where newsmen read, gossip and doze while awaiting the twice-a-day news briefings would be turned into quarters for his staff and a waiting room for distinguished visitors calling on the President.

Presidential visitors now either pick their way through the crowd of newsmen or, if they want to avoid questioning, duck in through a rear basement entrance where they rub shoulders with the White House chauffeurs.

The White House swimming pool was installed during the administration of President Franklin Roosevelt, to enable him to exercise his polio-stricken legs, and was used frequently by Presidents Kennedy and Johnson.

But President Nixon would not miss it. He prefers swimming in the ocean, a preference he has indulged in visits to his homes in San Clemente, Calif., and Key Biscayne, Fla.

Presidential thinking on the project is said to have already reached the blueprint stage. And workmen were seen surveying the pool area. Construction is expected to start soon.

Broadcast newsmen particularly will probably welcome the change, for they are said to be in line for the kind of elbow room they now lack.

Each of the four networks—ABC,

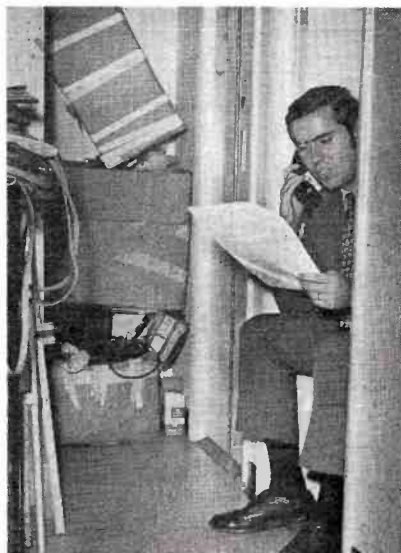
CBS, NBC and Mutual Broadcasting System—has a small cubicle opening off a narrow corridor. What with audio equipment, typewriters and telephones, two working reporters can fill each cubicle to overflowing.

The nonnetwork newsmen are even less fortunate. Reporters for Metromedia Inc., Storer Broadcasting Co., UPI Audio, WTOP (AM) Washington, Westinghouse Broadcasting Co., RKO General Inc. and the Voice of America occupy a dreary area, that broadcasters

have long called the doghouse.

Six of the seven reporters work out of five booths the shape and size of broom closets, Metromedia and WTOP newsmen sharing one of them. The RKO General man uses a photographer's dark room. Television film crews use the area for storing their gear.

Golden West Broadcasters, which didn't assign a man to the White House until President Nixon moved in, doesn't even have a dark room. Its Alan Lidow uses a typewriter and telephone booth



Tom Gerard, Metromedia Inc., in doghouse



Byron Gross, MBS technician, checks tape recorder



Dale Kelsey, CBS technician, feeds material to studio



Herb Kaplow, NBC, phones in his story

in a 20' x 60' room with 29 small desks and occupied mainly by press reporters.

When he saw the doghouse, President Nixon remarked that his pets had better quarters, and the reporters nodded in agreement.

According to what knowledgeable sources say is current White House thinking, the new facility in the swimming-pool area would contain 13 or 14 broadcast booths, four or five more than now in use.

There would also be a fairly large area that would be used as a combination lounge and news-briefing room, which would have a built-in camera platform and permanent lighting for television filming. There was no indication whether the White House is considering facilities for live television.

The Roosevelt room in the west wing is now used occasionally for filming news briefings. Cables for lighting are run in from mobile units, and reporters complain about the lack of space in the room. The proposed space could accommodate 40-odd White House regulars plus the 30 or more who show up for special assignments.

Some reporters say colleagues who are set in their ways might not feel the new comfort is worth the loss of an area where they can keep tabs on who is visiting the President.

The nonnetwork broadcast types are not likely to be among the grumblers. After all, they will be getting out of the White House doghouse.

Money tree still growing for ASCAP

Members told \$43.8 million was accrued in receipts, gain of about \$8.5 million

The American Society of Composers, Authors and Publishers has an A-B-C plan for the future, some 600 West Coast members attending the organization's semiannual meeting in Los Angeles were told last week.

The A stands for a continued fight for adequate compensation. The B is for bylaws updated and modern. The C represents copyright, which must be revised from the 1909 law and preferably before the close of the 91st Congress, it was emphasized to ASCAP members.

They were assured that the performing-rights society is experiencing "healthy growth" this year. The meeting was told that ASCAP had total domestic receipts of \$43,877,000 for the first eight months of 1969. This represents an almost \$8.5-million increase in receipts over the January through August period

of last year.

For this year's eight months, expenses were reported at \$6,922,000. This leaves \$36,955,000 for distribution to domestic members and foreign societies. The breakdown of domestic receipts was \$42,905,000 from licensing songs, \$160,000 from dues, and \$812,000 from investments.

Also available for distribution to ASCAP members, but not included in the receipts figures, is a total of \$290,000 received during the first eight months of 1969 from the four national radio networks. An additional \$99,819

of interest has accrued in an escrow account involving the radio networks.

Pursuant to a court order, monthly payments on the accounts received from CBS, ABC, NBC and Mutual Broadcasting are being kept separate from ASCAP's general funds and cannot be distributed until final determination is made of the rate proceedings involving the radio networks.

ASCAP, it was further reported, currently has 14,843 writer and publisher members. Writers number 11,040, publishers 3,803. Since Feb. 26, 560 writers and 227 publishers have joined ASCAP.

Do newsmen need a survival kit?

Incidents in Chicago, Watts, Mississippi convince KHJ's Art Kevin there is a need

After covering the Democratic national convention in Chicago, Art Kevin, news director of KHJ-AM-FM Los Angeles, felt that he had been pushed around enough. He had been jostled in Watts, shoved while walking with civil-rights workers through Mississippi, bumped during the march on the Pentagon, and clobbered across the back in Chicago. Always he had heard the excuse from assailants that they didn't know he was press.

After last year's Democratic convention turmoil, Art Kevin became convinced that there is a great need for newsmen to have some kind of visual identification that cannot be mistaken or missed from any vantage point or even at a considerable distance. He came back from Chicago and designed what he calls, "the newsman's survival kit."

What it amounts to is a collection of equipment and supplies to be used for a specific purpose—so that newsmen reporting a crowd action or hazardous event can live through it and remain healthy. The kit basically contains uniform, goggles, boots, helmet, utility belt, gas mask, poncho and medical aid pack, all stuffed in Army-surplus duffel bags. The four full-time and one part-time KHJ field reporters carry the kits with them at all times in the trunks of their mobile units.

The total price for outfitting each mobile-unit reporter with full survival kit was \$160 (adding a personal tape recorder and walkie talkie increases the cost to \$400). For an aggregate of \$800, Art Kevin feels that he has made his staff "battle gear ready" to report any story.

The key item in the kit is a blue jump-suit uniform designed by Mr. Kevin and manufactured by a Los Angeles company that turns out uniforms for police departments across the

country. The uniform has no buttons, but instead two long zippers. It opens up like a coat and, reportedly, can be put on or taken off in 40 seconds.

The designation "press" is boldly stamped on a front pocket, across the entire back, and on left and right shoulder patches.

"There is no way we cannot be identified as newsmen," says Mr. Kevin.

KHJ's parent company, RKO General Broadcasting, is distributing the uniform to all its stations' newsrooms around the country.

The jump suit is worn with a blue highway-patrolmen-type helmet. "I tell my people to wear it whenever there's the slightest chance of trouble," says Art Kevin. "Let people laugh at you," I tell them. "I don't want you injured."



KHJ's "newsman's survival kit" spread out for inspection on the Los Angeles station's mobile unit.

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Hard news gets the nod on CBS Radio

New five-minute weekday programs launched; size, reach and flexibility of radio stressed

Plans for an overhaul adding up to 60 changes in the CBS Radio Network's program schedule took the spotlight at the 16th annual convention of the CBS Radio Affiliates Association, held in New York last Wednesday and Thursday (Sept. 24-25).

Network officials said, and affiliate sources confirmed, that the changes were developed in response to proposals by the stations and would have the effect of putting greater emphasis on hard news and minimizing features in CBS Radio network programming.

A total of 212 broadcasters representing 126 of the network's approximately 240 affiliated stations were on hand for the meeting, which appeared to reflect a spirit of satisfied cooperation between network and stations, unmarred by serious controversy.

Contributing to the apparent harmony were reports by CBS Radio officials describing CBS as "the leading radio network," holding out the 1970's as a period of vast growth for America and of expanding opportunities for broadcasters, and assuring the affiliates that CBS Radio would help make them "the best promoted" stations in their communities.

Between sessions dealing with day-to-day operations, the convention heard addresses on broader issues confronting broadcasters and on one facing the country as a whole.

Richard W. Jencks, president of the CBS/Broadcast Group, wove into a tribute to radio a warning that the FCC's one-to-a-customer proposal and the encouragement of strike applications at renewal time reflect a "regulatory philosophy which, however damaging

it may be to the field of television, could even more seriously disrupt the rigorously competitive field of radio."

Richard S. Salant, president of CBS News, called again for broadcast newsmen to engage in "self-examination, self-criticism and examination of why we do what we do and whether we're doing the best we can." But, he stressed, though newsmen must get "as near to the truth as is humanly possible," universal credibility is impossible because some people "find credible only those facts and reports which support their own predispositions."

John A. Volpe, secretary of transportation in the Nixon cabinet, reviewed problems of air, water and land traffic. He addressed the convention's wind-up luncheon Thursday.

The 60 changes planned for the CBS Radio network program schedule, starting Nov. 17, center on 10 new programs to be introduced and seven to be dropped. The others for the most part were said to be changes in time periods and featured personnel and similar realignments. The "Dimension" features will drop the title "Dimension" and stand under their own names, and some of the features themselves will be dropped and others added as part of the increased emphasis on hard news.

Despite the widespread changes, the affiliates were advised, there will be no change in the weekly volume of network-option time.

George J. Arkedis, vice president of the CBS Radio Division and general manager of the CBS Radio Network, said the changes would enable affiliates to "keep pace with the rapid changes

that are occurring within the industry and society" and "provide programs that are better integrated, contain more immediacy and more news."

Five new five-minute weekday programs will be launched Monday, Nov. 17:

Wallace At Large at 10:30 a.m. EST, featuring CBS News correspondent Mike Wallace with colleagues around the world in reports on the lively arts; *Mid-Day Weather* at 12:30 p.m. with CBS meteorologist Gordon Barnes feeding separate reports for the eastern, central and mountain pacific time zones; *Mid-Day Report* at 11:30 p.m., similar in format to the network's *First Line Report* and featuring correspondent John Hart on Monday, Wednesday and Friday and correspondent Joseph Benti on Tuesday and Thursday; *Profile* at 2:30 p.m., featuring Charles Osgood of CBS-owned WCBS(AM) New York in reports on people, events and things in the news; and *Correspondents Report* at 5:30 p.m., presenting top CBS newsmen in reports on a current news story.

Five other new five-minute shows will be added to the weekend schedules, effective Nov. 22-23: *Spotlight on Sports* at 8:15 a.m. and 5:05 and 6:10 p.m. on Saturdays and 10:05 a.m. and 5:05 and 8:10 p.m. on Sundays; *The Action Generation* at 2:05 p.m. Saturday, featuring Larry Atterberry; *Pets and Wildlife* at 4:30 p.m. Saturday and Sunday with Roger Caras; *Time for Youth* at 11:30 a.m. Sundays with correspondent John Laurence exploring campus turmoil, the draft and other issues concerning the younger generation; and *Science for the*



Robert Peebles, WROW(AM) Albany, N.Y., and chairman of the CBS Radio Affiliates Association addresses CBS Radio executives that include (l-r): Ben

Lochridge, vice president, network sales; Maurie Webster, vice president, division services; Clark B. George, president, CBS Radio; Richard Salant, president,

CBS News; George J. Arkedis, vice president and gen. mgr., CBS Radio; Sherrill W. Taylor, vice president, affiliate relations; Albert Dwyer, CBS counsel.

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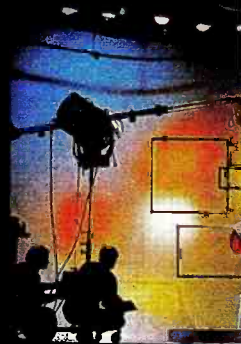
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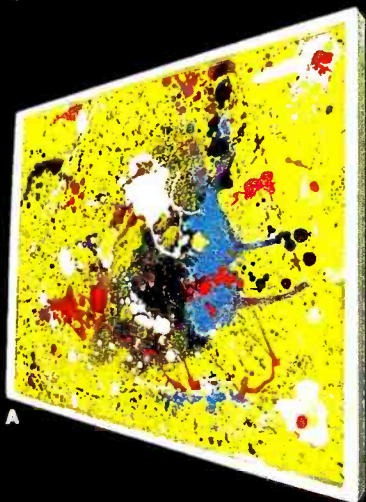
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Bitte notieren Sie: Category Nr. 7 wurde dieses Jahr in die International Broadcasting zugelassen. Es koennen aber nur Werbungen gemacht werden, eine Ausnahme ist die Englische Sprache. Wir hoffen durch diesen Schritt mehr Geschaeftsverbindungen auf diesem Gebiete zu erhalten, besonders in den Gebieten wo Werbungen am Fernsehen neu sind.

Prière de noter: Cette année nous avons ajouté au vision No. 7. Ceci est limité aux reclames faites da courager de nouvelles entrées par cette catégorie, télévision est encore une nouveauté.

Nota: A televisão categoria No. 7 só se pertence. Está limitada em anúncios feitos em outros idiomas entradas nesta categoria principalmente em áreas

Please Note: Television Category No. 7 has been added. It is limited to commercials made in languages other than English. Entries by means of this category, particularly from

注: IBAのテレビ部内に本賞の7項目を設け、このうち2項目はCFに限定されます。IBAの奨励ではこの新設の7項目のうち、特に新しくCFを開発された作品を

電視目錄第七号自今年起已加入國際廣播獎賞會。這只限於在宣傳廣告上能使用各種語言。國際廣播獎賞會 (IBA) 希望各國廣播台能增加些節目。特別是來自各地正在播的播送商業廣告。

Kérjük megjegyezni: Ebben az évben a 7 es számú televíziós kategória hozá lett adva a Nemzetközi Közvetítési Díjakhoz. Korlátozva van kereskedelmi reklámozásra minden nyelvben angolon kívül. Az N.K.D. (Nemzetközi Közvetítési Díjak) reméli hogy serkenteni fog további beiratkozásokat ebbe a kategóriába különösen olyan területekről, ahol a kereskedelmi reklám közvetítés még új.

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'70's at 7:30 p.m. Saturdays and Sundays with Dr. Leonard Reiffel covering changes in science and their likely effects in the next decade.

Programs to be dropped, network spokesmen said, are the 10 Jack Drees weekend sports reports, the Bob Trout and Norton Mockridge weekend features, and the Monday-Friday *Dimension at Home, Dimension on Mother and Child, Dimension on Tomorrow's Living and Personal Closeup*.

In changes in public-affairs programming, *American Week*, a 25-minute report, will be fed at 3:35-4 p.m. Mondays in place of the current *Mike Wallace at Large*, and will be available for sale by the stations. *Washington Week*, a 25-minute report fed on Friday afternoons, will remain available for local sale, and *World of Religion and Science Editor* will continue but not for sale.

Three of seven football bowl games scheduled in December and January will be available for station sale: the National Football League Western Conference championship on Dec. 27, the NFL Eastern Conference championship on Dec. 28 and the Cotton Bowl college game Jan. 1. For the first two the network will charge stations a "small fee"; for the third, no fee.

Among current programs changing time periods, *Dear Abby* will be carried at 9:10 a.m. Monday through Saturday; *The Reasoner Report* will go to 3:30 p.m. Monday through Friday, *Vietnam Diary* moves to 5:30 p.m. Sunday and *Sports Central USA*, with Win Elliot, will expand from five broadcasts a weekend to 10. All these are five-minute programs.

Looking ahead, Clark George, president of CBS Radio, told the broadcasters that the 1970's just 99 days away, would "out-do anything we've experienced during the '60's—a decade of fantastic growth for this country."

A faster growth rate, smaller households but more families with children, an increase in white-collar jobs, significant growth in income and education—conditions generally regarded as favoring increased spending and increased advertising—were forecast by Mr. George.

In the Wednesday luncheon speech Mr. Jencks stressed the importance, size, reach and flexibility of radio.

There is much emphasis on and importance in the use of radio to serve minority groups, he asserted, but "there is even more to be said for the role of network affiliates in unifying the listening audience—in bringing to the public, as a whole, every day, day after day—literally as regularly as clockwork—an authoritative news and information service."

Mr. Salant, addressing the affiliates Thursday morning, maintained that the current "high incidence of attacks on

journalistic credibility" does not justify "hitting the panic button."

He cited Roper studies for the Television Information Office and the recent Lou Harris poll for *Time Magazine* as showing that "people rely on and trust broadcast journalism to a greater degree than other forms of journalism.

Moreover, he said, "a substantial part—certainly not all—of the attacks on journalistic credibility come from people of very pronounced political and social views who refuse to believe because they don't want to believe . . . this is so among the very conservative, who have a tendency to write letters, and the very liberal, who have a tendency to write articles."

The affiliates also heard optimistic reports concerning immediate past and immediate future.

Mr. Arkedis said the latest four-network radio's all-dimension audience research (RADAR) study, for fall 1968, showed CBS Radio with 17 of the top-20 programs among adults aged 18 and over, and with 20 of the top-20 programs among women 18 and over. "In addition," he said, "CBS Radio affiliates are among the top three stations in 36 of the top 63 markets."

Maurie Webster, CBS Radio vice president for division services, told the affiliates that his department offers information services, sales promotion, advertising and audience promotion, program practices, engineering, research coordination and sales-development materials that will "help make you the best-promoted station in your community."

Firm plans N.Y. branch

Glen-Warren Productions Ltd., Canadian television production company, is opening an office in New York for production of television commercials, series and specials for the U.S. and international markets. The company said that Nat B. Eisenberg, president of N.B.E. Productions Ltd., New York, would be associated with it. The address is 1700 Broadway, New York.

NAB, record industry talk of mutual aid

Mutual problems of two industries with closely allied interests—radio and records—were explored by representatives of the two groups in New York last Thursday (Sept. 25).

The occasion was a meeting of the liaison committee established earlier this year by the National Association of Broadcasters and the Record Industry Association of America to expedite and expand communications between the two organizations.

Although the meeting was closed, it was presumed to have encompassed an exchange of views and information looking toward what the founding announcement last spring called "a more effective area of mutual planning to meet the challenges of both programming and production of recorded music as used in radio."

The committee was created as an outgrowth of comments by both broadcasters and record-company representatives in "record roundtable" sessions during the 1968 series of NAB fall conferences, recognizing radio's reliance on records for much of its programming and record companies' reliance on radio performance to promote record sales.

Charles M. Stone, NAB vice president for radio, and Henry Brief, executive director of RIAA, said at the time that the committee would deal with "matters involving either or both industries where one might assist the other."

NAB members of the committee are Don Hayslett, KIXL(AM) Dallas; Robert L. Pratt, KGGF(AM) Coffeyville, Kan.; Lester M. Smith, KJR(AM) Seattle and Erny Tannen, Mediamerica Stations, Silver Spring, Md. RIAA members are Stanley M. Gortikov, Capitol Industries, Hollywood; Jac Holzman, Elektra Records, New York; Hal Neely, Starday-King Records, Madison, Tenn., and Jerry Wexler, Atlantic Records, New York.

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Klein cites value of TV to Nixon

Says emphasis on medium will continue; relations with newsmen called good

Herbert G. Klein, White House director of communications who last Thursday (Sept. 25) reminded radio-TV newsmen in Detroit that the media have credibility problems (see page 61), in an earlier speech in New York also noted that President Nixon will continue to rely on TV to reach the American people.

Speaking to the Public Relations Society of America, Mr. Klein first said that the Nixon administration has not pulled the plug on its promise to keep an "open administration" and permit media access to high-level administration officials. Then he added that this open policy extends to presidential news conferences and to a continued "stress" on television as a means of communicating with the public.

Asked to comment at a news conference before his New York talk on the release last week of the violence commission report that was critical of TV (see page 52), Mr. Klein said: "You can't blame any one thing for the increased rate of crime," and that insofar as TV program standards were con-



Mr. Klein

cerned, it was his belief that "it's the job of the television industry to police itself."

At both the conference and in his talk, Mr. Klein sought to temper criticism of reporters who had expressed a growing frustration in seeking Mr. Nixon's views or explanations of issues. The Washington news corps had noted a decline in recent months in presidential news conferences including a three-month period in which no conferences were held.

Mr. Klein told the public relations group that the dearth of news conferences was only temporary and caused principally by the President's involvements with his recent overseas trip followed by "The San Clemente (Calif.) Gap," referring to Mr. Nixon's extended stay at his "California White House" retreat. He noted also that Mr. Nixon had scheduled a TV news conference for last Friday (Sept. 26) and said there would be no change in the "open policy" but that news conferences could not be held on a "regular basis because this would lock us in."

Mr. Klein responded to a question as to whether the press—newspaper and radio-TV—"adequately represented the President to the public" and whether it was "fair in representing the views" of the President, by noting that over-all there were "good relations." There have been "some inaccuracies," Mr. Klein said but he gave good marks to news media for their "basic coverage" of White House events. While the news reporters tend to have "more liberal attitudes," they are "basically fair" to the President, he said.

Station to support antiwar projects

Support for the planned student "moratoriums" against the war in Vietnam Oct. 15 was promised last week, by WLKW (AM) Providence, R.I., which will give free time to the movement.

WLKW has opposed the war editorially for many months, according to owner Alexander M. Tagger. He said the station will publicize the moratorium movement daily until Oct. 15. On that day the station will air one-minute spots hourly for 24 hours. Mr. Tagger also said the station will also support the subsequent moratorium days that are planned until the U.S. withdraws or has accepted a negotiated peace. The moratoriums on U.S. campuses are being set up by the Vietnam Moratorium Committee in Washington. Sam Brown, one of the moratorium leaders was a principal organizer of youth for Senator Eugene McCarthy (D-Minn.). Mr. Brown is working with a staff of 15 young people in offices at 1029 Vermont Ave. N.W., Washington. He said that the campaign was being financed by donations.

Mr. Brown said that to date WLKW is the first and only commercial broadcaster to respond to the committee's solicitation for support. He said support was indicated by a number of university-owned stations but no firm commitments had been received.

The student committee hopes for a one-day shut down at universities and colleges when students will be asked to circulate antiwar petitions and leaflets.

A spokesman for WLKW said the reaction of advertisers to the station's plans was generally negative but that he was not disturbed.

Ailes leaves 'Wholey' in contract dispute

Producer Roger Ailes has resigned from *The Dennis Wholey Show*, syndicated, daily, variety-talk series, claiming a "breach of agreement" by the program packager, R. Associates, headed by Tad Reeves.

Mr. Ailes, who claimed he was creator as well as producer of the show, said "it was clearly understood by all parties that I would have creative control of the show and final decisions with regard to staff assignments." He added that "since R. Associates has breached our agreement, I have no other choice but to resign from the show."

The series is produced for Taft Broadcasting Co., which syndicated the series in 24 markets. A spokesman for Taft said the company was not involved in the dispute and Mr. Ailes' disagree-

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ment was with R. Associates. He said a new producer would be named shortly.

Taft announced also that Jack E. Rhoades, who has been vice president and general manager of Group W Productions and Larry Spangler Productions in New York, has been appointed vice president and general sales manager of the *Dennis Wholey Show*. He will make his headquarters in New York.

Program executive resigns

Sam Chase has resigned as vice president in charge of operations and programming at WLIB-AM-FM New York to devote more time to his own programming firm, Sam Chase Associates, New York. Mr. Chase, who has been with the stations for the past three years, said last week he will continue to serve them through his firm as an independent consultant in programming and public relations.

The company currently produces *Periscope*, a daily radio series featuring editors of *Newsweek Magazine* and the syndicated radio series, *At Issue*, using editors and contributors to *Harper's Magazine*. The new firm's address is 38 East 57th Street.

New college network

Campus Media Inc., New York, will open a 57-station live network next month linking college stations from Boston to Oklahoma with midnight-to-7 a.m. programming. Officials said AT&T ran some 4,200 miles of phone lines to interconnect the stations, which are all automated except for the control station, WFIB Cincinnati, operated by the University of Cincinnati. The network will have news reported by campus talent, and world news through a feed from United Press International.

Moore, Van Dyke return to CBS-TV

CBS-TV, in its first week of the 1969-70 season, announced another new series for 1970-71: Mary Tyler Moore will star in a situation-comedy series. Miss Moore starred in *The Dick Van Dyke Show*, which started on CBS in the 1961-62 season and ran for five years.

Since then, she had appeared with Dick Van Dyke in a TV special and has starred in motion pictures.

Meanwhile, CBS-TV said late last week that Mr. Van Dyke would return to the network as the star of a weekly TV series. His show, however, will not appear in the lineup for another two years.

CBS-TV said it planned to present the series in the 1971-72 season.

Foreign agent

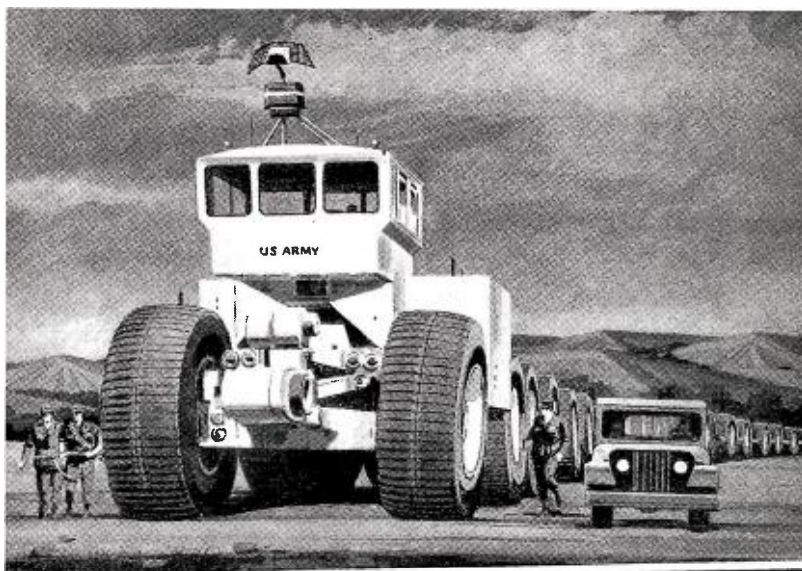
CBS Enterprises has signed to negotiate distribution deals for foreign sales of five new TV series produced by Hanna-Barbera Productions, Hollywood. The series are being presented on one or the other of the three TV networks during the 1969-70 season on Saturday mornings. Product that CBS Enterprises will handle outside of the U.S. includes *Scooby Doo, Where Are You*, *The Perils of Penelope Pitstop*, *Dastardly and Muttley in Their Flying Machines*, *The Banana Splits Adventure Hour* and *The Cattanooga Cats*.

In a production separate agreement, Western Publishing Co. will publish a

series of comic books based on the cartoon characters appearing in H-B's five network series.

New WNYW host

WNYW, an independent, commercially sponsored short-wave radio station broadcasting music, news and documentaries to Europe, Africa and Latin America, has added Jim Aylward to its staff of personalities. Mr. Aylward, formerly director of special projects at Sesac Inc., New York, will host the station's afternoon portion of *Music From New York*. WNYW is owned and operated by Radio New York Worldwide.



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NCCJ group honors broadcasters

Portrayals of social injustice, human relations and religion win Brotherhood Awards

Radio-TV stations, networks and group owners figure heavily in the National Conference of Christians and Jews announcement today (Sept. 29) of the winners of Mass Media Brotherhood Awards. The awards, presented annually by the NCCJ, are for outstanding treatment of human-relations themes.

CBS News wins an award in the documentary category for *Black History: Lost, Stolen or Strayed*. NBC-TV is the recipient of a drama award for "The Wish," an episode of *Bonanza*. ABC-TV wins a series award for *Time For Americans*, six programs on racism.

WJZ-TV Baltimore is cited for *The Other Americans*, a documentary concerning the disadvantaged. Westinghouse Broadcasting Co. gets an award for *One Nation, Indivisible*, its three-and-one-half-hour documentary on racial crisis. Editorial awards go to WCBS-TV New York for an editorial series on a New York City school strike and to Peter Kaye of KEBS-TV San Diego for drawing attention to discrimination in

city government employment.

Special recognition goes to Charlotte Morris of WNEW-TV New York for producing *Focus*, a series of community-oriented public service announcements. Also receiving special awards are the South Carolina ETV Network for a weekly job series, *Job Man Caravan*, and WITF-TV Hershey, Pa., for *So Where Are You, God*, a drama/documentary.

Television runners-up include WCBS-TV New York for *Eye On New York*, WFIL-TV Philadelphia for *Assignment: The Young Greats* and WCAU-TV Philadelphia for *Black White Paper*.

Radio awards go to the Television, Radio and Film Commission of the United Methodist Church for *Night Call*, a telephone call-in program, and to WLIB(AM) New York for *What Must Be Done*, a series of 13 programs on urban problems. WEEI(AM) Boston is commended for its editorials.

Radio runners-up: NBC Radio for *A Nation In Crisis: Religion and Civil Rights*; WHO(AM) Des Moines, Iowa, for a program in the *Religion Speaks* series; WKRS(AM) Waukegan, Ill., for *Viewpoint*; Larry Nathan, producer and CBS News for *The World of Religion*; Metromedia Radio News and WNEW(AM) New York for *Which Side Are You On?*; KDKA(AM) Pittsburgh for *The Great Ones Of Pittsburgh*; WMCA(AM) New York for *The Schomburg Collection—A Heritage In Peril*; NBC Radio

for *Faith In Action*; WVON(AM) Chicago for promoting the sale of record albums for the station's scholarship and welfare fund; WBZ(AM) Boston for *T-Group 15*.

TIO teacher's guide begins new semester

New fall issue lists upcoming specials and films for classroom use

An expanded third issue of *Teachers Guides to Television*, has been mailed to regular subscribers and to station managers, along with suggestions for use to the mutual benefit of educators and broadcasters.

The Television Information Office, which has been giving editorial, promotional and financial assistance to the new publication, has sent copies of the *Teachers Guides* to stations, accompanied by a covering letter from TIO director Roy Danish. The letter outlines projects that have been successfully employed by station managers in the past to promote the magazine locally.

Teachers Guides, which begins its second year of semi-annual publication, suggests programs for classroom study and offers a supplementary bibliography. Included on this fall's list are specials on all three networks and, for the first time, a regular series, ABC-TV's comedy drama, *Room 222*.

A further innovation in the fall *Teachers Guides* is a "related film list," which provides descriptions of films, many of them off-air documentaries, available for classroom use. Guides to weather and space are also offered as teaching aids throughout the year.

Mr. Danish's letter to station managers points out that television is often criticized for its program content, particularly in what is available for children. He suggests that *Teachers Guides* can be used to bring television's positive values to the attention of educators and community opinion leaders.

TIO notes that in the past, stations have used items about *Teachers Guides* on their news programs, discussed it on women's and other talk shows, mentioned *Teachers Guides* in connection with promotion for shows selected for the *Guides*, and distributed additional copies to schools.

In addition to *Room 222*, (Wednesdays, 8:30-9 p.m.), the programs selected for the new *Teachers Guides* are: CBS-TV's *The Mystery of Animal*

KALL's campaign is without puff

The staff and listeners of KALL(AM) Salt Lake City are breathing easier because of a "cold-turkey" campaign to quit smoking. Of the 12 smokers on KALL's staff five weeks ago, eight are still "off the weed." After 60 days, the station each day will pay each ex-smoker the price of the pack of cigarettes he or she would normally smoke.

The campaign was launched last month with Senator Frank E. Moss (D-Utah), before a crowd of listeners gathered in front of the station with a coffin as a prop. Senator Moss, avowed opponent of cigarette advertising, lighted a 10-foot cigarette symbolic of the last cigarette for KALL. More than 350 people took the American Cancer Society's I.Q. (I Quit) pledge at the "cough-in" ceremonies and tossed their remaining cigarettes into the coffin.

To encourage listeners to join the battle of the butt, KALL gave away 30



KALL's Will Lucas (r) interviews Senator Moss (l) and Dr. Cyril Fullmer, head of Utah's I.Q. campaign.

Utah turkeys to people who signed a pledge. Hundreds of KALL "survival kits" containing Nikoban, an ersatz pacifier, and a Chinese fortune cookie containing an anti-cigarette slogan were given to listeners who took the pledge.

Behavior, Oct. 14, 7:30-8:30 p.m.; ABC-TV's "The Desert Whale" (*The Undersea World of Jacques Cousteau*), Oct. 28, 7:30-8:30 p.m.; ABC-TV's "The Killer Whale" (*Discovery*), Dec. 14, 11:30 a.m.-12:30 p.m.; NBC-TV's *Namu: The Killer Whale*, Jan. 3, 9-11 p.m.; NBC-TV's *The Wolf Men*, Nov. 18, 7:30-8:30 p.m.; NBC-TV's *Hans Brinker, or the Silver Skates*, Dec. 14, 8-10 p.m.; CBS-TV's *Dr. Seuss: How the Grinch Stole Christmas*, Dec. 21, 7:30-8 p.m.; CBS-TV's *A Day in the Life of the United States of America*, December; ABC-TV's *Mission Possible*, December; NBC-TV's *The West of Charles Russell*, Jan. 7, 10-11 p.m.; ABC-TV's *The Golden Age of the Automobile*, Jan. 13, 7:30-8:30 p.m.; CBS-TV's *Wild Rivers*, Feb. 10, 7:30-8:30 p.m.

Teachers Guides to Television are available until Jan. 1 at \$1 a semester and \$2 for the school year; after Jan. 1 it will be \$2 a semester and \$3 per year. Orders for fewer than 10 copies must be accompanied by payment and a 25 cent handling charge per magazine. The address is: *Teachers Guides to Television*, P.O. Box 564, Lenox Hill Station, New York 10021.

CBS Radio names 3 in promotion contest

Promotion managers at three stations affiliated with CBS Radio are winners of silver trophies as "Promotion Men

of the Year," and three stations were honored last week for 30 continuous years of affiliation with the CBS Radio network.

The presentations were made during the annual CBS Radio affiliates convention held in New York (story page 66).

The promotion contest is the first held by CBS Radio. The winners, by market size, were Thomas C. Cox, KRLD(AM) Dallas (markets over 500,000); Bill Hollingsworth, WDBJ(AM) Roanoke, Va. (markets between 100,000 and 500,000), and Edward B. Fritts, WPAD(AM) Paducah, Ky. (markets under 100,000). Others receiving trophies are William A. Roberts, vice president and general manager of KRLD, and Frank E. Kohler, vice president and general manager of WDBJ, for support given their promotional managers.

Golden microphones were presented to James Woodruff WRBL Columbus, Ga. (joined CBS on March 15, 1939); Claude Freeman, WNNC(AM) Asheville, N.C. (April 1, 1939) and Ben Ludy, KWFT(AM) Wichita Falls, Tex. (July 15, 1939). The mikes, presented by Clark B. George, president of the CBS Radio Division, recognized the 30-year affiliation of the stations with the network. Along with microphones, each of the three station executives received a tape narrated by CBS's Walter Cronkite and highlighting the significant events of 1939.

Louis Read will head NAB information unit

The selection of Louis A. Read, president of Royal Street Corp.'s radio and television division (WDSU-TV New Orleans and 51% interest in WALA-TV Mobile, Ala.), as chairman of the television information committee of the National Association of Broadcasters was announced last week by Roy Danish, director of the Television Information Office. Mr. Read succeeds William Walbridge, vice president and general manager of KTRK-TV Houston and chairman of the NAB.

Mr. Danish also reported during a TIO meeting in New York that 11 stations have joined or rejoined TIO since July 1. These include the six Triangle outlets (WNBK-TV Binghamton, N. Y.; WFIL-TV Philadelphia; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa. and KFRE-TV Fresno, Calif.), plus WHDH-TV Boston, WLWI(TV) Indianapolis, WIIC-TV Pittsburgh, KTVU(TV) Oakland-San Francisco and KTSB(TV) Topeka, Kan.

He also told the group that TIO's 60-second film spot, "You Have the Right to Know," has been to more than 300 TV stations that have purchased prints. The film spot was previewed at the last NAB convention (BROADCASTING, March 31).

International

Peacock affair jars British TV

Inquiry into independents, BBC promised; it may alter all television there

British commercial television has been precipitated into a major upheaval with the dismissal, Sept. 18, of Michael Peacock, managing director of London Weekend TV, and the subsequent resignation in protest, of six senior LWT executives.

Mr. Peacock, who is 40, was BBC-TV1 controller before joining the new programmer LWT just over two years ago. His deputy, Dr. Tom Margerison, has been named to the newly created post of chief executive.

Announcement of the reshuffle came after a week-long investigation by a "watchdog" committee set up by the board to inquire into the management of LWT. Although the company has

lost \$2.6 million in its first year of operation, and is expected to declare only minimal profits for the second, next month, it denies that the Peacock affair is a money versus culture clash.

In an official statement the company says there never has been any dispute between board and management about the program objectives of LWT. It adds: "The board is confident that the new management will achieve these objectives and that the company will fulfill its responsibilities. . . ."

There is to be no change in program policy, according to Dr. Margerison, who says, "the original aims of the company remain as they were."

The six executives who announced their resignations—they include Humphrey Burton, head of drama, arts and music; Derek Granger, head of plays, and Frank Muir, head of entertainment—also issued a statement which declared that Mr. Peacock's leadership would be vindicated by the success of forthcoming programs. They said that they will complete their current projects and remain at LWT until the trans-

fer of responsibility is completed.

Meanwhile, it is expected that Postmaster-General John Stonehouse will be calling on the Independent Television Authority for a full report on the rumpus inside LWT. One of the questions which Peacock supporters believe Stonehouse must ask is why was Peacock fired? There has been much speculation and inside opinion seems to veer toward a report that Peacock is brilliant but difficult. With a major inquiry into both BBC and independent TV looming, there is a distinct possibility of changes in the whole structure of commercial television in Britain.

February new date for Intelsat meeting

That international conference on the future of the International Telecommunications Satellite Consortium, which expected to resume and complete its work in November, found itself facing a well-known Washington ailment—slippage. The conference now will re-

sume in February.

But a preparatory committee, which has been meeting for the last three weeks in Washington, will resume Nov. 18 and hopes to have a working draft of a new Intelsat treaty ready for circulation among the 70 Intelsat nations at least 60 days before the scheduled resumption Feb. 16, 1970, of the plenary sessions.

John Killick, British undersecretary of state who is chairman of the preparatory group, reported "good progress" in the latest round of working committee meetings.

In the preliminary draft of the con-

vention, approval of an international secretariat, under the direction of a secretary general, has won the concurrence of virtually all members, including the U.S. But the question of who shall manage and operate the satellite system is still to be resolved, according to an informed source. At present, under the interim Intelsat treaty, the U.S. Communications Satellite Corp. is the manager.

The international conference began in Washington last February, under the chairmanship of Leonard H. Marks, Washington attorney and former head of the U.S. Information Agency. He

was also chairman of the U.S. delegation. Former Pennsylvania Governor William Scranton is now chief of the U.S. delegation.

To help in Philippines

ABC News producer Daryl Griffin left last week for Manila, Philippines, where he will spend three months as a consultant in organizing the news department of channel 3 of the ABS-CBN Network. Mr. Griffin was pool producer of Apollo 11 coverage, and has handled Apollo 10 and Apollo 8 coverage, President Nixon's inauguration, and the 1968 elections.

Broadcast Advertising®

Record TV spending planned by Bell unit

65% of ad budget now in television; special set for NBC-TV in April

Bell System, Long Lines Department, New York, will spend a record \$6.5 million on television during the 1969-70 season with a one-hour entertainment-public interest special on NBC-TV next April as its keystone effort ("Closed Circuit," Sept. 22).

Dan E. Hutchins, director of advertising for the Bell System, Long Lines, reported last week that the department's initial representation on TV began in 1966. This season, he added, 65% of its \$10 million advertising budget will be invested in participations in daytime and nighttime network, plus full sponsorship of the special on NBC-TV, *It Couldn't Be Done* on April 2 (7:30-8:30 p.m.).

"Until three years ago long lines had been exclusively in print," Mr. Hutchins said in an interview in New York. "We then decided to experiment with television and we have found it a highly effective medium. What we are selling is long-distance telephone calling and a principal ingredient is emotion. There is no medium that can communicate emotion more effectively than TV."

The special, which is being produced by Lee Mendelson Film Productions Inc., Burlingame, Calif., is a tribute to American know-how in the past, present and future. It will intersperse entertainment with film clips and new footage on such projects as the Panama Canal, Golden Gate Bridge, Holland Tunnel, the Alcan Highway, current challenges, such as the redesigning of Niagara Falls and future endeavors, including ocean exploration and the de-



Mr. Mendelson (l) and Mr. Hutchins examine plans for the special

sign of new cities.

"Since the program will cover virtually all states in the Union, our commercials will be produced on location," Mr. Hutchins said.

Magnavox doubles spots to sell new color sets

The Magnavox Co., through Kenyon & Eckhardt, both New York, has started a \$14 million advertising campaign to introduce its new color television system called "Total Automatic Color."

The advertising budget calls for doubling television and radio spending in the upcoming market year. There are spots on network television and a heavy spot radio schedule. In addition, there will be an intensive local campaign geared to television and radio through the company's co-op budget.

In 1968 Magnavox spent \$615,300 on spot television. Of that amount \$78,700 was spent for color television sets, and \$271,500 for television-radio-phonograph combination units.

Candidate's best ally is his broadcaster

Media experts agree station manager can aid political broadcast buys

It is not only the broadcast buy that is important in political campaigns. There is also the posture of the station manager to consider.

The broadcasters' importance in the critical area of placing political advertising during a campaign was pointed up by advertising agency executives responsible for buying the time at a seminar held in New York Sept. 19-20.

The seminar, held under the auspices of the American Association of Political Consultants, covered topics that ranged from creative strategy and conception and media planning to production techniques and local programing, press relations and news conferences.

Media experts, led by Ruth Jones, radio-TV consultant, and William Murphy, vice president and media director, Papert, Koenig, Lois, New York, noted how broadcasters can aid a political campaign. They said:

- Getting those scarcity spots, prime-time 60's, prime-time five-minute positions and election-eve time, can depend on the good will of a station manager.

- Buying pre-emptible spots saves a candidate money, and if station management likes a candidate, that can be insurance against pre-emption.

- The national advertising business a media buyer also represents can cut the ice with a station manager in an election campaign.

A creativity session dealt with the role the agency must play in presenting a candidate to the public. There was some contention over whether or not an agency should present a candidate with

"warts and all" to the public. Panelists were Frederic Papert of PKL Co.'s, Eugene Case of Case & Krone, and Tony Isadore of Young & Rubicam. All have been involved in political campaigns in the past.

Some political pros at the meeting voiced the opinion that the value of television exposure of candidates was doubtful. However, a political adviser from Alaska, who was in the audience, said that the day after a simulcast in the state for his candidate, tests showed a 28% change in the candidate's favor.

The panelists also said political advertising is not profitable for agencies, unless it is for a national campaign. It was noted, however, that political-campaign work generates enthusiasm within an agency, especially when a candidate is supported by people in the agency.

This assertion raised a question of what is owed to a political client in terms of loyalty. It was agreed that when a candidate pays for services, he should expect to receive something in return.

The keynote speaker of the conference was Joseph McGinniss, who worked in President Nixon's campaign and is author of "The Selling of the President 1968," which is critical of methods used to "sell" Mr. Nixon. He said that while television cameras can find a man out, "controlled exposure" only strengthens his case.

NAB's interpretation of tobacco ad issue

Four-year phase-out plan not just political ploy, Wasilewski tells Moss

The cigarette-advertising debate lingers on. National Association of Broadcasters President Vincent T. Wasilewski provided the latest retort last week when he challenged a tobacco-industry spokesman's interpretation of the differences between NAB's proposal for termination of broadcast cigarette advertising and the proposal made by cigarette manufacturers.

In a letter to Senator Frank E. Moss (D-Utah), Mr. Wasilewski took issue with Joseph Cullman, president of Philip Morris Inc., who in an earlier letter to the senator had said that broadcasters should not have labeled the tobacco-industry's proposal to drop broadcast cigarette advertising as "discriminatory." Mr. Cullman said "the only difference between the cigarette-industry proposal and that of the broadcasters is one of timing; the cigarette industry proposes prompt action (one year or less), and the broadcasters propose a four-year phase-out through 1973"

(BROADCASTING, Sept. 15).

According to Mr. Wasilewski, "the difference between the cigarette-industry proposal and that of the broadcasters is a great deal more than 'timing.'" The NAB proposal, he said, "was formulated primarily in response to the rulemaking proceeding of the FCC, in which the commission strongly urged the broadcast industry to take 'voluntary action' on what it regarded as a serious public health problem." And, he added, "in adopting this proposal, the NAB did not ask for congressional sanction or federal action which would pre-empt the regulatory agencies or the states in the field. As indicated above, I submit that these differences cannot be categorized as merely those of 'timing.'"

Mr. Wasilewski apparently meant to convey that the tobacco industry, unlike broadcasters, had hinged its phase-out proposal on adoption by the Congress of a law that would curb the Federal Trade Commission from requiring warnings or other restrictions on cigarette advertising—but the cigarette manufacturers' offer was conditioned only upon exemption from antitrust law of the companies' joint agreement to withdraw from broadcast advertising.

Moreover, although NAB did not ask for pre-emptive legislation when it offered the four-year phase-out plan, the association's action came after months

Production 70. A Workshop in Television Techniques

The state of the videotape art. Case histories from education and industry. The psychology of color. Economic lighting techniques. Professionals. Educators.

On October 22 and 23, and October 29 and 30, Reeves/Actron is presenting Production 70, the second edition of their videotape workshop. Each session, held in their Lincoln Square studio, has a distinct focus: the first is for educators and industrial users, the second is for commercial and agency professionals. Enrollment in each workshop is limited to 100.

This year's specialized format is designed to give each group the greatest opportunity to work on a wide range of subjects in depth, and provide ample time for detailed discussions on programs of technique and cost.

All lectures and demonstrations will be given by the top professionals in the field. Among them will be film producer, Pablo Ferro, and master lighting artist, Imero Fiorentino.

Educational & Industrial Workshop

(October 22 and 23) Includes: Case history of use by a major corporation.

Introduction to Synchronvision by its designer.

Case history of videotape use by The State.

University of New York.

Concept of visualization.

Methods of economical lighting.

State of the art—use of Helical Scan videotape.

Commercial Workshop

(October 29 and 30) Includes: State of the art commercial applications.

Demonstration of advanced lighting techniques.

"Slaying the Electronic Dragon", by Morty

Dubin, President of MPO Videotronics.

Production pre-planning and videotape editing.

Range of contemporary videotape uses.

The Psychology of Color.

Graphics and Art.

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Reeves/Actron

A service of Reeves Telecom Corporation

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of political maneuvering, during which NAB's position was that Congress should limit severely the agencies' power to regulate the advertising of "a lawful product." The maneuvering ended, for all practical purposes, when Mr. Cullman told Senator Moss's consumer subcommittee that cigarette companies would withdraw from broadcast advertising by September 1970, or sooner if broadcasters would terminate existing contracts. It was that action which was labeled "discriminatory" by broadcasters.

Discrimination is now the primary live issue left for broadcasters, and NAB president Wasilewski again sounded that theme in his letter. Calling for "equal treatment from the Congress," he said that any antitrust exemption granted to cigarette manufacturers should be conditioned on "the voluntary withdrawal of the cigarette companies from advertising and promotion in all advertising media by a fixed date. Only in this way can the principle of equality between competing advertising media which now accept this product be maintained," he said.

Another call for equal treatment came from the FCC, in another letter to Senator Moss. The commission called for an "across-the-board" approach by Congress affecting all media alike," and said the question of discrimination raised by broadcasters is "a significant one."

However, the commission added, the possibility of discrimination did not deter it from issuing its proposed ban on radio-TV cigarette advertising. Rather, the commission said it chose to discharge its "responsibility in the broadcast field," where it has jurisdiction, thus leaving the matter of equal treat-

ment up to Congress.

The agency supported as "an excellent starting point" for termination of broadcast cigarette advertising, a proposal sent to Senator Moss by NBC calling for "early termination . . . by the substitution of commercials promoting the products of the cigarette companies other than cigarettes (and by some substitution of public service announcements sponsored by these companies," as the FCC paraphrased it. NBC made its proposal in response to a letter from Senator Moss asking whether each of the networks planned to terminate existing cigarette contracts by Jan. 1, 1970, as the tobacco companies had earlier suggested. NBC refused, but offered the above alternative (BROADCASTING, Aug. 25).

As part of the basis for its interest in the NBC proposal, the commission said: "Clearly, early termination will adversely affect, to varying degrees, the private interest of either the broadcasting industry or the cigarette industry. Since the latter industry is primarily responsible for the health hazard issue, since it is now diversified so that it can advertise other products (and even to some extent present public service announcements), and since it does secure benefits from the compromise under consideration (e.g. prevention of any state regulatory legislation [and] suspension of the Federal Trade Commission proceedings until July 1971), it would appear reasonable that the cigarette industry should bear the largest brunt of the effect of early termination. . . . At the same time, we would also urge that the broadcasting industry make every effort, in the way of equitable adjustments, to facilitate a resolution along the above lines."

Warnings said to have some effect on smoking

Warnings of the dangers of cigarette smoking are contributing to a small decline in cigarette consumption, the Department of Agriculture said last week.

In a "tobacco situation" report, department economists reported that higher costs and health warnings have combined to reduce per capita cigarette smoking by 2-to-3%, and may also have led to a decline in the number of smokers. They said drop has occurred despite a rise in the smoking-age population and in consumer incomes, factors which have previously contributed to higher cigarette sales.

L.A. office to barter 'Death Valley' episodes

The Los Angeles office of McCann-Erickson Inc. last week revealed that it is going to assume total responsibility for barter sales for retitled episodes of television's longest-running western, *Death Valley Days*. In the past U. S. Borax and Chemical Corp., Los Angeles, owner of the syndicated series, used Peter Roebuck and Co., New York, independent syndicator, to cover the sales activity of the program. McCann-Erickson, agency for U. S. Borax, formerly handled only contract and commercial responsibilities.

The barter sales of retitled *Death Valley Days* amounts to a trade-out of sorts. The way it works is that old *Death Valley Days* shows are sorted out in various packages and retitled. Host-narrators in the first-run product, such as Robert Taylor or Ronald Reag-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers' Reports' network-TV dollar revenue estimate—week ended September 14, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		[CBS]		NBC		Total minutes week ended Sept. 14	Total dollars week ended Sept. 14	1969 total minutes	1969 total dollars
	Week ended Sept. 14	Cume Jan. 1-Sept. 14	Week ended Sept. 14	Cume Jan. 1-Sept. 14	Week ended Sept. 14	Cume Jan. 1-Sept. 14				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 120.4	4,054.3	\$ 336.0	\$ 12,662.5	94	\$ 456.4	3,158	\$ 16,818.7
Monday-Friday 10 a.m.-6 p.m.	1,428.5	52,284.2	2,474.5	98,117.7	1,730.0	78,860.6	835	5,633.0	32,791	229,262.5
Saturday-Sunday Sign-on-6 p.m.	726.5	31,711.8	748.4	36,172.6	1,203.6	23,865.9	303	2,678.5	10,386	91,750.3
Monday-Saturday 5 p.m.-7:30 p.m.	180.9	11,267.2	484.0	23,833.1	868.1	22,074.0	88	1,533.0	3,427	57,174.3
Sunday 6 p.m.-7:30 p.m.	59.4	4,934.1	181.2	7,332.2	125.0	6,571.4	15	365.6	770	18,837.7
Monday-Sunday 7:30-11 p.m.	4,566.1	169,981.1	5,777.2	229,480.6	6,388.7	227,260.8	448	16,732.0	16,081	626,722.5
Monday-Sunday 11 p.m.-Sign-off	761.8	14,738.1	594.8	5,448.5	481.9	18,166.0	136	1,838.5	3,237	38,352.6
Total	\$7,723.2	\$285,018.4	\$10,390.5	\$404,439.0	\$11,133.3	\$389,461.2	1,919	\$29,237.0	69,850	\$1,078,918.9

an, are cut out and replaced by new actors. New openings and closings to each show are filmed. The syndicator, a job now to be handled by McCann-Erickson, goes across the country and places the retitled reruns on TV stations. In return U.S. Borax receives from stations time credits that are used to advertise the brands under the 20 Mule Team label, such as Borateem and Boraxo. The stations are permitted to sell time on the *Death Valley Days* reruns to local advertisers.

Four rerun series in all have been produced by U. S. Borax and will be sold by McCann-Erickson. They include 104 episodes of *Pioneers*, featuring Will Rogers Jr.; 104 episodes of *Trails West*, featuring Ray Milland; 68 episodes of *Western Star Theater*, featuring Rory Calhoun; and the newest package, 52 episodes of *Call of the West*, with John Payne and a host-narrator.

Teletronics offers video-tape facilities

Teletronics Inc., New York, has invested an estimated \$1.5 million in new equipment over the past few months to change the function of the company from production of TV taped commercials to a video-tape facility open to all TV commercial producers.

George K. Gould, president, said last week that after a year of operating as a producer, Teletronics recognized a need in the industry for a custom service video-tape service. He added that the expansion at the company has included the purchase of six additional tape recorders, three complete tape production units and the construction of three more editing rooms.

"Teletronics' expansion coincides with the fragmentation of the larger film houses into two and three-man shops," Mr. Gould said. "More and more film producers are moving into tape and the need for a truly custom service house becomes clear."

Avis opens new campaign

"You ain't seen nothing yet" from Avis Rent A Car System, declares a new \$6-million advertising campaign from Avis's agency, Benton & Bowles.

A three-week "warm-up" campaign with that theme began last week in radio and television spots across the country. The major campaign will break Oct. 13, Avis said, and will feature 60-30- and 20-second commercials.

One 60-second spot focuses on Andy Granatelli, whose car won the Indianapolis 500 race, and who has now prepared a manual for Avis's service or-

ganization. Another commercial outlines the car-rental agency's new "fail-safe" reservations system, which guarantees a higher-priced car at no extra cost if the customer fails to receive the car designated in his reservation.

New circulation study updates magazine data

The Association of National Advertisers has issued a 1968 supplement to its study *Magazine Circulation and Rate Trends*. Together, the basic report and supplement provide trend data on circulation, rates and costs-per-thousand for each of 62 leading consumer and farm magazines from 1940 through 1968.

The 182-page report, covering the years 1940-67, and the 16-page supplement for 1968 were based on information compiled by the Audit Bureau of Circulations and by the Magazine Advertising Bureau of the Magazine Publishers Association. Copies are available from the ANA, Information Center, 155 East 44th Street, New York 10017, at \$15 each.

Ad executives told to watch tots shows

Assignments to watch and review the Saturday morning children's programs and commercials on all three television networks are the lot of 54 executives of Dancer-Fitzgerald-Sample.

The executives, all involved with advertising for General Mills, Peter Paul and Topper Toys, have been organized into 12 groups, each of which is expected to view from five to six hours of programing during the four-week period from Sept. 13 through Oct. 4.

The aim, the agency says, is to "heighten awareness of the programing environment within which D-F-S child products are viewed—[and] to compile a systematic, qualitative review of the 'new child season' on television."

Among those participating in viewing sessions are D-F-S's Gordon Johnson, board chairman, and Stuart B. Upson, president.

Sunshine switch due after 44-year deal

Cunningham & Walsh, New York, submitted a letter of resignation last week to Sunshine Biscuits Inc., New York after a 44-year association with the manufacturers of Sunshine Biscuits, Krispy Crackers, Hi Ho Crackers, Cheez-It, Hyrdox Cookies and Cheez-Pix.

A spokesman for Cunningham & Walsh said client changes in management and marketing direction caused

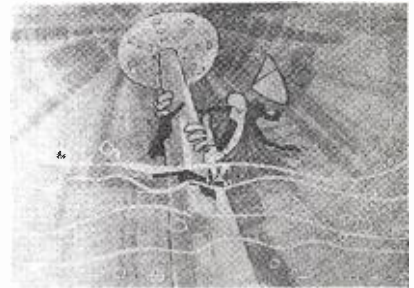
the agency to terminate the long-standing business relationship. Billings are approximately \$1 million, with 90% going into network television. Past billings have been as high as \$4 million. Cunningham & Walsh will continue to handle Sunshine's advertising through the end of the year while a new agency is being selected.

Dip-it ads campaign for better coffee

The wicked coffee witch may be turning your coffee into a bitter brew, a new commercial warns the ladies in the daytime television audience.

Stale coffee oils in the pot may be creating the "witches' brew," explains the 30-second animated spot for Dip-It, a coffee-pot cleaner made by Economics Laboratory, St. Paul.

The commercial begins its two-month run today (Sept. 29) on NBC-TV and in a spot campaign around 40 markets. Warwick & Legler, New York, is the agency, and Pelican Films, New York, is the production company.



The witch in the pot (above) and her downfall (below).



Rep appointments:

- KROS-AM-FM Clinton, Iowa; WIXN-AM-FM Dixon, Ill.; KFRM(AM) Salina, Kan.; and WDMP-FM Dodgeville, Wis.: Walton Broadcasting Sales Corp., Chicago.
- WAAB(AM) and WAAF(FM) both Worcester, Mass.: Katz Radio, New York.
- WLIR-FM Garden City, N.Y.: Herbert E. Groskin Co., New York.
- WNFL(AM) Green Bay, WNAM(AM) Neenah and WMKC(FM) Oshkosh, all Wisconsin: Grant Webb & Co., New York.

Tender offer for MGM called a success

If he reaches goal, Kerkorian will own a third of the company and may put in his own team

Kirk Kerkorian, Las Vegas financier, indicated last week that this tender offer for 620,000 shares of Metro-Goldwyn-Mayer Inc. stock at \$42 a share was "quite successful." He would not say whether or not he received more shares than he tendered for.

The offer expired Sept. 23. A final

tally will not be available until later this week.

At any rate, if he acquires the 620,000 shares he sought, he will have 33% of the shares of MGM. Previously, he had bought 1,263,950 shares in a \$35 tender offer. That offer touched off a bitter fight between Mr. Kerkorian's

forces and those of Board Chairman Edgar Bronfman, who, along with President Louis Polk, urged stockholders not to sell to Mr. Kerkorian. They did not fight the latest offer.

Asked why he did not ask stockholders not to sell, Mr. Polk last week said, "I considered it a fair price for the stock, and I do not believe it is management's job to interfere in issues concerning the sale of company stock."

Mr. Polk, as Mr. Bronfman's choice for president, will be in a weak position, it is thought, if Mr. Kerkorian gains control of the company. Asked about

The Broadcasting stock index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing Sept. 25	Closing Sept. 18	Closing Sept. 11	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	54½	52	48½	76½	45½	4,796	231,407
Atlantic States Ind.		O	7½	7½	7½	15½	6	1,798	13,036
Capital Cities	CCB	N	29½	27½	28½	37½	26	5,804	172,669
CBS	CBS	N	46	43½	43½	59½	42½	25,617	1,139,957
Corinthian	CRB	N	23½	22	21½	37½	20	3,384	71,470
Cox	COX	N	45	42½	43½	59	37	2,893	121,043
Gross Telecasting	GGG	A	15½	15½	15½	24½	15	805	12,365
Metromedia	MET	N	19½	19½	19½	53½	17½	5,507	112,123
Pacific & Southern		O	17½	17	17	26½	13½	1,635	28,280
Reeves Telecom	RBT	A	13½	13	14½	35½	12½	2,253	31,812
Scripps-Howard		O	25½	24½	24½	31½	21	2,589	64,725
Sonderling	SDB	A	32½	32½	30½	47½	30½	985	32,623
Starr Broadcasting		O	9½	9½	7½	7½	6½	338	2,451
Taft	TFB	N	32½	30½	31½	43½	27½	3,437	106,547
						Total		61,822	\$2,140,508
Broadcasting with other major interests									
Avco	AV	N	25½	25½	27½	49½	23½	12,872	349,098
Bartell Media	BMC	A	13½	15½	12½	22½	8½	2,292	31,515
Boston Herald-Traveler		O	31	32	32	71	29	574	17,220
Chris-Craft	CCN	N	13½	13½	12½	24½	11½	3,201	40,813
Combined Communications		A	10½	10½	10	11½	9	1,800	18,648
Cowles Communication	CWL	N	10½	10½	10½	17½	9½	3,620	38,372
Fuqua	FQA	N	36½	34	32½	47	30½	5,073	175,019
Gannett	GCI	N	37½	37	36½	42	33	4,738	167,536
General Tire	GY	N	18½	18½	18½	34½	17½	17,914	322,452
Gray Communications		O	8½	8½	8½	12½	8½	475	4,199
Lamb Communications		O	3½	3½	3½	10	4½	2,650	10,600
Lee Enterprises		O	18½	17½	17½	21½	15½	1,957	36,400
Liberty Corp.	LC	N	21½	18½	17½	23½	14	6,743	102,831
LIN		O	11½	10½	10	32½	7½	2,174	22,827
Meredith Corp.	MDP	N	42½	43½	40½	59½	32½	2,779	112,550
The Outlet Co.	OTU	N	18½	18½	19	30½	17½	1,332	24,309
Plough Inc.	PLO	N	68	64½	61½	72½	57½	7,892	493,250
Post Corp.		O	19	19½	17½	40	14½	566	10,754
Rollins	ROL	N	37½	35½	36½	39½	30½	7,981	287,316
Rust Craft	RUS	A	25½	26½	27½	38½	25½	1,168	31,956
Storer	SBK	N	31½	31½	27½	62	24½	4,220	116,050
Time Inc.	TL	N	46	44½	43½	100½	36½	7,238	332,948
Wometco	WOM	N	19	18½	19½	23½	16½	5,683	117,922
						Total		104,942	\$2,864,576
CATV									
Ameco		A	8½	8½	8½	14½	7½	1,200	10,800
American TV & Commun.	ACO	O	13½	13½	13½	15½	11	1,775	25,738
Cablecom-General	CCG	A	9½	10½	10½	12½	9½	1,605	17,013
Cable Information Systems		O	2	2½	2	5	2½	955	3,343
Columbia Cable		O	9½	9½	9½	15½	9½	580	5,429
Cox Cable Communications		O	12½	12½	13	22	13½	3,550	47,925
Cypress Communications		O	10	10	10	23	10½	808	8,080
Entron		O	2½	2½	2½	10½	3½	607	1,894
General Instrument Corp.	GRI	N	35	36½	34½	43½	26	6,028	227,557
H & B American	HBA	A	15	14½	14½	20½	11½	5,016	70,826
Sterling Communications		O	5	5½	6	10½	5½	500	3,125
Teleprompter	TP	A	60	56½	56	70½	46	1,006	54,324
Television Communications		O	10½	11½	10½	20½	11½	2,090	25,603
Vikoa	VIK	A	24½	24½	23	33½	20	1,795	40,388
						Total		27,515	\$542,045

that, he said last week, "a chief executive is expendable." He added, however, that whether or not Mr. Kerkorian keeps him on, "Mr. Kerkorian will find a good management team at MGM." Earlier, Mr. Kerkorian had said he could provide MGM with "better management than it now has."

The company had a loss of approximately \$25 million at the end of fiscal 1969 ended Aug. 31.

In view of this loss, the board of directors met Sept. 25 and omitted the declaration of dividend on the company's common stock for the fourth quarter of its fiscal year. No dividend had been paid for the third quarter, either.

Mr. Kerkorian's influence may be felt when the stockholders vote for a new board of directors at the annual meeting

in January. MGM has 17 directors, but there will be five vacancies at that time.

In a surprise move, MGM last week announced that it had named Kenneth Hyman to head its International Productions. Mr. Hyman formerly was executive vice president in charge of production at Warner Bros.-Seven Arts.

Mr. Hyman will be working in MGM's London office. Asked about MGM's involvement in television production in England, he said it is too early to predict anything, but that the company will "surely become more involved in that area."

Company reports:

Collins Radio Co., Dallas, broadcast equipment manufacturer, reported declines in sales and net income for the

fiscal year. The company also declared a regular quarterly dividend of 20 cents per share, payable Oct. 13 to stockholders of record Sept. 29.

For the year ended Aug. 1:

	1969	1968
Earned per share	\$3.01	\$4.44
Sales	400,233,000	447,026,000
Net income	8,932,000	13,014,000

Music Makers Group Inc., New York, creator of music for advertisers, producer of radio and TV programming-production packages and minority stockholder of WFEA(AM) Manchester, N.H., reported a 28% increase in revenues and a 42% increase in net income for the year ended June 30:

	1969	1968
Earned per share	\$0.55	\$0.50
Revenues	3,336,570	2,604,928
Net Income	301,220	212,766
Average shares outstanding	546,958	426,271

Star Broadcasting Group Inc., Omaha

	Stock Symbol	Ex-change	Closing Sept. 25	Closing Sept. 18	Closing Sept. 11	1969 High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	34	34½	33½	42	25	5,863	193,479
Commonwealth United*	CUC	A	—	—	—	24¾	8½	12,428	132,000
Disney	DIS	N	97½	94	86	98	69¾	4,381	370,195
Filmways	FWY	A	24½	23¾	25¾	38¾	19½	1,244	32,145
Four Star International		O	5½	5	4¾	10	3¾	666	3,330
Gulf and Western	GW	N	21¾	21¾	21¾	50¾	19	16,426	386,011
Kinney National	KNS	N	27¼	25¾	24¾	39¾	19	5,940	158,895
MCA	MCA	N	21¾	22¾	25¾	44¾	23¾	8,059	202,442
MGM*	MGM	N	—	41¾	41	44¾	25	5,801	224,789
Transamerica	TA	N	24	27	27¾	38¾	23	61,869	1,732,332
Trans-Lux	TLX	A	19¾	21¾	21¾	58¾	20	979	23,104
20th Century-Fox	TF	N	20¾	21¾	22	41¾	16¾	8,155	154,945
Walter Reade Organization		O	9¼	9¼	9	15¾	8	2,083	18,747
Wrather Corp.		O	8¼	8¼	7¾	23	8¾	1,760	14,291
							Total	135,654	\$3,646,705
Service									
John Blair	BJ	N	24¼	24¼	22¼	28¼	17¾	2,667	61,341
Comsat	CQ	N	48¼	48¼	47¾	55¾	41¾	10,000	485,000
Creative Management		O	12¾	12¾	12	20¾	8¾	1,020	13,260
Doyle Dane Bernbach		O	20¾	20¾	21	32¾	21¾	2,104	45,762
Foote, Cone & Belding	FCB	N	13¾	11¾	11¾	15¾	11	2,147	24,390
Grey Advertising		O	14¾	14¾	15	18¾	13	1,163	17,445
MovieLab	MOV	A	6¾	6¾	6¾	14¾	6¾	1,407	10,018
MPO Videotronics	MPO	A	8¾	8¾	9¾	22¾	8¾	548	5,129
Nielsen		O	29¾	29¾	28¾	37¾	28¾	5,240	157,200
Ogilvy & Mather		O	22¾	22¾	20¾	35	17¾	1,090	23,435
Papert, Koenig, Lois	PKL	A	12¾	14	14¾	30¾	10¾	723	10,303
J. Walter Thompson		O	32¾	30¾	26¾	41	24¾	2,778	73,617
Wells, Rich, Greene		O	9¾	9¾	9¾	18	8¾	1,501	14,635
							Total	32,388	\$941,535
Manufacturing									
Admiral	ADL	N	16	15¾	15¾	21¾	14¾	5,110	77,928
Ampex	APX	N	45¼	45¼	42¾	47¾	32¾	10,776	527,826
General Electric	GE	N	85¾	83¾	84¾	98¾	81	91,025	7,623,344
Magnavox	MAG	N	43¾	46¾	47¾	56¾	41	16,561	790,788
3M	MMM	N	112¾	109¾	108¾	115¾	94	54,521	5,820,117
Motorola	MOT	N	140¾	142	136¾	149	102¾	6,148	811,536
RCA	RCA	N	41	40¾	39¾	48¾	35¾	62,713	2,310,347
Reeves Industries	RSC	A	5¾	5¾	4¾	10¾	4¾	3,443	17,628
Visual Electronics	VIS	A	10	10¾	10¾	37	9¾	1,326	13,260
Westinghouse	WX	N	57	57¾	57¾	71¾	53¾	38,647	2,264,714
Zenith Radio	ZE	N	42¾	41¾	39¾	58	35¾	18,965	734,894
							Total	309,235	\$20,992,382
							Grand total	671,556	\$31,127,751
Standard & Poor Industrial Average			94.77	103.60	103.50				

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

Shares outstanding and capitalization as of August
* Trading temporarily suspended.

based group broadcasters, reported a 20% increase in revenues and a 205% increase in net income for the year ended June 30:

	1969	1968
Earned per share	\$0.46	\$0.15
Revenues	2,803,383	2,354,000
Net income	211,238	67,034

Reeves Telecom Corp., New York, group broadcaster, multiple CATV owner and producer of television programs, reported record revenues but a decline in net income for the six months ended June 30:

	1969	1968
Earned per share	(\$0.13)	\$0.16
Gross revenues	10,096,000	7,195,000
Net income	(268,000)	370,000

Note: 1968 figures are restated to reflect acquisitions treated as pooling of interest.

Television Communications Corp., New York, group CATV owner and applicant to purchase WBNB-TV Charlotte Amalie, V. I., reported a record 19% increase in sales and a record 127% increase in net income for the year ended July 31:

	1969	1968
Earned per share	\$0.23	\$0.11
Sales	4,574,000	3,848,000
Net income	536,000	236,000

Columbia Pictures Industries Inc., New York, producer and distributor of motion pictures and television programs, reported declines in both revenues and net income for the fiscal year.

A. Schneider, president of the parent company, of which Columbia Pictures Corp. and Screen Gems Inc. are divisions, said lowered earnings had been anticipated but added that fiscal 1969 "stood up well in comparison to any of the corporation's better years." He noted that fiscal 1968 net income was "the highest in history," and voiced optimism that the current fiscal year would show improvement over last year.

For the year ended June 28:

	1969	1968
Earned per share	\$1.03	\$1.93
Revenues	206,244,000	248,178,000
Net income	5,903,000	10,351,000

Who traded stock during August

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for August (all common stock unless otherwise indicated):

- Ampex Corp.—W. E. Roberts exercised option to buy 7,000 shares, giving him a total of 24,182 held personally, 5,350 held by wife and 7,268 held in trusts. Walter P. Weber exercised option to buy 100 shares, giving him a total of 1,445.
- Avco Corp.—G. Keith Funston bought 100 shares, giving him a total of 200.
- John Blair & Co.—John P. Blair bought 100 shares, giving him a total of 112,250 held personally and 1,000 held by wife.
- Capital Cities Broadcasting Corp.—Following are exercise of options: P. R. Beuth bought 4,000 shares, giving him a total of 11,524. Robert W. Gelles bought 500 shares, giving him a total of 1,800. Robert K. King bought 4,000 shares, giving him a total of 16,850.

- Columbia Pictures—Leo Jaffe sold 10,000 shares, leaving 80,324 held personally, 1,749 held by wife, 96 held by daughter and 407 held in retirement fund.

- Corinthian Broadcasting Corp.—C. Wrede Petersmeyer bought 5,000 shares, giving him a total of 105,000 held personally and 1,200 held by children.

- Cowles Communications—John H. Perry Jr. bought 348,937 shares. He also owns 228,500 shares through a trust.

- Cox Cable Communications—Marcus Bartlett sold 100 shares, leaving 400.

- Cypress Communications—David Graham bought 16,192 shares through trading account and sold 8,743 shares through trading account, giving him a total of 57,372 held through trading account and 1,193 held personally.

- Walt Disney Productions—S. C. Olin exercised option to buy 500 shares, giving him a total of 1,698.

- Doyle Dane Bernbach—William Bernbach sold 10,088 shares, leaving 120,981. Mrs. William Bernbach sold 119 shares, leaving 153,184. Suzanne Brock bought 5,000 shares, giving her a total of 6,000. Ned Doyle sold 148,769 shares personally and sold 10,900 shares through foundation, leaving 90,079 shares held personally and none held through foundation. Mrs. Ned Doyle sold 1,000 shares, leaving none. Marvin Honig bought 5,000 shares, giving him a total of 5,140.

- Robert H. Levenson bought 10,000 shares, giving him a total of 17,374. Sidney Myers bought 7,000 shares and sold 600 shares, giving him a total of 10,786. L. Sirowitz bought 3,000 shares, giving him a total of 15,000 held personally and 300 held by wife and children.

- Entron Inc.—Boston Herald-Traveler Corp. sold 9,187 warrants, leaving 18,593 warrants. Boston Herald-Traveler Corp. acquired 9,187 shares, giving it a total of 287,189 shares.

- Filmways Inc.—Following shares were acquired through bonus plan: J. Nicolaidis, 400; R. R. St. Johns, 3,000, and J. R. Schoemer III, 400.

- Fuqua Industries Inc.—Robert S. Divine bought 3,000 shares. J. B. Fuqua bought 20,000 shares, giving him a total of 416,000 held personally. 400 held by wife as custodian and 3,046 held in trust. James A. Goese bought 4,000 shares. E. D. Kenna bought 10,000 shares, giving him a total of 10,010. L. P. Klamon bought 4,000 shares.

- Grey Advertising—Ben Alcock bought 650 shares, giving him a total of 11,525.

- Gulf & Western Industries—Phillip J. Levin bought 5,000 shares, giving him a total of 284,949. Mrs. Phillip J. Levin bought 5,000 shares, giving her a total of 310,052.

- Kinney National Service Co.—Allan B. Ecker bought 750 series C convertible preferred shares.

- Lamb Communications—J. Edward Goff bought 1,000 class A shares.

- MCA Inc.—Max Adler sold 200 shares, leaving 126,550 held personally. 1,900 held by wife, 4,051 held in trusts and 2,250 held by foundation. Bob R. Baker received 7,500 shares from stock plan. Mrs. Baker has 20 shares. Ralph C. Franklin bought 5,000 shares, giving him a total of 5,150. Edd Henry received 5,000 shares as compensation, giving him a total of 22,065. D. L. Ritchie received 25,000 shares as compensation, giving him a total of 35,250. Sidney J. Sheinberg received 25,000 shares as compensation, giving him a total of 26,500. Ned Tanen received 25,000 shares as compensation, giving him a total of 25,900.

- Metromedia Inc.—C. M. Weber bought 200 shares personally and bought 40 shares as custodian, giving him a total of 1,850 held personally and 71 held as custodian.

- 3M Co.—Ralph H. Dwan sold 200 shares through trusts, leaving 894,009 held through trusts. 1,000 held personally and 1,900 held by wife. C. B. Sampair sold 200 shares, leaving 18,949 held personally, 4,735 held by wife and 2,663 held by wife as custodian.

- Motorola Inc.—Following are exercise of options: John T. Hickey bought 1,200 shares, giving him a total of 2,200 held personally, 99 held by wife and 639 held as custodian. Homer L. Marrs bought 1,000 shares, giving him a total of 2,100. E. P. Vanderwicken bought 1,000 shares, giving him a total of 1,500.

- National General Corp.—Herbert A. Allen sold 4,500 shares through trusts, leaving 1,900 held through trusts and 6,600 held personally.

- PKL Co.'s John Collins sold 200 class A shares, leaving none. Santo Critelli exercised option to buy 450 class A shares. William Dowling bought 5,000 class A shares. Norman Grulich sold 300 class A shares, leaving 37,863 class A shares held personally and 9,510 class A shares held by members of family. Frederic Papert sold 6,000 class

- A shares, leaving 65,026 class A shares held personally and 34,000 class A shares held in trusts. John Shima exercised option to buy 300 class A shares, giving him a total of 600 class A shares. Bernard Shlossman exercised option to buy 3,400 class A shares, giving him a total of 3,415 class A shares.

- RCA Corp.—R. L. Werner exercised option to buy 110 shares, giving him a total of 30,000.

- Reeves Telecom Corp.—E. L. Glockner bought 1,300 shares, giving him a total of 102,352. Morris Schechter sold 1,500 shares, leaving none.

- Rollins Inc.—John W. Rollins sold 12,500 shares, leaving 902,640 held personally, 7,494 held as custodian and 3,250 held by wife. O. Wayne Rollins sold 8,800 shares, leaving 3,324,440.

- Rust Craft Greeting Cards—John J. Laux bought 100 shares, giving him a total of 29,465 held personally and 7,744 held by wife.

- Sonderling Broadcasting—Alan Henry exercised option to buy 1,000 shares, giving him a total of 4,500. Mason A. Loundy sold 900 shares, leaving 45,900.

- Storer Broadcasting Co.—A. A. Church bought 100 shares, giving him a total of 5,300 held personally, 10 held by trust and 400 held by wife. Mr. Church also bought \$10,000 of 4½% convertible subordinated debentures. Merrill B. Johns Jr. bought 4,000 shares, giving him a total of 5,000. Terry H. Lee bought 1,000 shares, giving him a total of 12,200 held personally and 100 held by wife. Bill Michaels bought 3,100 shares, giving him a total of 23,100. George B. Storer bought 600 shares, giving him a total of 833,201. F. W. Sullivan bought 900 shares, giving him a total of 10,500.

- Taft Broadcasting Co.—E. C. D'Angelo Jr. bought 2,000 shares, giving him a total of 5,023 held personally and 25 held as custodian. L. D. Bolton II bought 1,000 shares, giving him a total of 4,092. D. L. Chapin bought 2,000 shares, giving him a total of 4,056 held personally and 21 held as custodian. L. H. Rogers II bought 3,500 shares, giving him a total of 13,723 held personally, 1,212 held in trust, 800 held by wife and 241 held by wife as custodian. William H. Hansher bought 2,000 shares, giving him a total of 3,070 held personally and 18 held by wife. S. T. Johnston bought 2,000 shares, giving him a total of 7,346 held personally, 226 held by wife and 940 held as custodian. John L. McClay bought 2,500 shares, giving him a total of 5,640 held personally and 5 held as custodian.

- Charles S. Mechem Jr. bought 4,000 shares, giving him a total of 4,501. Dorothy S. Murphy bought 2,500 shares, giving her a total of 13,458. Roger E. Read bought 1,000 shares, giving him a total of 2,235. R. T. Schlinkert bought 2,000 shares, giving him a total of 3,936. Thomas P. Sheburne bought 1,000 shares, giving him a total of 1,009.

- F. H. von Stade bought 2,000 shares, giving him a total of 5,259. Dudley S. Taft bought 1,000 class A shares, giving him a total of 2,750 class A shares held personally and 108,740 class A shares held as co-executor. Robert C. Wiegand bought 2,000 class A shares, giving him a total of 3,733 class A shares.

- Technicolor Inc.—R. M. Bianco bought one share and sold 1,200 shares, leaving none. W. G. Rabe bought 180 shares, giving him a total of 700. Mr. Rabe also bought 500 shares through a company.

- Teleprompter Corp.—Jay Gartenlaub exercised option to buy 400 shares. Eugene Weinrich exercised option to buy 700 shares, giving him a total of 1,800.

- 20th Century-Fox Film Corp.—D. F. Zanuck bought 10,000 shares, giving him a total of 85,608 held personally, 10,000 held by wife and 102,608 held in trusts.

- Vikoa Inc.—Robert Baum bought 2,000 shares and sold 3,000 shares, leaving 192,876 held personally, 118 held by wife, 1,250 held as custodian and 219,011 held in trusts. A. L. Danzig bought 2,000 shares, giving him a total of 2,552. Elliot B. Paley bought 2,000 shares, giving him a total of 2,977.

- Walter Reade Organization Inc.—A. M. Flanders Jr. received 200 shares as bonus, giving him a total of 800. S. L. Highleyman bought 2,800 shares, giving him a total of 3,808. Mr. Highleyman also bought 100 of \$4.55 cumulative convertible preferred shares. Nick Schermphorn received 400 shares as bonus, giving him a total of 5,400.

- Wometex Enterprises—Investors stock fund bought 10,000 shares, giving it a total of 53,900. The fund also owns \$2.5 million of 5½% convertible subordinated debentures.

- Zenith Radio Corp.—Walter C. Fisher exercised option to buy 2,000 shares, giving him a total of 7,100.

Medical is newest name in broadcast

Basic Communications enters merger deal with entertainment-oriented company

Group-broadcaster Basic Communications Inc., New York, has merged with Medical Investment Corp., a Minneapolis-based diversified communications, entertainment and marketing-services complex, for cash and stock valued at \$6,850,000.

At the same time, the boards of directors of Medical Investment Corp. and Twentieth Century-Fox Film Corp. approved an agreement for Fox to acquire 45% voting interest in Medical Investment Corp. through an exchange of \$4 million of Fox convertible stock and warrants.

Under the merger agreement, which is subject to FCC approval, Medical Investment Corp. will issue \$1.5 million in cash and 389,091 common shares, based on a value of \$13.75 per share, for Basic Communications—owner of WIGO(AM) Atlanta; WYDE(AM) Birmingham, Ala., and WVVA-AM-FM Wheeling, W. Va. The Wheeling stations produce and stage the 34-year-old *WVVA Jamboree*, a weekly country-music show in Wheeling. On Sept. 9, Basic Communications purchased that city's Capital Theater to stage the show.

Basic will be operated under its president and 50.8% owner, Emil Mogul, who will also become senior vice president of Medical Investment and is proposed as a member of the company's board of directors. Basic Communications had revenues last year of over \$2 million.

Thomas K. Scallen, president of Medical Investment, said the proposed acquisition is a natural extension of the company's activities in the field of communications, adding that under Mr. Mogul's leadership it intends to further expand its activities by acquiring additional radio and television stations and CATV facilities.

Despite its name, Medical Investment is a diversified company which owns Shipstads and Johnson Ice Follies; Blaine Thompson Co., a New York advertising firm oriented to the entertainment industry which handles a majority of advertising for Broadway shows and other entertainment, and Royal Typographers Inc., a New York firm which does typesetting primarily for the advertising industry. It also has interests in banking, land development and the leasing of medical equipment.

Medical Investment, which is traded over the counter, earned \$415,000 or 66 cents per share on revenues of \$7,236,000 for the six months ended June 30, 1969. This compares with last year's net income of \$195,000 or 31

cents per share on revenues of \$4,430,000.

All the Basic Communications stations operate full time—WIGO(AM) on 1340 kc with 1 kw day and 250 w night, WYDE on 850 kc with 10 kw day and 1 kw night and WVVA on 1170 kc with 50 kw. The Wheeling FM operates on 98.7 mc with 7.4 kw and an antenna height of 470 feet above average terrain.

Brokers handling the transaction were Kleiner, Bell & Co. and Adams Broadcasting Services.

Earlier this year, Basic withdrew from a proposed \$18-million merger agreement with West Michigan Telecasters (WZZM-FM-TV Grand Rapids, Mich.) and the *Birmingham* (Mich.) *Eccentric* and Averill Press (BROADCASTING, March 17). The other parties continued with their merger plans and the FCC approved the merger Sept. 17. Under the plan, West Michigan will form a holding company, Synergistic Communications Corp., 55%-owned by West Michigan stockholders and 45%-owned by three new stockholders—Henry M. Hogan Jr., Paul Neal Averill and Elinor Bunin. Mr. Hogan will exchange his 98% of the *Eccentric* and 100% of a Michigan commercial printing company for 41.84% of Synergistic. Mr. Averill will exchange his 2% of the *Eccentric* for 2.5% of Synergistic and Elinor Bunin will exchange her company (which creates and produces graphic designs and films for television and motion pictures) for 2.5% of the new company.

Financial reports:

■ Combined Communications Corp., Phoenix-based group broadcaster, has reached an agreement in principle to acquire Neagele Outdoor Advertising of Kansas City Inc. for 148,000 Combined

Communications common shares. The company acquired Neagele Outdoor Advertising of Detroit earlier (BROADCASTING, April 21).

■ Filmways Inc. and Skye Recording Co., both New York, have announced termination of their agreement for acquisition of Skye by Filmways (BROADCASTING, Aug. 4).

■ Signal Co.'s Inc., Los Angeles, has filed a registration statement with the Securities and Exchange Commission offering \$100 million of sinking fund debentures for public sale. Net proceeds will be added to general funds. Signals Co.'s is engaged in oil and gas business, manufacture and sale of aerospace and industrial products and the manufacture and sale of motor trucks. It also owns 49.9% of Golden West Broadcasters, group station owner.

Time Inc. sets up new film division

Time Inc., New York, publisher, group broadcaster and CATV owner, announced last week an agreement in principle to acquire Peter M. Robeck & Co., New York-based primary distributor of British Broadcasting Corp. television programs.

The acquisition would be made through an exchange of 13,500 shares of Time common stock, worth more than \$600,000, for all outstanding stock of the Robeck Co.

The Robeck organization would serve as the core of a new division of Time, to be known as Time-Life Films, with Mr. Robeck as managing director and Frank White, formerly associate director of Time's corporate development department, as associate director of the new division. Time-Life Films plans to continue working with the BBC after the acquisition, Time chairman Andrew Heiskell said in announcing the merger plan.

Time-Life broadcast stations are KLZ-AM-FM-TV San Diego, KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

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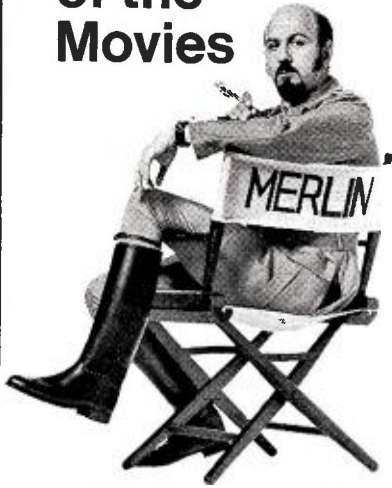
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Broadcast advertising

John Schneider III, with National Brewing Co., Baltimore, appointed corporate advertising manager for Colt 45 Malt Liquor and brewery's regional brand beers. He will also have advertising responsibility for Baltimore Orioles baseball club and Laco Corp., producer of waxes, cleaners and olive oil products. Both are subsidiaries of National Brewing Co.

Frederic Cuba, associate director of research, **Charles F. Frost**, account supervisor, **Jack D. Hill**, media research director, **Jane Maas**, copy group head, **Sanford Roth**, art group head, and **Terry Stern**, copy group head, all with Ogilvy & Mather, New York, elected VP's.

Pat Kenney, assistant advertising manager, Alberto-Culver Co., Melrose Park, Ill., joins WEWS(TV) Cleveland, as national sales manager.

David H. Means, VP and account supervisor, N. W. Ayer & Son, Philadelphia, elected VP and management supervisor.

Richard Schaller, local sales manager, KHON-TV Honolulu, appointed general sales manager.

Thomas G. Roche, with NBC Spot Sales, New York, joins Edward Petry & Co., Chicago office, as group sales manager.

Johnny Jacobs, general manager, WKTC(AM) Charlotte, N.C., appointed corporate sales manager of Action City Broadcasting Corp., parent company.

Bill Sommers, with RKO Radio Representatives, Los Angeles office, named western sales manager, FM sales division, RRR.

Elton L. Spitzer, director of sales, WFMF(FM) Chicago, joins WRFM(FM) New York as director of special projects, including development of special sales campaigns.

Verne Reynolds, manager of Seattle office, Lennen & Newell, named VP-client services for Alaska, Washington and Oregon. He is succeeded by **Harry McCoy**, VP and account supervisor in L&N's San Francisco office. **Stanley E. Yudin**, assistant media director, L&N, New York, appointed associate media director.

Jerrold M. Marshall, with H-R Representatives, Philadelphia, joins radio division of Edward Petry & Co. as manager of office there.

Roberta vonCantz, co-founder of Colgan - Shimer - vonCantz, Philadelphia

agency, named president. She succeeds **W. Robert Shimer**, also co-founder, who retains position of chief executive officer with responsibilities in creative development.

Arnold Kusnetz, research supervisor, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt there as research account manager.

Stanley J. Bodner and **John U. Hill**, account supervisor, Bishopric/Green/Fielden, Miami, named VP's.

Jose Luis Amador, with KUKA(AM) San Antonio, Tex., named VP and sales manager.

James Parker, with WJAC-AM-FM Johnstown, Pa., appointed sales manager.

Charles M. Bell, local sales manager, WRCH(AM) New Britain, Conn., joins WCAS(AM) Cambridge, Mass. as sales manager.

John S. Lotz, commercial manager, KWK(AM) St. Louis, and **Thomas V. O'Connell** with WEWS(TV) Cleveland, joins WKBF-TV Cleveland as general sales manager and local sales manager, respectively.

Paul Theriault, senior executive, WNEW-FM New York, appointed station's director of New York sales.

Rudy Fiala, **Chuck Kollwe**, **Mike Mangano** and **Hal Silverman**, copy supervisors, Doyle Dane Bernbach, New York, named VP's.

Andy Sandersier, with KGGM(AM) Albuquerque, N.M., appointed general sales manager.

Thomas J. Price, formerly sales-service coordinator, KHJ-TV Los Angeles, joins Tempo Enterprises, Hollywood commercial film-production company, as director of creative services.

Marvin Greenbaum, associate director for advertising and marketing, Columbia direct-marketing services division of CBS, New York, joins Edward McLean & Co. agency there as director of production services.

Ray Rhodes, director at KFAQ(AM) San Francisco, forms Ray Rhodes & Co., media representatives with offices at 68 Post Street, San Francisco. Phone 981-1833.

Betty Neimy, with CBS Television Stations National Sales, New York, appointed coordinator of New York office.

Herb Levitt, sales promotion art director, Wells, Rich, Greene, New York, named to head new promotion services

department of The Lampert Agency there.

Media

Robert F. Klein, general sales manager, KNEW(AM) Oakland, Calif., named VP and general manager.

Walt Kearsy, VP and general manager, WBRK(AM) Pittsfield, Mass., resigns to pursue career in travel business and other interests. No successor has been named.

V. James Moore, secretary-treasurer, Mullins Broadcasting Co., Denver, also named VP. **Jerry Robinson**, business manager of Mullins' KBTR(AM) and KBTW(TV) both Denver, and **Charles Haskell**, company VP, also appointed assistant treasurer and assistant secretary of company, respectively.

Marshall Coe, with KUKA(AM) San Antonio, Tex., named executive VP and station manager.

Edward Bergman Jr., Midwest sales manager for Chain Store Age Magazines, Chicago-based subsidiary of Lebharr-Friedman Inc., New York, named VP and general manager of Leesburg (Fla.) Cablevision Inc., also Lebharr-Friedman subsidiary.

Theodore R. Lon, formerly business manager, WCAO(AM) Baltimore, joins WKBD-TV Detroit in same capacity.

Karen Layland, director of communications center of National Council of Churches, New York, joins National Association of FM Broadcasters there as administrative director.

Harry Lipson, general manager, WPBN-TV Traverse City and WTOM-TV Cheboygan, elected president, Michigan Association of Broadcasters. Others elected: **John S. Markward**, WOOD-TV Grand Rapids, VP; **Jay Watson**, WJBK-TV Detroit, secretary-treasurer.

Morris DeLisser, co-director of co-operative college development program, Phelps Stokes Fund, New York, joins CBS there as staff executive for minority-management resources, management resources department. His duties will include executive placement of and manpower planning for minority-group personnel.

Jerome W. Morris, VP secretary-treasurer and business manager of KTAR-

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13 named at Cox

Marcus Bartlett, VP of Atlanta-based Cox Broadcasting Co.'s technical publishing, program production and distribution, and services divisions and CATV affiliate, Cox Cable communications Inc.; **Frank Gaither**, VP, broad-



Mr. Bartlett



Mr. Gaither



Mr. Kirkland

cast division; and **Clifford M. Kirkland Jr.**, VP and secretary-treasurer of corporation, all named executive VP's of their respective divisions. **James M. Rupp**, **Michael S. Kievman** and **Ernest L. Adams**, with Cox Broadcasting's broadcast division, named corporate VP's of marketing, programing and engineering, respectively.

Station general managers **Don Elliott Heald**, WSB-TV Atlanta; **Elmo Ellis**, WSB-AM-FM, Atlanta; **Stanley G. Mouse**, WHIO-AM-FM-TV Dayton, Ohio; **C. George Henderson**, WSOC-AM-FM-TV Charlotte, N.C.; **Roger D. Rice**, KTVU-TV Oakland-San Francisco; **Leonard A. Swanson**, WHC-TV Pittsburgh; and **James W. Wesley**, WIOD-AM-FM Miami, all Cox Broadcasting Co. stations, also named station VP's.

AM-FM Phoenix, appointed controller of KOOL-AM-FM-TV that city.

Harry C. Butcher, former broadcaster and cable TV operator, becomes chairman of executive committee of weekly *Goleta* (Calif.) *Sun*, scheduled to become five-day-a-week daily. Mr. Butcher, was CBS Washington VP before World War II, founded KIST(AM) and was involved in establishment of KEYT-TV both Santa Barbara, Calif.; and was owner of KIVA(TV) Yuma, Ariz., as well as pioneer in cable TV, all in post-war years. He has sold his remaining 5% interest in Cable TV of Santa Barbara to majority stockholder Philadelphia Bulletin Co.

Henry J. Davis, director of TV program development for Storer Broadcasting Co., Miami Beach, appointed

to newly created position of station manager at Storer's WITI-TV Milwaukee.

Programing

S. Reynolds Parke III, eastern sales manager, ABC-TV, New York, joins Metromedia Producers Corp. there as VP in charge of national sales.

M. Kenneth Hyman, executive VP in charge of worldwide production, Warner Bros.-Seven Arts, Burbank, Calif., named VP in charge of European production for MGM (see page 78 C).

Murray Horowitz, director of creative services, Independent Television Corp., New York, named VP-creative services.

Morris Goldschlager, general attorney for theaters, real estate and motion-picture production, ABC, New York, joins Filmways Inc. there as VP and director of legal affairs.

Ira Barmak, producer-writer of *Game Game*, new series, for Chuck Barris Productions Inc., Hollywood, joins CBS Enterprises Inc. to direct development of new syndicated TV programing. He will have offices at both CBS Enterprises, New York, and Ira Barmak Enterprises, Hollywood.

Robert T. Quinlan, VP and general

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manager of Telewest Productions, San Francisco, appointed production and remote sales manager for mobile-unit operation of KBSC(TV) Corona, Calif.

Thomas H. Darrah, with WJAC-AM-FM Johnstown, Pa., appointed program director.

Jim Michaels, with WMNI(AM) Columbus, Ohio, appointed program director.

John Pearson, director of international operations and Latin American sales for syndication division of Paramount Television, Hollywood, resigns. **Don Joannes**, eastern regional sales manager for syndication division, appointed domestic sales manager. **Robert F. Neece**, director of southern sales operations, appointed national spot sales manager.

Jack James, director, WREX-TV Rockford, Ill., joins WCCO-TV Minneapolis-St. Paul as producer-director.

Tom Swift and **Timothy Powell**, co-production directors, KMPX(FM) San Francisco, appointed program director and music director respectively.

William J. Wilson, with The Christophers, New York, appointed associate director with responsibilities including Christophers' radio and TV programs.

Norman Fein, formerly news manager, WKBS-TV Burlington, N.J.-Philadelphia, joins WABC-TV New York as associate producer.

D. William Robinson, marketing manager, motion-picture products, 3M Co., St. Paul, joins Thomas Craven Film Corp., New York, as executive producer.

News. He succeeds **James Holton**, appointed director of TV special coverage, NBC News (BROADCASTING, Sept. 1). Mr. Kimmel is succeeded by **Charles F. Eldridge**, producer, editor and writer for NBC News, New York. **Stan Major**, writer and producer, NBC Radio News, Chicago, appointed Vietnam correspondent for NBC Radio News.

Norman O. Wagy, news director, Storer Broadcasting Co.'s WJW-TV Cleveland, appointed bureau chief of Storer's expanded Washington news bureau.



Mr. Sylvester

consultant in development of ski programming.

Jerry Bowen, reporter, KSTP-TV St. Paul-Minneapolis, joins WCCO-TV Minneapolis-St. Paul as writer, reporter and newscaster.

William J. Dill, general news supervisor, AP's Chicago bureau, appointed chief of AP's Baltimore bureau. He succeeds **Marvin D. Beard**, who resigns.

Robert H. Johnson Jr., AP bureau chief in Texas, appointed AP's general sports editor. He succeeds **Ted Smits**, who retires.

Carl George, reporter for KABC-TV Los Angeles, joins KNXT(TV) there as newscaster.

Randy D. Covington, newsman for AP in Indianapolis, joins KXYZ-AM-FM Houston as editorial director.

Jerry Oppenheimer, news producer, KYW-TV Philadelphia, joins WMAL-TV Washington in newly created position of executive news producer.

Hi Mayo, with KBRI(AM) Brinkley,

elected chairman of AP Arkansas Broadcasters Association. He succeeds **Jim Pitcock**, with KATV(TV) Little Rock.

Wanda Ramey, newscaster for KPIX(TV) San Francisco, joins KGO-TV there as newscaster.

Rev. Walter Wilson, formerly assistant pastor of First Baptist Church, Lima, Ohio, and news director of WIMA-AM-FM-TV there, joins WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, as night news editor.

Larry Blair, newsman, WTIC-AM-FM-TV Hartford, Conn., joins WCBS(AM) New York, in same capacity.

Bill Rees, newscaster, WCFL(AM) Chicago, joins KQV(AM) Pittsburgh, in same capacity

Douglas Johnson, newscaster WKBS-TV Burlington, N.J.-Philadelphia, joins WABC-TV New York in same capacity.

Robert Cerminara, with WJAS(AM) Pittsburgh, and **David Ellsworth**, with WCUE(AM) Cuyahoga, Ohio, join news department of WGAR(AM) Cleveland.

Rod Carr, managing news editor, WTRY(AM) Troy and WDKC(FM) Albany, joins WNYN-TV Syracuse, all New York, as reporter and newscaster.

Bud Carter, news director, WHB(AM) Kansas City, re-elected president, Missouri Radio-TV News Association. Others elected: **Don Shinkle**, KRCG(TV) Jefferson City, VP; and **Jim Hale**, KTVI(TV) St. Louis, secretary-treasurer.

Ray Rueter, formerly VP for news and special events, WFTV(TV) Orlando, Fla., joins *The News Journal*, Daytona Beach, Fla., as political editor.

Ross Mulholland, with United Broadcast News, Birmingham, Mich., syndicated automotive oriented radio and publishing service, appointed as host of United Broadcast News radio program, *Cars and Comments*. Company has moved general offices from Detroit to Suite 204, 700 Maple East, Birmingham, Mich. 48011.

News

Lou Cioffi, ABC News correspondent and head of Far East bureau, appointed Tokyo bureau chief. He succeeds **Roger Peterson**, who returns to ABC News staff in New York.

Robert L. Kimmel, manager of radio operations, NBC Radio News, New York, appointed manager, NBC Radio

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Promotion

Josh Kane, assistant trade news editor, program and trade publicity department, NBC, New York, appointed to newly created position of manager, program and trade publicity.

Michael B. Levine, PR director, Police Athletic League of New York, joins WMAL-TV Washington as advertising and promotion manager.

Jeff Satkin, assistant to advertising director, Screen Gems, New York, joins Walter Reade Organization there as director of advertising promotion for TV

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division.

Alexander S. Dusek, advertising and sales promotion manager, WBZ-TV Boston, appointed creative services director.

Roy N. Lang, with promotion department, WFGA-TV Jacksonville, Fla., appointed promotion manager.

Equipment & Engineering

James L. Wilson, formerly VP of engineering NBC, New York, joins Philips Broadcast Equipment Corp., Montvale, N.J., audio-video systems division, as VP and general manager.

Howard G. McClure, production manager for TV transmitters, Visual Electronics Corp., New York, joins Gates Radio Co., Quincy, Ill., in newly created position of TV project manager.

Donald J. Degenhardt, studio services manager, broadcast operations and engineering department, ABC, New York, appointed to newly created position of manager of studio services, West Coast. He is succeeded in New York by **J. Deet Jonker Jr.**, production coordinator. **Edward Messina Jr.**, also with ABC broadcast operations and engineering department, New York, appointed to newly created position of assistant director of film services-technical.



Mr. Andre

Mr. Herman

John Andre, marketing manager, Delta Electronics Inc., Alexandria, Va., joins Broadcast Electronics, Silver Spring, Md., as marketing manager for government and systems. **Don Herman** and **Marty Heckman**, with Broadcast Electronics equipment sales, appointed broadcast sales manager and sales promotion manager, respectively.

Charles H. Goris, with Sylvania Entertainment Products, Batavia, N.Y., operating group of Sylvania Electric Products Inc., New York, appointed manager of market development for group.

Fernando Perez, Latin American export sales manager for Telesco International Corp., New York, named international marketing manager for Sparta Electronic Corp. and Jampro Antenna Co., both Sacramento, Calif.-based subsidiaries of Computer Equipment Corp.

Vincent Cilurzo, lighting director for

ABC-TV on both East and West Coasts and **James Kilgore**, lighting director, Lewron TV Inc., Baltimore, join newly opened Los Angeles office of Imero Fiorentino Associates Inc., lighting designers and consultants, as staff lighting directors.

Allied

Cecil L. Richards, with Hamilton-Landis & Associates, Washington, media brokerage firm, named VP.

Alvin Snyder, executive news producer, WCBS-TV New York, accepts appointment as broadcast deputy to **Herbert G. Klein**, director of communications for President Nixon.

Gerald Lukeman, VP in charge of sales, Audience Studies Inc., New York, named to newly created position of executive VP with over-all supervision of ASI offices in Los Angeles, Chicago and New York.

Walter Carlson, formerly VP in charge of corporate communications, Ted Bates & Co., New York, joins Marshall Consultants Inc., executive search company there, as VP and senior consultant.

Arron Kessler, with Career Academy Inc., Milwaukee, occupational education organization, appointed divisional director of northeastern division there. His responsibilities include marketing of Career Academy's radio-TV broadcasting courses.

Charles D. Jacobson, formerly executive VP, Alfred Politz Research Inc., New York, and **Richard Vincent**, manager of research development for *Time* magazine, New York, join Daniel Starch & Staff, Mamaroneck, N.Y., as assistant to president and associate publisher, respectively.

Joseph L. Mahran, assistant treasurer of American Electric Power Co., New York, joins Communications Satellite

Corp., Washington, as controller.

International



Mr. Keeble

named president and managing director.

Hiroshi Sakamoto, manager of foreign relations and program exchange, Nippon Hoso Kyokai (NHK), principal Japanese radio and TV network, granted two-year leave of absence to join International Broadcast Institute, Rome, organization studying contemporary revolution in mass communications, as deputy director. IBI, whose principal funds are now derived from Ford Foundation, opened Rome office in February 1969.

Charles V. Andersen, operations manager of computer-products division of Ampex Corp., Culver City, Calif., named VP-general manager of Europe, Africa and Middle East area of Ampex International, with headquarters in Reading, England. He replaces **James T. Walsh**, who resigns.

Deaths

Quayle B. Smith, 51, communications lawyer, died Sept. 19 at Veterans hospital, Washington, of lung cancer. Mr. Smith practiced law in Washington since 1947, first with Segal, Smith & Hennessey, and from 1960 to 1967 with Pierson, Ball & Dowd followed by one year in private practice. He is survived by his wife, Eleanor, one son, and one daughter.

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As compiled by BROADCASTING, Sept. 16 through Sept. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. —education.

New TV stations

Final actions

- Louisville, Ky.—Kentucky State Board of Education Broadcast Bureau granted UHF ch. 68; ERP 562 kw vis., 112 kw aur. Ant. height above average terrain 810 ft.; ant. height above ground 565.9 ft. P.O. address: c/o O. Leonard Press, 600 Cooper Drive, Lexington, Ky. 40502. Estimated construction cost \$313,470.45; first-year operating cost \$25,000; revenue none. Geographic coordinates 38° 22' 02" north lat.; 85° 49' 53" west long. Type trans. RCA TTV-30A. Type ant. RCA TFU-30JDAS. Legal counsel Krieger & Jorgensen, Washington; consulting engineer none indicated. Principals: Kentucky Authority for Educational TV. O. Leonard Press, executive director, et al. Principals control *WKLE(TV) Lexington, *WKAS(TV) Ashland, *WKGB(TV) Bowling Green, *WKON(TV) Owenton, *WKZT(TV) Elizabethtown, *WFPK(TV) Louisville, *WCVN(TV) Covington, WKHA(TV) Hazard, *WKMA(TV) Madisonville, *WKMR(TV) Morehead, *WKMU(TV) Murray, *WKPI(TV) Pikeville and *WKSO(TV) Somerset, all Kentucky. Action Sept. 15.

Actions on motions

- Hearing Examiner Charles J. Frederick in Santa Fe, N. M. (Santa Fe Television Inc.), TV proceeding, granted petition to intervene by KOAT Television (Doc. 18608). Action Sept. 16.
- Hearing Examiner Forest L. McClenning in Jacksonville, Fla., Miami and Asheville, N. C. (Florida-Georgia Television Inc., et al.), TV proceeding, on examiner's motion, scheduled further hearing conference for Sept. 18, to establish time, place and order of presentation of additional evidence relevant to initial phase of proceeding (Docs. 10834, 17582-4, 18185-6). Action Sept. 11.
- Hearing Examiner Herbert Shartman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, denied joint request by applicants for partial initial decision on issue 5 (Docs. 11083, 17339, 17341-2 and 17344). Action Sept. 10.

Other actions

- Review board in Los Angeles. TV proceeding, Docs. 18602-03, granted motion to extend time to file responsive pleadings to petitions to enlarge issues filed Sept. 15, by Voice of Los Angeles Inc. Action Sept. 17.
- Review board in Jacksonville, Fla., TV proceeding, Doc. 10834, et al., denied petition to enlarge issues filed July 11 by Antwin Theatres Inc. Action Sept. 19.
- Minneapolis—FCC denied applications by Control Data Corp., computer manufacturer, for review of review board actions in two Minneapolis TV proceedings. Control Data alleged it would receive harmful interference from operations to TV trans. Action Sept. 17.

Rulemaking action

- Hagerstown, Md., and Altoona, Pa.—FCC amended TV table of assignment by assigning ch. *68 replacing ch. *31 at Hagerstown and substituted ch. 38 for ch. 31 at Altoona, (Doc. 18592). Action Sept. 17.

Call letter action

- West Virginia Educational Broadcasting Authority, Grandview, W. Va. Granted *WSWP-TV.

Existing TV stations

Final actions

- KTVF(TV) Fairbanks, Alaska—Broadcast Bureau granted license covering permit for changes. Action Sept. 18.
- State Educational Radio and Television Facility Board, Iowa City—Broadcast Bureau granted mod. of CP to change ERP educational TV to 245 kw vis., 24.5 kw aur.; change type trans. and ant., ant. height 1440 ft., condition. Action Sept. 18.
- KSLA-TV Shreveport, La.—Broadcast Bureau granted license covering permit for changes. Action Sept. 28.
- WWTW(TV) Cadillac, Mich. — Broadcast Bureau granted license covering permit for installation of auxiliary ant. system. Action Sept. 18.
- KMOX-TV St. Louis — Broadcast Bureau granted license covering permit for installation of auxiliary ant. at main trans. and ant. location. Action Sept. 18.
- WAKR-TV Akron, Ohio—Broadcast Bureau granted license covering changes. Action Sept. 18.
- WNEP-TV Scranton, Pa.—Broadcast Bureau granted license covering permit for installation of auxiliary ant. at main trans. and ant. location. Action Sept. 18.
- WCSC-TV Charleston, S. C.—Broadcast Bureau granted license covering permit for changes; granted license covering use of

main trans. as alternate main trans. Action Sept. 18.

- KZTV(TV) Corpus Christi, Tex.—Broadcast Bureau granted license covering permit for changes. Action Sept. 18.
- WSVI(TV) Christiansted, St. Croix, V. I.—Broadcast Bureau granted license covering permit for changes. Action Sept. 18.

Actions on motions

- Chief, Broadcast Bureau, on requests by Electric Industries Association and National Association of Broadcasters, extended time for filing comments to Nov. 18 and time for filing reply comments to Dec. 17 in amendment Part 73, Section 73.682(a) of rules to permit inclusion of coded information in TV visual transmissions for purpose of program identification (Doc. 18605). Action Sept. 18.
- Hearing Examiner Basil P. Cooper in San Diego (Gross Broadcasting Co. [KJOG-TV]), TV proceeding, granted request by Broadcast Bureau and rescheduled evidentiary hearing to Oct. 8 (Doc. 18377). Action Sept. 11.
- Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV]), TV proceeding, on request of applicant and respondent party, postponed further prehearing conference to Oct. 21; postponed hearing to Nov. 7; postponed scheduled dates of Aug. 7 and Sept. 15, for commencement and completion of discovery proceedings to later dates to be specified at further prehearing conference (Doc. 18555). Action Sept. 9.
- Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, granted petition by Reeves Telecom Corp. for leave to amend application to reflect election of new member of petitioner's board of directors and acquisition of subsidiary corporation (Doc. 18569-72). Action Sept. 12.

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.
- KAUS-TV Austin, Minn. (Minnesota-Iowa Television Co.) Amendment dated Aug. 1, 1969, amends contract dated July 6, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$300 (\$325 as of Feb. 1, 1970); compensation paid at 30% prime time.
- KVII-TV Amarillo, Tex. (Marsh Media Ltd.), Contract dated July 14, 1969, replaces one dated April 21, 1966; effective Sept. 15, 1969, to Sept. 15, 1971. First call right. Programs delivered to AT&T testboard at Amarillo until microwave system between AT&T testboard at Wichita Falls, Tex., and station's main control room is constructed and in operation. Programs then delivered to AT&T testboard at Wichita Falls. Network rate, \$325; compensation paid at 30% prime time.

NBC

- Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.
- WNEM-TV Bay City-Saginaw-Flint, Mich. (Meredith Corp.). Letter-agreement dated

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,249 ¹	3	7	4,259	73	4,332 ¹
Commercial FM	1,996	0	42	2,038	151	2,189
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	55	177	145 ⁴	322
Total commercial TV	617	2	64	683	161	844
Educational FM	371	0	11	382	43	425
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	14	103	13	116
Total educational TV	160	0	20	180	19	199

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

⁴ Includes two licensed UHF's that are not on the air.

May 6, 1969, assigns contract liabilities of Gerly Broadcasting Co. to Meredith, effective May 1, 1969, as per contract dated Dec. 15, 1967; effective Dec. 15, 1967, to Sept. 8, 1969, and self-renewable for two-year periods thereafter. First call right. Program delivered to station. Network rate, \$1,100; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Start authorized

■ WPUL Bartow, Fla.—Authorized program operation on 1130 kw, 1 kw-D. Action Sept. 12.

Final action

■ Waynesboro, Tenn.—Waynesboro Broadcasting Co. Broadcast Bureau granted 1480 kc; 1 kw-D. P. O. address: Box 395, Waynesboro 38485. Estimated construction cost \$25,317.88; first-year operating cost \$21,200. Revenue \$15,000. Principals: William Thomas Helton Jr. and Askoke K. Ghosh (each 50%). Mr. Helton owns medical supply firm and food market. Mr. Ghosh is medical doctor. Actors Sept. 15.

Actions on motions

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by Click Broadcasting and extended to Sept. 30 time to exchange engineering exhibits and to Oct. 15 time to exchange non-engineering exhibits (Docs. 18526-7). Action Sept. 17.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, granted motion by applicants and continued prehearing conference to Oct. 21; hearing to Nov. 24 (Docs. 18640-1). Action Sept. 17.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says, Inc., Oxbow Broadcasting Corp., John B. Weeks), AM proceeding, granted petition by Oxbow Broadcasting for leave to file supplemental pleading and ordered that all parties may file supplemental proposed findings and conclusions with respect to updated census data as it affects Section 307(b) phase of proceeding, within 10 days of release date of order (Doc. 17571-3). Action Sept. 17.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, on request of Mace, extended to Oct. 31 time for filing initial proposed findings of fact and conclusions and to Dec. 1 for filing replies (Doc. 18225). Action Sept. 15.

Other actions

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted joint motion for extension of time to file oppositions to pending petitions to enlarge issues, filed Sept. 16 by Home Service Broadcasting Corp. and Natick Broadcast Associates Inc. Action Sept. 17.

■ Review board in Kansas City, Mo., AM proceeding, Doc. 18184, oral argument before panel of review board scheduled for Oct. 9 at 10:00 a.m. in Washington. Action Sept. 17.

Call letter applications

■ Lorain Community Broadcasting Co.,

Lorain, Ohio. Requests WIRO.

■ Camuy Broadcasting Corp., P.R. Requests WCHQ.

Call letter actions

■ Kona Coast Broadcasting Co., Kealahou, Hawaii. Granted KKKON.

■ Outer Banks Radio Co., Wanchese, N. C. Granted WOBR.

■ Radio Collinsville Inc., Collinsville, Va. Granted WFIC.

Existing AM stations

Application

■ WAAM Ann Arbor, Mich.—Seeks CP to increase nighttime power to 5 kw; change DA-2 patterns; trans. loc.; ant. system. Ann. Sept. 17.

Final actions

■ Broadcast Bureau granted renewal of licenses to: KASH Eugene, Ore.; KOOK Billings, Mont.; KTRF Lufkin, Tex.; WFEC Harrisburg, WJHM Reading and WISL Shamokin, all Pennsylvania; WWSR St. Albans, Vt. Actions Sept. 15.

■ WGHM Skowhegan, Me.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Sept. 15.

■ WWWC Wilkesboro, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 12, 1970; granted mod. of CP to change trans. location to Woodland Boulevard near West View Drive; conditions. Action Sept. 15.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Superior, Wis. (WWJC Inc. [WWJC]), AM proceeding, granted petition by WWJC for leave to amend application to specify Duluth instead of Superior as location of station and make correlative changes; further ordered amended application removed from hearing and returned to commission's processing line (not by that action accepted for filing); cancelled prehearing conference Sept. 19 (Doc. 19567). Action Sept. 17.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECP] and JFD Broadcasting Co.), AM proceeding, exhibit 1 of Meredith Colon Johnston now being complete, set certain procedural dates and ordered hearing record closed (Docs. 18487-8). Action Sept. 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, on request of applicant, postponed prehearing conference to Sept. 25 (Doc. 18616). Action Sept. 17.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, on request of 1400 Corp., extended date for filing replies to Oct. 6 (Docs. 16813-4). Action Sept. 15.

Fines

■ KFLN Baker, Mont.—FCC notified of apparent liability forfeiture of \$2,000 for non-compliance with station authorization and for rule violations in that station was repeatedly operated from 5:15 p.m. to 6:15 p.m. MST Oct. 27, 28, 29, 30 and 31, 1968; and for violation in that operators on duty from

Oct. 1 through Nov. 15, 1968, did not sign appropriate log when starting duty and again when going off duty. Action Sept. 17.

■ WKVA Lewistown, Pa.—FCC notified of apparent liability forfeiture of \$700 for non-compliance with terms of license by failing to make or log field intensity measurements each seven days; and for violation of rules for excessive modulation. Action Sept. 17.

■ WVOZ Carolina, P. R.—FCC ordered International Broadcasting Corp., Rio Piedras, P. R., to forfeit \$7,500 for repeated failure to observe terms of station authorization, and failure to observe provisions of rules by over-modulating, making fictitious log entries, failing to log external frequency measurements and by failing to reduce power at local sunset on five occasions. Action Sept. 17.

■ KWMC Del Rio, Tex.—FCC notified of apparent liability forfeiture for \$500 for violations in that trans. equipment inspections were performed by operator not holding valid radiotelephone first-class operator license from Oct. 11 through 25, 1968; no entry in maintenance log between Oct. 7 and 19, 1968, which indicates calibration check of remote meters against regular base current meters; and no daily records to indicate that check for proper operation of tower lights was made Oct. 14-19, 1969. Action Sept. 17.

■ WSNO Barre, Vt.—FCC notified of apparent liability forfeiture of \$500 for rule violations in that station was operated after sunset on Nov. 19, 1968, with power of more than 5% above authorized 250 w. Action Sept. 17.

Call letter action

■ KGNS, Southwestern Operating Co., Laredo, Tex. Granted KJAR.

New FM stations

Applications

■ Punta Gorda, Fla.—Charlotte County Broadcasting Corp. Seeks 92.7 mc, 3 kw. Ant. height above average terrain 224 ft. P.O. address: Box 277, Punta Gorda 33950. Estimated construction cost \$20,872; first-year operating cost \$21,000; revenue \$25,000. Principals: John C. Lotz, president, Mary E. Lotz, secretary-treasurer (each 45%), and Ralph W. Lotz, vice president (10%). Principals have respective interests in WCCF-(AM) Punta Gorda. Ann. Sept. 22.

■ Bangor, Me.—Bangor Broadcasting Corp. Seeks 92.9 mc, 15.28 kw. Ant. height above average terrain 741 ft. P. O. address: 7 Main Street, Bangor 04401. Estimated construction cost \$27,114.50; first-year operating cost \$16,800; revenue \$18,200. Principals: Melvin L. Stone, president, et al. Applicant owns WGUJ(FM) Bangor. Ann. Sept. 17.

■ Carlisle, Pa.—Russell C. Lash Seeks 93.5 mc, 3 kw. Ant. height above average terrain 120.6 ft. P.O. address: 215 Garland Drive, Carlisle 17013. Estimated construction cost \$5,855; first-year operating cost \$28,855; revenue \$35,000. Principals: Russell C. Lash, sole owner. Mr. Lash owns automobile dealership and 50% of investment firm. Ann. Sept. 22.

■ New Boston, Tex.—Bowie County Broadcasting Inc. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 366, New Boston 75570. Estimated construction cost \$29,995; first-year operating cost \$12,000; revenue \$15,000. Principals: Andrew Bonham, president (20%), Tip F. Jones, secretary (15%), Richard E. Knox, treasurer (30%), Ellis B. McGee (15%), John H. McCoy and Hiram Shute (each 10%). Mr. Bonham owns radio and TV repair firm. Mr. Jones is cattle raiser. Mr. Knox owns real estate investment firm. Mr. McCoy owns 50% of pharmacy and gift shop. Dr. McGee is physician and owns clinic, hospital and nursing home. Mr. Shute owns 66% of bowling alley, and 50% each of grocery store and car wash. Applicant owns KNBO(AM) New Boston. Ann. Sept. 17.

■ Pleasanton, Tex.—Atascosa Broadcasting Co. Seeks 98.3 mc, 3 kw. Ant. height above average terrain 219 ft. P.O. address: 215 North Main Street, Pleasanton 78064. Estimated construction cost \$28,698.75; first-year operating cost \$12,000; revenue \$15,000. Principals: Ben L. Parker, sole owner. Mr. Parker owns KBOP(AM) Pleasanton, cattle farming operation and office and residential rental company. Ann. Sept. 22.

Starts authorized

■ WGUL-FM New Port Richey, Fla.—Authorized program operation on 105.5 mc,

ERP 1.65 kw, ant. height above average terrain 130 ft. Action Sept. 12.

■ WPOK-FM Pontiac, Ill.—Authorized program operation on 103.1 mc, ERP 3 kw, ant. height above average terrain 185 ft. Action Aug. 29.

■ *KIOS-FM Omaha — Authorized program operation on 91.5 mc, ERP 26 kw, ant. height above average terrain 220 ft. Action Sept. 9.

■ KINT-FM El Paso—Authorized program operation on 97.5 mc, ERP 60 kw, ant. height above average terrain 1,080 ft. Action Sept. 11.

■ WVOW-FM Logan, W. Va.—Authorized program operation on 101.9 mc, ERP 13.5 kw, ant. height above average terrain 830 ft. Action Sept. 12.

Final action

■ Middleton, Wis. — Hudson Broadcasting Corp. FCC granted 106.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Daniel C. Palen, Box 4308, Brookwood Station, Madison, Wis. 53711. Estimated construction cost \$20,300; first-year operating cost \$25,000; revenue \$25,000. Principals: James A. McKenna Jr., sole owner. Mr. McKenna owns KQRS-AM-FM Golden Valley, Minn., WMAD(AM) Madison, Wis., votes all stock for WCMB-FM and 80% of WCMB(AM) both Harrisburg, Pa., 32% of WAWA-AM-FM West Allis, Wis., and is attorney. Action Sept. 18.

Actions on motions

■ Chief, Broadcast Bureau, on request of Grundy County Broadcasters Inc., extended to Oct. 7 time to file replies to oppositions in amendment of Section 73.202 of rules for assignment of ch. 288A to Coal City, Ill. Action Sept. 23.

■ Chief, Office of Opinions and Review, in Macon, Ga. (Middle Georgia Broadcasting Co.) FM proceeding, granted motion by Middle Georgia Broadcasting Co. and extended through Oct. 6 time for filing application for review of review board decision (Doc. 18279). Action Sept. 18.

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp.), FM proceeding, ordered El Camino exhibits 3 and 4 received in evidence, closed record; ordered proposed findings of fact and conclusions of law filed by Oct. 6; reply findings filed by Oct. 20 (Doc. 17648). Action Sept. 12.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding, scheduled certain procedural dates and re-scheduled hearing for Oct. 13 (Docs. 18582-4). Action Sept. 16.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, scheduled certain procedural dates and continued hearing to Jan. 27, 1970 (Docs. 18439-40). Action Sept. 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Birmingham, Ala. (Voice of Dixie Inc., Basic Communications Inc. and First Security and Exchange Co.), FM proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer; scheduled prehearing conference on Oct. 28 and hearing on Dec. 1 (Docs. 18664-6). Action Sept. 12.

■ Chief Hearing Examiner Arthur A. Gladstone in North Syracuse and Syracuse, both New York (WSOQ Inc. and Steven L. Berlin, David M. Krause and Bruce E. Elving), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Oct. 27 and hearing for Nov. 24 (Docs. 18667-8). Action Sept. 18.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), FM proceeding, on request of Big Chief Broadcasting Co. of Lawton, advanced further prehearing conference to Sept. 16 by separate action, scheduled further prehearing conference for Oct. 21 and postponed hearing to Nov. 19 (Docs. 18599-600). Action Sept. 12 and 16.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, granted petition by Jaco Inc. for leave to amend application to modify financial plan with letter dated Aug. 1 from Southwest National Bank and with statement explaining nature and impact of bank letter; denied petition to amend ex-

hibits submitted in hearing (Docs. 18515-6). Action Sept. 9.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Connor Broadcasting Co. and Norman A. Thomas), FM proceeding, granted request by Norman A. Thomas for waiver of rule and accepted notice of publication (Docs. 18547-8). Action Sept. 9.

Other actions

■ Review board in Corydon, Ind. FM proceeding, Docs. 18636-39, granted motion for extension of time filed Sept. 16 by Harrison Radio Inc. Action Sept. 17.

■ Murphy, N. C.—FCC denied petition by Cherokee Broadcasting Co. for reconsideration of commission action July 7 setting aside decision April 11 which granted Cherokee Broadcasting's proposal, and remanding for expedited hearing proceeding on mutually exclusive FM applications of Cherokee and Fannin County Broadcasting Co. (Docs. 17086-7). Action Sept. 17.

Rulemaking petitions

■ KCRV Caruthersville, Mo. — Requests amendment of FM table of assignments to add ch. 276A at Caruthersville. Ann. Sept. 19.

■ Dr. A.J.A. Watzlavick, Schulenburg, Tex. — Requests amendment of FM table of assignments to add ch. 272A at Schulenburg. Ann. Sept. 19.

Rulemaking action

■ WMCL McLeansboro, Ill.—FCC denied request to amend rules to add ch. 292A at McLeansboro and delete ch. 292A at West Frankfort, both Illinois. Action Sept. 15.

Call letter applications

■ Milwaukee Public Schools, Milwaukee. Requests *WYMS(FM).

■ Eastminster Broadcasting Corp., Dover, N. H. Requests WDNH(FM).

Call letter actions

■ Gerler Broadcasting Co., Gainesville, Fla. Granted WGVL(FM).

■ Warren J. Shonert, Falmouth, Ky. Granted WWJS(FM).

■ Tryon Broadcasting Inc., Oneonta, N. Y. Granted WGNR-FM.

■ Bowie County Broadcasting Inc., New Boston, Tex. Granted KNBO(FM).

■ Howard W. Pingree, Centerville, Utah. Granted KSTU(FM).

Existing FM stations

Application

■ *KCCM-FM Moorhead, Minn.—Seeks CP to replace expired permit as reinstated and modified. Ann. Sept. 19.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KLIQ-FM Portland, Ore., to March 31, 1970; KSOO-FM Sioux Falls, S. D., to March 15, 1970; *WFMQ(FM) Lebanon, Tenn., to Dec. 1. Action Sept. 12.

■ Broadcast Bureau granted licenses covering following new stations: WWRH(FM) Columbus, Ga.; WGRF-FM Wellsboro, Pa.; WSWF-FM Seneca Falls, N. Y. Action Sept. 15.

■ WJLN(FM) Birmingham, Ala.—Broadcast Bureau granted CP to change studio location to 101 North 9th St., Birmingham; install new trans.; install new dual polarized ant., make changes in ant. system, ant. height 640 ft.; ERP 100 kw; remote control permitted, condition. Action Sept. 17.

■ *KQED-FM San Francisco—Broadcast Bureau granted license covering ant.-trans. location. Action Sept. 15.

■ KSRF(FM) Santa Monica, Calif.—Broadcast Bureau granted CP to change trans. location to 1700 Ocean Avenue, Santa Monica; change ant.; ant. height 240 ft.; remote control permitted. Action Sept. 18.

■ WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to change ERP to 64 kw. Action Sept. 15.

■ WNUS-FM Chicago — Broadcast Bureau granted CP to install new ant. Action Sept. 18.

■ WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted license covering installation of new ant.; make changes in trans. equipment. Action Sept. 15.

■ WAFM(FM) Angola, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 18. Action Sept. 11.

■ WBTO-FM Linton, Ind.—Broadcast Bureau granted mod. of CP to change ant., ant. height 230 ft., vert. ERP 3 kw, condition. Action Sept. 18.

■ KRNT-FM Des Moines, Iowa—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1970; granted mod. of CP to change type trans., type ant., ERP to 100 kw, ant. height to 510 ft.; remote control permitted. Action Sept. 15.

■ *KVPC(FM) Fairfield, Iowa — Broadcast Bureau granted license covering new station; specify type ant. Action Sept. 15.

■ KDBS-FM Alexandria, La.—Broadcast Bureau granted license covering new station; specify type trans. and ant. Action Sept. 15.

■ Loyola University, New Orleans—Broadcast Bureau granted mod. of FM CP to change type trans., change ant.; change ERP to 95 kw. Action Sept. 16.

■ WHFI(FM) Birmingham, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action Sept. 16.

■ WMDC-FM Hazlehurst Miss. — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Sept. 16.

■ *WCWP(FM) Brookville, N. Y.—Broadcast Bureau granted remote control. Action Sept. 16.

■ WDRK(FM) Greenville, Ohio—Broadcast Bureau granted mod. of license covering change in name of licensee to Lewel Broadcasting Inc. Action Sept. 16.

■ WPOS-FM Holland, Ohio—Broadcast Bureau granted CP to use trans. as auxiliary trans. and to use ant. as auxiliary ant. Action Sept. 15.

■ WWIZ(FM) Mercer, Pa.—Broadcast Bureau granted mod. of CP to change ant. trans. location to Route 1, 0.35 mi. North of Greenfield Charlestown Road; change studio location to 110½ North Pitt Street, Mercer; change ERP to 2.80 kw; change type trans. and ant.; remote control permitted. Action Sept. 18.

■ WDVV(FM) Philadelphia—Broadcast Bureau granted CP to change ant., ERP 11 kw vert.; conditions. Action Sept. 15. Action Sept. 15.

■ WFIL-FM Philadelphia—Broadcast Bureau granted CP to change ant., ERP to 27 kw vert.; conditions. Action Sept. 15.

■ WMMR(FM) Philadelphia—Broadcast Bureau granted CP to change type trans. and auxiliary ant., ERP to 6 kw horz.; ant. height to 600 ft. Action Sept. 15.

■ WPBS(FM) Philadelphia — Broadcast Bureau granted CP to change type ant.; increase ERP to 14 kw; reduce ant. height to 830 ft.; remote control permitted at main trans.; ERP to 7.9 kw at auxiliary trans. Action Sept. 16.

■ WFID(FM) Rio Piedras, P. R.—Broadcast Bureau granted CP to install vert. trans. and ant., ERP 1.5 kw vert. Action Sept. 18.

■ KFMK(FM) Houston—Broadcast Bureau granted CP to change trans.; ERP 18 kw. Action Sept. 18.

■ KBER-FM San Antonio, Tex.—Broadcast Bureau granted CP to install new trans.; install circular polarized ant., ant. height 155 ft., ERP 100 kw; conditions. Action Sept. 16.

■ KFMC(FM) Provo, Utah—Broadcast Bureau granted mod. of CP to decrease ERP to 5 kw at auxiliary trans. Action Sept. 16.

■ KERI(FM) Bellingham, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1970. Action Sept. 16.

■ WBAY-FM Green Bay, Wis.—Broadcast Bureau granted CP to change type trans. and type ant.; ERP 100 kw, ant. height 1080 ft. Action Sept. 15.

■ WFMR(FM) Milwaukee — Broadcast Bureau granted license covering trans., ERP 39 kw Action Sept. 15.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago (application for assignment of license of WFMN(FM) from Gale Broadcasting Inc. to WGN Continental FM Co.), granted request of WGN Continental, and amended examiner's order released Sept. 8, to continue to Sept. 19 date on which applicants will advise counsel for citizens committee

(Continued on page 95)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

RADIO

Help Wanted—Management

Wanted: manager-salesman for small market daytime near Pittsburgh. Stock options available. Box J-174, BROADCASTING.

Established Chicago radio station is seeking a strong general sales manager. Salary open. High incentive. Reply in confidence. Box J-395, BROADCASTING.

Wanted: General manager for small market station at Red Oak, Iowa. Interested in man with sales experience. On air one year. Good opportunity in a fine city. KOAK is owned by a publicly-held corporation (mainly in the newspaper business) which can offer unusual benefits to right person. Contact David Archie, Mid-America Publishing Corp., 251 Jewett Bldg., Des Moines, Iowa 50309. Phone 515-244-7906.

Ready for management? Ownership? KWIK, Pocatello, Idaho, seeks station manager. Salary, commission, override, bonus. #1 rated station with sports, many exclusive features. 15% ownership available in two years. Complete details first letter. No phone calls. Box 2005, Pocatello.

Talent, initiative, and management ability are the three things we need to get one of the most outstanding chain of radio stations in the western United States off the ground. There will be multiple opportunities to step into station management just as soon as you have proven yourself. This is a young, hard working, progressive kind of place to work. If you would be interested in time sales, or air work, or perhaps both, please send a tape, resume and a picture immediately to P.O. Box 236, Fortuna, California 95540.

Sales

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity. Box J-145, BROADCASTING.

Salesman wanted for Central Florida growing market station. Box J-179, BROADCASTING.

Great opportunity for ambitious young salesman to learn and earn with professional contemporary leader in medium market. Send complete details to Box J-276, BROADCASTING.

Houston Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box J-370, BROADCASTING.

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box J-388, BROADCASTING.

Opportunity head-up sales operation. Midwest county seat. Five figure income established. Box J-389, BROADCASTING.

Local salesman wanted for Radio KOWN, Escondido, California. Handle 85% of Local sales. Base plus commission. Call Jay Raymond (714) 745-8511.

One pro needed by KXOA AM & FM, Sacramento, California. These Fuqua Communications stations offer you terrific opportunity . . . good salary . . . excellent commission plan, plenty of room at the top! What do you offer us? Contact: Martin Small, General Sales Mgr., Post Office Box 15184, Fuqua Communications is an equal opportunity employer.

Are you successful in your present radio sales position, but unhappy with the financial return because you can go no further in your present market? Do you see yourself in the same position 5 or maybe 10 years from now? Are you ready for a major market? If this is you, then now is the time to investigate this outstanding opportunity to become a part of a young aggressive company with 5-AM and 5-FM stations throughout Mid-America. We have an opening for an ambitious and creative young man at our top-rated Mpls.-St. Paul station, WMIN. Salary plus commission can put you far above your present income. Call 612-645-7757, David Millan.

Sales continued

Washington, DC—Quality music stations WQMR/WGAY stereo have openings for young, proven, small or medium-market salesman who feels ready to advance to a major. Salary \$10,000 guaranteed, plus commission. Send resume to Ted Dorf, WQMR/WGAY, World Bldg., 8121 Georgia Ave., Silver Spring, Md. 20910.

Salesman (25-35) for major Southern California radio market. Prefer 1-2 years experience in smaller West Coast market. Phone 714-276-6070.

Experienced and creative commercial manager. Excellent opportunity to advance in growing chain operation. Contact Bob Thorburn, P.O. Box 569, Carrollton, Georgia.

See Vermont display ad page 92.

Announcers

One half of very successful two-man morning show open. Unusual opportunity for intelligent music host with professional production know-how, good MOR music tastes, news background helpful to interrelate with warm-humored news host. Diversified format requires professional disciplines and broad creative flexibility. Rich eastern market, real opportunity for comer or seasoned pro. Job available in mid-October. Good company benefits. Send tape, resume to Box J-148, BROADCASTING.

Announcer-newsman for south Texas network station. Box J-178, BROADCASTING.

Announcer for middle-music network station in Texas resort city. No tapes, please. Box J-184, BROADCASTING.

Illinois. Experienced announcer with first phone for solid operation. Wonderful opportunity for right man. Box J-250, BROADCASTING.

Maryland station announcer with sales and public relations experience. First ticket preferred. Box J-262, BROADCASTING.

Bright, capable, experienced deejay wanted by mid-west full-time kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proven ability, liberal fringe benefits. Include detailed experience, photo, references in resume, tape. Box J-270, BROADCASTING.

Telephone talk man. Top ten market for the communicator on the way up! This is a big market break—don't apply unless you're tops. East Coast. Send resume and tape to Box J-298, BROADCASTING.

Fulltime AM in small growing Alabama town of over 15,000 needs a good announcer with 3rd. ticket and a good 1st. ticket combo man. Sports play by play not necessary but desirable. Salary open. Reply Box J-371, BROADCASTING.

Experienced announcer by AM-FM stereo station, excellent climate, top facilities, Blue Cross insurance. Salary \$550. If you live in New Mexico or adjacent state send resume and tape to KR5N, Los Alamos, N. Mex. Full opportunity employer.

Announcer: KSOX in lower Rio Grande Valley, Raymondville, Texas. Send tape to E. L. Clinton.

Alaska announcer-newsman immediate opening 5000 watt AM MOR heavy public affairs \$750-850 to start depending on ability. Hunting & fishing paradise. Send tape & resume to KSRM Radio, Box 950, Kenai, Alaska.

Experienced Top 100 announcer with 3rd endorsed needed immediately. Send tape to KWEW, Box 777, Hobbs, New Mexico.

Need well-seasoned, versatile announcer with 3rd now for conservative music, production, local news, \$125.00. WAGE, Leesburg, Va.

Wisconsin AM/FM in Milwaukee metro area. Combo. MOR. News or sales an asset. Mature voice Midwest background. WBKV, West Bend.

Announcers continued

Bilingual announcer for all French FM station. Prefer announcer or program director with heavy experience on an all French-Canadian station. Starting pay \$7,000 annually with a merit increase after first 6 months. Send tape, photograph, references and experience to WCME, Inc., Box 398, Brunswick, Maine 04011.

Annouceur bilingue pour une Station Radio FM en Français. Préférons un annouceur ou Directeur de Programme avec beaucoup d'expérience sur une station Canadienne. Salaire de \$7,000 par annee avec augmentation apres six mois. Envoyez un ruban, une photographie, des recommandations et votre experience à la radio à WCME, Inc., Box 398, Brunswick, Maine 04011.

Top 40 personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Announcer-for general announcing duties on MOR and standards music station with heavy emphasis on news, talk, sports, etc. Salary requirements, references, photo, marital and draft status, and tape in first letter. Prefer experience. WEPM, Martinsburg, W. Va.

Announcer—experienced in MOR format. Good opportunity and good pay in south's fastest growing market with established, successful station. Send tape, photo and resume to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama.

WFVA Fredericksburg, Va. Experienced announcer. Relaxed contemporary format with MOR approach. Must also have football, basketball play-by-play experience or exceptional potential. Send tape, include play-by-play aircheck if possible; plus full background; or phone (not collect, please) Manager or PD. (703) 373-7721.

Wanted heavy contemporary disc jockey for #1 Oklahoma City, top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Major market modern C and W giant, WMIN, Mpls.-St. Paul has an opening for a top young man to move into an evening show if you qualify, send tape and resume to Dave Woodling, 611 Frontene Place, St. Paul, Minn. 55104 or call 612-645-7757.

Morning shift. Quality Cleveland, Ohio suburb station. Major market manners minus melee. Substantial future for believable announcer who puts more into his work than asked. Stability plus. More than a stepping stone. Send tape, resume to WPVL, Painesville, Ohio.

Florida gold coast, adult full time CBS, first ticket no maintenance. Ideal working conditions and crew, all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Immediate opening for experienced first phone announcer for day time shift on WVOV radio. WVOV operates on 10,000 watts on 1,000 kc in Huntsville, Alabama, a metropolitan area of 163,000, with coverage area of over five million. Must be strong on production and commercials and able to run "much more music" format, pop programming. Starting salary commensurate with ability. Send resume, tape and picture to: Mr. Henry Beam, WVOV radio, P.O. Box 5188, Huntsville, Alabama.

Small town 1 kw needs mid-morning jock, start immediately. Permanent, average pay 3rd. more if 1st class maintenance. Any age, 40 hours. Progressive market, good family town. Dale Brooks, WVRC, Spencer, W. Va. 304-927-3760.

Michigan medium market, modern country AM. Experienced, must love modern country music and modern format. Tape, resume, salary to: Paul Pigeon, WXOX, 306 Phoenix Building, Bay City, Michigan.

Experienced first phone, strong on production, Palm Beach market country/politan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Announcers continued

Where is all the good guys at? Beautiful north-eastern Michigan resort area looking for a do-it-all guy . . . announce, write, production, 1st phone . . . if you've got the goods we've got the job, age no barrier. Easy listening daytime . . . lots of playtime, fringe benefits. Call us collect for full info' . . . 517-362-3417.

A very good opportunity for announcer-salesman-1st ticket or announcer-1st ticket. We can make it interesting to you. Phone 314-586-8577 or 314-586-8513 nights. St. Louis area.

Need two first phone announcers for new 1000 watt daytime. Sales if desired. Send tape, resume & photo to Rollie Fowler, Brockport Broadcasting, Box 337, Brockport, New York 14420.

Country-politain first phone announcer for fully automated country station. Plenty of time to be creative. Very nice starting salary. Contact Bob Thorburn P.O. Box 569 Carrollton, Georgia.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief Engineer wanted. New England Network station. Write Box J-111, BROADCASTING.

Qualified engineer for network station in South Texas. Box J-181, BROADCASTING.

Chief engineer for AM FM station. Metropolitan market. No announcing. Box J-358, BROADCASTING.

Chief engineer. A challenging, permanent opportunity with station group. Fair salary plus unusually fine potential. Experience required in all phases of AM/FM operation and supervision. Please supply complete resume and salary requirements first letter. Box J-367, BROADCASTING.

Wanted, first class engineer and announcer. Phone 726-5586, or 726-3760 Radio Station WAJP, Joliet, Illinois.

Transmitter operator-experienced or inexperienced. Must have first-class license. Large group operation with full company paid benefits. Call collect, Mr. Morgan. WARM Radio, 717-346-4646.

Chief engineer to work for Hartford, Connecticut and Springfield, Massachusetts stations, under same ownership. Excellent deal. Must have full knowledge of FCC regulation. Call Donald Wilks, WTYM Radio Station, East Longmeadow, Mass. 413-525-4141.

See Vermont display ad—page 92.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsmen with responsibility for developing strong local image as well as delivering principal newscasts. First phone desirable but not necessary. Send tape and resume. Completely confidential. Box J-137, BROADCASTING.

News director with authoritative voice. Background must stand investigation. Prefer over thirty years age. One of top twenty markets. Bright future. Tape, picture, send resume, Box J-160, BROADCASTING.

Network station has challenging local news opening. Controversial, competitive competents only. Box J-255, BROADCASTING.

Newsmen-experienced for midwest MOR station with three man professional news staff. Apply with resume starting salary requirements to Box J-342, BROADCASTING.

If you are a young radio newsmen—2 years experience and a good on-air voice—we can use you in a radio-TV news department in a thriving midwest metro market. Chance to break into TV, tape resume Box J-351, BROADCASTING.

News continued

Television opportunity for the right young personality type interested in news presentation. Rush resume, picture, and tape to news director, KUTV, 179 Social Hall Ave., Salt Lake City, Utah 84111.

Attention Northern New England, news director for 5,000 watt full-time WABK, Augusta-Gardiner, Maine. Number one rated station covering several counties, experience required. Tape and resume, Box 782, Augusta, Maine, or call PD 207-582-3303.

Permanent position for right man. News. Talk show. Third phone. Benefits: Group insurance—profit sharing. WCMY Radio, Box 430, Ottawa, Illinois. 815-433-1430.

Top news station in Westchester County, N.Y. has opening for capable man who can dig, write, deliver. A "Home" for the right person, good pay, fine benefits including retirement, hospitalization, excellent working conditions. Five-day week. Tape and resume. WLNA, AM-FM, Box 188, Peekskill, N.Y. 10566.

Need at once, 1st ticket morning newsmen with a knack for getting local news. Must be mature in thinking wanting a stable position with the number one station in the area. Contact Program Director Len Talbot at all request WORC 8 Portland Street, Worcester, Mass., or call 617-799-0581.

News director, for WPAZ, Pottstown, Pa. a Great Scott station. Present newsmen leaving after 15 years of 1st class news reporting. Send tape and full particulars today. Box 638, Pottstown, Pa. 19464.

Aggressive news-oriented station desires experienced morning newsmen able to gather, edit, write, and air news. Full fringe benefits with company paid profit sharing. Send air check, resume, salary requirement to F. W. Ashworth, News Director, WTOB, Box 5176, Winston-Salem, N.C. 27103.

See Vermont display ad—page 92.

Programming, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to \$10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Our copywriters moving into agency ownership. Remarkable opportunity open immediately for real talent who can produce quality and quantity at dynamic contemporary station with national reputation for creative work. All details to Box J-277, BROADCASTING.

Traffic director/male or female/experienced in making daily logs/must understand FCC rules/must want responsibility/must be reliable/pleasant voice. Florida University City, Box J-348, BROADCASTING.

Program director/announcer interested in production—first ticket—mid-west medium sized market. Send resume and tape. Box J-365, BROADCASTING.

Florida major market, 24 hr. contemporary, needs proven program director. Take complete charge and add zing to music. News & talk format. Five figure salary. Start soonest. Rush photo & resume. Box J-374, BROADCASTING.

Wanted operations manager to head programing, promotion, and production department for southeast NBC affiliate. Excellent small city living conditions in top 100 market. Address inquiries in confidence to President, Box J-394, BROADCASTING.

Strong, commercial MOR FM station has opening for knowledgeable, hard working Program Director-operations manager. Air voice, production, automation know how required. Send full details, tape, desired earnings. Greg Rouleau, WISM-FM, Box 2058, Madison, Wisconsin 53701.

Writer with radio copy experience as minimum, send resume to David Hoyle, WOOD AM FM TV 120 College SE, Grand Rapids, Michigan 49502.

Are you a good production man looking for a stable operation? Would you like a little air trick to go with it? Do you have a first ticket? If the above fits you and you want to work with nice people at the number one station in the area, contact Len Talbot, Program Director, of all request WORC, 8 Portland St., Worcester, Mass., or call 617-799-0581.

Traffic director experienced for high volume contemporary station in beautiful eastern medium market, contact Burt Levine, WROV, Roanoke, Va.

Situations Wanted Management

Position programing "proven" good music format, \$15,000 618-451-7511. Box J-3, BROADCASTING.

New England Manager—good! A-1 producer. Replies answered. Box J-301, BROADCASTING.

Manager or sales manager. 16 years experience. If you want creative ideas and sales action I'm the pro you've been looking for, available now! Box J-304, BROADCASTING.

Successful general manager seeks career position with quality operation in Dixie. Box J-363, BROADCASTING.

General-sales manager. Sales oriented. Successful personal record selling for eastern metro suburban stations. Top industry references. Box J-377, BROADCASTING.

See "attention managers-owners" ad under "Programming."

Sales

Five figure salesman desires station mgr.-sales mgr. position with stable operation in small or medium market. Experience in all phases of radio including small mkt. mgt. Extremely good sales record. Box J-383, BROADCASTING.

Announcers

Young, experienced broadcast school grad wants midwest rock station. Available in October. Box J-154, BROADCASTING.

Attention Florida. Jock Newsman 10 years experience, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in morning, afternoon, and night time slots. Strong on production also experienced as newsmen digging, gathering and reporting same. Have also hosted talk shows, telephone open liners, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-196, BROADCASTING.

Negro jock, hard worker, dependable, third, relocate anywhere. Picture, resume, tape. Box J-242, BROADCASTING.

Experienced play by play, news air shift, third endorsed. Military exempt. Willing to relocate. Box J-254, BROADCASTING.

Bronco Jimmy wants Top 40 MOR position now! Wants to relocate. Nine months experience, draft free—stable! Box J-288, BROADCASTING.

Professionally trained woman announcer, dj, newscaster, third endorsed, tight boardwork, good voice, creative, ambitious, relocation OK, prefer NE, also secretarial experience. Box J-292, BROADCASTING.

Nine year pro, top 40 personality, and production. Call 914-478-0878 and we'll talk money and market. Box J-308, BROADCASTING.

Successful experience in the rating race, have first . . . presently at the #2 rated overall (#1 MOR), in a market of five . . . broad experience in all formats . . . a doer not a nine to five man . . . ten years professional experience . . . no boast, just fact. Available Nov. 1st. Box J-315, BROADCASTING.

First phone seeks first announcing job. MOR or C&W small or medium market. Maintenance potential. Experience in business management. Married, draft-exempt. Send salary range. Box J-318, BROADCASTING.

Announcer-23-3rd endorsed-experienced-AM or FM station emphasizing good music—northern Virginia-Washington area—call 703-635-9506 or write Box J-331, BROADCASTING.

First phone announcer. Beginner, would like a music show and/or news. Will relocate. Write or call 212-456-3090. Box J-335, BROADCASTING.

Personality, for MOR station. Production know how and copy. Medium-metro market. Box J-344, BROADCASTING.

Sportscaster broadcast school grad 3rd phone endorsed Ohio, Kentucky, Indiana. Box J-349, BROADCASTING.

Announcers continued

Experienced announcer looking for news or play by play. Prefer Western Pa. will consider all offers. Mature, military completed. Box J-353, BROADCASTING.

Southwest Ohio and southeast Indiana stations: Multi-experienced first phone announcer, college married. Box J-354, BROADCASTING.

Veteran sportscaster, concluding baseball season seeks basketball play-by-play radio or TV Box J-355, BROADCASTING.

Personality plus gal with degree looking for responsible job with on-air duties. Radio, TV, & Modeling experience. Box J-359, BROADCASTING.

All stations within 100 mile radius of New York City—take notice; fresh, dynamic, exciting, personality voice on the prowl again Box J-364, BROADCASTING.

DJ top 40, MOR, announcer, newscaster capable of handling any situation. Love tight board, family man, reliable. 3rd endorsed. Box J-372, BROADCASTING.

English announcer with smooth polished and resonant delivery. Have twelve years experience and can apply myself to either MOR or easy listening. Commercial delivery sincere and sophisticated without being phony. Also thoroughly versed with Jazz and the Classics. Seeking position that pays well in major market. Box J-375, BROADCASTING.

Experienced first phone. Authoritative news, excellent production. Ready to move up. Prefer progressive rock jazz. Call after 4 p.m., 717-867-2876. Box J-376, BROADCASTING.

Pop, Middle Road—young, assiduous, smooth, bright delivery. Agency calibre production. Medium, major market background. Best references. 215-455-4625. Box J-380, BROADCASTING.

Vietnam returnee, air personality looking for a professional top-40 station in a large medium or metro market with warm year-round climate. Prefer California or Florida . . . But all offers considered. Six years experience: 3 commercial, 3 AFRTS, \$200 weekly or compensation equivalent. Third phone, military complete. Available Dec. 1, Box J-384, BROADCASTING.

Announcer, DJ, newscaster, experienced, congenial personality, married, northeast preferred. Box J-385, BROADCASTING.

Two and a half years experience, third phone. Box J-386, BROADCASTING.

3rd endorsed beginner; single, 24 yrs., draft free, wants first break in any radio station. Broadcast school—authoritative and good voice—will relocate. Career minded, not just a job available now! Write Richard T. Beasley, 1656 Cornwall Ave., Waterloo, Iowa 50702.

MOR morning or mid-morning happy person with happy sound—best references. 7 years experience, degree, 3rd phone (309) 342-1775.

Female announcer—needs first break in radio. DJ newscaster, commercials, broadcast school graduate 3rd endorsed, good voice, tight board, will relocate. Claudia Lindner, 4917 Stacy St., Oakland, California 415-635-4541.

Progressive rock jock if you need one tomorrow call Mickey today. (415) 383-1618, 822 Clayton St. #6, San Francisco, Calif. 94117.

Announcer DJ newscaster . . . 15 years exp. . . . seeking permanent radio position . . . 1st phone . . . family man . . . present position seven years . . . Bob Germain, 50 Townhouse Drive, Easthampton, Mass, 413-527-2329.

Top-40 PD/DJ winning personality induces perfection and cooperative work, knows music, 8 years experience, 3rd class. Available now! (513) 631-5428.

North Carolina-Virginia Stations: 1st phone Washington, D.C., Professional available for air shift or programing. Call 919-330-4236.

Production DJ newscaster 9 years, experience including TV and Theater. Exceptional talent, married, 1 child, Veteran, Cruze, 1 Buchanan Rd., Asheville, N.C. 28803. (704) 254-2577.

Creative personality seeks major market. The result of 11 years of collecting humor and information is an entertaining program that gets attention. For aircheck write to 1048 Pine St., Santa Monica, California 90405.

Announcers continued

First phone experience top 40 format production, contact Bob, 608 East 24th, National City, Calif. 477-1307.

Good grief! Somewhere out there is an owner of manager who needs a professional broadcaster. . . . An effective administrator and operations man who has operated his own business, is a great mike personally, crack copywriter and production man, has a first ticket and excellent references. If you need a highly experienced take-charge pro and offer remuneration greater than a beginners salary, phone 815-964-6857.

Technical

Chief Eng. or Asst. chief, 15 years experience FM, 10 kw AM & directionals, strong on maintenance. Box J-310, BROADCASTING.

Engineer 2 years experience sports, board work, northern New England, state salary Box J-337, BROADCASTING.

Supervisor seeking chief or assistant chief position . . . Experience with RCA equipment and looking for advancement. Prefer south or midwest. Box J-378, BROADCASTING.

Veteran announcer, 40's, some technical experience. Would like opportunity to learn AM or TV maintenance. Prefer medium market. Dependable. Cooperative, family. K. Roberts, General Delivery, Sarasota, Fla.

NEWS

Newsman, presently working for major network station in NYC as writer/editor. Wants back on air as reporter, ten yrs. exp. Previously news director . . . 1st class license. Medium or major markets only, 11 thousand base. Box J-291, BROADCASTING.

Professional news announcer-writer producer. Over 25 years in professional broadcasting-Washington, D.C. area Box J-329, BROADCASTING.

Black radio newsman, young, experienced, seeks challenging position in major market with heavy emphasis on outside reporting. Hard worker with tested supervisory abilities. Also interested in "Pounding a TV news beat?" Box J-339, BROADCASTING.

Position desired as full-time newsman, or newsman DJ; non rocker, East Coast location preferred. Box J-343, BROADCASTING.

Programing, Production, Others

General production-news announcing-personnel management. Over 25 years professional broadcasting experience. Washington, D.C. Area. Box J-328, BROADCASTING.

Small stations: Let San Francisco area announcers do your commercial and promotional production. Reasonable rates. Write for more information, Box J-334, BROADCASTING.

Am a staffman in a very big TV station in a very large market. Have 13 years AM-TV experience and desire and am qualified for radio PD position in somewhat smaller area. Let's get together. Box J-338, BROADCASTING.

Attention managers-owners of the fulltime AM stations in competitive markets. Seeking position, programing one of the nation's most successful good music formats. First phone, married. Let's talk! 618-451-7511, Box J-3-5, BROADCASTING.

Program director—music director. Modern country. Complete responsibility for three format changeovers. Solid track record—top credentials. Three top-10 markets—strong on-air and production background. Box J-387, BROADCASTING.

FM-sterio. announce-music and programing director-position desired by Philadelphia station manager. Will relocate. Box 59, Rancocas, N.J., (609) 871-3160.

College student with music degree looking for job in radio station as music librarian. Paul Rilling, 5750 Rising Sun Ave., Philadelphia, Pennsylvania 19120. (215) 722-4411.

FM—Nation's leading background music programmer desires new challenge. 215-324-4125.

TELEVISION

Help Wanted

Announcers

Personable, dependable, announcer for South Texas station. Box J-176, BROADCASTING.

TELEVISION—Help Wanted

Announcers

continued

Florida VHF full color station seeking experienced announcer capable of handling weather and some news. Send resume-photo only now. Will request Videotape or SOF audition later. Box J-346, BROADCASTING.

Announcer/narrator, excellent opportunity at West Virginia's first public/educational TV Station, WVU-TV located in scenic mountain resort area. Announcing and continuity production work. Experience required. Knowledge of music essential. Most work pre-recorded. Excellent growth potential. Salary based upon qualifications, Fringe benefits. Apply by resume to Employment Manager, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Technical

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box J-167, BROADCASTING.

Opportunity for qualified assistant chief engineer, Southwest VHF. Box J-173, BROADCASTING.

Two engineers with first class license needed immediately. Should have good solid-state background and systems knowledge. Major midwest market with all RCA color. Send complete resume and salary requirements. Box J-320, BROADCASTING.

Excellent opportunity for young aggressive engineer with TV studio maintenance experience. Studio engineering supervisor position open with forward-looking all color station. State experience, salary requirements, Box J-332, BROADCASTING.

Chief engineer large NYC diocesan (ITFS system) first phone, studio and transmission facilities including helical (VTR's), salary negotiable, send resume. Box J-392, BROADCASTING.

TV technician large NYC diocesan (ITFS system) basic electronics maintenance and operation studio transmission including helical (VTR's), technical skill and flexibility needed. Salary negotiable. Box J-393, BROADCASTING.

Senior operating engineer, University of Wisconsin, Madison, WHA-TV. Perform all phases of television broadcasting operations. Need five years of work experience in the operation of a variety of radio or television broadcasting equipment, at least one year of which was as a Senior Operating Engineer. Must possess a First Class FCC license. Start at \$765 a month; raises to \$995. Apply by October 3 to the State Bureau of Personnel, 1 West Wilson Street, Madison, Wisconsin 53702. An equal opportunity employer.

Needed, experienced video engineers. Southwest Florida station requires man capable of maintaining PL 70 camera, TK 27 film chain, 1200 series VTR's (AMPEX) and associated equipment. Florida living at its finest, with perfect climate and fishing. If you like living this is the place. If you don't mind working (and that's what we need) we want to pay you good wages. Fast growing VHF station, on the air 15 years, wants the right men who can advance as this solid CBS network station advances. Full details by calling or writing Frank C. Nodine, WINK TV, Ft. Myers, Florida 813-334-1131.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625. Tel.; 312-583-5000.

Work and ski Colorado—first phone engineers for 50 kw AM transmitter and TV operator/Maint-color VHF. Call: Mike Shafer CE, XYZ TV Inc. 303-242-5000. P.O. Box 789, Grand Junction, Colo. 81501.

Chief engineer—entirely responsible for the design, maintenance and operation of I.O. and vidicon cameras, quad and helical vtr's, film projectors, cable distribution systems, audio systems and technical personnel. \$10,000 to start. Technician—will operate and help maintain above. \$6,000 to start. Westell Ford, College of the Desert, 43-500 Monterey Ave., Palm Desert, Calif. 92260. 714-346-8041.

Television engineer to be in charge of master control operations in CCTV including master switching, operating all facets of film chain, operating video tape machines requiring experienced quad VTR maintenance technician and operator, in state-of-the-art university operation. Interaction with operations and engineers about picture quality and everything that goes on the air and with programing about film and video taped programs. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

TELEVISION—Help Wanted

Technical

continued

Television engineer with extensive maintenance background in color and black and white television equipment. Plant one of largest in broadcast education. Full or part time. Send resume and financial requirements to: Richard D. Walsh, Graham Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

NEWS

Experienced newsmen with editorial skills for station in Texas Gulf Coast city. Box J-164, BROADCASTING.

The man we're looking for is an on-camera pro ready to take over anchor man slot now for an aggressive number 1 medium market news operation. He's a trained reporter who can follow a story from beginning to end. He can administrate and is willing to start out as a number two man in the department, but will not be willing to be number two for very long. In short we're looking for a mover and we'll move right along with him. If you fill the bill rush resume and VTR or PIX with first reply to Box J-333, BROADCASTING.

Newsmen to anchor weekend news and special reports. You'll invest, gate, write, shoot film in medium market, midwest VHF. Will consider radio newsmen with good delivery eager to learn TV. Send photo, resume and current salary to Box J-336, BROADCASTING.

Midwest metro NBC affiliate seeks mature, experienced newsmen to anchor top-rated 10 P.M. strip in 3 station market. Salary open—excellent fringe benefits and working conditions. Box J-352, BROADCASTING.

News photographer. TV experience vital. Mid-west. Good salary. Send resume and salary requirement: Box J-373, BROADCASTING.

Assistant sports director for major southeastern CBS affiliate. Three-man department. Must be good on the air and as reporter-writer. Photography skills desirable but not necessary. Excellent opportunity with a major group broadcaster. Please send VTR or film with first letter. It will be returned promptly. An equal opportunity employer. Box J-398, BROADCASTING.

News photographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WCKT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

TV newsmen, strong on air. Good salary. Great recreation area. Small University town. No floaters. "Over thirty preferred. Contact Lou W. Chappell, Station Manager, WLUC TV Inc., P.O. Box 460, Marquette, Michigan 49855. Phone Number: 906-475-4161. (A Post Corporation subsidiary.)

TV news photographer . . . top ten market; top pay-fringe benefits . . . pros only. Call Bob Harper 412-242-4300.

Programing, Production, Others

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box J-170, BROADCASTING.

Operations manager for midwest network affiliate. Great opportunity for management-oriented, experienced professional, knowledgeable in all phases of commercial broadcasting. Must be active in public affairs. Send complete resume and salary requirements to Box J-249, BROADCASTING.

Medium size station in southeast looking for a young, creative, ambitious director. Directing experience preferred. Will accept applications from production assistant desiring the chance to move up. Box J-369, BROADCASTING.

Top ten market. Immediate need. Creative producer/director experienced in sports and commercial production and direction. Send full background and salary requirements to Box J-382, BROADCASTING.

Promotion manager needed at WBRE TV. Good basic salary, fringe benefits growth potential and pleasant conditions. Send complete resume to Operations Manager WBRE TV, Wilkes Barre, Pa.

Programing, Production, Others

continued

Studio crewman (cameraman, floorman, break-director) for ETV station. \$7,000 to \$7,800 depending on experience. Send resume to John Hutchinson, WNET TV, Hotel, Lafayette, Buffalo, New York 14203.

Cinematographer-editor: Wanted to handle documentary work for the leading south Florida station. Creativity and aggressiveness are a must. Send resume and samples of your work, c/o Broadcast operation Dept. WTVJ TV, 316 N. Miami Ave., Miami, Fla. 33128.

Multiple system owner Television Communications Corporation, is searching for a man with solid accounting background to fill newly created position of financial director in its CATV division. Must be willing to travel and anxious to participate in all related CATV operational matters. Address inquiries to F. Gordon Fuqua, Executive Vice President, TVC, 610 Fifth Ave., New York City 10020.

Send resume and salary requirements only if you are a totally dedicated producer/director with the creative imagination and experience to produce quality television for a full-color NBC affiliate in Florida. Reply P.O. Box 510, Palm Beach, Fla.

Exciting, challenging new opportunity for capable producer to head program department of established cable TV system soon to begin local origination. Must have educational or commercial TV program experience. Salary depends on experience, ability. Send voice tape, resume listing age, education, marital and draft status, experience in detail, references Bob Hawkins, Kankakee TV Cable Co. 150 S. Dearborn, Kankakee, Ill. 60901.

TELEVISION

Situations Wanted

Management

Program manager, 34, creative program director, now working large metro market. Engineering, production-direction background, film buying, FCC rules, all phases of TV operations and management, some sales. Now in east will relocate. Box J-331, BROADCASTING.

Announcers

Quality all phase, 2 years TV, 1 year radio, 5 years theater, Cruze, 1 Buchanan Road, Asheville, N.C. 28803. (704) 254-2577.

Technical

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box J-162, BROADCASTING.

News

Experienced TV news-film man in top-100 seeks advancement. Journalism-film grad, 27, married, six-years in all phases of radio, TV film, writing. Two years solid TV news and film. VTR air check, films, resume available. Box J-314, BROADCASTING.

Summer has gone and so has your newsmen? You can replace him with a digger who can handle an assignment desk, cover a beat, write, shoot and read. Box J-356, BROADCASTING.

Negro Army First Lieutenant. Excellent references, college, dependable. Seeks apprenticeship or trainee program in television news reporting writing, willing to travel, fluent Spanish. Will be discharged from Army December 1969, Frank Kelley, 1263-17th Ave., San Francisco, California, (415) 681-1806.

Programing, Production, Others

Television cameraman, ETV experience, graduate RCA studio school, FCC 3rd endorsed, presently employed. Box J-274, BROADCASTING.

Professional production director-writer. Over 25 years in broadcasting, Washington, D.C. Area, Box J-330, BROADCASTING.

RTF graduate with BS and MS degrees and some commercial experience in news and promotion, desires position in TV directing, sales, news or programming. Box J-341, BROADCASTING.

Graphic Artist with high style design background seeks position as art director with progressive operation. Two years experience in all phases of graphic art with large market VHF. B.S. degree in advertising design. Box J-368, BROADCASTING.

Situations Wanted continued

Programing, Production, Others

College grad, veteran, with some commercial, educational experience, looking for production job. Charles Houlberg, Crab Orchard Estates #4, Carbondale, Illinois, (618) 549-3608.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need good used 500 watt transmitter (or 1 kw with 500 watt cutback). K-RAM Radio, 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109.

Wanted: Good second hand TV cameras. Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

Complete high-power FM stereo station equipment. Consoles, tape recorders, transmitter, antenna, tower, and all accessories. Write stating condition and price. Box J-379, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spirolene, etc. and fittings. Unused mat!—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment-late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

For Sale—ITA 5 kw FM transmitter, 250 driving, 5 kw, Bay. Complete with solid state rectifiers, Harmonic filter, and directional coupler. Tuned to 97.7 mhz/s. Call Dave Jordan, 703-935-2816.

Electronic research type 425 25 kw isolation transformer used one year on 97.1 mc, Factory will convert to your FM frequency. Make reasonable offer, Frank Carman, KLUB-KWIC, Box 389, Salt Lake City, Utah 84110.

Used RCA TTU-25 transmitter complete. Channel 42. Available immediately. \$50,000.00. Contact Chief Engineer Tom Sleeman, WBMG-TV, Birmingham, Alabama.

One (1) RCA TR-3-VTR in excellent condition \$10,000.00. One (1) RCA TR-5-VTR in excellent condition \$11,900.00. Both units include one (1) used head. Box J-347, BROADCASTING.

5 kw AM broadcast transmitter. RCA 5-DX. Two spare modulator; spare final parts. In 24 hours use, easily meets proof. Available December, \$2,800.00. Also 5 kw phasor (DA-1, two tower 137, OKHZ): Antenna tuning units, RCA phase monitor, general modulation monitor; all current use, manuals, drawings included. 1 kw AM broadcast transmitter, Bauer new one year, never used Auxiliary. Available January. WFEA, Box 149, Manchester, New Hampshire. 603-625-5491.

Television frequency/modulation monitor. General radio type 1181. Present crystal for Channel 49. Just taken out of service. \$350 F.O.B. Muncie. Chief Engineer, WLBC TV, Muncie, Indiana 47302.

KFNF radio Sendandoh, Iowa, lost license has complete 1 kw station for sale technical equipment, office equipment, sacrifice for all sell part, write for inventory. Nicholas Tedesco, 1859 Arcade St., St. Paul, Minnesota 55109, Telephone 776-1289.

Towers for sale, erection and maintenance. 17 years experience in tower erection. Robinson Tower Company, P.O. 143, Greenville, N.C. 27834, Phone: 919-758-1453.

250 watts Gates transmitter. Like new. Only 9700 hrs. on it. Increasing power. Available immediately. David Hogendorn (319) 568-3476, Waukon, Iowa.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Voice drop-ins; Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Miscellaneous continued

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

Get your "ticket!" Memorize, study—Command's "1969 Tests—Answers" for FCC First Class License, +plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

"Insight" continuing series of fully produced 90-second "Mini-documentaries" on wide variety of current "feature" topics. Broadcast them with or without your local commercial insert. Twenty shows on each 7" reel. Prices, complete details and tape samples \$2.00 (refundable). The Chicago Broadcast Circle, 111 E. Ontario, Chicago 60611.

Can't find it?—You need: "DJ Source Book." . . . Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazines . . . programing . . . plus "hundreds" more! Only \$4.95. Command, Box 26348, San Francisco 94126.

"Prudence" turn on your audience with America's sexiest female voice one line drop-in's \$35. "VIP Zippers" 1200 feet of hilarious one liners \$35. Box J-272, BROADCASTING.

Wild tracks . . . Funny drop-in voices from: Movies, programs, records, etc. Real DJ show business: 100 only \$5. (tape; 7 1/2 ips) Command, Box 26348, San Francisco 94126.

Voice station I.D.'s very deep voice 3 for \$5.00. Bill Shrik, P.O. 2812, Munice, Indiana.

Small markets: sell the big sound of music. Syndicated "Rock" show—current! One-two hours Saturdays. Box j-361, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St Charles Avenue, New Orleans, Louisiana

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First class license—day evening classes forming now. Washington Academy of Radio-TV, 1322 18th St., N.W. Washington, D.C. (202) 234-6916.

INSTRUCTIONS continued

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools Oct. 13 & Nov. 17. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gilham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: A.T.S. 25 W 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245 V.A. approved—student loan program.

First class license in only four weeks at TIB . . . tuition \$295.00 . . . results guaranteed.

TIB/Music City . . . Veteran approved classes start Sept. 29, Oct. 27th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee 37204 (615-297-8084).

TIB/New England . . . class starts Oct. 20th . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118 (203-289-9400).

TIB/Miami . . . next class starts Oct. 6th. Technical Institute of Broadcasting, 283 South Krome Ace., Homestead, Florida (305-247-1135)

American Institute of radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

First phone fast through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Chicago, Atlanta, Detroit, Seattle, Portland and Los Angeles. Proven results. Our seventeenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

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N.H.	Med	Daytime	90M	29%	West	Metro	Daytime	115M	29%
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BROKERS-CONSULTANTS

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Single station market
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Box J-396, Broadcasting.

(Continued from page 87)

as to what interrogatories and requests for documents applicants will not respond voluntarily (Doc. 18417). Action Sept. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM and KRON-TV, on request of Broadcast Bureau continued conference to Sept. 23 (Doc. 18500). Action Sept. 11.

Call letter actions

■ KXJK-FM, Forrest City Broadcasting Co., Forrest City, Ark. Granted KBFC(FM).

■ WCHQ(FM), Camuy Broadcasting Corp., Camuy, P.R. Granted WCHQ-FM.

■ KLUE-FM, Radio Longview Inc., Longview, Tex. Granted KHER-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: KAMP El Centro, Calif.; KMEL Wenatchee, Wash.; WKBR Manchester, N. H.; WLYN-FM Lynn, Mass.; WPHB Philipsburg and WWDL-FM Scranton, both Pennsylvania; WSUX Seaford, Del. Actions Sept. 17.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WNTY Southington, Conn., to Oct. 16; KYUS-TV Miles City, Mont., to March 18, 1970; WUTR(TV) Utica, N.Y., to Oct. 18, 1970. Actions Sept. 18.

Processing line

■ FCC notified that on Oct. 28, following AM applications will be considered ready and available for processing: WFNC Fayetteville, N. C., Cape Fear Broadcasting Co. has license: 940 kc, 1 kw, 10 kw-LS, DA-N, U; has CP: 940 kc, 1 kw, 50 kw-LS, DA-2, U; requests 940 kc, 1 kw, 50 kw-LS, DA-N, U. KNBA Vallejo, Calif., KNBA Inc. has: 1190 kc, 250 w-D; requests: 1190 kc, 1 kw, 250 w (CH)-D. NEW Waterloo, Iowa, Clark Broadcasting Co. Requests 850 kc, 500 w, DA-D. WEIF Moundsville, W. Va., Miracle Valley Broadcasting Inc. Has: 1370 kc, 1 kw-D; requests: 1370 kc, 5 kw-D. NEW Nome, Alaska, Catholic Bishop of Northern Alaska. Requests 780 kc, 5 kw, 10 kw-LS-U.

Translator actions

■ Broadcast Bureau granted licenses covering changes for following UHF translators: K80BT, K78BK and K22BB Selling, Taloga and Vic, all Oklahoma. Actions Sept. 18.

■ Southlake Property Owners Association, Lake Isabella, Calif.—Broadcast Bureau granted CP for new VHF translator to serve south shore of Lake Isabella on ch. 12 by rebroadcasting KABC-TV Los Angeles. Action Sept. 11.

■ Hamden, Conn.—FCC granted CP to RKO General Inc., licensee of WHCT-TV Hartford, Conn., for new 100-w UHF translator to serve Hamden on ch. 83 by rebroadcasting WHCT-TV. Action Sept. 17.

■ K07EJ and K10CQ both Townsend, Mont.—Broadcast Bureau granted assignment of licenses of VHF translators to Townsend TV District. Action Sept. 18.

■ K74DO Forrest-McAllister, N. M.—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF translator. Action Sept. 18.

■ American Colonial Broadcasting Corp., Maricao, P.R.—Broadcast Bureau granted CP for new UHF translator to serve Maricao on ch. 82 by rebroadcasting WSUR-TV Ponce, P.R. Action Sept. 15.

CATV

Final actions

■ Santa Barbara, Calif.—FCC granted petition by Cable TV of Santa Barbara Inc. and Cable TV of Santa Barbara County Inc. for temporary stay of commission order requiring continued carriage of KCOY-TV Santa Maria, Calif., and to provide KCOY-TV with nonduplication protection. Action

Sept. 19.

■ Canton, Louisville and Meyers Lake, all Ohio—FCC denied request by Imperial Broadcasting Inc. for waiver of program exclusivity requirements of rules. Imperial given 30 days from release date order to comply with requirements. Action Sept. 17.

■ Hannibal, Mo.—FCC denied petition by Hannibal Cable TV Inc. for waiver of program exclusivity requirements of rules and CATV system given 30 days to comply with requirements. Action Sept. 17.

■ Mt. Vernon, Ohio—FCC authorized Mt. Vernon Cablevision Inc. to carry signals of WKYC-TV, WEWS-TV, WJW-TV and WKBF-TV, all Cleveland; and WJAN-TV Canton, WSWO-TV Springfield and WAKR-TV Akron, all Ohio. Hearing provisions waived; request for interim authority filed March 14, granted. Action Sept. 17.

■ Gordon, Pa.—FCC ordered Gordon Video Inc. to show cause why it should not be ordered to cease and desist from further violation of carriage and program exclusivity requirements. Action Sept. 17.

Actions on motions

■ Chief, Office of Opinions and Review in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, granted petition by Wheeling Antenna and extended to Oct. 3 time for filing reply to oppositions to petition for reconsideration (Doc. 18612). Action Sept. 19.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, following Sept. 18 conference, continued hearing to Nov. 3 (Doc. 18612). Action Sept. 18.

■ Hearing Examiner Isadore A. Hong in Petoskey, Mich. (Great Lakes Community TV Inc.), CATV proceeding, in accordance with procedural arrangements made at Sept. 10 prehearing conference, set certain procedural dates; postponed hearing to Oct. 20 (Doc. 18613). Action Sept. 10.

Other action

■ Review board in Irons Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, oral argument before panel of review board scheduled for Oct. 14 in Washington. Action Sept. 17.

Ownership changes

Applications

■ WDIG (AM) Dothan, Ala.—Seeks transfer of control of Houston Broadcasters Inc. from Jess Swicegood (100% before, none after) to WDIG Inc. (none before, 100% after). Consideration: \$165,000. Principals of WDIG Inc.: Margaret L. Wehn, president (98%), G. M. Harrison, vice president, and Ginger McCord, secretary (each 1%). Mrs. Wehn owns rental property. Mr. Harrison owns 50% of law firm and 6% of bottling plant. Ann. Sept. 18.

■ WAQB-FM Atlantic Beach, Fla.—Seeks assignment of license from Louac Inc. to WKTU Inc. for \$100,000 (price includes transfer of WKTU). Seller: William F. Acks, sole owner. See WKTU (AM) below. Buyers: See below. Ann. Sept. 19.

■ WKTU (AM) Atlantic Beach, Fla.—Seeks transfer of control of WKTU Inc. from American Dielectrics Corp. (100% before, none after) to Gerald Brown, William Bivens, Jack Donnell (each none before, 29¼% after), George Johnson and Donald Davis (each none before, 6% after). Consideration: \$100,000 (price includes assignment of WAQB-FM). Sellers: William F. Acks, sole owner. See WAQB-FM above. Buyers: Messrs. Brown, Bivens and Donnell are employees of KWK (AM) St. Louis. Mr. Johnson owns advertising agency. Mr. Davis is P.R. director for chemical and drug manufacturer. Ann. Sept. 19.

■ WTCX (AM) St. Petersburg, Fla.—Seeks transfer of control of Trans-Chord Inc. from Murray Carpenter (35% before, none after) to James E. Midkiff (65% before, 100% after). Consideration: \$40,000. Principals: Mr. Midkiff owns funeral home and Education Corp. Ann. Sept. 17.

■ KBEA (AM) Mission, Kan., and KBEY-FM Kansas City, Mo.—Seek assignment of licenses from King Louie International Inc. to Intermedia Inc. for \$750,000. Sellers: Jack H. Glenn, chairman (14%), Victor Lerner, president (15%), Harry Lerner, vice president-treasurer, Morris Lerner, secretary (each 16%), et al. Buyers: ISC Industries Inc., 100%. George D. Gee, chairman of

board (52%), Paul Hamilton Jr., president-chief executive officer (1.2%), et al. Buyers own KQTV (TV) and numerous financial, leasing and insurance companies. Ann. Sept. 11.

■ KRNK-AM-FM Kearney, Neb.—Seek assignment of license from Radio Kearney Inc. to Semco Broadcasting Corp. for \$185,000. Sellers: John W. Payne, president, et al. Buyers: W. O. Corrick, president (90%), and Charles A. Barber, secretary (10%). Buyers own KICK (AM) McCook, Neb. Mr. Corrick is general manager of KICK. Mr. Barber is general manager of farming operation. Ann. Sept. 22.

■ WIFL (FM) Philadelphia—Seeks assignment of license from High-Fidelity Broadcasters Corp. to Philadelphia Inc. for \$790,000. Sellers: Melvin Gollub, president, et al. Buyers: Alexander M. Tanger, sole owner. Mr. Tanger and wife own broadcast consultant firm. He also owns WLKW-AM-FM Providence, R.I. Ann. Sept. 17.

■ WRJS (AM) San German, P.R.—Seeks assignment of license from Electronic Enterprises Inc. to Southwestern Broadcasting Corp. for \$80,000. Sellers: Iris Mieres Ayuso, president, Clement L. Littauer, executive vice president, et al. Sellers own WITA-AM-FM San German, WITA-TV San Juan, WITB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico, and publishes *El Imparcial*. Buyers: Pedro Roman-Colazo, president (50%), Angel O. Roman, vice president, and Angel E. Roman-Colazo, secretary-treasurer (each 25%). Pedro Roman Colazo and Angel O. Roman own 30% and 55%, respectively, of WVOZ (AM) and WOLA (FM) Carolina, P.R. Angel O. Roman and Angel E. Roman-Colazo own 10% and 90%, respectively, of construction corporation, Pedro Roman-Colazo owns 25% of finance company. Buyers each own individual rental businesses. Ann. Sept. 18.

■ WKBY (AM) Chatham, Va.—Seeks transfer of control of Pittsylvania County Broadcasters Inc. from George G. Beasley (51% before, none after) to Everett C. Peace Jr. (49% before, 100% after). Consideration: \$107,000. Principals: Mr. Peace is general manager of WKBY and owns 50% of applicant to purchase WGOL (AM) Goldsboro, N.C. Ann. Sept. 18.

Final actions

■ WJOI (AM) and WQLT-FM, both Florence, Ala.—FCC granted transfers of control of WJOI Radio Inc. from Cecil Batchelor and Claude E. Sparks (each 50% before, none after) to Seven Points Investment Co. (none before, 100% after). Principals: George W. McBurney, president (50%), Madding King, vice president (10%) and Madding King Jr., secretary-treasurer (40%). Mr. McBurney is Florence, Ala., attorney and owns 50% of building company. Mr. McBurney and Madding King own development company. Messrs. King own insurance agency. Consideration: \$141,523.28. Action Sept. 17.

■ KSLY (AM) San Luis Obispo, Calif.—Broadcast Bureau granted assignment of license from Ben Wickham to Homer Odom for \$170,000. Principal: Homer H. Odom is vice president and general manager of WTTO (AM) Toledo, Ohio. Action Sept. 18.

■ WSMW-TV Worcester, Mass.—Broadcast Bureau granted transfer of control of State Mutual Broadcasting Corp. from State Mutual Life Assurance Co. of America (100% before, none after) to America Group Corp. (none before, 100% after). No consideration involved. Corporate reorganization. Principals: After transaction, America Group Corp. will be wholly owned by State Mutual Life Assurance. Action Sept. 9.

■ WZZM-FM-TV Grand Rapids, Mich.—FCC granted transfer of control of West Michigan Telecasters Inc. from William C. Dempsey, et al. (as a group 100% before, none after) to Synergetic Communications Corp. (none before, 100% after). West Michigan is owned by 26 stockholders. 23 of whom own 3.7% each. Arthur K. and Sara Jane Hamp own 3.7% jointly and Mr. Dempsey owns 11.1%. Stockholders will exchange stock for Synergetic stock, resulting in the 26 stockholders owning 55% of Synergetic. Mr. Dempsey will own 6.1%. Remaining 45% will be owned by three new parties. Henry M. Hogan Jr., Paul Neal Averill and Elinor Bunin. Mr. Hogan will exchange his 100% interest in HMH Inc., a Michigan commercial printing company, and his 98% interest in the Birmingham (Ala.) *Eccentric* for 41.84% of Synergetic. Mr. Averill will exchange his 2% interest in the *Eccentric* for .53% of Synergetic. Elinor Bunin will exchange her 100% interest in Elinor Bunin Productions Inc., which deals in creation and production of graphic designs and films

for TV and motion pictures, for 2.5% interest in Synergetic. Synergetic principals: Mr. Hogan, president, director and chief executive officer; Mr. Averill, director, and Elinor Bunin, director and vice president. Synergetic will own West Michigan Telecasters. Principals of West Michigan: Mr. Dempsey, president and general manager of WZZM-FM-TV (also becomes vice president in charge of broadcasting for Synergetic). William Seldman, chairman of board (who also becomes chairman of Synergetic).

■ WIBG (AM) Philadelphia—FCC granted transfer of control of Seaboard Radio Broadcasting Corp. from Storer Broadcasting Co. (100% before, none after) to Buckley Broadcasting Corp. of California (none before, 100% after). Consideration: \$5,700,000. Sellers: Storer is group broadcaster. Bill Michaels, president, et al. Buyers: Richard D. Buckley Jr., president (11%), and Richard D. Buckley Sr., vice president (89%). Mr. Buckley Sr. owns WDRG-AM-FM Hartford, Conn., and 45% of stock brokerage, Messrs. Buckley Sr. and Jr. own 89% and 11%, respectively, of KGLL (AM) San Fernando, Calif. KKHI-AM-FM San Francisco, KOL-AM-FM Seattle and 94% and 6%, respectively, of WWTC (AM) Minneapolis. Action Sept. 17.

■ KBKW (AM) Aberdeen, Wash.—FCC granted assignment of license from KBKW Inc. to Quincy Valley Broadcasters Inc. for \$155,000. Sellers: Archie Taft Jr., president, et al. Buyers: John R. DiMeo, president (60%), Don Downing, vice president and Donald R. Nelson, secretary (each 20%), Messrs. DiMeo and Downing own 80% and 20%, respectively, of KENE (AM) Toppish, Wash. Messrs. DiMeo, Downing and Nelson own 65%, 25% and 10%, respectively, of KXLE (AM) Ellensburg, Wash. DiMeo is general manager of KAYO (AM) Seattle. Action Sept. 17.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 23. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ *Wood River, Ill.*—Madison County Cablevision Co. has been granted a 25-year franchise. The principals in the company are Robert Howe and Representative Ralph Smith of Alton, Ill., speaker of the Illinois house. The system will provide a minimum of eight channels at a maximum fee of \$5 per month and with a maximum installation charge of \$20. The firm will pay 3% of the gross receipts from monthly service charges for the first 2,000 customers, 4% for 3,001 to 4,000 customers, 5% for 4,001 to 5,000 customers, and 6.5% over 5,000 customers. After two years the franchise may be voided for non-performance.

■ *Auburn, Mass.*—Parker Cablevision of Worcester, Mass., represented by Peter A. Consiglio and John J. Melican, has applied for a franchise. The system would offer a channel for school use, plus continuous news and weather reports and stock-market quotations. Subscribers would pay between \$5 and \$25 for installation and a monthly fee of \$5.95.

■ *Amityville, N. Y.*—Teleprompter Island Cable TV Corp. (multiple CATV owner), represented by Leslie Read, has applied for a nonexclusive franchise. The firm would pay \$2,500 on approval of the franchise, plus 5% on the first \$50,000 of annual revenue, scaling up to 10% on \$150,000 and higher. Subscribers would pay \$15 for installation and \$5 monthly.

■ *Briarcliff Manor, N.Y.*—Saw Mill River Cablevision Inc. has been awarded a five-year franchise.

■ *Richfield, N.Y.*—KWR Systems Inc. of New Hartford, N. Y., has been granted a franchise.

■ *Chesapeake, Va.*—Stoneman Corp., headed by Paul F. Rule of Chesapeake, has applied for an exclusive 30-year franchise. The system would provide 12 channels, including a news-and-weather channel, a channel with a continuous movie running 24 hours a day, and a channel for broadcast from a local studio. Subscribers would pay \$10 for installation and \$4.85 monthly.

It's now 18 months since Westinghouse Broadcasting introduced a new form of journalism to untried territory in Los Angeles, transforming its newly purchased KFWB(AM) into an all-news, all-the-time station. It was a radical transition. Under previous management, KFWB had rocked so hard and loud it hardly needed a transmitter.

Don't do it, Westinghouse was warned at the time. Stay out of Los Angeles with serious news programing. Los Angeles is an escapist place. It's where the least fit go to survive. Feed them sports and outdoor features, in addition to music, but go easy on the realities. So went the advice from those who knew that earlier experiments in the all-news approach had failed to make significant dents in the market.

So what has happened to Westinghouse after it ignored the advice? It isn't number one. Not many of its sales contracts float through the transom. But it has a recognized and expanding piece of that most competitive of radio markets, and it is firmly in the black. Much of the credit may go to Gordon Davis, a broadcaster since 1936, as traveled and time-tested a man as there was in Westinghouse's ample shop—a radio man in Illinois, Seattle, San Francisco, Philadelphia, Cleveland, Munich and New York—who was assigned to see if soporific Southern California really didn't care seriously about the news.

What Mr. Davis found was, by gosh, there was a need. Southern Californians, he and the station learned, like people everywhere, want to know that their community, the country, the world, is not going to fall apart before the day is over. And filling the need for people to know what's happening—or perhaps what has not happened—has given KFWB a positive, widely accepted identity in the Los Angeles radio maze.

The station, reportedly, has become one of the top buys in the glutted marketplace. Starting with two paying accounts in March 1968, KFWB turned in its first profitable month seven months later. It got well into the black in the last quarter of last year and currently, according to Mr. Davis, is enjoying "a tremendous year."

This, of course, was way ahead of projections. What was the magic formula? Give credit to WINS(AM) New York and KYW(AM) Philadelphia, the previously established Westinghouse all-news stations that forged essential guidelines for KFWB. Then, too, there are the peculiarities of the Southern California market. Let Gordon Davis explain.

"We're replacing the *New York Times* being read on the commuter trains," he says. "We're replacing the *Chicago Tribune* and the way people glance at

How to be heard in the Babel that is the LA market

the headlines while they sip their morning coffee. Some 72% of Southern Californians drive to work. They get their news by listening."

Two months ago, Gordon Davis was given a new assignment. He passed on direct management of the 98-person

Week's Profile



Gordon Winthrop Davis—area vice president, Los Angeles Westinghouse Broadcasting Co., (KFWB-AM) Los Angeles; b. March 25, 1915, Boston; producer-writer, KYW(AM) Philadelphia (Westinghouse Broadcasting), 1947-51; programing manager, KYW, 1951-55; general manager KYW(AM) Cleveland (KYW call was used in Cleveland by Westinghouse for several years before the NBC-Westinghouse station exchange was rescinded), 1956-59; general manager, WIND(AM) Chicago, 1959-61; West Coast general manager of Westinghouse P.M. East-P.M. West program, 1961-62; assistant to vice president and general manager, KPDX(TV) San Francisco, 1962-63; director of programing and deputy director of Radio Free Europe, Munich, Germany, 1963-67; vice president of news, Westinghouse Broadcasting, New York, 1967-68; Westinghouse vice president and general manager of KFWB Los Angeles, 1968-69; promoted, corporate area vice president, Los Angeles, July 1, 1969; m. Beryl Postlethwaite of London, England, May 32, 1969; children—Lynn, 21; Lauri, 20 (both by former marriage).

station (52 of them in news) and became top Westinghouse corporate officer on the Southern California scene. Now he has some key responsibilities. For one he has to involve the station in public life, rap with local and state public officials, be sensitive to the controversies in and the needs of the community.

Anybody that knows the Westinghouse operation anywhere, knows, too, that such a calling is the standard assignment for station management. The Westinghouse mission, there can be no doubt, is to be an involved, responsible broadcaster, and long-time Westinghouse disciples such as Gordon Davis don't have to be pushed into community affairs.

On his desk these days are two books. Incongruous for a business office, they are "Soul on Ice" by Eldridge Cleaver, and "The Dutchman" by Leroi Jones. Has straight-forward Gordon Davis—Central Casting would file him as a Van Heflin-type—gone radical? Is he learning the ways of anarchy?

Relax, Donald McGannon; Gordon Davis is just being a responsible reporter. He wants to find out for himself before forming an opinion. For his other big job today is editorializing on KFWB. Mr. Davis wants to know what the books by the black militants are about because they face a ban in California school libraries. This, in his view, is certainly KFWB's business and the station should take a stand.

The same motivation was behind his recent series of 10 editorials proposing the teaching of basic law in public schools. Ignorance of the law, he said in the editorials, "is a major element of social disorder."

Gordon Davis also has taken consumer problems to heart, and subsequently to air. He has asserted in editorials that consumers are frequently fleeced. He wants to enlighten; not spark heat, draw sensational attention, indulge lobbyists, play to the FCC.

Gordon Davis, who sincerely believes that all-news radio "is the most exciting, most important development in broadcasting to come along since television," wants KFWB to have a full awareness of the problems in the community, to be sensitive to them. He comes on the air with three of four different editorials each week. For 60 to 90 seconds at a time, once every three hours, eight times a day, listeners are given evidence that Gordon Davis and his station care and are standing up to be counted.

"We want to be more than just reporters of the news," he explains. "We're speaking on behalf of man. We want to speak for that guy in the streets."

The Hyde years

One of the few traditions in the comparatively new art and profession of broadcasting is the new-season kick-off appearance of the incumbent chairman of the FCC before the International Radio and Television Society in New York.

Last week FCC Chairman Rosel Hyde made what he described as his second farewell address. He had fully intended to retire last June 30 and turn the hot FCC gavel over to the successor selected by President Nixon. But since Dean Burch hasn't yet qualified, it was Mr. Hyde's lot to take his second retirement bow.

If he had simply made a pro-forma appearance with little more than a thank you and a goodbye, it would have been sufficient and welcomed. The men and women of the society, as well as many broadcasters, wanted to pay their respects to the most popular chairman and commissioner in more than four decades of communications regulations.

But Mr. Hyde did have something to say—plenty, in fact. He fervently believes in the fairness doctrine and he scolded stations for not following through on his advocacy of cut rates for political campaigners. Many broadcasters do not agree with him on these counts but they would never question his sincerity or dedication. Nor do we.

But all who earn their living in broadcasting should mark well the parting words of the chairman on the two fundamentals of a free broadcasting structure: the critical need for retention of basic allocations authority for non-government service in a separate independent agency rather than the executive branch, and the basic journalistic responsibility of the broadcaster, free from FCC censorship.

In all his 40 years as a government official in communications, from junior attorney to hearing examiner, general counsel, commissioner since 1946 and twice chairman, Mr. Hyde's credo has been that government works best in seeking to cooperate with its licensees. He got post-freeze TV off the ground that way in 1952. If, as sometimes happens, the licensee didn't spruce up, Mr. Hyde has not been reluctant in taking the harder line.

In recent years, in a patient effort to bring some semblance of harmony and balance to the FCC, Mr. Hyde condoned what most men would not have endured. He hasn't always succeeded. Even with the odds against him he has proved that nice guys can win some ball games the hard way. Tough as conditions are, the public interest has been better served because he has been around.

Worth bipartisan support

J. Leonard Reinsch, president of Cox Broadcasting, has offered some practical suggestions for streamlining Democratic party conventions. His general plan, as presented to a special party commission (BROADCASTING, Sept. 22), would benefit both the politicians and the broadcasters.

Mr. Reinsch's dual role as a broadcaster and a veteran adviser and official in Democratic conventions is apparent in his recommendations. As a broadcaster he wants broadcast journalism to be given adequate access to convention events and personalities, including floor interviews. As a party adviser he wants to put the best Democratic faces on the tube with a professionally produced pro-party film and shortening the dull seconding speeches.

He also believes that gavel-to-gavel live coverage by television may be obsolete, and he recommends "that the convention arrangements committee "meet with the tele-

vision networks and review the possibilities of live coverage of only major events."

Hopefully the Democrats will pay attention to their experts' advice, and Republicans, for competitive reasons, will fall in with the concept of modernizing conventions. Whatever the parties do, however, their authority extends only to the management of their own shows. Covering the conventions remains a matter for the editorial decisions of the broadcast newsmen themselves.

The nonviolent season

Another new television season has begun to roll, and whatever else may be said for it, there can be no doubt that the new prime-time schedule is unusual in one respect: Virtually everything resembling violence has been deleted.

The pressures that have produced this result have been immense, intense and seemingly endless. Congressional leaders, notably Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, have campaigned ceaselessly, as have countless other figures, public and private. The President of the United States joined the chorus briefly at one point last spring. And as recently as last week, as reported elsewhere in this issue, the Eisenhower Commission on the Causes and Prevention of Violence concluded, in effect, that although there is no hard research linking TV violence with violence in the streets, television should program itself as if there were.

The Eisenhower commission did recognize that television should not be made the scapegoat for violence in life, but at the same time it saw in TV a contributing influence and called upon both broadcasters and viewers to impose voluntary restraints. The irony is that most of the recommendations had already been put into effect.

No reasonable broadcaster, certainly not in the current climate, would advocate the depiction of violence for the sake of violence.

But it is our belief, as we have said before, that in some cases they have over-reacted. No matter how undesirable, violence has always been a part of life, starting in the general vicinity of the Garden of Eden. TV schedules that treat it as if it did not exist add fuel to the complaint that TV programming is irrelevant and unrealistic, and the ultimate irony is that broadcasters find themselves in this predicament because they took their critics seriously and tried to respond responsibly.



Drawn for BROADCASTING by Sid Hix
"I've just become a father . . . have a cigar!"



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Strange Paradise



You thought every possible idea for a daytime drama had already been used? How about Colin Fox playing the dual role of a millionaire industrialist and his 300-year-dead ancestor, in a show set in the Caribbean, involving voodoo? Don't laugh. Wait until you see the ratings.

Dial 5

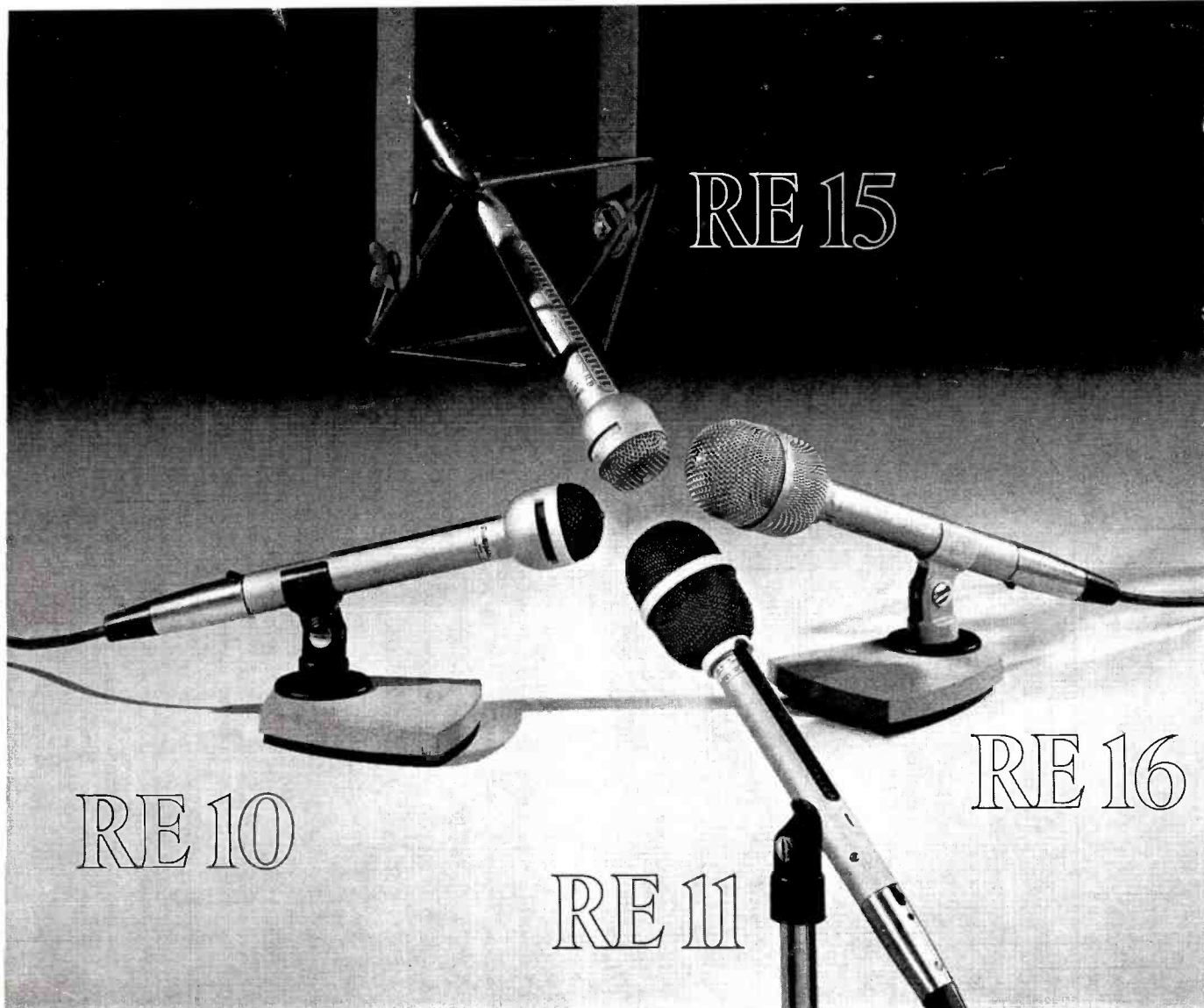


"Dial 5" is a new expanded version of our long-running and successful "Dialing for Dollars", which has been moved into the noon-to-one o'clock time slot. Popular Jane Johnston joins Jim Hutton in hosting this viewer-participation show, which also incorporates a news/weather segment with Bill Beebe and Marilou Thibault.

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