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# Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Good start for spot TV fails to cheer stations. p23  
Committee splits over study of VHF-sharing. p32  
A return to order in broadcast station renewals? p36  
SPECIAL REPORT: The David Sarnoff era at RCA. p55



## How do you know what motion pictures real people really want to watch on television?

**Simple.**

**You go to Pittsburgh and ask them.**

We asked Mr. and Mrs. Elmer Ernst, one of the families in our Real People Test, what they thought about the movies we've got lined up for

local TV. The Ernst family love westerns and raved about Winchester For Hire with Guy Madison and Edd Byrnes, one of our many action-adventure films.

The Ernsts have six children (with another expected soon), drive a station wagon and have two TV's, one of which is always on from morning right until sign-off. Mr. Ernst really enjoys unwinding and watching a TV movie with his kids.

Mrs. Ernst told us, "I get a kick out of seeing my husband and children enjoying themselves."

Here's a list of films we showed the Ernsts that are ready to be released to local TV:

Cat Ballou, Murderer's Row, Suddenly Last Summer, Luv, The Chase, Alvarez Kelly, The Big Mouth, The Trouble With Angels, Bunny Lake is Missing, Dead Heat on a Merry-Go-Round, Dr. Strangelove, The Happening, Rage, The Wrong Box, La Traviata, Theodora Goes Wild, East of Sudan, Winchester For Hire, Arizona Raiders, Corruption, Siege of the Saxons, The Love-ins, A Study in Terror, Anastasia, Bullet in the Flesh, Made in Italy, Crimson Blade, Brigand of Kandahar, Destination Rome, The Fortress, The Phantom of Soho, \$5000 on One Ace, Death Party.

If you want people like the Ernsts to watch, you'd better know what they want to see.

How to  
make the  
women  
in your  
market  
wake up  
and take  
notice

# Strip Dr. Kildare in the A.M.



Dr. Kildare makes house calls on WHTN, an ABC affiliate in Huntington, West Virginia, 9-10 AM. One thing is obvious, the good doctor knows how to deliver the younger women.

	Women 18-49	Women 18-34
WHTN Dr. Kildare	13,000	8,500
WCHS Captain Kangaroo	3,700	3,000
ABC Mike Douglas	11,500	7,600

Compared to last season during the same period when WHTN was running Kartoon Carnival and Male's Navy, Dr. Kildare increased the total women by 221%, women 18-49 by 177% and women 18-34 by 150%.

Miami, Dr. Kildare operates at an even more efficient pace on WCKT, an NBC affiliate, again as a 10 AM strip.

	Total Women	Women 18-49	Women 18-34
Dr. Kildare	32,100	23,400	16,200
WTVJ David Frost	27,000	11,000	5,800
WLBW Fran Carlton/Movie	13,900	11,200	5,700

Compared to last season during the same period when WCKT was programming Donald O'Connor, Dr. Kildare increased the total women by 120%, women 18-49 by 260% and women 18-34 a fantastic 666%!

Dr. Kildare also increases 18-49 women, 22% and women 18-34 by 113% over its lead-in, the Today Show. Source: October 1969 ARB

Your local MGM-TV representative can help you awaken the ladies with Richard Chamberlain and Raymond Massey (Dr. Kildare and Dr. Gillespie). There are 132 hours to strip.

Every hour a solid dramatic experience with the finest list of guest stars of any series available.



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



# DELIVERS

# MORE!

**16.8% MORE TV HOUSEHOLDS**  
*than the 2nd station\**

**14.3% MORE WOMEN**  
*than the 2nd station\**

**18.0% MORE HOUSEWIVES**  
*than the 2nd station\**

**5.3% MORE MEN**  
*than the 2nd station\**

**11.0% MORE COMBINED  
TEENS and CHILDREN**  
*than the 2nd station\**

**\*OCTOBER 1969 ARB TELEVISION**  
*Audience Estimates — Sunday through Saturday —  
9:00 AM to Midnight average quarter hour.*

**KRLD-TV**



represented nationally by 

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Something to dismember

New draft of one-to-customer rule-making to be served up to FCC on call would (1) preclude any media ownership of CATV systems; (2) add newspapers to multiple-ownership taboos in same market (newspapers were not in original proposal to prohibit acquisition of more than one full-time broadcast station in any market); (3) invoke proposal of Commissioner Robert E. Lee to permit dual AM-FM ownership, and (4) eliminate "grand-fathering" of existing multiple ownerships, but allow time (perhaps 12 to 18 months) for divestments.

Revisions proposed make it practically new ball game with sharp divisions of opinion among commissioners. As things stand there may be commissioners who will vote for revisions if only to get new rulemaking proposal out for comment. With term of hard-liner Commissioner Kenneth Cox expiring June 30, chances are FCC would have its fourth Republican member long before highly inflammatory proposal could come up for vote.

## Trade deal

Young & Rubicam, which is enthusiastic about advertiser-involved syndicated programs (*Galloping Gourmet*), is preparing to offer TV stations another series that would be sponsored by two of its clients, Beech-Nut and Arrow Shirt. New program, produced by Talent Associates, New York, is *Telcor*, featuring popular vocalists, which stations would carry with one of their own personalities as host. Program could be 15 minutes, half-hour or hour in length. Y&R hopes to clear 50 markets or more, giving program to stations in exchange for specified commercial positions and leaving some spots for stations to sell.

## Change in wind

Under consideration for high post with FCC—probably general counsel—is Troy Conners, chief trial counsel of Atomic Energy Commission. Mr. Conners, 45, is understood to have been cleared at White House and presumably is in line to succeed Henry Geller, Democrat and career government attorney.

## Higher fines?

Being discussed at FCC, with apparent blessing of Chairman Dean Burch, is sharply increased schedule of fines and

forfeitures, maybe up to \$500,000 (present limit is \$10,000), as measure less stringent than temporary license or revocation but sufficiently punitive to force licensee to hew to line. This approach has been talked up by veteran Commissioner Robert E. Lee, and may yet hit agenda matter to be recommended to Congress. Fine limitations are set by law.

Sequel to increased monetary penalties is possible plan whereby licensee on carpet for repeated or willful violations would be given temporary renewal with requirement that he disposes of facility at whatever market will bring. Commissioners in past have realized inequities involved in deleting licensee and then throwing assignment up for grabs, with no return except possible salvage value of equipment.

## Bigs and littles

It is Westinghouse Broadcasting's complaints that have made news, but there are other affiliate grumbings against plans NBC-TV and CBS-TV have adopted to have stations pick up most of their AT&T rate increases (see page 42). They reportedly come from small, relatively remote affiliates that have their own microwave linkages to networks and hence cannot see why they should help pay for somebody else's network lines. Worse yet, they figure that in their small communities they are not likely to sell enough of extra time being given them to recoup more than fraction of loss they'll take through 6.5% compensation-rate cut that NBC and CBS have initiated across-board.

Network position, in general, is that programs do not travel free to these stations' pickup points and stations should help pay extra cost of getting them there. Even so, network authorities appear sympathetic to these smaller affiliates. Basic problem appears to be that under affiliation contracts networks cannot make rate cut stick unless it applies equally to all affiliates, which seemingly rules out rate-cut relief for selected stations. Authorities hope to find some solution but final decisions almost certainly will be made by contract lawyers. There is some interest being shown by FCC staff.

## Bit of wait

If FCC should adopt plan for creation of new CATV Bureau, on equal footing with Broadcast and other bureaus (see page 46), chances are it can't become operative at least until July 1, 1971. That's because neither this fiscal year's

budget nor next's is funded for it. Off-cuff estimate is that fully staffed CATV Bureau would entail added expense of \$750,000 for first year.

## Baseball man

John H. (Jack) White, who resigned as senior vice president of H-R Television last year following acquisition of Hollingbery Co. by H-R, is reported to be joining New York Yankees division of CBS as vice president, broadcast operations. Before joining H-R, Mr. White served CBS and Katz Agency in sales-executive capacities.

## Long gestation

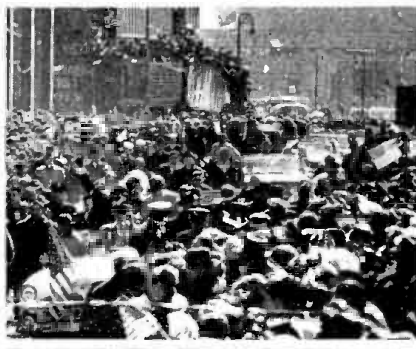
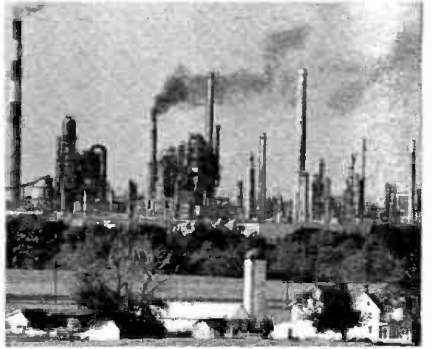
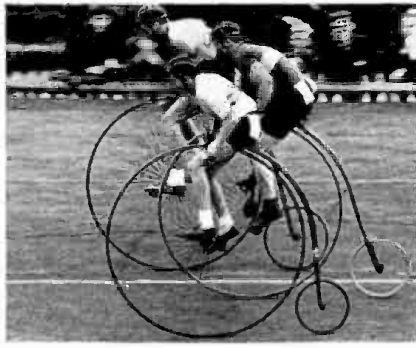
Latest word from White House on its long-awaited statement on domestic communications satellite policy is that it will be released this week or next. Statement, originally due on Oct. 1, will remove barrier to what is expected to be relatively swift FCC action on establishing domestic communications-satellite system; that project is new FCC Chairman Dean Burch's top priority item. White House statement, reportedly, will set out broad principles covering such matters as economic and institutional structure of communications industry, and relationships between competition and regulation, rather than specific proposals.

Still in works at White House is creation of machinery to implement ideas for reorganizing and strengthening government's telecommunications-policy machinery that were contained in memorandum sent to government agencies (BROADCASTING, Dec. 29, 1969). Memorandum reportedly received agencies' general endorsement.

## Beach boy

Importance of presenting views on land-mobile radio use of some television channels will bring National Association of Broadcasters' chief counsel, John Summers, back to Washington from NAB board meeting in Hawaii day early. Along with dozens of other lawyers Mr. Summers will present oral argument before FCC at hearing Friday Jan. 23 (see page 32).

NAB had asked for day's delay to permit appearance Monday Jan. 26 but was denied. Mr. Summers will press NAB view tighter management of present land-mobile channels will solve present problems and 890 to 893 mc sector returned to public use in 1967 can handle future needs.



**AS SOON AS IT HAPPENS.  
WASHINGTON  
HEARS ABOUT IT.**

**WTOP RADIO  
NONSTOP NEWS**

Although survey of national spot-TV activity indicates January sales are running higher for most station respondents, only half are optimistic about record 1970. Concern over nation's economic future predominates. See . . .

## Spot-TV sales fail to cheer stations . . . 23

FCC's government-industry committee studying feasibility of land-mobile sharing of VHF channels completes its work, but fails to reach consensus on what its findings prove. See . . .

## Committee splits on VHF-sharing . . . 32

FCC may be considering policy statement this week that would take sting out of WHDH decision and obviate need for Pastore bill—but several citizens groups move to block action until they've had their way. See . . .

## A return to order in renewals? . . . 36

Competing applications by two groups are filed against Post-Newsweek Stations' newly acquired channel 10—WLBW-TV Miami—and Cowles Communications' WESH-TV (ch. 2) Daytona Beach-Orlando, Fla. See . . .

## Two rival claims filed in Florida . . . 38

Westinghouse Broadcasting Co. officials persevere in efforts to get NBC-TV, CBS-TV to modify decision to increase affiliates' commercial time but cut network compensation. See . . .

## WBC holds fast on compensation . . . 42

Ballots go out for voting on 27 nominees for radio board of National Association of Broadcasters with results to be announced Feb. 6. One board member tenders resignation, says NAB is too TV-oriented. See . . .

## 27 seek places on NAB board . . . 48

Brigadier General David Sarnoff, RCA chairman and broadcasting pioneer, retires for health reasons and is elected first honorary chairman. He is succeeded by son Robert, RCA president and chief executive officer. See . . .

## The David Sarnoff era ends at RCA . . . 55

'Tentative' discussion between CBS-TV and Broadcast Music Inc. may lead to further talks to settle music-license contract dispute in which net seeks per-use rate rather than rate based on percent of total time sales. See . . .

## CBS-BMI start talking to each other . . . 58

Government-sponsored \$1-million study of TV violence—launched last year at request of Senator John O. Pastore (D-R.I.)—gets fired up. Project expected to be fully underway by April. See . . .

## TV probe picks up steam . . . 62

Broadcasting and broadcasting-related stocks end 1969 in slight loss condition with CATV issues only gainers with over-all 3.6% increase. Ameco, Cox Cable and Sterling Communications strong in December. See . . .

## CATV strong in depressed market . . . 66

### Departments

AT DEADLINE .....	9	PROGRAMING .....	58
BROADCAST ADVERTISING .....	23	SPECIAL REPORT .....	55
CHANGING HANDS .....	40	WEEK'S HEADLINERS .....	10
CLOSED CIRCUIT .....	5	WEEK'S PROFILE .....	85
DATEBOOK .....	12		
EDITORIALS .....	86		
EQUIPMENT & ENGINEERING ....	32		
FATES & FORTUNES .....	69		
FOCUS ON FINANCE .....	66		
FOR THE RECORD .....	73		
INTERNATIONAL .....	52		
THE MEDIA .....	36		
MONDAY MEMO .....	21		
OPEN MIKE .....	16		



### Broadcasting

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# Now you can lease the extra manpower necessary to make your FM station really successful.

If your FM station is like most, there are too few employees to make it truly successful. It's been impractical to add staff, and practically impossible to move ahead without extra help.

The ABC Owned FM Stations have found a way to break out of that bind. We took the know-how that made us the most successful group of AM stations in the country and applied it to FM. The result was a new concept that's working for us and can work for you too.

It's called manpower-leasing.

You do what you can do best locally, and lease the rest of your needs from us.

## Start with programming.

You know the headaches of an all-live format: lack of good talent, high costs, supervisory problems and rapid turnover. And those inexpensive music library services can turn out to be mighty expensive when they don't generate audience or sales.

Which is why we produce enough fresh, creative programming to keep you on-the-air 24 hours a day. It's taped, but it sounds more live than a lot of live stations. That's because we record programming one day and it's on your station the next day. There's new programming every day and no tape is aired more than 7 days.

We call the programming LOVE, after the new understanding and caring for humanity expressed by youth. The music is their music: progressive rock.

It's the music that now accounts for half of all record sales, but less than 5% of all radio programming. How's that for odds in your favor?

We carefully program the best of progressive rock music with comments and conversation that get listeners really involved. Before we play the latest Beatle album, our audience likes to hear a bit of an exclusive interview with John Lennon. Or Mick Jagger. Or Peter Fonda. These are people with something to say to our audience.

## What kind of audience is this?

It's young, aware, quality-conscious. It's teens, college students and young adults. It's what we call the LOVE Lifestyle: people who may be 18, 28 or 38 but who think, feel, react and buy in the same way. It's an audience that advertisers know can only be reached in its own environment. And a lot of advertisers, local and national, have found out LOVE is the environment that does it best.

## Which brings us to sales.

With LOVE there are no programming worries, so you'll have more time to concentrate on sales. We'll help you with sales aids, presentations, research, creative commercial services and suggested approaches that will put new life into your sales staff. And we'll work with your rep to boost national billings.

We don't stop with programming and sales.

A lot of FM stations are short on promotion-manpower. Which is why we have a whole advertising, publicity and on-air promotion campaign ready for you to carry out locally.

And while a lot of public affairs programming is local, we provide you with PSA's, programs and ideas that will make your local efforts more effective and valuable to your community.

## The LOVE manpower-leasing concept.

It's working now in small, medium and large markets. It works just as well in Peoria, Lubbock and Kalamazoo as it does in New York, Los Angeles and Chicago. Not to mention Detroit, Cleveland, Houston, Grand Rapids, Pittsburgh, San Francisco and Morgantown.

If your FM station needs extra manpower to make it really successful, give Jim Smith a call now at (212) LT 1-7777, extension 7406. Make it collect.



SPECIAL PROJECTS GROUP  
ABC OWNED STEREO FM STATIONS 



## Seven days to ask

FCC announced Friday (Jan. 9) it was proposing revision of "seven-day rule" affecting Section 315 (equal opportunity provision) of Communications Act. New rule would require eligible candidate to request time within one week from day first eligible candidate appears on air.

Proposed revision would also require late candidates to ask for equal opportunity one week from day they officially enter race.

Present rule requires candidate only to submit request within seven days of prior use of facility.

Commission said changes were designed to prevent such situations as third candidate requesting equal opportunity following appearance of second candidate even if third candidate was eligible after appearance of first candidate. Rule should aid orderly planning of political programming by stations, commission said.

Comments on revision are due Feb. 20; replies March 3.

## Discounts for politicos

New political-broadcasting policy at WLBW-TV (ch. 10) Miami, will permit qualified candidates for public office to buy fixed-position announcement and program time on station at 50% of current fixed base or one-time rate.

Station also announced that it will provide Presidential and Vice-Presidential candidates with 30 minutes of free time, and Senate, House and gubernatorial candidates with 15 minutes of free time, spread over last four weeks before election.

WLBW-TV, which is Post-Newsweek station, is currently faced with a competing application for its facility, filed by group that includes several associates of President Nixon (see page 38).

## Award to 'Laugh-In'

Stars and producers of NBC-TV's *Laugh-In* will be 1970 recipients of International Radio and Television Society's annual gold medal at March 16 banquet in New York.

IRTS award to program, stars Dan Rowan and Dick Martin, and producers George Schlatter and Ed Friendly is for "achievement in or contribution to" broadcasting. Previous winners included John F. Kennedy and Richard

M. Nixon; network news departments; David Sarnoff, Bob Hope and Ed Sullivan.

## Ask 1965 policy for all

Two citizens groups have asked FCC to adopt as rule governing all comparative hearings standards set forth in 1965 policy statement that applied to contests between new applicants only.

Black Efforts for Soul in Television and Citizens Communications Center filed petition for rulemaking late Friday (Jan. 9). Filing is second response to reports that Commission is considering policy statement that would reestablish WBAL Baltimore case as precedent in dealing with cases in which new applicants are competing with existing licensees at renewal time. Earlier in week, two groups went to court to block Commission consideration of policy (see page 36).

## Exile for newsmen

Army newscasters who were suspended for charging that U.S. Military Assistance Command in Vietnam censors news (see page 60) have been transferred to other duties. Specialist 5 Robert Lawrence, who made charges of censorship during telecast from Saigon, has been made chaplain's aide. Marine Corporal Thomas Sinkowitz, who endorsed charges on air, got clerk-typist's job with Naval Air Gunfire Liaison Company. Army denied that reassignments were punitive.

## Two sales approved

Sales of two AM-FM combinations have received FCC approval, subject to outcome of commission's one-to-a-customer rulemaking proceeding.

FCC announced Friday (Jan. 9) it had approved sales of WRUN-AM-FM Utica, N. Y., by *Rome* (N.Y.) *Sentinel* to Woods Communication Corp. for \$535,000, and KCMS-AM-FM Manitou Springs, Colo., by Charles M. and Madelyn B. Edmonds to Black Forest Development Co. for \$205,000.

Vote on both sales was 5-to-0 with Commissioners Nicholas Johnson and H. Rex Lee not participating.

John Woods is president and 27.8% owner of Woods Communication Corp., which owns WSSB(AM) Durham, N. C.

Frederick L. Ingham is president and 9.57% stockholder of Black Forest, which also is engaged in land development in Colorado.

## Damage suit now iffy

Attorneys for Kentucky tobacco farmers suing networks over anti-cigarette commercials wouldn't say "yes" and wouldn't say "no" last Friday (Jan. 9) when asked if their delay in filing damage suit against networks could be result of decision to drop action.

Attorney Gladney Harville blamed "legal difficulties" for continuing delay in filing suit in Fayette Circuit Court, Lexington, Ky.

ABC, CBS and NBC officials, meanwhile, reported they have been officially served with papers from first suit, filed Dec. 19, 1969, in Lexington. Suit asks that networks be forced to tone down anti-smoking commercials, particularly claim that "cigarettes are killers."

ABC legal officials said they plan to contest suit. CBS said only that officials were conferring with local counsel in Lexington to decide what course to take. NBC spokesmen said they also were getting counsel in Kentucky to map action.

## For under 30's

Burla Industries, newly-formed Beverly Hills-based leisure time organization, is planning 90-minute weekly, youth-oriented, variety-talk series, "The Age of Aquarius." Search is on for host or co-hosts, who, as would be all guests on show, under age of 30. Filming is planned for early spring with long-time TV syndication executive Barry Lawrence as executive producer.

## Politics don't count

FCC says licensee's political affiliations are not commission's proper business, but rather his character and manner in which he runs his station.

Commission made statement in order renewing license of WMBA(AM) Ambridge, Pa., in face of numerous protests of local resident, John Larrick.

Mr. Larrick had said Roy E. Angst, station manager, had complete control of news on station and that he could not be impartial because of "heavy involvement" with Republican politics.

Commission also rejected charge that WMBA had "biased policy with an ultimate attempt to mold public opinion to a predetermined conclusion. . . ." Commission said that it has encouraged stations to editorialize and that editorialization by definition involves attempt to



Mr. Rubin



Mr. Burns



Mr. Krolnik



Mr. Mitchell



Mr. Cooke



Mr. Reel

**Brigadier General David Sarnoff**, key figure in RCA for 50 years, resigns as board chairman and director and is elected first honorary chairman in RCA history. **Robert W. Sarnoff**, president and chief executive officer, elected to additional post of chairman (story page 55).

**Aaron Rubin**, financial executive VP, NBC, elected to NBC's board of directors. Mr. Rubin, who joined NBC in accounting in 1937 and subsequently worked with ABC before rejoining NBC as chief accountant in 1954, was elected VP and treasurer in 1960 and serves also as chairman of NBC's president's council which carries out special assignments for NBC corporate management and coordinates exchange of plans and information among managements of operating divisions at NBC.

**Lloyd Burns**, president of Screen Gems International, named executive VP of SG, succeeding **John H. Mitchell**, who was recently named president of company. Mr. Burns will continue as president of international division, but will assume added broad administrative responsibility involving all operations, both domestic and international. He has been with Screen Gems since 1955 when

he helped to organize Screen Gems (Canada) Ltd.

**Richard Krolnik**, VP in charge of PR and Washington representative for Time-Life Broadcast, New York, named to newly created position of VP for programing of Time-Life's TV-radio station group. In addition to working with Time-Life's stations on programing, Mr. Krolnik will explore development of programing for syndication and for cable TV. **John N. Catlett**, who joined Time-Life as general executive last September, becomes director of promotion and PR of T-L Broadcast:

**C. Stuart Mitchell**, deputy chairman of Compton Advertising, New York, since 1968, elected board chairman and chief executive officer, succeeding **Barton A. Cummings**, who was named to new post of chairman of executive committee. **Paul D. Cooke**, executive VP since 1966, promoted to deputy chairman, succeeding Mr. Mitchell. **Milton Gossett** remains as president of Compton, in charge of creative services. Mr. Mitchell has been with agency since 1946 and Mr. Cooke since 1948.

**A. Frank Reel**, VP in charge of business affairs for Metromedia Producers Corp., New York, named executive VP

and chief operating officer of company. He also was elected to board of directors of MPC. No decision has been made as yet as to whether Mr. Reel will be based in New York or in Los Angeles. Leaving MPC are **M. J. (Bud) Rifkin**, president since 1967, and **Harvey Bernhard**, executive VP in charge of business affairs. Mr. Reel, with MPC since 1968, previously was executive VP in charge of business affairs for United Artists Television, joining that company in 1954 when it was Ziv Television.

**Robert M. Rice**, VP, director of finances and comptroller, ITT Europe, and assistant comptroller, ITT, elected VP, finance, of CBS Inc., effective Feb. 16. **Ralph O. Briscoe**, who was CBS VP, finance, was appointed president of CBS/Comtec Group last fall (BROADCASTING, Oct. 6, 1969). Before Mr. Rice, who is 43, joined ITT in 1967 he was with Ford Motor Co. for 13 years and was board chairman and managing director of Ford Denmark, managing director of Ford Norway and manager of Ford International division profit analysis department. Previously Mr. Rice was financial analyst with Sylvania Electric Co. and American Airlines.

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

mold public opinion.

Commission said station that attempts to mold public opinion is obligated to observe its fairness doctrine, and that WMBA has not been accused of violating that doctrine.

## List parties to argue

More than 40 parties are scheduled to participate in two days of oral argument FCC has scheduled for Jan. 22-23 on proposed rules that would permit land-mobile radio operators to share UHF spectrum space with TV. Stanford Research Institute, which did year-long study on matters affecting land mobile's spectrum problems, will be

represented in proceeding. Commission said it had invited SRI's participation because of considerable interest in report.

## MBS gets fight

Mutual Broadcasting System announced Friday (Jan. 9) that it had acquired exclusive radio rights to coverage of world heavy-weight championship bout between Jimmy Ellis and Joe Frazier scheduled Feb. 16 at Madison Square Garden in New York.

Deal was with Sports Action Inc. at undisclosed price. No live TV coverage is planned.

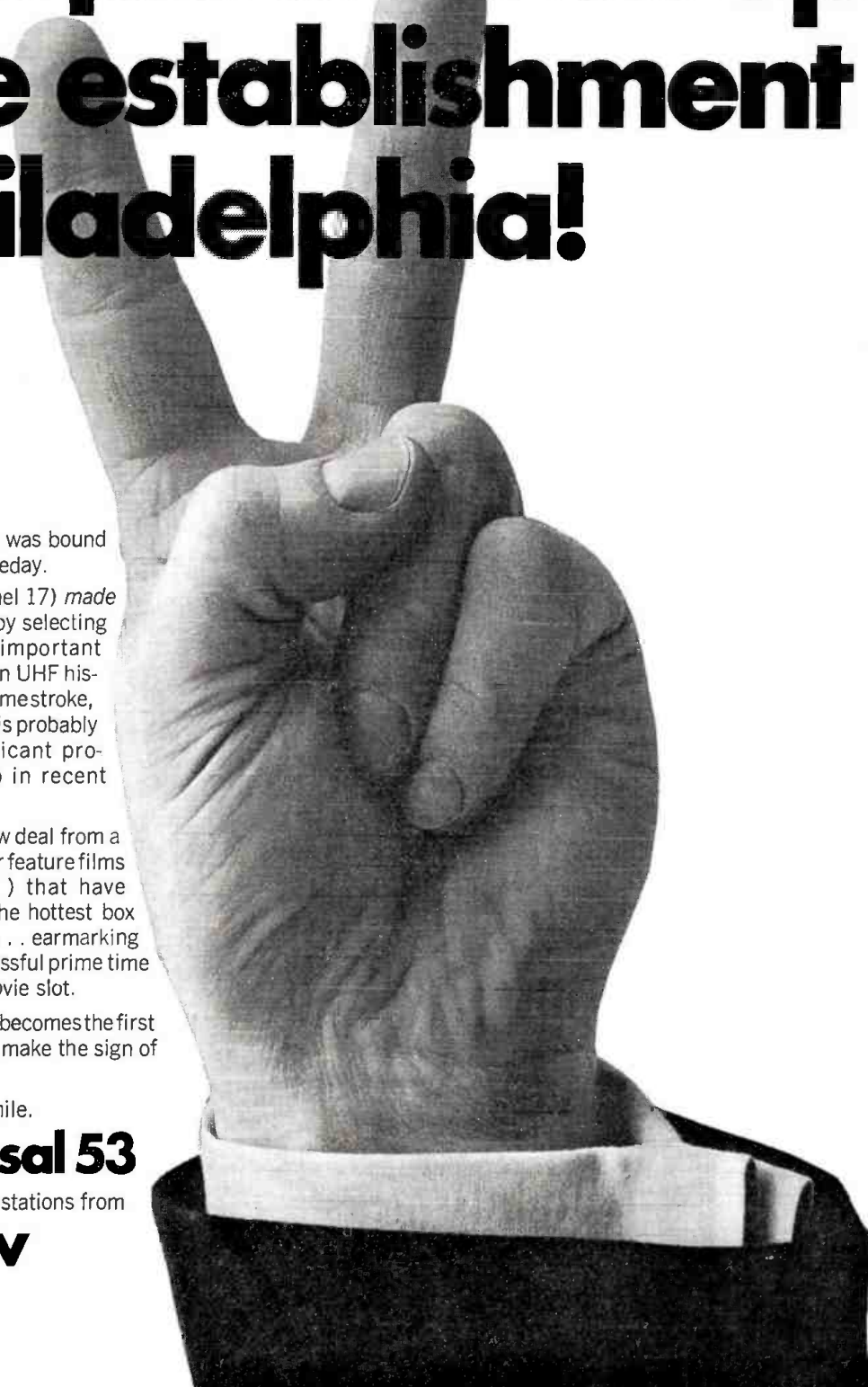
## Takes golf show

Sponsor of Triangle Stations special, "Golf Magazine's 1969 All-America Team," will be duPont. Special is being placed directly in over 200 markets for March presentation and will show top professionals, selected by touring pros themselves, on circuit and in interviews.

## Picks up Bancroft tab

Monsanto Co., St. Louis, through Doyle, Dane Bernbach, New York, will sponsor "Annie, the Woman in the Life of a Man," starring Anne Bancroft, on CBS-TV Feb. 18 from 9-10 p.m. (EST).

# A UHF station has just shaken up the establishment in Philadelphia!



Everybody said it was bound to happen...someday.

**WPHL-TV** (Channel 17) made it happen *now*—by selecting U-53, the most important feature film buy in UHF history! And in the same stroke, they scored what is probably the most significant programming coup in recent indie history!

**WPHL-TV** will now deal from a "deck" of 52 color feature films ( *plus "Psycho"* ) that have scored some of the hottest box office triumphs... earmarking them for its successful prime time and 11:30 pm movie slot.

And Philadelphia becomes the first city to see a "U" make the sign of the "V"

With a winning smile.

**Universal 53**

available to local stations from

**mca tv**

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**Datebook®**

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

\*Indicates first or revised listing.

**January**

Jan. 11-16—Bishops' Workshop in Communications sponsored by *communications department, United States Catholic Conference*. Loyola University, New Orleans. Participants will include Donald Durgin, president of NBC Television Network, Frank Shakespeare, director of United States Information Agency, and Donald McGannon, president of Westinghouse Broadcasting.

Jan. 12 — Deadline for comments on *FCC's* proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Comments also requested on possible extension for AM-FM services.

Jan. 12-14—Convention of *National Collegiate Athletic Association*. Statler Hilton, Washington.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the *Bureau of International Commerce of the U.S. Department of Commerce*. U.S. Trade Center, Paris.

Jan. 13—*Hollywood Radio and Television Society* luncheon meeting. Julian Goodman, president, NBC-TV, speaker. Beverly Wilshire hotel, Beverly Hills.

Jan. 15 — Annual broadcasters luncheon sponsored by *American Red Cross*. University Club, N.Y.

Jan. 15—Deadline for comments on *FCC*-sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 15—Annual stockholders meeting, *Lee Enterprises Inc.* Blackhawk hotel, Davenport, Iowa.

Jan. 15—National foreign policy conference for editors and broadcasters sponsored by *Department of State*. Participants will include Secretary of State William P. Rogers and other high-ranking government officials. Invitations may be obtained by writing to director, *Office of Media Services*, Department of State, Washington. Conference will be held in New Department of State building, Washington.

Jan. 15—News clinic sponsored by *New Jersey Broadcasters Association*. Brunswick Inn, East Brunswick.

Jan. 15—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* New York.

Jan. 16—Board of directors meeting of *Institute of Broadcasting Financial Management*. Royal Orleans hotel, New Orleans.

Jan. 15-16—Annual convention, *Louisiana Association of Cable TV Operators*. Royal Sonesta hotel, New Orleans.

Jan. 16-17—Meeting of *Georgia Cable Television Association*. Gordon hotel, Albany.

Jan. 16-17—Winter meeting of *Colorado Broadcasters Association*. Denver.

Jan. 19—Oral argument on exceptions to initial decision by FCC Hearing Examiner F. L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

Jan. 21—Prehearing conference on mutual-exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc., and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV.

Washington.

Jan. 22—Deadline for reply comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.

Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

Jan. 23—Luncheon of *Pacific Pioneer Broadcasters*. Sportsmen's Lodge.

Jan. 22-23—Oral argument on *FCC's* proposal to open UHF portion of spectrum to land-mobile radio users. FCC headquarters, Washington.

Jan. 25-27—Winter meeting of *Alabama Broadcasters Association*. Parliament House, Birmingham.

Jan. 26-30—Supervisory development workshop, sponsored by *National Cable TV Center*. Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of *Virginia Association of Broadcasters*. Sheraton Motor Inn, Richmond.

Jan. 26-29—Annual convention of *National Religious Broadcasters*. Statler Hilton hotel, Washington. Speakers include FCC Chairman Dean Burch, Commissioners Robert Wells and Robert E. Lee and Dr. Marshall McLuhan of University of Toronto among others.

Jan. 27-29—Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Speakers will include Bill Gavin, programming consultant, and Marlon Corwell, national president of American Women in Radio and Television Inc. U. of Georgia, Athens.

Jan. 27—Special stockholders meeting, *Chris-Craft Industries Inc.* Wilmington, Del.

Jan. 30—Comments due on *FCC's* primer designed to clarify requirements of broadcast applicants in ascertaining community needs.

Jan. 28—Meeting of *Idaho State Broadcasters Association*. Downtowner motel, Boise.

Jan. 30-31 — Annual television conference, *Society of Motion Picture and Television Engineers*. Hugo A. Bondy, chief engineer, WAGA-TV Atlanta, chairman. Marriott motor hotel, Atlanta.

Jan. 31—Broadcast news seminar for South Carolina newsmen and station personnel sponsored by *South Carolina AP Broadcasters Association*. Sheraton-Columbia Motor Inn, Columbia.

**February**

Feb. 14—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Feb. 24 — Government affairs conference,

ARB TV seminars and research clinics

Jan. 13—Marriot, Dallas.

Jan. 15—Regency Hyatt House, Atlanta.

Jan. 20—Sheraton Plaza, Boston.

Jan. 22—Commodore hotel, N. Y.

Jan. 27—Brown Palace, Denver.

Jan. 29—Wilshire Hyatt House, Los Angeles.

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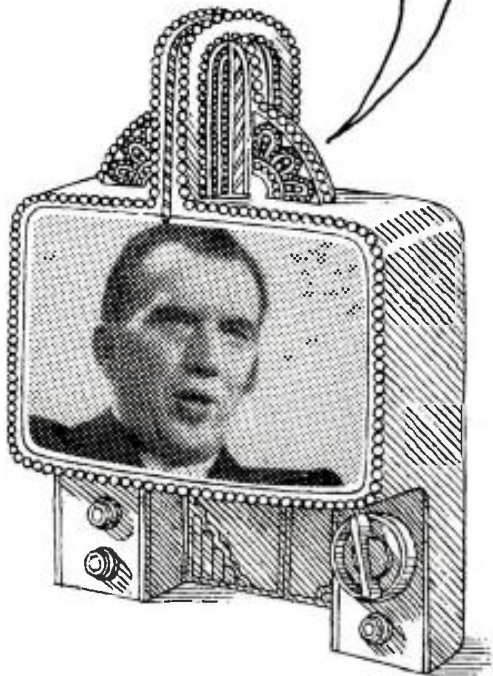
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Feb. 4—Congressional reception, National Cable Television Association, to introduce Donald V. Taverner, new NCTA president. Mayflower hotel, Washington.

Feb. 5—Meeting of Minnesota AP Broadcasters Association. Minneapolis.

Feb. 3-5—Winter meeting of South Carolina Broadcasters Association. Pointsett, Greenville.

Feb. 4-7 — Senior marketing management conference sponsored by American Marketing Association. Carefree Inn, Carefree, Ariz.

Feb. 6-7—Convention of New Mexico Broadcasters Association. Clark B. George, president of CBS Radio Network, and FCC Commissioner Robert Wells are to speak. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual Northwest Broadcast News Association seminar. Speakers include Bill Roberts, president of the Radio-Television News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief. Minneapolis.

Feb. 6-8 — Winter meeting of Oklahoma Broadcasters Association. Camelot Inn, Tulsa.

Feb. 7-8 — Retail advertising conference. TV-radio retelling is included. Ambassador hotel, Chicago.

Feb. 9—Deadline for comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

Feb. 10-12 — 1970 Winter convention on aerospace and electronics systems. Theme: "Electronics Strides into the Seventies." Biltmore hotel, Los Angeles.

Feb. 12-13—Mid-winter general membership meeting of California Broadcasters Association. Riviera hotel, Palm Springs, Calif. Key-note speaker on Feb. 13 will be FCC Chairman Dean Burch.

Feb. 17—Kinney National Service Inc. annual shareholder meeting, Summit hotel, New York.

Feb. 20-22—Meeting of board of trustees, educational foundation of American Women in Radio and Television Inc. Royal Orleans hotel, New Orleans (housing), WDSU conference room (meeting).

Feb. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

Feb. 25—Hearing on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc. and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV. Boston.

Feb. 26—Annual dinner of Radio-Television Correspondents Association. Washington.

Feb. 27-March 2—Meeting of board of directors. American Women in Radio and Television Inc., Grand Bahama hotel & CC. Grand Bahama Island.

Feb. 27—Western States Advertising Agencies Association annual "Man of the Year" award luncheon. David J. Mahoney, president and chief executive officer of Norton Simon Inc., Fullerton, Calif., award winner, guest of honor. Embassy Ballroom. Ambassador hotel, Los Angeles.

### March

March 2-3—National meeting of Mutual Advertising Agency Network. Hilton Inn, San Diego.

March 9-12—Spring conference, Electronic Industries Association. Statler Hilton hotel. Washington.

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

March 19—Annual stockholders meeting,

■Indicates new or revised listing.

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BROADCASTING, Jan. 12, 1970

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# M&H

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Cox Broadcasting Corp. Atlanta.

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

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

### April

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

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

April 12—*Alpha Epsilon Rho* banquet at Kansas State University, Manhattan. Speak-

ers will include FCC Commissioner Robert Wells.

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

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

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

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

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

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

## OpenMike®

### Editorial was on key

EDITOR: In behalf of the Georgia Broadcaster's Music Committee, thank you for your timely editorial, "Pay as You Play?", in the Dec. 29 issue.

Your statement, "BMI music is now on a par with ASCAP's in television and overwhelmingly dominant in radio," puts the entire matter in the right perspective. The only thing drastically out of line is the ASCAP charge for performance rights—almost double the BMI cost. And, with the recent BMI rate increase, BMI is being well compensated. . . —*Ed Mullinax, chairman, Georgia Broadcaster's Music Committee, Atlanta*

### RTNDA's Roberts disagrees

EDITOR: I must take strong exception to the editorial published in the Dec. 29 issue. To say that the Radio Television News Directors Association board of directors was attempting to "negotiate away" pressures on newsmen reveals a total misunderstanding of what the RTNDA board was attempting to do, and of what actually happened in the meeting with the Vice President. The RTNDA board was not attempting to negotiate anything with the Vice President at any time. It was trying to get him to consider some of the serious consequences that could develop, not only for journalists but for our system of government, if he did nothing to dispel the impression his speeches left on many persons—that broadcast newsmen are engaged in some sort of conspiracy to promote agitators, demonstrators, trouble makers and issues which make the country look bad. . . .

The RTNDA board did not offer or accept any sort of a "deal" with the Vice President and has no intention of doing so in the future. But the board does believe there is a serious and still growing gap in understanding between the news media and the public and between the media and public officials. . . . A real disservice to journalism may come from those who counsel newsmen to remain aloof.—*J. W. Roberts, president, Radio Television News Directors Association, Washington*.

(According to Mr. Roberts's own account of the meeting, as reported in *BROADCASTING*, Dec. 22, 1969, the RTNDA board had hoped to get from Mr. Agnew a statement "that the administration did not intend to diminish coverage of controversial issues but was interested in a fuller exploration of the issues." In response Mr. Agnew said "he'd be willing to issue some sort of a statement if he saw a sign that his criticism was being listened to, but he hasn't seen any sign yet.")

### Cites neighbors' success

EDITOR: I read the "Old Radio in Riverhead" letter in your Dec. 29 issue. Evidently Jay Mitchell and his associates at WHRF Riverhead prefer to tunnel into their lair for a long winter's sleep.

Contrary to his remarks, neighboring radio stations in Bayshore and Freeport, Long Island, have already run several of our radio dramas with much success and currently Miss Roberta Mitzelman of WUSB Stony Brook is broadcasting both *The Shadow* and *The Lone Ranger*.

Our radio drama series successes will continue in 1970 as we are bringing back at considerable expense the most popular radio drama series of all time, the original *Gangbusters*. —*Charles Michelson, president, Charles Michelson Inc., New York*



WMAL-TV disagreed when the League of Women Voters went on record in favor of admitting Red China to the United Nations.

But WMAL-TV urged careful consideration of the League's views anyway. Because the League has a long history of non-partisan objectivity and WMAL-TV respects its integrity.

In saluting the League of

Women Voters 50th Anniversary, WMAL-TV said, "No other organization has worked as diligently or effectively to inform voters on candidates and issues."

This kind of pro-and-con thinking is typical of WMAL-TV editorial policy. WMAL-TV believes in any viewpoint that wears blinders is worse than no viewpoint at all.

Washington seems to agree. Because people listen and re-act. To the brickbats. And to the bouquets.

If you want a reaction in Washington, talk to WMAL-TV.

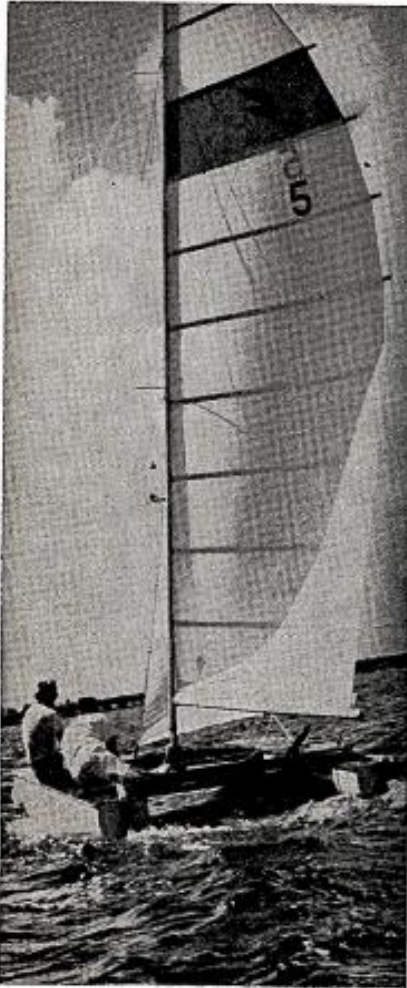
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## BookNotes®

*The Technique of the Film Cutting Room: Ernest Walter. Hastings House, New York, N.Y. 282 pp. \$11.50.*

A book for professionals by a professional, Ernest Walter, whose film editing credits include MGM and 20th Century Fox, *The Technique of the Film Cutting Room* concerns itself with the physical side of editing. It is one technical book of a series, published by Hastings House under the title of *Communications Arts Books*. The book describes in detail the functions of the film editor and his assistants in sequences relating to each stage in the production of a large scale film. Schematics and drawings are used to illustrate the text and, in addition, a 138-item glossary—from "academy leader" to "zero frame"—is included.

*The Technique of Film and Television Make-Up for Color and Black and White. Vincent J-R Kehoe. Hastings House, New York, N.Y. 280 pp. \$16.50.*

This is another in a series of "technique" books published by Hastings House under the title of *Communications Arts Books*. The author, Vincent J-R Kehoe, is a make-up artist who worked for more than 3,000 films, TV shows and stage productions over a 25-year period, and is also a noted photographer. In TV, he has been in charge of make-up for CBS-TV in New York as well as for the *Hallmark Hall of Fame* specials (NBC-TV) and the former *Cameo Theater*, also NBC-TV. The reader, presumably a professional, can follow the multiple and complex steps and techniques in make-up. The book is a revised edition, brought up-to-date with the advent of color, new principles and new products and the move to make today's make-up look less so to the audience.

*How to Get into Show Business: Merrill E. Joels. Hastings House, New York. 157 pp. \$5.95.*

This "how to" book is designed to provide a compact guide for the person who first ventures into the world of show business. Emphasis is placed on the importance of business sense as well as talent in attaining success. The book attempts to aid the reader with tips on how to get his foot in the door, promote himself, deal with unions and increase his earning power in the entertainment world. The appendix offers tidbits such as studio telephone numbers and union addresses. This is an expanded version of the book originally titled *Acting is a Business*.

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# Broadcasting®

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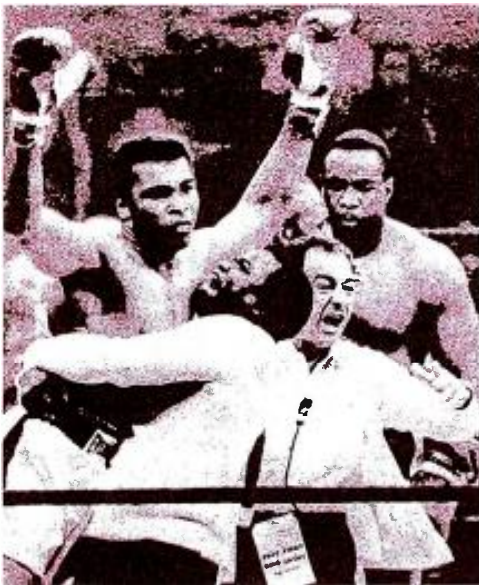
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**TIME WAS** ...and it was only a yesterday ago...during *The Fabulous Sixties*.

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## Taping is a groovy way to produce a spot

Isn't it ironic that many television production specialists—people responsible for creative innovations—are themselves shy of innovation in other areas?

Too many of us still regard modern electronic technology with suspicion, feeling that video-tape recorders and electronic cameras are too complicated for use, or that electronics is robbing us of human control, or that sensitivity and the electron are somehow incompatible.

Electronic recording is nothing more or less than a very effective production tool, and, from what I've seen lately, it will not go away. Granted it has certain limitations, but it also offers a degree of flexibility and creative opportunity which actually surpasses film, in my opinion.

Like many of us, I had a less than pleasant experience when first introduced to tape. But that was a few years ago when the earlier generations of equipment were rather unmanageable and temperamental, and the people who operated them hadn't had sufficient experience in professional production techniques.

Then, last February, I shot some spots with Teletronics International Inc., New York, a young tape outfit, and in doing so was completely "turned on" to the potential of tape. Teletronics International is one of several emerging tape companies with both the latest portable video-tape recording equipment and people with sensitivity who know how to use it. They showed me how really uncomplicated it was to shoot a commercial the electronic way.

After I overcame my initial uncertainties, I was surprised to learn that you don't need an engineer's degree any longer to relate to a television camera. In fact, anyone with real production experience and enough guts not to be intimidated by an oscilloscope can make the electronic hardware do precisely what he wants.

One of the first commercials we did with Teletronics International was "The Dishwasher," for Ajax. It required both tight location work and extensive editing. We needed a realistic-looking setting, so we found a crowded and noisy kitchen in the basement of a busy New York restaurant. The lighting setup was similar to film except that we used less light, a blessing in that hot dungeon. We used a Teletronics hand-held camera

and their "suitcase," a wild new color Videotape recorder made by Ampex that actually fits in a small suitcase. We shot for 12 hours, including a difficult demo. This equipment worked beautifully the whole time. So did the people.

It was fascinating to be able to play with the colors during the shooting. We experimented with color contrast and hue until we had the realistic look we were after. Working with that giant color viewfinder they call a monitor has got to add years to the life of every commercial producer. The monitor shows exactly how the picture will look after completion. It was also a wonderful feeling to leave the place knowing that we had exactly what we wanted in the can.

The next day, the best footage was selected and duped onto a small Ampex one-inch Videotape recorder for electronic editing. Each frame of the picture carried its own number, and we were able to still-frame just by turning a knob. This allowed us to select the exact frame at the head and tail of each scene. Those frame numbers were entered on an editing flow sheet which was used to automatically conform the master tape when our editing was completed and approved.

Within four days after the commercial was shot, we had a finished product. By comparison, had the commercial been filmed, it would have taken at least seven weeks on normal schedules.

Shooting "The Dishwasher" on tape was an education for me in modern taping. Since then, I've done two other spots using the Ampex VR-3000 port-

able Videotape recorder and electronic editing. I have been happy with both productions.

Consider, for example, the critical problem of meeting tight schedules. Tape is the fastest way to make a commercial in practically every phase of production. A producer can see what he has as he shoots, and the minute he has what he wants he can strike his crew and go home. Yet many of us working in film will linger on, reshooting scenes just to ease that gnawing feeling that we might be surprised when the film returns from the lab. Sometimes even the alternate scenes we shoot on film are wrong. Believe me, it is a lot safer to be able to see footage before you wave good-bye to your cast. I don't think any film man will argue with that.

Editing generally is much faster electronically, too. The director and/or editor runs the tape and assembles the spot. Changes can be made and viewed in minutes. Film editing is cumbersome by comparison.

And, of course, there is no such thing as processing tape—a rather gratifying fact for those of us who become apprehensive as well as impatient when several days' worth of shooting disappears into the dark, mysterious world of the optical house, not to emerge again for weeks.

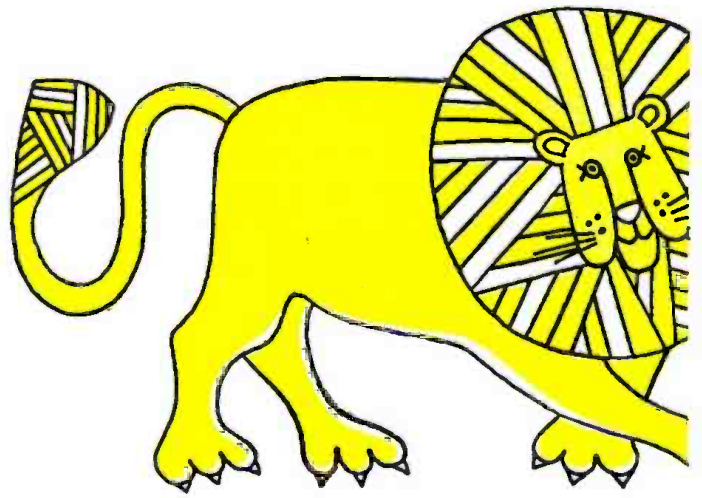
Hardly anybody would seriously suggest that tape will ever replace film. There is no need for replacement. The idea today is to learn to forge new tools, and apply them. For this is truly an electronic age, and video tape is a vital part of this age.



*Jeff Kliman has been a radio-TV video-tape producer for Norman, Craig & Kummel, New York, since February 1968. He graduated from Boston University in 1964. For three years after college he worked at various jobs in film production in New York City and then spent two years as a freelance film producer and photographer. At NC&K, Mr. Kliman has helped produce commercials for such products as Ajax cleansers, Old Spice and Burley men's toiletries, Vaseline preparations and Silva Thins cigarettes.*



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out  
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nov. 1964	WFIL-TV #1	prime time *
nov. 1965	WFIL-TV #2	prime time *
nov. 1966	WFIL-TV #1	prime time *
nov. 1967	WFIL-TV #3	prime time * (oops)
nov. 1968	WFIL-TV #2	prime time *
nov. 1969	WFIL-TV #1	prime time *
nov. 1969	WFIL-TV #1	homes delivered, sign-on to sign-off †

**WFIL-TV**  
Philadelphia 

a Triangle Station...of course

†ARB, Nov. 1969.

\*ARB, total homes, 7:30-11:00 p.m., Sunday through Saturday. Subject to survey limitations, details on request.

# Good spot-TV sales fail to cheer stations

## Uncertainty about national economy depresses first-of-year forecasts by many TV executives

Television broadcasters are moving into 1970 with less enthusiasm about their national-spot sales prospects than the year-opening sales pace warrants.

Results of BROADCASTING's 10th annual winter survey of spot-TV activity, compiled last week, showed early-January sales were running higher than a year ago for two-thirds (67%) of the station respondents.

Yet only half of the respondents thought their national-spot sales for full-year 1970 would exceed those for 1969, a record year for many if not most of them and unquestionably for spot-TV as a whole.

The other half were almost evenly divided between those who expected to match their 1969 totals in 1970 and those who thought they would fall short. Uncertainty about the future course of the national economy appeared to be the predominant depressant in all the forecasts.

A year ago, when both confidence and sales activity were more widespread, 81% of the survey's respondents reported January sales exceeding year-before levels and 85% thought the full year would be better than 1968. Only 9% expected the full year to fall behind 1968.

This year, 19% of the respondents said early-January sales were lagging, and 14% reported them holding even with the same period of 1969. A year ago the comparable figures were 6% and 13%.

The mixed views evident in this winter's survey were also reflected in a BROADCASTING canvass of leading station-representation firms last week. However, although some declined to forecast 1970 full-year results and the others were uniformly cautious in their projections, the reps as a whole showed greater long-range confidence than the stations and tended more often to see 1970 as an "up" year. They disagreed as to whether cigarette advertising would be lost during 1970.

At the Television Bureau of Advertising, which estimates that 1969 spot sales rose 13% over 1968's, Sales and Marketing Vice President Harvey Spiegel acknowledged that the economic outlook is unclear and the forecasts conflicting but thought it reasonable, even so, to look for a 1970 gain of about 5% over last year's record.

"The industry has not been complacent about 1970," he said. "I think it is mature enough to foresee problems and better equipped to sell than in 1967, when everyone was taken by surprise."

That was the year when the sales curves of all major media flattened out and spot TV for the first time in its history failed to make a gain, merely breaking even with 1966.

Mr. Spiegel has repeatedly called attention to similarities between general economic indicators leading up to 1967 and those leading to 1970, warning that especially aggressive selling will be needed this year.

In the station survey, early-January

sales gains appeared to be running in a loose form of inverse proportion to competition. Thus 92% of the respondents reporting from one-station and two-station markets said sales were up from last January. In markets with three stations, the figure was 62.5%; in those with four or more, 53.3%.

The same pattern did not occur in full-year projections. The largest proportion of forecasts for full-year gains (60%) again was in one-and-two-station markets, but 30% of the respondents from these markets also anticipated full-year declines—as compared with only 8% who reported January business down.

In markets with four or more stations, 54.5% of the respondents anticipated gains and only 9.1% foresaw declines (although 13.3% were lagging in January). In three-station markets 36% predicted gains and the same number expected drop-offs (as against 31% who were down in January).

Like TVB's Mr. Spiegel, broadcasters frequently underscored the need for aggressive, imaginative selling in their responses to the survey. But the most marked characteristic of their replies was the sharp differences they reflected in terms of both current activity and attitudes toward the future.

"Soft, at least through the first quarter," was one broadcaster's assessment. "Looks great," thought another. While one station reported that "buying for 1970 is starting earlier and the flights are also starting early," another said: "Renewals are slower, flights are shorter." Even to the frequently reported "local up and national down" there was at least one minority report of "national up, local down."

Several broadcasters took the position, that, as one put it, "conflicting optimistic and pessimistic reports seem to balance out to a Mexican stand-off."

At least one anticipated that independent buying services would not make life easier; he thought 1970 would

### Network TV up 9.6% in '69

Preliminary figures on network TV billings in 1969 released by Television Bureau of Advertising today (Jan. 12) report a 9.6% increase compared with 1968. TVB said this represents the biggest increase in network TV of the past three years.

The figures, based on Broadcast Advertisers Reports' compilations, show network TV advertisers spending a total of \$1,697,420,500 last year, up from \$1,548,104,700 in the previous year. Also reported by TVB is a preliminary estimate for the month of December 1969 in which network TV advertisers spent \$171,059,800, a 6.5% gain over the corresponding month in 1968 for which billings were \$160,638,800.

be "strong" but also expected to be "pushed to make deals due to buying-service pressure."

Optimism in various forms was evident, often even when sales were lagging. Many stations said local sales gains would more than make up for any decline in national spot. One broadcaster, who thought the outlook "dismal" and billings direction hard to follow because advertisers are using shorter and shorter campaigns, suggested that "we'll just have to keep plugging and hope for the best." Another reported simply: "It is difficult to predict but, ever hopeful, we look for a better year."

Most of the reps venturing forecasts in BROADCASTING's canvass also looked for a better year. Some typical comments follow:

The vice president in charge of sales at a medium-sized representative firm described January as "on the flat side" after "super" 1969 with an over-all increase of 15% for the year. He said he is approaching 1970 with caution, and, as for the second half of 1970: "I would hope that it recovers."

A firm representing more than a dozen TV stations, most of them independents, is frankly concerned about competition from the additional commercial time CBS-TV and NBC-TV are giving their affiliates in 1970 in exchange for compensation cuts to offset the AT&T rate increase.

A spokesman called 1970 "one of the tougher years we've had to face since maybe 1967," adding that "we are hardly optimistic." Another indicator is the "cigarette situation" and, he said, stations are steeling themselves for the loss of tobacco revenue in 1970. All in all, he said, "we have big question marks about the first quarter, not to mention the second, third and fourth."

Despite the gloomy outlook, he reported January business slightly up from last year. He estimated that 1969 as a whole showed a 10% sales increase over 1968.

Studying first-quarter sales to date, a spokesman for one of the biggest reps noted that most observers "anticipated slow or poor business" but reported that the "last few weeks business has picked up."

All this leads him to optimism for the remainder of the year.

Recognizing the tight money market and calling his prediction a conservative estimate, the spokesman believed "business will be slightly up from last year."

The president of a rep firm with a short list of major-market stations said his firm is 15.9% ahead of last year at this time. He was optimistic about business for the rest of the year, but

with a cautionary note.

"It's going to be a good year, but a very tough year," he said. Citing the tenuous economic situation, he noted, "We'll have to work a little harder. I don't think it's going to be a snap. We'll just have to go out and get greater shares of budgets—larger or smaller."

A representative with around 50 stations, primarily in medium-sized markets, reported business was "very busy, as it always is at the first of the year—about the same as last year."

He declined to predict for the whole year, but said he was "cautiously optimistic for the first quarter."

The vice president and sales director of a group-owned operation reported that business is "down substantially" from the first quarter of 1969, which he characterized as "a strong period." He attributed the softening to the uncertain general economy, adding that "our audience levels are higher than ever."

He estimated that spot TV as a whole showed an increase of more than 10% in 1969 and he predicted a rise in 1970 of about 5% over 1969.

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### Media Corp. has new clients

Media Corp. of America, New York, independent media buying organization, announced last week it has been appointed to handle national spot-television purchases for Montgomery Ward, Chicago, and national radio and TV spot buys for the Cities Service Oil Co., New York. The agencies are Edward Weiss & Co., Chicago, for Montgomery Ward, and Grey Advertising, New York, for Cities Service. Their budgets were not disclosed.

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He said he was predicating the gain on the assumption that the first half of this year would grow sufficiently to account for an overall increase.

Despite some scary economic indicators, one large-market rep firm is encouraged by healthy gains (5% to 10%) in January. A spokesman for the firm assigned similar increases—5% to 10%—to the entire 1969 business year, but called the first three quarters excellent, the fourth quarter "disappointing." With January sales running high he concluded that "perhaps we hit bottom in the fourth." Stations are anticipating cigarette advertising throughout 1970, he added, and he looked for increased revenue from the additional minutes CBS and NBC affiliates will enjoy in the coming year.

The vice president and general manager of one of the leading rep firms reported that overall volume is "slightly better" for the first quarter, topping

a "good first quarter last year." He estimated that business in 1969 had exceeded 1968 by 13% but thought "we probably will have to settle for something less than that this year."

"Our own activity seems to be proceeding at a very satisfactory level so far," he observed, "but everything we hear from the economists indicates that there will be soft periods throughout the year, particularly in the first half."

Without being able to quote figures, an official of a rep firm with predominantly large-market stations said the year has "started off slowly and is slightly below last year." The spokesman called 1969 an "extremely good year," but said that "now money is tight and people are cautious."

The first quarter seems to be shaping up "at about the same level" as last year, according to the vice president and sales director of a leading rep. He acknowledged that some purchases "are not coming in as rapidly as we had expected," but believes the quarter will be "as good as last year."

He reported that spot TV business at his stations had grown by about 15% over 1968 and estimated that the increase this year should be in the 10% range. He believed major depressants are the spotty economy and the large number of labor negotiations in basic industries this year that are likely to prompt major companies to hold back on advertising generally.

"There's lots of activity right now," reported a rep with a short list of major-market stations, "but with the tight economy and agencies' continuing pressure for maximum value, we don't know how that will look on the cash register when we're through."

"January business will probably be about the same as last year," he predicted, "but it's such a short-term business now, we can't tell what the rest of the year might be like. Some of the people we've talked to say the first six months look soft, and the second six months very firm, balancing out to a good year."

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### SFM buys radio-TV for Menley & James

SFM Media Service Corp., New York, has been named to do a portion of the spot radio and TV buying for Menley & James Labs.

The independent all-media buying service, formed last October, also announced that it has been for some time one of three middleman firms buying spot for Lorillard Corp.

Another media-buying agency, The Mediators Inc., indicated last week the acquisition of a major new account, as yet unnamed. The additional business,



## A case of the code vs. Cupid's Quiver

### Kane, Light, Gladney hopes NAB code will drop ban on internal hygiene products

Cupid's Quiver, one of the newest additions to an expanding product category, may be the first internal feminine-hygiene product advertised in the broadcast media, if its marketers have their way.

Kane, Light, Gladney Inc., New York, is the agency newly assigned to handle the high-priced liquid douche

concentrate. Norman Gladney, senior vice president, said last week that the agency plans to ask the National Association of Broadcasters Television Code Board to reconsider its TV ban on internal feminine-hygiene products.

Cupid's Quiver is a product of Tawn Limited, a division of McKesson Laboratories, and one of a number of McKesson products handled by Kane, Light, Gladney. The agency is drafting a letter containing its proposal to the code office and plans to assemble a storyboard presentation for the code board and interested stations.

In addition to the ban imposed on products of this nature by the code authority, Cupid's Quiver may run into other problems. The product met some

resistance from women's magazines, due to the unusual scents, raspberry and champagne, in which it is available.

Mr. Gladney said the agency had canvassed a number of independent TV and radio stations, and he emphasized that the agency is equally interested in radio. Ultimately, he said, the agency would be interested in network advertising on behalf of the product.

Reached last week, Stockton Helffrich, director of the code authority, reaffirmed that, under present code standards, an intimate product such as Cupid's Quiver would be unacceptable. In January of last year the television board amended the code to permit the advertising of externally applied feminine-hygiene products for the first time.

it was announced, necessitates expansion of the company's corporate headquarters at 39 West 55th Street, New York.

## FC&B foresees CATV expansion

### Cable seen as vehicle for testing television spots, introducing new products

Foote, Cone & Belding's cable television holdings by 1978 in their own right "will be as profitable as a \$150-million agency" and will also make a significant facility for testing television commercials and introducing new products.

These expectations were voiced by key officials of the agency at a news conference Wednesday in Chicago, where they also disclosed that the FC&B office in that city had passed the \$100-million mark in annual billings and was the agency's biggest office, surpassing New York and the other three major offices in the U.S. While the Chicago office lost a couple of major accounts this past year, multiple new assignments from the 15 existing clients more than made up for the loss, it was explained.

FC&B's diversification in cable television was highlighted by Charles S. Winston Jr., president of the parent firm, FC&B Communications Inc., and Arthur W. Schultz, board chairman and Chicago manager, FC&B Advertising Inc. They said the agency now has eight systems (six in Southern California, one at Pueblo, Colo., and one at Poughkeepsie, N.Y.) in operation or construction, and franchise applications are pending in three other undisclosed markets. The Newport Beach, Calif.,

system presently is originating 59 live programs monthly of various formats, some remote from the city council and high schools.

FC&B already is testing commercials on its cable facilities, Mr. Schultz said, and is developing methods and programs for this purpose and for new product ideas. "The initial tests show great promise," he said. "Because you can get into a thousand homes instantaneously; you know who those people are, income, family composition, and you can follow their purchasing habits through a diary. If you supply them with the proper incentive, rewards, they become as cooperative as the Nielsen homes do." He said the technique promises "fast knowledge on a broad base demographically" and said FC&B considers itself a pioneer in this field.

The testing already has been conducted at both Newport Beach and Poughkeepsie for both commercials and new products, he explained, on a limited basis. The testing is done on an odd channel where special programming is provided.

By 1978 the FC&B cable systems expect to include 120,000 homes, Mr. Winston said. The tooling up expense is tremendous, he said, and the pending franchise bids are not expected to be fully cleared until about 1973. Cable operation should be in the black by then, he said.

The FCC's ruling that cable systems must provide some local programming makes the business especially "compatible" to FC&B, Mr. Winston noted. He predicted the housewife ultimately will be able to tune her CATV system, dial for "refrigerators" for example and shop the models available as displayed on an unused channel.

John O'Toole, president, FC&B Advertising Inc., New York, predicted TV

commercials will continue their trend to shorter and nonverbal formats. Asked about cigarette advertising, he said FC&B feels that as long as the product can be marketed legally it should be legal to advertise. He felt cigarette advertising generally influences brand choice and for the most part does not influence people to smoke or not to smoke.

### Business briefly:

**DuPont Inc.**, Wilmington, Del., through N. W. Ayer & Son Inc., Philadelphia, will advertise its annual "Early Bird" Lucite paint promotion on ABC Radio from February through March; **American Motors Corp.**, Detroit, through Wells, Rich, Greene Inc., New York, has purchased time on ABC's American Information and American Contemporary networks from February through March.

**Mattel Inc.**, Hawthorne, Calif., through Carson/Roberts/Inc., Los Angeles, has started the strongest first quarter promotion of a single product in its history on behalf of the Kiddle Riddle line of toys. During the next six weeks, by way of three different animated TV commercials—two 30-second spots and a 60-second spot — children will be invited to go to their toy stores to get "your free Kiddle Riddle Coloring Book." In addition, a major share of the substantial time Mattel has purchased each week throughout the year on all three TV networks on Saturday mornings will be devoted to promoting the Kiddle toy line.

**General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, is launching a national ad campaign in mid-February for its Gold Medal Flour. Plans are for network and spot TV as well as print in selected women's magazines. This winter's promotion concentrates on pie-baking recipes.



# She turns us on.

*She may have curlers on her head and sneakers on her feet but we've got a great mutual attraction.*

*We've got something she wants. Diversion. 41 million women like her spend 10 hours a week watching daytime TV. We know because they spend more of this time watching CBS. (29% more than one network, 53% more than the other.)*

*And she's got something we want. Buying power. When she's not using soaps, detergents, powders and polishes, she watches TV to learn about the soaps, detergents, powders and polishes she's going to buy.*

*And just in case you think our infatuation is a fleeting one, the CBS Television Network has been Number 1 with daytime audiences for 15 years.*



## Decision made to switch and fight

### Cigarette spots changed to comply with code, but court suit goes on

Cigarette advertisers met the deadline last week in compliance with new code guidelines set by the National Association of Broadcasters governing the use of tar-and-nicotine statements in commercials.

The TV networks reported receipt of new or modified commercials to replace those considered misleading by the Federal Trade Commission. Initially the commercials were to be taken off the air on Jan. 1 (BROADCASTING, Dec. 22, 1969).

The tobacco companies most immediately involved were American Brands, R. J. Reynolds Tobacco and P. Lorillard Corp. An NAB code cigarette subcommittee granted a request for additional time to comply with the new guidelines, giving the advertisers a one-week extension until midnight, Jan. 7 (Wednesday), to place substitute commercials in schedules. This occurred after American Brands had sought temporary relief in the courts, but was rebuffed (BROADCASTING, Jan. 5).

American Brands was among the first of the tobacco companies to comply on the air, inserting changed commercials for Silva Thins in the "second position" and for Pall Mall Golds in the "fourth position" in CBS-TV's *Thursday Night Movie* on Jan. 8. Reportedly American decided to drop references in its disputed commercial to tar and nicotine. P. Lorillard, a CBS spokesman said, made "interim" modifications in its commercials, presumably because of limitations on the extent to which it could effect a fuller change by the deadline.

Officials at ABC-TV said the network had accepted a new commercial from American Brands that "ignores the tar-and-nicotine reference," and that the network had under "analysis" a new Doral (R.J. Reynolds Tobacco) commercial.

Similarly, NBC-TV said it had received new tapes on Thursday "for all four brands," the two marketed by American, one by Reynolds and True cigarettes by Lorillard.

The guidelines at issue required additional information concerning tar-and-nicotine claims for cigarettes. Advertisers would have had to include in their advertising the tar-and-nicotine content in milligrams of the cigarette promoted, as well as of the lowest-and-highest-yield cigarettes tested by the FTC. And, as in the case of Pall Mall Golds, the advertiser would have had to name the

brand with which it was making a comparison.

Meanwhile, the court fight instituted by American Brands slowed down last week. American Brands abandoned its appeal from the federal court denial of its request for a preliminary injunction against implementation of the new National Association of Broadcasters code guidelines governing the use of tar-and-nicotine claims in cigarette advertising.

However, its suit seeking a permanent injunction is going forward.

## ARB marketing line-up revamped, enlarged

The American Research Bureau has reorganized and expanded its Broadcaster Marketing Services operations into geographical divisions. The divisional set-up was necessary, according to ARB President Dr. Peter Langhoff, to keep pace with the company's increased market surveys (BROADCASTING, Dec. 29, 1969).

Under the reorganization the Eastern area will be handled from ARB's New York office; the Southern area from both Atlanta and Dallas with division headquarters located in Atlanta; the Midwest area from Chicago, and the Western area from Los Angeles and San Francisco with division headquarters in Los Angeles.

Heading the new divisions, as managers, are James E. Mocarski (Eastern), Philip A. Mazur (Southern), James D. Mulla (Midwest), and Clay Braun (Western). Other staff additions to divisional offices are Arnold Deutsch and John Power, both regional managers, and Darryl Reade, account representative, for the Eastern division; Douglas Grimm, regional manager (Dallas), and Paul Kelly, account executive (Atlanta), for the Southern division.

Also, Neal Wein and Ron Laufer, both account executives, for the Midwest division, and Jack Fawcett (San Francisco) and Warren Nelson (Los Angeles), both regional managers, for the Western division.

ARB also moved its San Francisco office to 425 California Street 94104; phone (415) 391-1702.

### Rep appointments:

- **WDAS-AM-FM Philadelphia, WNOE-AM-FM New Orleans:** Avco Radio Television Sales, New York.
- **WSLI-AM-FM Jackson, Miss.:** Katz Radio, New York.
- **KFSC(AM) Denver; WBCO-AM-FM Bucyrus, Ohio:** AAA Representatives.

## No relaxation of astrology ban

### NAB radio code board also advises subscribers to broadcast disclaimers

In face of the growing popularity of celestial affairs, particularly those astrological, the radio code board of the National Association of Broadcasters last week decided to hold the line on its rules governing the broadcasting of related programs and commercials.

The board, at its meeting in Sarasota, Fla., cautioned code subscribers to make certain that any astrology programs "inform listeners that the program is for entertainment purposes only and that the stars do not in any way control or influence man's actions."

The board said the code authority's guidelines on such programs should be followed closely including disclaimers at the opening and closing of such shows.

The board stood firm on its position against advertising that promotes the practice of astrology, fortune telling, occultism, phrenology, palm-reading and similar subjects.

The NAB's television code board, meeting Dec. 8-9, 1969 in Los Angeles, reaffirmed a similar stand on astrologically related commercials and programming (BROADCASTING, Dec. 15, 1969).

After some discussion the radio board also declined to relax its restrictions against the advertising of alcoholic beverages other than wine and beer.

Stockton Helffrich, NAB Code Authority director, gave a report to the board on his staff's activities in alerting subscribers to feature-film advertising and the code authority's policy requiring that film ratings be carried and explained in commercials over 10 seconds in length and that the film rating letter designation be carried in 10-second spots.

John Alexander, WFLA(AM) Tampa, Fla., chairman of the board, presided at the day-long session in Sarasota.

In other actions the board: heard a staff report on the status of cigarette-advertising legislation and litigation affecting the code.

Learned that three state associations, Oregon, North Dakota and Vermont, qualified for \$250 radio code scholarship grants by increasing the number of code subscribers.

Was told that by December 1969 2,491 radio stations subscribed to the code, compared with 2,453 the previous year.

The NAB code staff reported that 2,435 stations were monitored by tape or log review in 1969. Violations dis-



**HEY BIG SPENDER!**

**SPEND A LITTLE TIME WITH**

**R  
WOW!**

**THAT'S MUSIC**  
590AM/95.5FM

THE SOUND OF SHOWMANSHIP... PRODUCED IN ALBANY, N.Y. BY CAPITAL CITIES BROADCASTING CORP.  
RATED "M" FOR MATURE AUDIENCE  
Represented Nationally By BLAIR RADIO

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Dec. 28, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 28	Total dollars week ended Dec. 28	1969 total minutes	1969 total dollars
	Week ended Dec. 28	Cume Jan. 1-Dec. 28	Week ended Dec. 28	Cume Jan. 1-Dec. 28	Week ended Dec. 28	Cume Jan. 1-Dec. 28				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 122.4	\$ 128.1	\$ 7,620.6	\$ 235.2	\$ 17,751.3	69	\$ 363.3	4,913	\$ 25,494.3
Monday-Friday 10 a.m.-6 p.m.	1,824.6	80,080.6	2,610.5	145,536.1	1,233.6	112,419.9	630	5,668.7	45,661	338,036.6
Saturday-Sunday Sign-on-6 p.m.	824.7	53,865.8	4,712.1	75,214.8	2,641.9	47,002.6	242	6,178.7	15,274	176,083.2
Monday-Saturday 5 p.m.-7:30 p.m.	528.9	17,176.3	895.7	37,710.3	621.1	34,088.3	81	2,045.7	4,829	88,974.9
Sunday 6 p.m.-7:30 p.m.	78.0	6,669.4	199.2	13,580.0	309.6	11,354.7	17	586.8	1,119	31,604.1
Monday-Sunday 7:30-11 p.m.	5,437.1	262,652.5	7,636.8	351,465.3	6,944.3	348,836.3	421	20,018.2	22,861	962,954.1
Monday-Sunday 11 p.m.-Sign-off	294.2	21,632.7	431.2	13,942.1	347.0	25,895.1	94	1,072.4	5,183	61,451.9
<b>Total</b>	<b>\$8,987.5</b>	<b>\$442,199.7</b>	<b>\$16,613.6</b>	<b>\$645,051.2</b>	<b>\$10,332.7</b>	<b>\$597,348.2</b>	<b>1,554</b>	<b>\$35,933.8</b>	<b>99,780</b>	<b>\$1,684,599.1</b>

covered totaled 383 of which 360 were corrected. One station withdrew from the code and 22 stations have their cases pending.

The board praised two former members who resigned during 1969, Robert Wells of Garden City, Kan. who was appointed to the FCC, and E. J. Patrick of Rocky Ford, Colo. who sold his broadcasting interest.

### Computers to speed up ABC-TV spot selling

Starting today (Jan. 12), the ABC-owned television stations and ABC Television Spot Sales offices are computerizing their spot-selling operations.

After about three months of testing the program and system, developed by Marketron Inc. of Los Angeles, WABC-TV New York and the New York ABC spot sales office today begin computerization.

Original testing began last summer at KABC-TV Los Angeles with approval of John E. Campbell, president of the ABC Stations Division. Decision to adopt it at other offices was made by Theodore F. Shaker, group vice president.

Next Monday (Jan. 19) WLS-TV Chicago and the Chicago spot sales office and KGO-TV San Francisco and the San Francisco spot sales office will begin computerization. By the end of the month, all five stations and four national spot sales offices will be serviced by two IBM 360-50 computers in New York and Los Angeles.

The other ABC-owned television station is WXYZ-TV Detroit. A fourth spot sales office is also located in Los Angeles.

The computers will deliver rates, rat-

ings and demographics on any ABC-owned station on call from an ABC sales executive. Nine sending and receiving installations at the ABC stations and spot sales offices around the nation will be connected by telephone lines to the computers in New York and Los Angeles. There will be an instantaneous return of requested information.

Richard N. Savage, president, ABC Television Spot Sales, noted that the computers do not store availability information and that will still be part of the salesman's job. But, he noted, the computers "will enable them to spend more time on the street, increasing their frequency of client contact."

Mr. Savage said "all salesmen have been checked out" on use and operation of the computers. To make sure, a special demonstration and question-answer session was held at ABC, New York, last Wednesday (Jan. 7), with Terry Cronin of Marketron answering last-minute questions.

### Custom network set for Xerox

A "Xerox Television Network" will be set up to telecast nationwide a special television production of *The Front Page*, this season's Broadway revival of the Ben Hecht-Charles MacArthur classic.

Time for the 90-minute special is being bought by Xerox on an individual market basis, with the broadcast to be sent through the facilities of the Hughes TV Network to between 100 and 150 stations the evening of Jan. 31. This special represents one of the few times a play has been announced for

television while it is still enjoying a Broadway run.

The play, about Chicago newspapermen in the 1920's, will be offered by the Plumstead Playhouse, a theater group dedicated to American drama. The TV cast is headed by Robert Ryan and George Grizzard, with Estelle Parsons and Vivian Vance. The special was taped by Metromedia Producers Corp. and the agency for Xerox is Needham, Harper & Steers.

### Agency appointments:

- Patricia Stevens and Cinderella Career and Finishing Schools divisions of Diversified Educational Systems Inc., Granada Hills, Calif., has named Rothenberg, Feldman & Moore, Chicago, as its national agency succeeding Albert Nader & Associates, Chicago. The budget has been tripled to \$750,000 and will include radio-TV.

- Cyclax of London, English cosmetic firm, has appointed a U.S. agency, Cadwell Davis Co., New York, to launch its first U.S. campaign. The high-priced cosmetic line has been marketed here for some years. A spokesman for the agency said the broadcast buys will follow the distribution and initial buys will be spot.

### Also in advertising:

- New acquisition** ■ Winius-Brandon Co., St. Louis based advertising agency, has announced the acquisition of Martin-Evans Inc., Fort Wayne, Ind. The new corporation will be named Winius-Brandon Inc. of Indiana.

- Bruskin move** ■ R. H. Bruskin Associates, marketing research firm, will move to larger facilities at 303 George Street, New Brunswick, N.J. 08903.

# SENSATIONAL!

The results are in... from all over the country and they're sensational! BEN CASEY, one of television's most successful dramatic series, continues to deliver the most saleable demographics in market after market.

## IN DAYTON

BEN CASEY dominates the late afternoon time period.

**#1** ...in rating ...in share  
 ...in homes  
 ...in women (all categories)  
 ...in men (all categories)  
 ...in children ...in teens

And surpassed *total* combined network opposition audience.

Mon.-Fri.  
 3:30-4:30 P.M.

WHIO-TV	BEN CASEY	44% SHARE
Station X	One Life to Live/Dark Shadows	9% share
Station Y	Edge of Night/Father Knows Best	2% share
Station Z	General Hospital/Vivienne	32% share

## IN PROVIDENCE

Ben Casey a blockbuster.

**#1** ...in rating  
 ...in share  
 ...in total men  
 ...in total women (all categories)  
 ...in men (18-49)

And proves tops with adults... 74,000 adults or 30% more than the nearest competitor.

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## Committee splits on VHF-sharing

Broadcast members say it isn't needed;  
land mobile takes traditional stance, opposes more tests

Three-and-a-half years ago, long before land-mobile radio's interest in sharing UHF channels had developed into a hot issue, the FCC formed a government-industry committee to study the feasibility of land-mobile sharing of VHF channels. The committee's work is now completed, but its members disagree on what their work proves.

The report's summary and conclusions speak of the need for additional testing, and call for further directives by the commission. But land-mobile user representatives on the steering committee say the three-year project demonstrates the feasibility of sharing of VHF channels, while broadcast-industry spokesmen say the committee's report does not provide a conclusive answer to the feasibility question.

Indeed, the Association of Maximum Service Telecasters, which is making broadcasting's major effort to block land-mobile entry into the television spectrum, says the uncertainty as to the feasibility of sharing applies to land-mobile operation on UHF as well as on VHF channels. AMST also restates its position that there is no need to consider the question of sharing—that there are sufficient channels allocated to land-mobile radio if the commission will but manage them properly.

This is the basic argument AMST is making in opposing commission proposals to permit land-mobile radio to share the lowest seven UHF channels (14-20) in the top-25 major markets and to turn over to land mobile channels 70-83. The commission will hold an oral argument on these proposals

Jan. 22-23.

The report of the steering committee of the government-industry committee on VHF sharing, which was completed in August, became available last week. FCC Chief Engineer William H. Watkins has told the committee he would submit the report to the commission in time for its consideration in conjunction with its UHF-TV sharing proposals.

Channel 6 was the frequency on which sharing tests were conducted, in the general vicinity of Washington, from Fredericksburg, Va., north to Lancaster, Pa. The testing affected three stations, WTVR-TV Richmond, Va., and WFIL-TV Philadelphia, both on channel 6, and WTTG(TV) Washington, on channel 5.

The steering committee concluded that the tests indicate that interference to co-channel TV service would be less severe than previously assumed—but that since "so many variables are involved, the results obtained cannot be extrapolated directly to other areas."

A second conclusion indicated that CATV would be adversely affected. Sharing of VHF-TV by land-mobile base stations, the committee said, "would result in widespread interference to master antenna systems using these channels for distributing converted TV channels." It added that "limited testing" indicates that shielding the distribution system could reduce the amount of interference.

"If sharing of VHF-TV channels is to be considered further," the committee added, "some additional labora-

tory and field tests need to be conducted, particularly on the masking effect of man-made noise." The committee also said "field tests should be made in rural areas at a distance from major highways."

But the committee also said that before any further testing is undertaken, the commission would have to decide how much interference to existing television would be permitted. If the commission wanted to afford complete protection, the committee said, "sharing would be impossible and no further study would be needed."

The committee also said the commission must determine the amount of interference that would occur under various conditions, and whether the additional land-mobile channels made available within the limits of power and antenna height deemed permissible "would be worth the effort necessary to utilize them."

The land-mobile section of the Electronic Industries Association's industrial electronics division, in a comment associated with the committee report, said the experiments have strengthened its belief that "sharing is technically feasible." G. R. Petersen, representing the section, noted that co-channel interference was less in the field tests than had been predicted in laboratory experiments, and said further testing "would only refine the data, not materially alter it."

This view was substantially shared by the representative of the American Petroleum Institute Central Committee on Communication Facilities and the Utilities Telecommunications Council. However, the representative, Waldo A. Shipman, said the report does not constitute "the final answer," and suggested that the commission issue experimental permits to industrial systems to carry out further testing.

Oscar Reed Jr., representing the Association of Federal Communications Consulting Engineers, on the other hand, said no such authorizations should be issued until what the steering committee refers to as an "unexplained difference" between the results of the field and laboratory tests "is resolved by appropriate engineering means."

Representatives of engineering com-



Mr. Lindow



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panies that have served broadcasters were critical of the report and skeptical of its results, in their comments. Howard T. Head, of A. D. Ring & Associates, said the steering committee's working groups have not fulfilled their mission of determining the feasibility of land-mobile sharing of VHF channels—that the test results have little validity beyond the channel and localities where measurements were made.

Neil M. Smith, of Kear & Kennedy, does not believe the results are applicable even to that extent. He said the data is "of value only in the general case." The tests were not designed to provide specific data, he said.

Indeed, Mr. Smith said that "if the raw data shows anything, it shows the impracticality of sharing." His basis for that remark was the data obtained on the adjacent-channel interference that was caused by sharing.

The most detailed criticism of the government-industry committee's work, however, came from AMST, in a letter from its executive director, Lester W. Lindow, to FCC Chairman Dean Burch. Mr. Lindow said that "unless further field testing is carried out within the framework of a more comprehensive experimental design the commission will not be able to answer the question of technical feasibility of land-mobile sharing VHF channels."

He said the present information is inadequate in determining the amount of interference sharing will cause to television reception—and said this was true whether the land-mobile stations

were operating on VHF or UHF channels. "From the technical standpoint," he said, "the mechanisms of interference to television reception from land-mobile operation are essentially the same at UHF and VHF."

And, as AMST has in filings in previous commission proceedings, he cited the Stanford Research Institute's report on land-mobile radio's spectrum problems in challenging the assumption that sharing is required to ease spectrum congestion facing land-mobile users in metropolitan areas.

He said the findings of SRI support the contention that "existing instances of communications congestion are caused by allocation, coordination and usage deficiencies that are within the power of the commission to correct using only presently allocated land-mobile frequencies."

AMST's position was endorsed by the National Association of Broadcasters and the National Association of Educational Broadcasters, both of which had representatives on the steering committee. Vincent T. Wasilewski, NAB president, in addition, raised a new point—the life of the steering committee, which is due to expire June 19. He said the committee has a critical function to perform "if additional testing is to be done, and should not be disbanded prematurely."

He recalled that the commission did not provide for broadcaster representation when it formed the Advisory Committee for the Land Mobile Radio Services in 1964, stating that the com-

mittee would not deal with matters bearing on broadcasting interests. But Mr. Wasilewski noted, "it is a matter of record" that the work of that committee "was a forerunner" of the commission proposals for land-mobile sharing of UHF channels.

If any additional sharing tests or studies are conducted, he said, broadcasters want to be represented in those efforts.

The steering committee's report received the endorsement from one government agency—the Department of Commerce, representatives of whose Environmental Science Services Administration from Boulder, Colo., served on the steering committee. However, the department said that the committee's recommendation for further tests should emphasize developing estimates of the extent of loss, if any, the television service would suffer if sharing were adopted as policy, and on analyzing the additional service and economic value to the nation sharing would produce. The department noted that the tests thus far conducted dealt only with technical matters.

## Thieves leave KOLA with little—but a mike

KOLA(FM) Riverside, Calif., expected to go back on the air last Thursday night with the use of donated and borrowed equipment after a three-day silence that began when its remote-control transmitting equipment was stolen—while the station was broadcasting.

Frederick R. Cote, owner and general manager, was operating the station alone Monday (Jan. 5) when \$15,000 worth of transmitting and remote-control equipment was cleaned out of the tower building located on Box Springs Mountain, some 15 miles from the studio. Riverside county sheriff's department reported little progress in the case last week.

Mr. Cote said he was operating KOLA, when it went off the air at about 11:05 p.m. He thought the control circuit had been lost. Power was briefly restored, but lost again at 11:19 p.m. A check with the telephone company determined the lines were in order.

Mr. Cote drove to the transmitter, passing two parked cars, one of which was later found to be stolen. At the transmitter-tower he found it stripped of vital transmitting equipment including spare parts.

Missing were one Mosley 3CG-3T stereo generator; two CBS Volumax limiters; one BTE-10B RCA main channel exciter; one RCA BTF 250 FM amplifier, and miscellaneous components. KOLA is full time with 31 kw on 99.9 mc.

## Technical topics:

**AM monitor** ■ Gates Radio Co., Quincy, Ill., has introduced a solid-state, AM monitor for broadcast and short-wave service in the frequency range 540 kc to 30 mc. The monitor, type-accepted by the FCC, provides correct positive or negative peak indications even on program bursts as short as 40 to 90 milliseconds. For aural monitoring, the instrument has a 600-ohm output. Price: \$795.

**New mobile buy** ■ Transmedia International Corp., New York, announced last week it has ordered a mobile color production unit from the Ampex Corp. at a cost of more than \$1 million. The new unit is scheduled for delivery during January 1970 to Transmedia, which supplies mobile broadcast facilities and equipment and operating personnel to TV networks and stations, independent producers and advertising agencies for on-location production.

**For cable** ■ Tele-Wire Supply Co., New York, subsidiary of Anixter Brothers Inc., Skokie, Ill., has announced the availability of a new brochure showing

its products including wire, cords, coaxial cable and other hardware and supplies used in various industries, including cable TV. Brochure lists CATV construction accessories, cable, equipment and supplies of leading manufacturers, along with prices. The company is at 178-80 93d Avenue, Jamaica, N.Y. 11433.

**Van rolls** ■ Eastern Video Production Services, New York, has placed in service a new 40-foot, \$1-million mobile color television van built and supplied by Phillips Broadcast Equipment. The mobile studio was displayed last month at the National Association of Educational Broadcasters convention in Washington.

**Towering above** ■ Tampa Tower Co., Tampa, Fla., becomes the marketing agent for its parent company, E-Z Way Products Inc., manufacturers of communications towers. The newly formed subsidiary will offer tower design and installation of supporting structures to 1,500 feet, allowing specialized engineering committee. Vincent T. Wasilewski, other communication markets. Address: P.O. Box 17436.

# California Television Areas



The American Research Bureau has defined ten distinct "Areas of Dominant Television Influence" in California. These areas consist of all counties in which the home market stations receive a larger combined share-of-audience than the combined share of adjacent market stations. For example the Sacramento / Stockton TV stations are the stations most watched in 19 counties.

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Source: American Research Bureau's TV Household Estimates 1969-1970

## "ADI" TELEVISION MARKETS

	TV Homes
1. Los Angeles	3,315,300
2. San Francisco	1,440,000
3. Sacramento / Stockton	532,400
4. San Diego	394,600
5. Fresno	244,700
6. Salinas-Monterey	145,700
7. Chico-Redding	91,100
8. Bakersfield	86,500
9. Santa Barbara	81,500
10. Eureka	42,100

## A return to order in renewals?

In face of protests from familiar groups  
FCC works on policy to clean up WHDH mess

The FCC is expected to consider this week a proposed policy statement that would clearly eliminate WHDH-TV Boston as a precedent for judging renewal applicants being challenged by competing applicants at renewal time. But if a number of citizens' groups have their way, the commission won't act until they have had their say in the matter.

Two of the groups—Black Efforts for Soul in Television and Citizens Communications Center—have gone to court in an effort to block commission action until they and other interested parties can express their opposition to the proposal.

In addition, the National Citizens Committee for Broadcasting and the Office of Communication of the United Church of Christ, through a New York law firm, wired each of the commissioners, asking that the proposed statement be released for comment before it is adopted.

BEST and CCC failed in their first skirmish in court, when federal district court Judge Matthew McGuire, after hearing their plea in chambers on short notice on Tuesday (Jan. 6), denied their request for a restraining order. Stuart Feldstein, representing the commission, had said the two groups were simply "guessing" that the commission will take an action to which they will object and that they have no complaint until it does. If it does, he added, they can seek relief from the commission, through a petition for reconsideration, and in the U.S. Court of Appeals.

However, CCC and BEST are planning to go back into court in quest of a preliminary injunction this week—assuming the commission does not act before the issue is litigated. And there is a good chance that it will.

The commission is scheduled to respond to the request for a preliminary injunction on Wednesday (Jan. 14), and a court hearing would be held soon thereafter. But commission officials said the policy statement would be on the agenda on Wednesday. It was not considered last week only because of the absence of Commissioners Nicholas Johnson and H. Rex Lee.

CCC and BEST, which contend the

commission would be acting illegally if it adopted the proposed policy statement without offering parties a chance to comment, say the proposed policy would "foreclose the possibility of successful challenges to renewal of broadcast licenses and competition for those licenses." The National Citizens Committee and the United Church of Christ feel "any new policy may tend to freeze existing patterns of ownership and media concentration."

However, none of the groups has seen the proposed policy statement. CCC and BEST, in their court pleadings, state their information on the matter was obtained from a "Closed Circuit" item in the Dec. 29 issue of BROADCASTING. They said commission officials declined to discuss the matter with them on the ground that commission agenda items are confidential.

The proposed policy statement, which is being pressed by Chairman Dean Burch, reportedly would make clear that

the WBAL Baltimore case is its pole star for deciding cases in which renewal applicants are opposed by new applicants at renewal time. In that case, decided in 1951, the commission held that a good record may outweigh preferences to a newcomer on such factors as integration of ownership and management and local residence.

In the WHDH-TV Boston case, decided a year ago, the commission, in a 3-to-1 decision, denied that station a renewal of its license and awarded the contested channel 5 to a competing group of local residents, largely on the basis of concentration-of-control-of-media and integration issues. The station is owned by the *Boston Herald Traveler*. The majority said that since the station's performance was merely "within the bounds of average," it would not be considered.

CCC and BEST say the WHDH rule should be retained. They argue that it "facilitates competition for broadcast

### More groundwork laid for KNBC(TV) hearing

Two issues were added last week to the FCC hearing which is to determine whether NBC should retain control of KNBC(TV) Los Angeles or whether the channel 4 facility should be awarded to competing applicant Voice of Los Angeles Inc. The commission's review board rejected 14 other issues also raised by Voice.

The board granted issues involving the circumstances surrounding the production and presentation of NBC-TV's *Hollywood Squares*, *PDQ* and *Hollywood Golden Globe Awards* programs, and the effect, if any, upon the network's basic and/or comparative qualifications to be a licensee.

The board also provided that any grant to NBC would be conditioned to allow the commission to take any appropriate action upon completion of pending antitrust suits involving NBC.

The commission last year rebuked NBC for alleged laxity in its supervision of *Hollywood Squares* and *PDQ*, net-

work quiz shows, contending that the independent producer of the first show had given questions or answers to some contestants prior to airtime, and that security was loose on the second show (now defunct).

Regarding the Golden Globe show, the commission asserted that NBC had "substantially" misled the public in several presentations of the program, which confers awards for performances in television and motion pictures.

Voice is a biracial group which has charged that KNBC fails to meet community needs in its programming. In its application for the station the group said it would fill almost half of its broadcast day with news, public affairs and other non-entertainment programs, some specifically geared to blacks.

Last fall the commission's Broadcast Bureau recommended denial of all sixteen additional issues sought by Voice, maintaining that they had already been resolved in other commission proceedings, were insufficiently supported or should be considered as part of the standard comparative issue. (BROADCASTING, Oct. 6, 1969).

# KFDM-TV

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# Tangled politics in Miami challenge

## Invention of liberals now conservatives' tool in attack on 'Post'

It was bound to happen. The stream of so-called strike applications that has developed with the encouragement of the liberal element within the FCC has engulfed a broadcaster whose own credentials as a liberal are beyond question—the Washington Post Co.

Indeed the Post Co., whose license for WLWV-TV (ch. 10) Miami is coveted by a group of Miamians calling itself Greater Miami Telecasters Inc., operates probably the country's largest communications complex that can be attributed to liberal ownership—*The Washington Post*, *Newsweek*, and radio and television stations in Washington, Cincinnati and Jacksonville, Fla., as well as Miami. The Post Co. acquired WLWV-TV only three months ago.

*The Washington Post*, the only morning newspaper in the capital and frequently described as one of the most influential in the country, can usually be

found on the leading edge of reform and progressive movements. It is insistent in its support of civil-rights causes, opposition to pollution and the arms race, and in its defense of the right of dissent.

And although some, such as Vice President Spiro T. Agnew, for instance, accuse the Post Co. of using all of its media to grind out the same liberal line, the stations are operated with a sophisticated awareness of their obligations under the commission's fairness doctrine. The commission had no difficulty in brushing aside complaints similar to those of the Vice President's that were filed by two Washington area residents, and renewing the licenses of WTOP-AM-FM-TV Washington (BROADCASTING, Dec. 1, 1969).

Greater Miami Telecasters' application may stem, as Larry Israel, board chairman of Post-Newsweek Stations—the Post Co.'s licensee corporation—told the Associated Press, from "the contagion of our times" in which many licensees are being challenged at renewal time. But large contributors to that contagion are Commissioners Kenneth A. Cox and Nicholas Johnson, the commission's most outspoken liberals, whose efforts in the past to strengthen

the commission's regulatory backbone have won *The Washington Post's* editorial approval.

In speeches and articles, and as guests on radio and television shows, Messrs. Cox and Johnson have spelled out what they regard as the public's right to participate in renewal hearings and, if sufficiently disturbed, to file competing applications. Commissioner Johnson in fact, has been so fervent in his remarks on the subject as to lead some, including some members of Congress, to conclude he was actively soliciting such applications. He denies that he is.

A year ago, moreover, Commissioner Johnson did more than talk. With Commissioner Cox disqualified from participating in the case because of his previous association with it as a member of the commission staff, Commissioner Johnson formed part of the majority in the commission's unprecedented 3-to-1 decision to deny WHDH-TV Boston a renewal of its license and to award the contested frequency—channel 5—to a competing applicant composed of area residents (BROADCASTING, Jan. 27, 1969).

The decision was based principally on issues of concentration of control of

licenses and thereby encourages licensees to maintain and improve the quality of their broadcast service."

Broadcaster concern about the WHDH decision led Senator John O. Pastore (D-R. I.) to introduce legislation to afford licensees protection at renewal time. His bill (S-2004) would require the commission to find a licensee disqualified before accepting competing applications for his facility.

Chairman Burch suggested an alternative approach that would incorporate the thrust of the WBAL decision: A renewal applicant in a comparative hearing would be favored if he could demonstrate his service had been "substantially, rather than minimally, attuned to meeting the needs of and interests" of his area, and that "the operation of the station has not otherwise been characterized by serious deficiencies."

Commissioner Robert T. Bartley, who presented the commission's position on the Pastore bill, opposed any legislation. But he said that the WHDH decision was—as the commission said in denying reconsideration of that decision—"unique," and that the commission considers WBAL as the precedent to follow. He also said the objectives of the Pastore bill could be achieved "by administrative decision."

Actually, the commission has been

moving away from the WHDH decision in several recent cases. In designating the renewal application of RKO General Inc.'s WNAC-TV Boston for consolidated hearing with two competing applications, for instance, the commission made a point of stating that the station's past broadcast record would be "relevant," and cited the WBAL case. (BROADCASTING, Dec. 15, 1969).

It has also indicated it would not attempt to resolve concentration-of-control-of-media issues in individual cases. In renewing the licenses of WTOP-AM-FM-TV, owned by the Washington Post Co., and Triangle Publications' WFIL-TV Philadelphia, in the face of protests, the commission said such issues are better left to rulemaking.

It's understood that the proposed policy statement reflects the views that Chairman Burch and Commissioner Bartley expressed on the Pastore bill, and refers to the recent decisions that indicate the commission's adherence to the WBAL principle.

However, the statement would not, reportedly, leave the door open to reconsideration of the WHDH case. As a result, at least one commissioner, Robert E. Lee, is said to be reluctant to support it. He cast the lone dissenting vote in that case.

Meanwhile, broadcast-industry observers were viewing these developments

within the commission with mixed emotions. While they would welcome the policy statement reportedly under consideration, they realize it could result in an easing of pressure for legislation. And legislation—which would bind the commission to a course of action—is what they want.

Senator Pastore is said to remain firm in the conviction that his bill is desirable as a means of assuring stability in the broadcasting industry. But he would undoubtedly review the situation in the light of a new commission policy statement.

## Two rival claims filed in Florida

### Some Nixon friends seek 'Post's' Miami V; others go for Cowles in Orlando

Several persons importantly involved with a competing application for the channel occupied by Post-Newsweek Stations' WLWV-TV Miami (BROADCASTING, Jan. 5) are friends, supporters or former business associates of President Nixon.

That was fueling interest last week in the bid of newly organized Greater

media and integration of ownership and management; WHDH-TV is part of a communications complex dominated by the *Boston Herald Traveler*. The majority excluded WHDH-TV's record as a factor to be considered. And Commissioner Johnson, in a concurring statement, said: "The door is thus opened for local residents to challenge media giants in their local community at renewal time with some hope of success."

Since then, groups in nine communities besides Miami have declared their interest in walking through that open door. (One of the applications was submitted on Jan. 2, about the same time as the one by Greater Miami Telecasters, by a group called Central Florida Enterprises Inc., which is seeking channel 2, now occupied by WESH-TV Daytona Beach-Orlando, Fla. [see page 38].)

The WHDH decision sent shock waves through the broadcasting industry, which is now seeking congressional relief in the form of the Pastore bill (S-2004), which would prohibit the commission from accepting applications for an occupied channel until it determines the incumbent licensee is not fit to operate a station. FCC Chairman Dean

Burch is proposing—as a possible alternative to legislation—a policy statement that would pledge the commission to favor existing licensees who are being challenged at renewal time if they can demonstrate their service has been substantially attuned to meeting the needs of their communities (see story beginning on page 36).

But since the Pastore bill is not yet law, and since the Post Co. acquired WLBW-TV only three months ago, neither the bill nor the proposed policy statement promises much help in its contest with Greater Miami Telecasters.

The Miami channel 10 case is truly rich in irony. For Greater Miami Television isn't just any group of local businessmen and civic leaders who have read well their Cox-Johnson manuals and thrown down the gauntlet to a "media giant"—albeit a liberal one—in their home town. Some members of the new group are friends and former business associates of President Nixon (see page 38). All are wealthy businessmen. It seems unlikely that a Greater Miami Television station would be accused of being a member of the liberal eastern establishment.

Nor does the irony end there. The new chairman of the FCC, Dean Burch,

happens to be a former chairman of the Republican National Committee. But when he was asked, at a confirmation hearing before the Senate Commerce Committee, whether his political ties would influence his judgment in such matters as the one that has developed, he said, no—that he considered himself primarily a lawyer, not a politician.

And since assuming the FCC chairmanship, he has taken on the task of curbing the influence of the agency's liberal members, particularly Commissioner Johnson, and of easing broadcaster fears that the Cox-Johnson pronouncements, as well as the WHDH-TV decision, have aroused. Witness the policy he is urging on the commission that would wipe out WHDH-TV as a precedent.

So there it is. A group of men with links to President Nixon taking their cue from liberal members of the FCC to challenge a liberally oriented licensee; the outcome of the contest in the hands, among others, of a former chairman of the Republican party who appears to be attempting to restore to licensees a degree of the security they once knew at license-renewal time. The case should be interesting.

Miami Telecasters Inc. for the channel-10 facility, which Post-Newsweek acquired only last September from L. B. Wilson Inc.

The application is one of two rival filings tendered against Florida television stations. Cowles Communications Inc. is faced with a competing application for its WESH-TV Daytona Beach-Orlando, Fla., filed Jan. 2 by Central Florida Enterprises Inc., a group of local citizens. There were indications, however, that the application may not be accepted for filing by the FCC because of possible deficiencies.

Among the figures in the group seeking control of WLBW-TV who have been associated with Mr. Nixon are its president, W. Sloan McCrea, food broker and banker; treasurer Hoke T. Maroon, banker; director, William B. Pawley, president of a sugar company, and director, Frank E. Mackle Jr., real estate developer.

Mr. McCrea is a business partner of Charles G. (Bebe) Rebozo, close friend and Key Biscayne neighbor of Mr. Nixon. Along with Mr. Maroon, he is involved with a company which owns most of Fisher Island, south of Miami Beach. Mr. Nixon bought and later disposed of \$400,000 worth of the company's stock. Mr. Pawley is a former ambassador to Brazil and a personal friend of the President, as is Mr.

Mackle, authoritative sources say.

In his second speech criticizing the news media last year, Vice President Spiro T. Agnew specifically pointed at *The Washington Post* and its associated broadcast stations as he levied charges of a liberal bias in news reporting. Some saw the competing bid for WLBW-TV as a move to restore a more conservative tenor to the station.

But Cromwell A. Anderson, Miami attorney and banker and secretary of Greater Miami Telecasters, denigrated the theory. He told BROADCASTING: "We're not interested in presenting a liberal or a conservative viewpoint. We're interested in presenting the news in a straightforward manner."

Larry H. Israel, board chairman of Post-Newsweek Stations, said he was confident the FCC would renew WLBW-TV's license, which like WESH-TV's expires Feb. 1. "The application for transfer was filed with the Federal Communications Commission April 18, 1969," said Mr. Israel. "Any interested person had five months to object to the transfer. None did. The commission staff and the commission itself thoroughly reviewed our qualifications and the program and other proposals we submitted for channel 10. All of our stations are operated by broadcasters of long experience. We have every intention of fulfilling our very ambitious

plans to provide the best possible service to the greater Miami area."

An FCC staff member said a competing application for a station following so closely the granting of a transfer was without precedent.

Mr. Cromwell said a prime objective of Greater Miami Telecasters was to restore channel 10 to local ownership. In addition the group's application vowed to increase the number of public-affairs programs broadcast in prime time and proposed to devote 10.10% of its broadcast day to news and 8% to public affairs. According to the application, none of the group's officers or stockholders have other broadcasting interests. The group claimed net available funds of \$6,800,313 and projected first-year operating costs of \$6,601,500.

Included with the application was a report of a survey of 191 community leaders and the general public. In response to the survey, the applicants proposed to emphasize local and area news, to augment WLBW-TV's "effective" efforts in educational programing, and to air Spanish-language programs.

Besides WLBW-TV, Post-Newsweek owns WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., and WCKY-(AM) Cincinnati, the last acquired with WLBW for a package price of \$19.5 million.

Central Florida Enterprises' applica-

tion for WESH-TV has a blank engineering-data section. Instead of proposing its own site and facilities, the group proposes to "negotiate with the present licensee and to make a reasonable offer to the latter for use of all of the physical facilities associated with television station WESH-TV."

But licensee Cowles Communications made clear it was not in a selling mood. Marvin Whatmore, president of Cowles, told BROADCASTING a letter had been sent to the FCC stating that WESH-TV's facilities were not for sale or lease.

The apparent deficiency in Central Florida's application, along with other possible shortcomings, may lead to its being rejected for filing, either by the FCC's staff or the commission itself.

Central Florida cast no aspersions on Cowles's stewardship of channel 2. It proposed to "provide exposure of all significant viewpoints on topics of controversy," and a programing format featuring 11.86% news and 3.23% public affairs.

None of the parties to the competing application have other broadcasting interests. Officers include: president and director, E. William Crotty, attorney; executive vice president, Jeanne M. Stoddard; vice president and director J. B. Schanck, a physician and secretary and director, Thomas Staed, a motel operator and oil distributor.

## Move to bar hearing on WCCO renewal fought

Hubbard Broadcasting Inc. and the FCC's Broadcast Bureau last week opposed efforts of Midwest Radio-Television Inc. to forestall a license renewal hearing for its WCCO-AM-TV Minneapolis.

The hearing was ordered last March on the strength of allegations made by Garfield Clark, manager of Hubbard's competitive station KSTP(AM) St. Paul. Mr. Clark charged that the stations exercised an unfair competitive advantage because of their corporate relationship with four Minneapolis-St. Paul newspapers and that they used this advantage in bidding for broadcast rights to local professional sporting events. In addition to two issues based on those charges, the commission added a third to the hearing: whether Midwest exercises an undue degree of media control in the Minneapolis-St. Paul control in the area.

Both Hubbard and the Broadcast Bureau said Midwest's voluminous petition (BROADCASTING, Sept. 2, 1969) failed to satisfactorily refute or explain the charges against it or to remove the need for a hearing.

As to the sports rights issue, Hubbard contended that Midwest "has not negated" the possibility that it has used

its newspaper connections to obtain sportscasting rights. Pointing to the "inescapable fact" that Midwest has never lost an actively sought bid for rights, Hubbard added that the rights were often obtained even though Midwest's bid was lower than competitive bids. Additionally, Hubbard claimed that Midwest had not shown that it provided teams with superior coverage, which the licensee cited as the secret of its success in obtaining rights.

Regarding the reciprocal advantages issue, Hubbard said that Mr. Clark's charges remained "unexplained and unimpeached" by Midwest's petition, adding that Midwest's defense was limited to an attempt to prove that Hubbard has not suffered as a competitor and ignored other competing broadcasters.

Hubbard said it had no available data on which to refute Midwest's assertions in connection with the concentration-of-media-control issue, but it did raise questions involving "diversity of reporting." It alleged that "residents of the Twin Cities are concerned and have expressed doubts as to the impartiality of the newspaper and radio-television combine."

Hubbard at one point announced it did not intend to participate further in the WCCO proceeding, but the commission ordered it to "participate actively."

The Broadcast Bureau said Midwest had offered no legal or factual argument warranting the commission's reconsideration of the concentration-of-media-control issue and that the other issues "are to a certain extent interrelated."

Midwest contended last fall that since the commission has renewed the WCCO licenses regularly since 1954, it should be barred from inquiring into the media control question since the degree of concentration hasn't changed since that year. But the bureau said "nothing in the Communications Act precludes this . . . Until the Hubbard allegations (which the commission found to be substantial) were made, the commission has never addressed itself specifically to this question regarding Midwest."

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## Changing Hands

### Announced:

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

■ KPAT-AM-FM Berkeley, Calif.: Sold by Dickens J. Wright and others to Edward W. Wood Jr., Jerome Feniger and William Mulvey for \$1,427,350 (see page 41).

■ KRBE(FM) Houston: Sold by David Wagenvoord and others to Alexander M. Tanger for \$450,000. Sellers own WWOM-AM-FM-TV New Orleans. Mr.



Tanger owns WLKW-AM-FM Providence, R. I., and is buying WFIL(FM) Philadelphia, subject to FCC approval. KRBE is on 104.1 mc with 100 kw and an antenna height 285 feet above average terrain. Broker: Blackburn & Co.

▪ WATS(AM) Sayre, Pa.: Sold by Harlan G. Murrelle to Robert and Virginia Klose for \$224,000. Mr. Murrelle, president of Murrelle Printing Co. of Sayre, has interest in WOND(AM) Pleasantville, N.J., (Green station group). Mr. Klose is general manager of WBNF(AM) Binghamton, N. Y. WATS is a daytimer on 960 kc with 1 kw. Broker: Chapman Associates.

▪ WULA(AM) Eufaula, Ala.: Sold by C. A. McClure and Keith Brown to William R. Vogel and others for \$110,000. Buyers have interest in WONS(AM) Murfreesboro, Tenn., and WAMA(AM) Selma and WHOD-AM-FM Jackson, both Alabama. WULA is full time on 1240 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

▪ WAJM-FM Montgomery, Ala.: Sold by Boyd E. Quate to C. A. McClure for \$50,000. Mr. McClure has interest in WHYD(AM) Columbus and WCHK(AM) Canton, both Georgia, and WULA(AM) Eufaula and WMGY(AM) Montgomery, both Alabama (see WULA above). WAJM-FM is on 103.3 mc with 29 kw and an antenna 210 feet above average terrain. Broker: Chapman Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 73).

▪ WILA(AM) Danville, Va.: Sold by Ralph Baron and others to Neill and Frances McMillan for \$325,000. Mr. Baron has interest in WENZ(AM) Highland Springs, Va., and WCUM-AM-FM Cumberland, Md. Mr. McMillan is general manager of WILA. WILA is a daytimer on 1580 kc with 1 kw.

▪ WOMT(AM) Manitowoc, Wis.: Sold by the Wisconsin Fuel and Light Co. to Donald Seehafer and Bob Johnson for \$275,000. Harry K. Wrench Jr. votes stock of Wisconsin Fuel. Buyers own KRBI-AM-FM St. Peter, Minn. WOMT is on 1240 kc with 1 kw day and 250 w night.

▪ WRGM(AM) Richmond, Va.: Sold by John Edward Grigg and others to Henry C. Wilson and others for \$200,000. Buyers own WPD(AM) Clarksburg, W. Va., and WNBE-TV New Bern, N.C. WRGM is a daytimer on 1540 kc with 10 kw.

▪ KVLH(AM) Pauls Valley, Okla.: Sold by Edwin A. Anderson to Dale W. McCoy Jr. and others for \$111,000. Buyers own KTTR(AM) Rolla, Mo. Mr. McCoy owns KCRB(AM) Chanute, Kan. KVLH is a daytimer on 1470 kc with 250 w.

## KPAT-AM-FM sold for \$1.4 million

A group of broadcasters which includes two advertising-agency executives is buying KPAT-AM-FM Berkeley, Calif., for \$1,427,350, subject to approval by the FCC.

The stations are being acquired from The Wright Broadcasting Co., of which Dickens J. Wright is president and a principal stockholder. Mr. Wright established WPAT-AM-FM Paterson, N. J., and sold the stations to group-owner Capital Cities Broadcasting Corp. in October 1961 for \$5,350,000.

Edward W. Wood Jr. is chairman of the buying group, Horizons Communications Corp. of California. Mr. Wood is also president of Island Broadcasting (WALK-AM-FM Patchogue, N. Y.; WRIV[AM] Riverhead, N. Y., and channel 55 permittee WRIV-TV Riverhead). Other principals of Horizons are Jerome Feniger (vice president of Grey Advertising, New York), president, and William W. Mulvey (executive vice president of McCann-Erickson, New York), secretary.

Messrs. Wood, Feniger and Mulvey hold the Riverhead television construction permit and they each own 25% of the Riverhead AM and the Patchogue stations. The remaining 25%

of the radio stations is owned by NBC-TV newscaster Chet Huntley. The three principals of Horizons are also buying, subject to FCC approval, three Wisconsin TV's from the Bentson-Floyd-Ruben broadcast interests for \$3 million—WAOW-TV (ch. 9) Wausau; WKOW-TV (ch. 27) Madison, and the construction permit for wxow-TV (ch. 19) La Crosse ("Closed Circuit," Nov. 3, 1969).

Broker handling the sale of the Berkeley stations is G. Bennett Larson Inc. KPAT(AM) is full time on 1400 kc with 1 kw day and 250 w night; KPAT-FM operates on 102.9 mc with 50 kw and an antenna 450 feet above average terrain.

## AM must pay presunrise fine

The FCC last week denied an application by Camden Broadcasting Corp., licensee of WACA(AM) Camden, S.C., for mitigation of its \$10,000 fine assessed for continued operation before sunrise after being twice informed of the violation. Camden said the violation was a "mistake in judgment" and that the fine would place it in financial jeopardy. The commission said the licensee's financial condition had been taken into account in determining the amount of the fine.

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# WBC holds fast on more breaks

## Group owner in network talks says extra time to sell locally will be resented by viewers

Westinghouse Broadcasting Co. leaders met with NBC-TV and CBS-TV officials last week to press their opposition to the networks' decisions to increase their affiliates' commercial time but cut their network compensation (BROADCASTING, Jan. 5).

However, WBC modified, at least temporarily, its plan to cover three new commercial minutes in NBC-TV's *Tonight* show with public-service messages and a two-minute news-and-weather wrap-up. Its NBC affiliates, WBZ-TV Boston and KYW-TV Philadelphia, covered the new minute created for local sale, but the two new minutes created for network sale were carried as delivered after NBC warned that covering them would be a breach of affiliation contract.

Donald H. McGannon, president and chairman of WBC, and Marvin L. Shapiro, president of the WBC station group, said WBZ-TV and KYW-TV were carrying *Tonight* on a "day-to-day basis," including the full complement of NBC-TV commercials, but substituting a public-service message for the new station commercial minute, while their talks with NBC officials continued. Several talks were held last week.

Messrs. McGannon and Shapiro also met on Monday (Jan. 5) with CBS-TV

officials, with whom their differences are similar in principle but less in degree because CBS, unlike NBC, did not create additional commercial time in its late-night show. They also learned that a new station-break being created in the CBS Thursday and Friday movies did not, contrary to first impression, represent an additional announcement—rather, time that the network formerly used for a promo in that spot was turned over to affiliates for local sale. WBC's CBS affiliates are KDKA-TV Pittsburgh and KPFX(TV) San Francisco.

They continued to maintain, however, that both CBS-TV and NBC-TV were contributing to over-commercialization by making more time available for local sale—a move designed to help affiliates offset a 6.5% reduction in compensation ordained by the networks to recoup approximately \$6 million each of AT&T rate increases totaling about \$7 million each (BROADCASTING, Dec. 24, 1969, et seq.).

It has been freely estimated that if NBC and CBS affiliates are able to sell all of the additional time, they will more than recoup their losses under the cut in compensation rate.

There have been reports that WBC alone could recoup its compensation

loss and still come out some \$500,000 ahead if it sold all the new availabilities. But WBC officials argue that the extra commercialization is bad for audiences, stations and advertisers, and that they will use the time only within specified limits, one of which is that they will not carry more announcements in the expanded breaks than they did, on average, when the breaks were shorter.

They say they will try to schedule one-minute announcements wherever possible in new 62-second positions, will never schedule three 20's in them and, if time remains unsold under these restrictions, they will fill it with public-service announcements.

They also protest that the expansion in commercial time, like the 6.5% cut in affiliate compensation, was instituted by the networks unilaterally and, since it went into effect the first week of January, is already an accomplished fact.

Even if they carry no more commercials than before and fill the rest of the time with public service or promos, the total number of announcements will be greater and they feel that the increase will be noted—and probably resented—by viewers who do not distinguish between commercial and noncommercial announcements.

Mr. McGannon also disputed NBC's contention that covering two network minutes in *Tonight* would be a breach of contract. He argued that, instead, it would be an exercise of licensee responsibility to operate in what it considered to be the public interest, and

## 'Pilot' questionnaire itself questioned

### Broadcast groups suggest alternative ways for FCC to study conglomerates

Six major broadcast licensees have told the FCC that the "pilot questionnaire" they received as part of the commission's inquiry into conglomerate ownership of broadcast stations are ill-conceived and "present rather substantial questions of propriety, if not legality."

In a joint letter sent last week to FCC Chairman Dean Burch, the companies said the commission's conglomerate task force erred in selecting them as representative of broadcast owners with outside interests. "The commission may recognize, and we could in any event readily establish," the letter said, "that none of these companies is 'representative' of any other group or class

of so-called 'conglomerates.' Indeed, this may be the case simply because each of these companies is distinctive and unlike any other company in terms of basic origins, structures and modes of operation."

The companies also noted that an adequate response to the 10-page questionnaire would be difficult and time-consuming. They questioned the appropriateness of requiring a few designated companies to "assume the burden in the initial stage of a 'pilot project.'"

The questionnaire was mailed to the six companies last month after the commission approved it by a slim 4-to-3 vote, with Chairman Burch and Commissioners Robert Wells and Robert E. Lee dissenting (BROADCASTING, Dec. 22). It is an early product of the investigation being conducted by the conglomerate task force, which was conceived last February and launched last summer.

The companies were regarded by the commission as representative of three major groups of broadcasters coming

within the scope of the inquiry and the categories they are said to represent. The companies are Avco Corp., Chris-Craft Industries Inc. and Fuqua Industries Inc. (licensees with substantial, diversified nonbroadcast interests); Cox Enterprises Inc. and E. W. Scripps Co. (licensees with substantial interests in newspapers and CATV), and Travelers Insurance Co. (licensee whose nonbroadcast interests are primarily in a single enterprise or group of related enterprises).

As an alternative to the questionnaire, the companies proposed that commission representatives meet with them to work out mutually agreeable procedures—possibly a joint industry-government advisory committee, they said.

While none of the companies has developed "a rigid or inflexible position on the optimum procedure to be followed," they said, all are agreed that something fairer and more effective than the pilot questionnaire should be developed.

cited as precedent WBC's earlier refusal of cigarette and feminine-hygiene commercials. He agreed, however, to continue carrying *Tonight* with all its network commercials as long as the discussions with NBC continue.

## Sudden dissent between dissenters

**Cox, usually an ally, raps Johnson's tactics in AT&T rate case**

FCC Commissioner Kenneth A. Cox has fought on the side of Commissioner Nicholas Johnson in many battles with an FCC majority they have regarded as too conservative. But last week Commissioner Cox was on the other side of the line, raking his frequent collaborator with biting criticism in a statement as strongly worded as any he has written in almost seven years as a commissioner.

And although the issue involved a common-carrier matter—the \$150-million reduction in long-distance telephone rates that the commission has negotiated with AT&T—the feelings expressed by Commissioner Cox appeared deep enough to bring into question the future of the two liberal Democrats' close working relationship.

Commissioner Cox accused Commissioner Johnson of misstating facts and ignoring applicable law, of assuming every position of AT&T is wrong and contrary to the public interest, and of charging his colleagues and members of the staff who disagree with him with being "solicitous of AT&T". He added that Commissioner Johnson portrays himself "as the only defender of the public interest and as knowing more about telephone regulation than all of his colleagues and the staff put together."

The comments had a familiar ring to broadcasters and their attorneys, as well as to some members of the commission itself, who have expressed similar complaints about statements Commissioner Johnson has made concerning matters affecting broadcasting.

Commissioner Cox's statement was another in a series of lacerating statements that have been issued in connection with the commission order denying petitions of the National Association of Regulatory Utility Commissioners, among others, opposing the AT&T tariffs providing for the \$150-million rate reduction on which the company and the commission reached agreement.

Commissioner Johnson, who says the commission should have pressed for sharper cuts, supported the petitions in a statement sharply critical of the com-

mission. Chairman Dean Burch two weeks ago responded by accusing Commissioner Johnson of issuing a "table-pounding" dissent lacking in facts and of making "broadside attacks" on the intelligence and integrity of the commission and its staff. He also made detailed defense of the commission's position.

Commissioner Johnson replied with an addendum to his dissent in which he attempted to pick apart the chairman's statement and renewed his attack on the commission for what he considers its failure to protect the public interest in dealing with the telephone company (BROADCASTING, Jan. 5).

It was this second dissent that prompted Commissioner Cox to go over to the attack. He had written a brief concurring statement in the case. But, as a member of the six-member commission majority that denied reconsideration of the new tariffs, and as a member of the commission's telephone committee, which played the major role in negotiating the \$150-million reduction, he appeared to feel personally, and deeply, the Johnson barbs.

He acknowledged his working relationship with Commissioner Johnson, stating that he has often joined him in dissenting opinions, "primarily in the broadcast field," and that he agrees with him "on many issues." But, he added, "it has long seemed to me that his thinking as to common carrier regulation is fundamentally flawed." He then proceeded to deal point by point with Commissioner Johnson's response to Chairman Burch's statement, supporting the chairman's argument in every case.

Commissioner Cox felt compelled to defend his own six-and-a-half-year record as a member of the commission, asserting it does not demonstrate "either that I am unknowledgeable about telephone matters or that I am inclined to favor the Bell System's interests unduly." He said he resents Commissioner Johnson's characterization of his actions in the common-carrier field, "in this case and in a number of other recent matters."

He also, in effect, accused Commissioner Johnson of taking undue advantage of the freedom of position and expression enjoyed by writers of dissenters who know their opinions "are not operative acts" and do not shape commission policy. Commissioner Johnson's "colorful 'table pounding,'" he said, is without substantial or legal foundation, though no doubt well designed to attract popular support."

Commissioner Cox expressed the hope that his statement will demonstrate that Commissioner Johnson's "facts do not add up to the broad generalizations he seeks to draw from them—indeed they are often garbled and incomplete. The total impact of what he has written is, in my judgment, misleading and unfair,"

he said.

Commissioner Cox also figuratively raised his eyebrows at a reference in Commissioner Johnson's statement to the Nixon administration's well-publicized concern for "law and order." Commissioner Johnson said such concern should not be limited to crimes it is easiest for the poor and disadvantaged to commit but should include as well "the white collar corporate criminal" who is capable of "robbing" more money through a "single price-fixing conspiracy" than will be lost through robberies, burglaries and larcenies in a year.

"What," Commissioner Cox asked, "is this supposed to mean? Does he claim to have identified some 'corporate criminal' or some 'price-fixing conspiracy' in the context of our negotiation for the current reduction in interstate rates?"

"If not, I find these references in extremely bad taste."

## Another thrust at blanket renewals

**Cox-Johnson say FCC should take closer look at programing practices**

FCC Commissioners Kenneth A. Cox and Nicholas Johnson have filed another lengthy dissent to what they say is the commission's "wholesale renewal" of broadcast licenses without an analysis of the performance of the broadcasters involved.

Their statement, somewhat belated, was in connection with renewals of stations in the District of Columbia, Virginia, West Virginia and Maryland, whose license-renewal date was Oct. 1.

The commissioners, who filed similar statements in connection with the renewals of stations in Oklahoma and New York, incorporated in the latest one a statistical analysis that had been prepared for the report that the Institute for Policy Studies published regarding the Oct. 1 license-renewals (BROADCASTING, Oct. 6, 1969). The study's statistical tables were filed with the commission in connection with a petition by several black groups seeking denial of the license renewal of WMAL-TV Washington.

The commissioners said IPS's analysis is similar to what they did in the New York report and to what they proposed to do in connection with the Oct. 1 renewals, but more complete than either. They praised it as "the most thoughtful and thorough evaluation of a group of license renewals ever filed

by a citizens group."

Commissioners Cox and Johnson acknowledged that statisticians may find fault with the tables—as Research Management Corp. did, in a report prepared for WMAL-TV. But they said that if their colleagues cannot join in their conclusions, they should "develop criteria of their own so that license renewals can become more than an automatic procedure every three years."

Present practice, they added, "benefits no one but the Washington legal profession and the licensee whose renewal might have been questioned as the result of a more serious study."

The commissioners' "tentative" conclusions, based on the IPS study and their own findings, are that the commission should ask justification of their performances by WMAL-TV; WHTN-TV Charleston-Huntington, W. Va.; WVBC-TV Norfolk, Va.; and WLSL-TV Roanoke, Va. A petition to deny is pending against WHTN-TV as well as WMAL-TV. The complaint was filed by Paul Crabtree, who was executive assistant to the former governor of West Virginia.

The IPS report wound up its analysis with the conclusion that WMAL-TV had "failed" to serve the public interest and that "general complaints" should be filed against four other stations, including the other three in the Cox-Johnson list.

The commissioners also issued a statement dissenting to the renewal of stations in the Oct. 1 renewal group that failed to meet standards they feel the commission should set as minimums for broadcasters. Four proposed less than 5% news programming; 14 less than 1% public affairs, and 19 less than 5% public affairs and "other" programming.

The commissioners' statement on the Oct. 1 renewals contains an analysis of ownership data of broadcasters involved, as well as an examination of citizens' complaints against licensees.

The commissioners said their analysis of ownership data "shows how far we are from the realization of" the commission's expressed goals of preventing concentration of control and encouragement of local ownership.

The analysis of complaints—against stations in two market areas only (Washington and Clarksburg-Fairmont, W. Va.)—indicated to the commissioners that if complaints are intended to be used to call the commission's attention to specific failures by licensees, they may be adequate. But they are not adequate if the purpose is to permit the commission to assess over-all audience reaction to the licensee's performance, they added. They suggested that the commission consider the "use of surveys" as a means of getting viewers' reaction to the performance of their licensees.

## Atlanta stations face bias charges

### Civil-rights group wires stations and asks FCC to defer Atlanta renewals

Citizen interest in participating in broadcast-license-renewal proceedings, which has been spreading throughout the country on station-by-station basis, erupted in shotgun-like fashion last week in Atlanta.

There, an umbrella organization of civil-rights groups has accused all of the radio and television stations in the city of discrimination against blacks in employment and programing practices.

And it has asked the FCC to defer action on renewal of the stations' licenses until it investigates the charge. The 24 stations are due for license renewal on April 1.

The organization is the Metropolitan Atlanta Summit Leadership Congress, which includes in its membership local chapters of the National Association for the Advancement of Colored People and the Southern Christian Leadership Conference, as well as some 50 local groups.

It says it has "documented evidence" that the Atlanta stations, including those programed for blacks, "are guilty of gross discrimination." However, Dr. Otis W. Smith, president of the organization, declined to discuss the documentation. And the congress last week wired each of the stations in Atlanta, saying it was surveying programing and employment practices "to determine the extent of discrimination at your station" and asking for a meeting. At least one—WSB-TV—has already agreed to meet with the congress.

The organization's telegram to the commission was addressed to Commissioner Nicholas Johnson. The Rev. J. E. Boone, executive director of the organization, said the committee sending the wire "felt he might possibly be of assistance in resolving the problem."

Station officials in Atlanta have pointed to black newsmen employed by several stations in the area in at least partial rebuttal of the organization's charges. However, Mr. Boone says those examples amount only to "tokenism."

He said the organization is interested in seeing blacks working as commentators on the air and filling important executive jobs in the stations. The stations, he said, could afford to train blacks for high-paying jobs, "but this is not being done."

He also said there is a "lack of proper programing to meet the needs

of the black community. There is a slanting of news," he added, "complete neglect of the black community so far as over-all coverage is concerned."

Dr. Smith, in addition, complained of what he felt was the inadequate coverage given the black candidate in the recent mayoralty race, Horace E. Tate. "We backed Tate for mayor, and called press conferences, and the stations didn't show up," he said. Mr. Tate finished third in the race, with about 22,300 votes. The two leading candidates received 30,000 and 26,000 votes, respectively.

Depending on the quality of the "documentation" of the conference's charges, they could be a serious matter for the Atlanta stations. The commission last summer adopted rules aimed at barring discrimination in employment on the basis of race (BROADCASTING, June 6, 1969).

The rules provide for the referral of complaints on discrimination to appropriate equal-employment opportunity agencies for investigation, although the commission said it might make its own preliminary investigation of complaints. The rules also require all licensees to adopt programs designed to assure equal opportunity in employment.

The keystone of the commission's policy is the statement that stations shall not discriminate in employment on the basis of race. Those that do could find their licenses in jeopardy on the ground that they are not operating in the public interest.

In addition, a charge of discrimination in programing was one of those on which the United Church of Christ based its campaign to persuade the commission to deny the renewal of WLBT(TV) Jackson, Miss. That campaign succeeded after two appeals to the U.S. Court of Appeals of commission decisions renewing the station's license. However, the church accompanied its petition to the commission with voluminous documentation of its charges.

### Lee heads new FCC group

FCC Commissioner H. Rex Lee has been named chairman of the FCC's new Educational Communications Committee. The committee will coordinate educational communications activities and will be responsible for developmental work in that area. Commissioner Lee will also be chairman of the National Committee for the Full Development of Instructional Television Fixed Service. ITFS is a system using frequencies in the 2500-2690 mc band for nonbroadcast transmission of instructional television programs for school use.

# This group really makes the scene with Mr. Shakespeare.

To these kids and thousands of others in Greater Boston high schools, Shakespeare doesn't mean a lot of words that cover a lot of pages in a dry textbook. To them, he is live, thrilling drama because of the Repertory of Classical Drama, just completing its fourth season under the non-profit sponsorship of the Boston Herald Traveler.

This year, the renowned National Shakespeare Company gave 22 performances of "Othello," 18 performances of "As You Like It," and 29 of "Macbeth," in two Greater Boston high school auditoriums. And the kids really made the scene...more than 60,000 of them.

In fact, over the past four seasons, nearly a quarter of a million of them have flocked to these performances. Doesn't sound like a generation of hippies and drop-outs, does it?

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Mr. Norman Matlock, of the National Shakespeare Company, who portrayed Othello...

...and Edward Grady, Nancy Rodman, Lyn Templeton, James Powers, and Robert Raider, all Shakespeare buffs and students at Natick High School, where the Repertory played daily for its first five weeks.

# Big stakes in Chicago CATV contest

**Teleprompter, Pacific and Southern, three local groups make offers for promising franchise**

Cable television in Chicago came a step closer to reality last week as five applicants for CATV franchises in that major market appeared before the finance subcommittee of the Chicago City Council and offered their varied proposals.

Further hearing is expected because of the technical details and multiple millions at stake, according to the meeting's chairman, Alderman Paul T. Wiegoda, who also indicated it probably will be some time before a choice is made among the five bidders: Cor-Flex International Corp., Lerner Communications Co., Pacific and Southern Broadcasting, San Jose Cable TV Co. and Teleprompter Corp.

A group-station operator new to CATV, Pacific and Southern asked for exclusive cable rights and claimed such a method would give the city its highest potential revenue. The others, however, asked for nonexclusive rights and were disposed to settle for specified areas of the market.

Irving Kahn, Teleprompter president, told the hearing his firm also would be able to provide superior service as a result of its pending merger with H&B American Corp. (BROADCASTING, Dec. 1, 1969). He asked for a 20-year franchise and, during that time, promised the city a minimum return of \$14 million.

DeSales Harrison Jr., chairman-

founder of Pacific and Southern, asked for a 40-year exclusive franchise and promised a minimum of \$2 million to the city for the initial four-year period. Annual revenue to the city, he said, could be at least \$6 million after that and eventually possibly as much as 17% "off the top," according to a detailed sliding formula.

Locally owned Cor-Flex, represented by Fred Olsen, president, asked that the city hold special tariff-type hearings to determine equitable customer charges and city scales. Cor-Flex claimed it could get into operation quicker in view of its extensive master-antenna system business in the city and its closed circuit channel 4 and channel 10 hotel systems, which already are in operation there.

San Jose Cable and Lerner Communications proposed sliding scales of revenue to the city ranging from 3% to 7% depending on gross revenues.

Teleprompter and San Jose Cable propose to install their own cable systems with Teleprompter making extensive use of microwave links. The other three applicants would use Illinois Bell facilities in the city. It was estimated the phone company's investment in CATV feeds eventually could total some \$60 million there to provide carriage for the cable operators.

San Jose Cable principals include Arthur Rubloff, chairman, engaged in

real estate; James R. Conway, president, WGN-TV personality; Daniel P. Lydon, secretary-treasurer, public relations; Robert E. McAuliffe, vice president, TV syndicator; Thomas A. Mass, attorney, and Rudolph M. Orisek, WMAQ(AM) program producer.

Lerner Communications is a subsidiary of Lerner Newspapers, Inc., a major suburban publisher.

All of the applicants propose local public-service programming, free service to public buildings and the latest of multiple-channel equipment.

## CPB cites funds lack in asking free service

The Corp. for Public Broadcasting last week asked the FCC to order common carriers cable lines to provide public broadcasters interconnection service free of charge.

CPB told the commission that free service was justified by the public role of noncommercial broadcasting and the present low level of funding. It said funds now allocated for interconnection charges should more productively be used for programming development and the strengthening of local stations.

In 1968, CPB said, the combined billings of the three major networks were \$1.5 billion, whereas CPB's federal appropriation was \$5 million and the total funds available to it were only \$80 million. Congress will allot not more than \$15 million during the current fiscal year, CPB added.

Recognizing that free service would give it responsibilities for effective

## Burch would upgrade CATV task force

**Chairman would create small bureau for CATV, then expand it later**

FCC Chairman Dean Burch has confirmed reports that he has proposed that the commission's CATV task force be elevated to the status of a full-fledged bureau as a means of attacking more effectively the myriad CATV problems now confronting the agency ("Closed Circuit," Jan. 5).

The chairman touched on his proposal only briefly in a speech Friday (Jan. 9) before the Rocky Mountain Cable Television Association, in Scottsdale, Ariz. He said simply that the bureau should have the "resources and functions equal to this industry's chal-

lenges and to the commission's role in its development."

However, it is understood that he has recommended that the bureau start off relatively small, with some half-dozen staffers from other bureaus and offices now working on CATV matters transferred to the task force, which now has a complement of 25. The commission could not afford to do more with its tight budget. But, ultimately, say, over a period of several years—a bureau of 70 personnel is contemplated.

No decision has been made on who would head the new bureau, but Sol Schildhouse, who has led the task force since its creation in 1966, is regarded as the front runner.

Chairman Burch is expected to push his proposals through the commission, although not without some difficulty. Commissioner Kenneth A. Cox, who takes a hard line on CATV regulatory matters, is cool to the idea. He would prefer to see the task force's functions

reabsorbed by the Common Carrier and Broadcast Bureau.

And the likelihood that Mr. Schildhouse would probably head the new bureau does not add to the idea's appeal for Mr. Cox. He and Mr. Schildhouse, whom he regards a CATV advocate within the commission, have differed frequently, and hotly, on CATV matters in commission meetings.

It is the concern that creation of a CATV bureau could result in a great surge in CATV development at the expense of broadcasting that might generate opposition to the plan within the commission. A bureau would have the means for influencing policy now lacking by the task force; the task force deals mainly with pressing CATV applications for service, and broadcaster complaints about CATV activities in their area.

For instance, among the functions that would be given the new unit would be CATV rulemaking drafting. This is now

management and insuring that costs are minimized and requirements not overstated, CPB said the commission could either review CPB orders before placement or permit orders without prior approval subject to review upon objections from the common carriers.

Last September CPB told the commission that it was "the sense" of CPB's board of directors that interconnection service should be provided free. It asked for and received a declaratory ruling from the commission that "it is required in the public interest that free or reduced-rate interconnection common-carrier services be provided for public broadcasting . . ."

AT&T, which is providing interconnection service to CPB under a trial tariff, now set to expire Jan. 31, contends that it is not required to provide free service by the Public Broadcasting Act of 1967 and that free interconnection would not serve the public interest because it could result in "uneconomic or extravagant" use of communication facilities.

But CPB said that when the act was passed, Congress recognized that interconnection charges paid by public broadcasting might "properly" be influenced by its degree of funding, as well as its public service contribution.

"The Congress contemplated that free rates would be appropriate in some foreseeable circumstances," CPB added. "Certainly if these circumstances ever exist, they exist now."

The commission has offered to help arbitrate the AT&T-CPB stalemate over terms of a permanent tariff.

## Harriscopes completes \$11 million deal

### System's CATV subscribers to top 110,000 with addition of United Utilities systems

The sale of 39 cable TV systems, serving 40,000 subscribers in 11 states, by the United Utilities Corp. to group broadcaster and multiple CATV owner Harriscopes Broadcasting Corp. (BROADCASTING, Dec. 22, 1969) was closed the last day of last year. The purchase gives Harriscopes more than 110,000 CATV subscribers.

The price was \$11 million of which \$3 million was in cash with the assumption of \$8 million in obligations of United Transmission Inc., the CATV subsidiary of United Utilities.

As part of the transaction, Harriscopes will assume the responsibility of managing Jefferson-Carolina Corp., owner of CATV systems serving 27,000 customers in the southeastern part of the country. Jefferson Carolina is half owned by Jefferson Standard Broadcasting Co., a group broadcaster, and Carolina Telephone Co., owned by United Utilities. United Transmission manages the lease-back systems for the owners.

No substantial changes in personnel or administrative policies are contemplated, according to Burt I. Harris, president of Harriscopes. Ralph E. Hembree will continue to operate United Transmission from offices in Kansas City, Kan.

Before the latest acquisition Harriscopes owned nine CATV systems, principally in California, with one each in

Flagstaff, Ariz., and in Billings, Mont. Its TV-radio holdings consist of KBAK-TV (ch. 29) Bakersfield, Calif.; KULR-TV (ch. 8) Billings, and KFBB-TV (ch. 5) Great Falls, both Montana; and KTWO-AM-TV (ch. 2) Casper, Wyo. Harriscopes also has significant interests in KGGM-TV (ch. 13) Albuquerque, and in KVSF-AM in Santa Fe, both New Mexico, and owns 50% of WSNS-TV (ch. 44) Chicago which is under construction.

In addition to Mr. Harris, Harriscopes' principal owners include Irving B. Harris and Donald F. Nathanson. Geoffrey M. Nathanson is executive vice president and director of CATV. It is based in Los Angeles.

United Utilities' President P. H. Henson announced last May his company's decision to dispose of its CATV holding due to "changing regulatory policies and practices." Earlier United sold its 50% interest in a CATV firm in Mansfield, Ohio, to the *Mansfield Journal*. Negotiations for the sale of United's 50% interest in Jefferson-Carolina are continuing.

### Coding demonstration

International Digisonics Corp. will demonstrate its system of including coded information in TV visual transmissions for purposes of program identification Jan. 20 in Room 752, FCC's Washington headquarters.

generally handled by the general counsel's office which, under Henry Geller, is not regarded by CATV representatives as particularly friendly to them.

But Chairman Burch is known to feel that CATV "is here to stay" and that if the commission is to handle its problems in that area sensibly, all of the functions dealing with it should be exercised in one place.

Chairman Burch, in his speech Friday, outlined some of the regulatory matters confronting the commission that would probably be referred to the new bureau. These include questions of who should be permitted to own the systems and how to apportion federal-state responsibilities, multiple and cross-ownership limitations, the common carrier implications of the availability of excess-channel capacity, and appropriate technical standards.

"And an early order of business," he added, "has got to be the development

of an information base to tell us exactly where the systems are, what they're doing, who owns them and their impact on broadcast television."

The chairman's speech appeared designed to convince the CATV operators they have a friend in Washington—without at the same time frightening broadcasters unduly.

He cited CATV as "one of the more promising options" in the search for diversity of program service. Television, with its shortage of frequencies, high costs of programing and interconnection, he said, faces problems in providing diversity.

But "if your industry can provide even a fraction of what we're told it holds in store," he told his audience, "the prospect is exciting. And so far as I can tell, virtually nobody is predicting that CATV will become less important and many believe that it will be employed even more widely in the future, and in ways that stagger the

imagination."

Then, turning to the antagonism between cable and television, he said, that both "are part of the same business and we have to figure out how to make it work together." He added that "all of the contenders can find some comfort in the lesson that history teaches—that one form of communications rarely supplants another.

At another point in his speech, he virtually committed himself to making sure that lesson holds true for television. In rejecting criticism that the commission has moved CATV "to the back burner" and slowed down CATV's entry into big cities, he said:

"What has been going on is the earnest search for an accommodation that will permit it [CATV] to develop without at the same time damaging unnecessarily the present structure of broadcast television. I certainly don't propose that a generation of broadcast pioneering and know-how be discarded."

# 27 seek places on NAB board

Ballots for 12 seats to be mailed Jan. 15,  
results due Feb. 6, installation at convention

The nominations of 27 broadcasters for 12 seats on the National Association of Broadcasters' radio board of directors were announced last week by Everett E. Revercomb, NAB's secretary-treasurer.

Ballots will be mailed to all NAB radio members on Jan. 15 and are to be returned by Feb. 5. Results will be announced Feb. 6 at NAB headquarters in Washington.

Six incumbent radio board members are ineligible for re-election because they have served two consecutive terms on the 29-member board (BROADCASTING, Dec. 29). For the other seats, the incumbent members are eligible for re-election and all were renominated. Harry Trenner, president of KCKC(AM) San Bernardino, Calif., resigned from the NAB last week, however, and although renominated for the board technically is ineligible (see this page). Thirteen other board members have another year to serve. The remaining four members are named by the four radio networks.

The winners of the election will take office April 8, the final day of the NAB's 48th annual convention in Chicago.

Nominated for election to the 12 seats are (\*denotes incumbent):

District 2 (New York and New Jersey): Howard L. Green, WENY(AM) Elmira, N.Y.; William F. O'Shaughnessy, WVOX(AM) New Rochelle, N.Y.; Philip Spencer, WCSS(AM) Amsterdam, N.Y.

District 4 (North Carolina, South Carolina and Virginia): Robert R. Hilker, WCGC(AM) Belmont, N.C.; J. R. Marlowe, WGWR(AM) Asheboro, N.C.

District 6 (Arkansas, Louisiana, Mississippi and Tennessee): Ken Marston, WDXI(AM) Jackson, Tenn.; Bob McRaney Jr., WJDX(AM) Jackson, Miss.; Ted Snider, KARK(AM) Little Rock, Ark.; \*John L. Vath Sr., WSMB(AM) New Orleans.

District 8 (Indiana and Michigan): Dee O. Coe, WWCA(AM) Gary, Ind.; George A. Foulkes, WAAC(AM) Terre Haute, Ind.

District 10 (Iowa, Missouri and Nebraska): Dale Cowle, KASI(AM) Ames, Iowa; \*Don C. Dailey, KGBX(AM) Springfield, Mo.

District 12 (Kansas and Oklahoma): \*Allan Page, KGWA(AM) Enid, Okla.; Robert L. Pratt, KGGF(AM) Coffeyville, Kan.

District 14 (Colorado, Idaho, Mon-

tana, New Mexico, Utah and Wyoming): Harry W. Hoth, KRDO(AM) Colorado Springs; William A. Merrick, KBMN(AM) Bozeman, Mont.

District 16 (Arizona and Southern California): Edmund C. Bunker, KFI(AM) Los Angeles; Dan McKinnon, KSON(AM) San Diego; \*Harry Trenner, KCKC(AM) San Bernardino, Calif.

AM Stations (Class "A" Market): Harold R. Krelstein, WMPS Memphis; Perry S. Samuels, WLW Cincinnati.

AM Stations (Class "B" Market): Ben A. Laird, WDUZ Green Bay, Wis.; Odin S. Ramsland, KDAL Duluth, Minn.

## NAB board will review budget near \$3 million

A budget of nearly \$3 million will be presented to the National Association of Broadcasters board of directors for consideration at its annual meeting next week in Hawaii.

The budget was approved last week by the NAB executive committee and finance committee, essentially as presented by President Vincent T. Wasilewski. Some items were cut back to allow for the increased cost of hiring outside counsel for the CATV-copyright and cigarette litigation issues. Included is the engagement of an outside specialist for advice in the minority employment and community-relations issues and the hiring of Phil Dean, New York publicist, for work in cable TV issues (BROADCASTING, Jan. 5).

Also included in the April 1-March 31, 1971, allocations will be several grants for special studies important to the industry.

One grant of \$35,000 is earmarked for a study of the impact of the importation of distant signals by CATV systems on local stations.

Another grant of \$25,000 is proposed as a share in a network participation study of the effect violence on television has on children. The total cost of this study is estimated at \$100,000.

A study of rating systems and possible new criteria is projected. John Dimling, NAB vice president for research, will supervise the distant-signal and ratings studies.

Also planned is further study into the problem of performers' rights under the proposed new copyright law.

AM Stations (Class "C" Market): George Crouchet, Jr., KPFL Lafayette, La.; Clint Formby, KPAN Hereford, Tex.

FM Stations: \*Edward D. Allan, Jr., WDOR-FM Sturgeon Bay, Wis.; George R. Kravis, KRAV(FM) Tulsa, Okla.

## Trenner resigns from NAB board

He says new trade group is needed to represent radio-station interests

Long simmering dissatisfaction among some radio broadcasters with what they feel is a television-oriented image at the National Association of Broadcasters broke the surface last week with a veteran broadcaster's resignation from the NAB board of directors.

Harry Trenner, president of KCKC(AM) San Bernardino, Calif., with 31 years in broadcasting behind him, said he's tired but has some things to say. In a letter to NAB President Vincent T. Wasilewski, Mr. Trenner resigned from the NAB radio board and withdrew his station from the NAB. He called for a separate trade association to represent radio stations.

"I find myself more and more engulfed with TV's problems," he said. He continued: "A single organization with two branches will not do the trick. That is really what we have now. I don't want to have the same name as a TV organization . . . because when that happens, people just automatically say 'TV is too expensive for indigent political candidates, let's have free TV and radio time.'"

Mr. Trenner insisted he has no intention or desire to organize another trade association for radio. He stressed that he had great respect for the staff of NAB and finds it difficult to dissociate himself from it. His quarrel, he says, is entirely with the organization in which he says "the tail is generating all of the problems for the dog." He set forth his arguments in a letter to California radio broadcasters Sept. 16, 1969.

Mr. Wasilewski, who had not received the letter but was shown BROADCASTING's copy, said:

"I had not seen Mr. Trenner's letter



of Sept. 16 previously, nor was I aware of it. I am sorry that he feels as he does. I disagree entirely with his conclusions regarding the need for separate trade associations for radio and television and I regretfully accept his resignation."

The complaints aired by Mr. Trenner are not new. During the recent fall conferences of the NAB and previously they have been expressed in greater or lesser degree by some radio station owners. Few however, at that time or now seem disposed to make a break with the NAB. The issues are certain to be discussed at the NAB board meeting in Hawaii next week.

Mr. Trenner says the response to his Sept. 16 letter was good. "About 60% to 65% of the district broadcasters [district 16, Arizona-Southern California] agreed with my position," he said. "The rest did not comment."

In his letter to district 16 broadcasters he said:

"It is not that we are not adequately represented when some threat to radio rears its head; it is the fact that the myriad of difficult television problems always draws us in, by inference.

"Why do we belong in a CATV fight?

"Why do we belong in a pay-TV fight?

"What generated the cigarette problem? Other media dealing in both pictures and words did not suffer, but radio was dragged in by the heels in an endeavor to compromise TV's problem.

"I am sure that in the near future, in line with the current permissiveness, TV will be attacked for permitting certain degrees of dress and undress on the tube. Who will come to its aid . . . the NAB?

"Why are we concerned with program ownership by networks?

"What are we doing in the sex and violence fight created by TV?"

And last week he added on the other side: "Why should TV be concerned in the issue of royalties paid to record performers."

Mr. Trenner believes that there should be two separate trade associations that could cooperate when necessary on mutual problems.

"I am not interested in leading a parade out of NAB or in forming another organization," but he indicated he might help someone form another organization.

Mr. Trenner's action comes at a time NAB is beset with a number of vital issues affecting the industry. Mr. Wasilewski only the previous week issued a strong appeal for unity in the fight "to repel those who would substitute a controlled broadcasting system for our free one."

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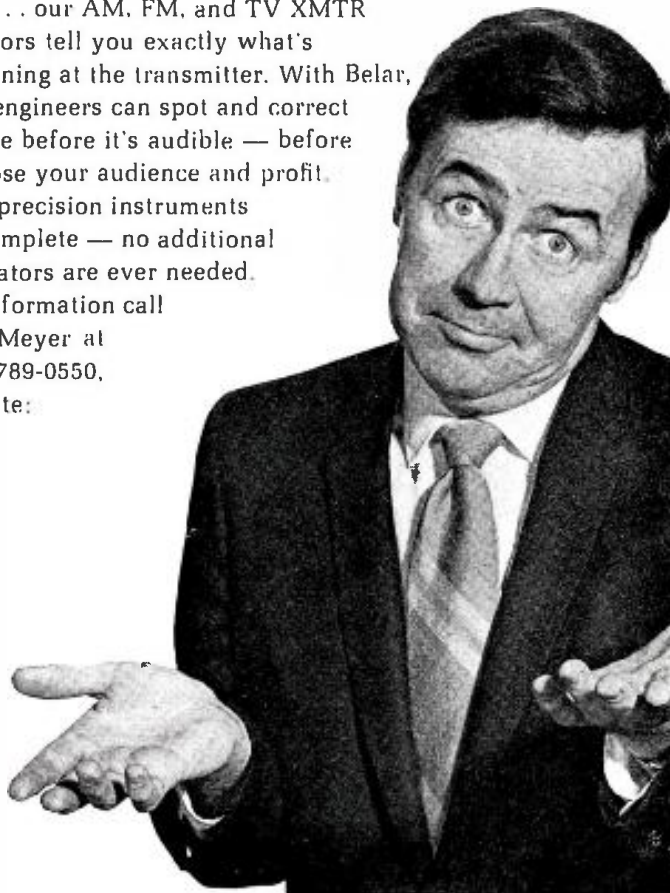
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## A time tithe for broadcasters?

The White House Conference on Food, Nutrition and Health has submitted to President Nixon a final report that proposes government-initiated actions to increase the number of broadcast public-service announcements dealing with nutrition.

Chief among these, from the broadcaster's point of view, is a suggestion that licensees be required to devote 10% of their air time to "obligatory public service communications programs of the federal government," of which nutrition announcements would be but one example. It was also proposed that control over allocation of the announcements by time period be removed from the hands of stations and networks, and that this 10% of total air time be prorated over various time periods on the basis of 10% of each period.

"Nutrition education . . . is a matter of first priority," the report said. "Therefore, it cannot be cast in a beggar's role with radio and television stations for air time which is the people's property to begin with."

To a lesser extent, the report said, "the print media should be expected to fulfill a similar obligation, even though they are privately owned and are not licensed by the government. Nevertheless, privileges like the second-class mailing permit are sufficient grounds to

require obligatory amounts of space for the nutrition education effort."

The report called for "appropriate safeguards" to prevent infringement of the rights of station owners, and for some unspecified procedure "by which communications programs in the public interest can be approved and protected from bias or political distortion or expropriation."

A subpanel on deception and misinformation said that the Federal Trade Commission has done an inadequate job of curbing misleading food advertising, probably because of too little money and staff. It said that if the FTC cannot be strengthened, its food advertising responsibilities should be transferred to the Food and Drug Administration.

An additional voice at the nutrition conference was a consumer task force, comprising a variety of citizens' groups, which issued an "action statement" that was adopted by the conference only on a broad basis.

The specific proposals were not endorsed but were printed in the final confirmed report. These included a suggestion that the food industry lower its advertising and promotion expenditures as a step toward cutting of food prices.

Commenting on the advertising panel's proposals, the task force suggested that food advertisers devote 15% of their advertising budgets to "public-service" information on nutrition.

## KUDO-TV gets no kudos from sportscaster Mays

KUDO-TV San Francisco, a UHF station which when it went on the air a little more than a year ago promotionally hailed its exclusive association with Willie Mays, last week was sued by the celebrated baseball performer for a total of \$126,300. A suit on behalf of Mr. Mays, filed by attorney Harold Silen in San Francisco superior court, charges the TV station with breach of contract.

According to the suit, Mr. Mays signed a two-year agreement with KUDO-TV that provided payment to him of \$35,000 plus a \$5,000 annual expense fee for program and production costs for one year beginning Dec. 30, 1968, and ending Dec. 29, 1969. The agreement allegedly also provided further annual payments of \$40,000 plus \$5,000 in expenses for a period beginning Dec. 30, 1969, and ending Dec. 29, 1970. For his part, Mr. Mays agreed to conduct a 15-minute sportscast on a scheduled basis of five nights a week, Monday through Friday, taped or live depending on his personal commitments. A clause in the contract between the baseball player and the station reportedly also promised that the 15-minute nightly sportscast would be offered in TV syndication with Mr. Mays receiving 60% of the proceeds and the station 40%.

Apparently the show was not syndicated. Also the station evidently discontinued the sports series after about three months of presentation. The suit charges that Mr. Mays received a total of \$8,700 for his services to the station. The suit asks for \$76,300 still due under the two-year agreement. In addition, the suit claims \$50,000 in general damages.

KUDO-TV, channel 38, went on the air in December 1968. The initial plan was for virtually all programming to be local and live with heavy emphasis on sports.

## Judge resolves contest for ABC affiliation

An Ohio district court has denied a request for a temporary injunction that would have stymied ABC's plans to affiliate with WKRT-TV (ch. 16) Kettering-Dayton, Ohio.

The request had been made by Springfield Television Broadcasting Co., licensee of the area's only other UHF, WKEF-TV Dayton, Ohio, which has had a per-program affiliation with ABC. The company claimed it would suffer "irreparable damage" as a result of ABC's plan to discontinue its affiliation with WKEF and with WLWD-TV Day-

## Justice is not ready to enter WIFE case

The Justice Department has told Representative Robert O. Tiernan (D-R. I.) that it will not proceed with an investigation of former FCC Chairman Rosel H. Hyde and his role in the license renewal of WIFE-AM-FM Indianapolis unless asked to do so by the House Investigations Subcommittee.

Representative Tiernan had asked Justice to look into Mr. Hyde's actions in connection with the WIFE case to determine whether there had been a violation of federal law. The department, which reportedly had almost no knowledge of the case when the congressman made his request last month, sized up the situation to determine what action it might take (BROADCASTING, Dec. 15, 1969). It then replied, in a telegram dated Dec. 30 and signed by Will R. Wilson, chief of the criminal division—that since the Investigations Subcommittee is taking a thorough look at the case, Justice will step aside until the case is referred to it.

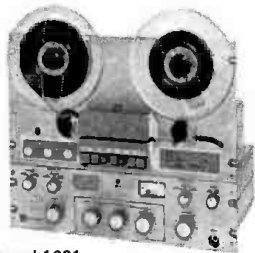
The WIFE stations won renewal late

last year despite admitted instances of fraudulent billing and falsely conducted contests. They were already on probation for similar offenses. When the Investigations Subcommittee looked into the case, it asked for all relevant documents, but Mr. Hyde—speaking for himself and the commission—denied that request because the case was still a restricted proceeding. The subcommittee, and later the parent House Commerce Committee, voted to cite Mr. Hyde for contempt of Congress—the day before he retired—but the matter has never been taken to the House floor by Commerce Committee Chairman Harley O. Staggers (D-W. Va.).

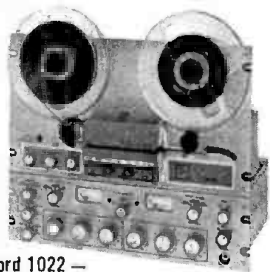
Since the stations got their renewals, allegations involving owner Don Burden have surfaced. These involve WIFE and other Burden stations, and include charges of attempted slanting of news and gifts to public officials.

Representative Tiernan has been involved in the case as a member of the House Commerce Committee. He is also a member of the Communications Subcommittee, but not the Investigations unit.

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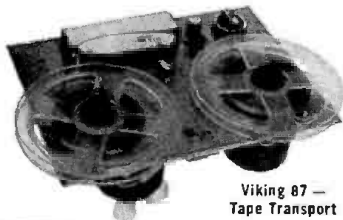
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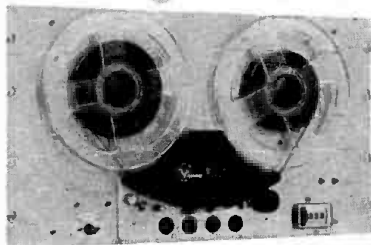
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ton, a VHF owned by Avco Broadcasting Co. It said the affiliation switch would place WKEF at a severe competitive disadvantage relative to its only UHF opposition.

But U.S. District Judge Timothy Morgan ruled that the most severe burden of an injunction would fall on the shoulders of Kittyhawk Broadcasting Corp., licensee of WKRT-TV, which the judge noted is in dire economic straits. The owners had done nothing but "put up a fight for survival," Judge Morgan said, and should not be penalized.

Judge Morgan noted that Springfield still has a "remedy at law." The company's request for an injunction was part of an antitrust suit it is filing, for an undetermined amount. His refusal to grant an injunction "may render [Springfield's] contest for affiliation futile," the judge said, but "will not leave it without a remedy at law."

#### Media notes:

**KROE(AM) to CBS** ■ KROE(AM) Sheridan, Wyo., became affiliated with CBS Radio Jan. 1. The station is on 930 kc with 1 kw. It is owned by Sheridan Broadcasting Co. Sam Rosenthal is president of the company, and Ed Niehay is general manager of the station.

**NBC adds** ■ KLIZ(AM) Brainerd, Minn., became affiliated with NBC Radio Jan. 1. The station, owned by Brainerd Broadcasting Co., with Thomas O'Brien the president and general manager, operates with 5 kw full time, on 1380 kc.

**NCTA move** ■ National Cable Television Association has moved to new quarters: World Center Building, 918 Sixteenth St., N.W., Washington. New telephone number will be (202) 466-8111. New office is two blocks away

from present address.

**New TIO members** ■ Nine TV stations joined the Television Information Office last week: five Meredith Broadcasting stations (WNEM-TV Bay City-Saginaw-Flint, Mich.; KCMO-TV Kansas City, Mo.; WOW-TV Omaha; KPHO-TV Phoenix; and WHEN-TV Syracuse, N.Y., and KJEO-TV Fresno, Calif.; KSTP-TV St. Paul-Minneapolis; WNBE-TV New Bern, N.C.; and KTSB Topeka, Kan.). The five RKO General stations became TIO members the week before (BROADCASTING, Jan. 5).

**Just what they wanted** ■ Noncommercial WHA-TV Madison, Wis., can now broadcast local programming in color, thanks to a donation by WTMJ-TV Milwaukee. The gift includes two color cameras and color film equipment originally valued at \$250,000. WHA expects to begin limited local color broadcasting by March 15.

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## International

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### Mañana again frustrates U.S.

#### Mexican congress adjourns without ratifying radio pact; but delay seen as temporary

The U.S.-Mexican treaty governing use of the standard radio band, which was signed in December 1968 and ratified by the U.S. in July, cannot become effective until next fall at the earliest. Its ratification by the Mexican senate was left as unfinished business when the Mexican congress adjourned Dec. 31 until its next session, beginning in September.

State Department officials expressed disappointment over the failure of the Mexican government to act and thus permit both countries to enjoy what the officials regard as the benefits of the new agreement. However, they said there appeared to be no basis for worry that opposition to the treaty had developed in Mexico. The senate "apparently just didn't get to it," said one State Department official.

The agreement will permit some 260 daytime-only U.S. stations to operate presunrise on Mexican clear channels, provides for direct notification of the other country upon the start of new operations, authorizes Mexican daytime operation on U.S. clear channels between sunset and 6 p.m. local time, and permits stations of both countries to operate with 500 w or less on the

other clear channels during post-sunset hours.

It also provides for exceptions from the general standards set forth for a number of so-called "special cases" stations in both countries.

And it permits some 20 U.S. and Mexican Class IV stations along the border to increase power from 250 w to 1 kw.

The new five-year agreement replaces one that expired on June 9, 1966. That agreement was extended for one year, but the two countries, while abiding by its provisions, have actually been operating without a binding pact since June 1967.

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#### Abroad in brief:

**Greece-bound** ■ The Greek National Broadcasting Network has ordered additional broadcast equipment from The Marconi Co., Chelmsford, Essex, England, bringing the total value of equipment for Greece to about £1.5 million (\$3.6 million). The equipment will be used for major extensions to sound and TV broadcasting facilities over Greece and the Aegean Islands.

**All in color** ■ RCA Commercial Electronic Systems reports that two Manila TV stations are installing \$700,000 worth of RCA color broadcast equipment and will become the first Philippine stations to convert to 100% color programming. The stations are DZXL-TV and DZAQ-TV, owned and operated by the ABS-CBN network.

### Loss of press freedom cancels Lima assembly

The adoption by the military government of Peru of restrictions on radio and television has forced the cancellation of the 10th general assembly of the Inter-American Association of Broadcasters that was set for Jan. 12 in Lima.

Herbert Evans, president of the IAAB, last week at his home in Columbus, Ohio, announced the suspension of the assembly and its board meeting.

The law instituted by the Peruvian government Dec. 30, 1969, provides fines and jail terms for a variety of offenses including stories "against integral state security."

Mr. Evans said the IAAB long has fought for press freedom and that he suspended the Lima session in view of the new press law because "we could not meet under such conditions."

Mr. Evans said the IAAB board of about 25 was to have met last Saturday (Jan. 10) and the assembly of some 400 would have gathered today (Monday, Jan. 12). Mr. Evans said he will confer with Dr. Roman Bonachea of Lima, secretary general of the IAAB, on new meeting dates.

Mr. Evans is the retired president of Nationwide Communications, Columbus, and represents the NAB in the 21-nation IAAB. He is the first American to serve as IAAB's president. Raul Fontaina, owner of Radio Carve and SAETA-TV ch. 10 Montevideo, Uruguay, is one of the founders of IAAB (see page 85).

# Make it easy on yourself.

So you're going out to shoot another commercial? Where is it this time? California beaches, Swiss Alps, Amazon jungles, desert sands, or what? You'll be glad you decided on film for a lot of reasons.

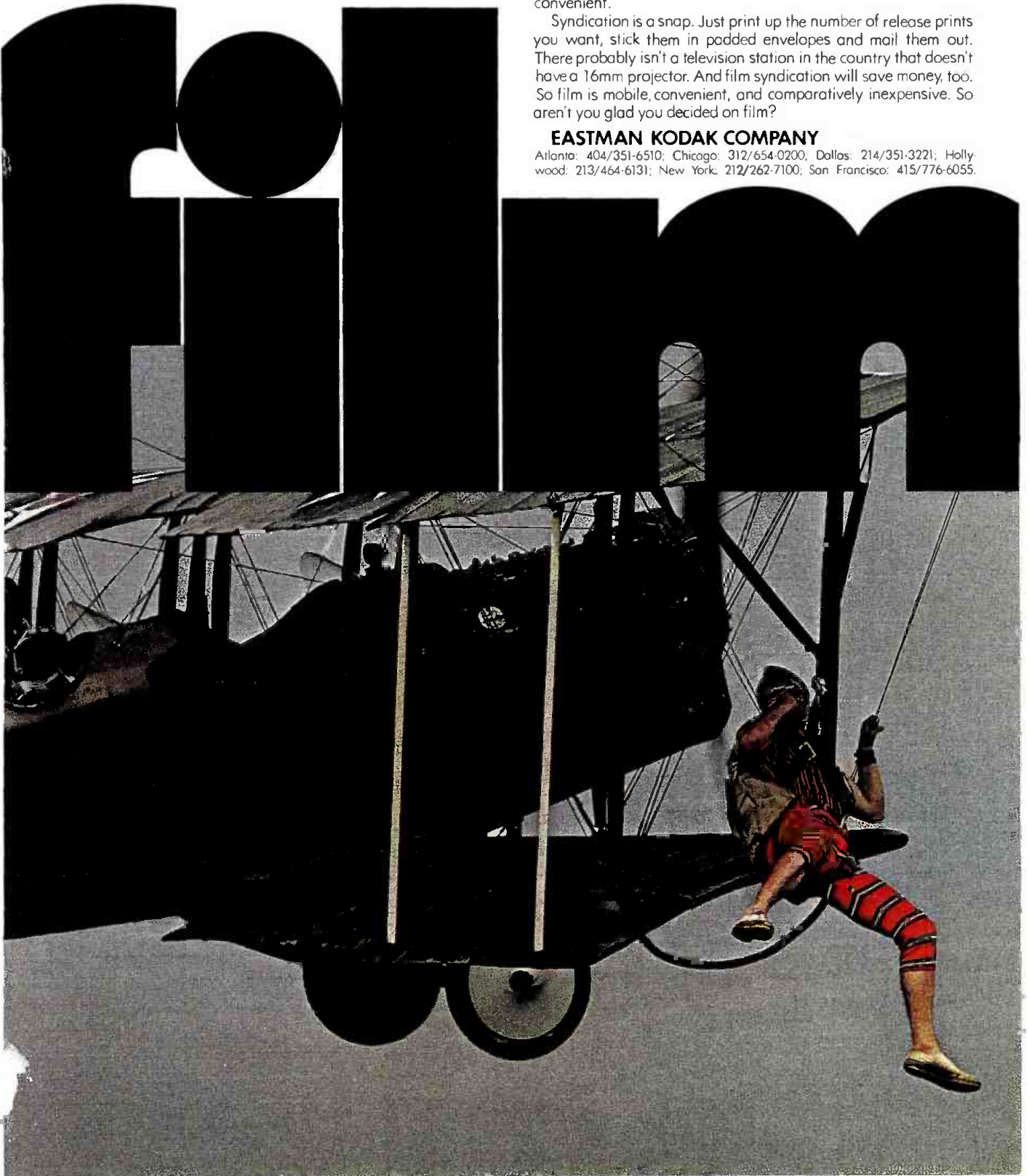
Take the stuff you'll need—a couple of cameras, some cans of raw stock, reflectors, some small camera power packs, etc. That's not hard to take. So film is mobile.

Editing? Easy as pie because you can see what you're doing. And no expensive equipment is involved. So film is mobile and convenient.

Syndication is a snap. Just print up the number of release prints you want, stick them in padded envelopes and mail them out. There probably isn't a television station in the country that doesn't have a 16mm projector. And film syndication will save money, too. So film is mobile, convenient, and comparatively inexpensive. So aren't you glad you decided on film?

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## The David Sarnoff era ends at RCA

After half a century of innovation in electronics  
an aged and ailing leader leaves his last post to son

Brigadier General David Sarnoff, dominant figure in the growth of RCA since its formation in 1919, was elected the company's first honorary chairman last week after the board of directors accepted "with deep regret" his resignation as chairman and a director and his retirement as an employe, effective Dec. 31, 1969.

General Sarnoff, 78, has been seriously ill since undergoing the first of a series of mastoid operations in September 1968. RCA said his physician had advised that he will be unable to preside at or participate in board or stockholders meetings. He is at Lenox Hill hospital, New York.

His son, Robert W. Sarnoff, who has been RCA president since 1966 and chief executive officer since 1968, was elected to the additional post of chairman.

General Sarnoff, president of RCA from 1930 to 1947 and chairman since then, had been credited with more pioneering achievements in broadcasting than any other man, starting with his now-famous memo in 1915 envisioning home radio itself.

While radio broadcasting was still in its infancy, he foresaw, in 1923, the eventual emergence of television as a parallel service. He created NBC in 1926 as the country's first radio network. He battled for the introduction of commercial black-and-white television, which he helped launch formally in 1939, and it was largely his insistence that color TV be compatible with black-and-white that overturned the FCC's 1950 approval of the incompatible CBS color system and established, in 1953, the one pioneered by RCA. Six years later he advanced a plan for satellite television.

He also forecast, in the early 1920's, many other developments that are now commonplace, such as automobile radios, trans-Atlantic broadcasting and personal radio sets, which he called "radiolettes." When many people were wondering whether the burgeoning young radio medium would put the phonograph out of business, he saw the two as compatible: RCA acquired the Victor Talking Machine Co. (including the rights to its famous "His Master's

Voice" and "Victrola" trademarks), and General Sarnoff instructed his engineers to design radio-phonograph combinations.

In 1951, when the RCA Laboratories at Princeton, N.J., were renamed the David Sarnoff Research Center to mark his 45th anniversary in radio, he responded by calling upon RCA scientists to deliver three gifts five years later (and they did): an electronic amplifier of light, a magnetic tape recorder for both black-and-white and color television and an electronic air conditioner.

He took deep interest in NBC and was active in its leadership from its formation. In addition to heading RCA, he was board chairman of NBC from 1934 to 1949 and again in 1952-55, and, on occasions, took over the acting presidency as well.

Throughout his career he displayed, along with his pioneering insights in electronics, wide-ranging interests in other fields as diverse as military applications of science, communications and national security, increasing the

*(Text continues on page 58)*



Robert W. Sarnoff (l) last week became chairman of RCA, a post until then held by his father, David, as in 1966 he became president and in 1968 chief executive officer. In picture above they are shown at the 1965 annual dinner of The Advertising Council at which the senior Sarnoff was honored as recipient of the council's annual Public Service Award.



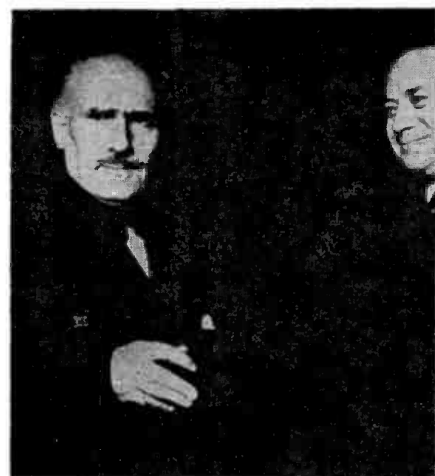
*At 20 David Sarnoff spent six weeks aboard the Beothic, a sealing ship, as wireless operator. At the end of the cruise he sold his equipment to the ship's owners, thus sparing his employer, the Marconi Co., the expense of dismantling and shipping used gear. It was his first business deal in radio.*



*RCA was successor to the American Marconi Co. In 1921 Mr. Sarnoff, commercial manager for RCA as he had been for Marconi, showed the new transoceanic station at New Brunswick, N.J., to visiting scientists including Albert Einstein and Charles Steinmetz (fourth and fifth from left in front row).*



*By 1933 Mr. Sarnoff was president of RCA and in that capacity conducted an old boss, Guglielmo Marconi, on a tour of the RCA transmitting center at Riverhead, N.Y. Years before, as a Marconi office boy, he had run errands for the celebrated pioneer in radio.*



*One of David Sarnoff's biggest prizes was Arturo Toscanini (l). To get him, Mr. Sarnoff hired Samuel Chotzinoff, music critic for the New York Post and close friend of the maestro. At Mr. Chotzinoff's inducement, Toscanini agreed to conduct 10 concerts with a 92-piece NBC symphony orchestra especially recruited for him. Year by year the agreement was extended. Toscanini's first broadcast with the symphony was on Christmas night 1937. He retired in 1954 at the age of 87.*





*RCA demonstrated television in a remote pickup from the New York World's Fair on April 20, 1939. Mr. Sarnoff spoke in the RCA exhibit. Above he appears on an RCA receiver at headquarters in Radio City, eight miles away.*



*Robert Sarnoff, oldest son, was trained carefully to succeed his father. Now chief executive officer of RCA, he was moved up through NBC, broadcasting subsidiary. Above he watches 1956 Democratic convention with his father.*



*"Colonel" Sarnoff was called to duty in March 1944 at Allied headquarters in England. His promotion to brigadier general, the title he used from then on, came in December 1944 after he had returned to private life.*



*Testimonials to General Sarnoff arrived in a steady flow through his life as head of RCA. Nobody in or near his field collected as many plaques, scrolls and trophies. In 1962 he was given a trustees award by the National Academy of Television Arts and Sciences.*



*Not everything that General Sarnoff decreed came off as he ordered. On Dec. 1, 1953, his engineers demonstrated a video-tape system which the general said in "a matter of time, perhaps two years," would be perfected for commercial use. Less than 15 months later a system was perfected and marketed—by Ampex in a dramatic introduction at a convention of the National Association of Broadcasters. For a while Ampex had the video recording field to itself.*

(Continued from page 55)

world's purchasing power, opportunities in space, proposals for economic recovery, the potential of the atom, a world patent system, education and the management of environmental forces.

In the process he presided over the growth of RCA from a company with revenues down to \$62 million in the depression year of 1933 to one whose gross annual sales volume today exceeds \$3 billion.

Its 64 manufacturing plants turn out more than 12,000 products, and in addition to its manufacturing, broadcasting and research operations it is engaged in servicing electronic equipment through the RCA Service Co.; in international communications through RCA Communications Inc.; in publishing through Random House; in education and training through RCA Institutes, and in the rental and leasing of cars, trucks and other equipment through the Hertz Corp. The Astro-Electronics Division develops and builds major units for space systems, including entire satellites, and is a major contributor to the current Apollo moon program.

David Sarnoff was born Feb. 27, 1891, near Minsk, Russia. He was brought to the U. S. in 1900 and, with the death of his father shortly afterward, became the main support of a family of seven when he was barely 10, selling newspapers and working as a delivery boy and messenger. In 1906 he became an office boy for the Marconi Wireless Telegraph Co. of America, which led in time to his solo role as the wireless operator who relayed news of the 1912 sinking of the S. S. Titanic—a role that kept him at his key continuously for 72 hours.

He became, successively, the Marconi company's chief inspector, assistant chief engineer, assistant traffic manager and, in 1916—a year after he submitted his memo proposing a

"radio music box" for the home—commercial manager.

In 1919, when RCA was formed at the request of the U. S. government, it acquired the American Marconi Co. and Mr. Sarnoff became commercial manager of the new company. He was named general manager in 1921, vice president and general manager in 1922, executive vice president in 1929 and president in 1930, at the age of 39.

General Sarnoff—who attained his military rank in 1944 as special consultant on communications to General Dwight D. Eisenhower at SHAEF headquarters in Europe after service in the office of the chief signal officer in Washington—was elected chairman and chief executive officer of RCA in 1947. He gave up the post of chief executive officer in 1966 but continued as chairman of the board.

Over the years he accumulated hundreds of awards, honorary degrees and other tributes.

In a unique display of respect, the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters in 1966 united for the first time in joint sponsorship of a "Salute to David Sarnoff" for which 1,500 leaders of industry, government, science and religion assembled at a dinner in New York.

General Sarnoff also received, among other awards, the first Medal of Honor of the Radio-Television Manufacturers Association (now the Electronic Industries Association) in 1952; the first Founders Award of the Institute of Radio Engineers in 1953 and the first annual keynoter award of the NAB, also in 1953.

He received citations from two Presidents for contributions to national defense—The Legion of Merit from President Roosevelt in 1944 and the Medal of Merit from President Truman in 1946—and the French government

gave him the Cross of Commander of the French Legion of Honor in 1947, the United Nations conferred a citation in 1949 and the Army gave him its Decoration for Exceptional Civilian Service in 1956.

General Sarnoff was married to Lizabeth Hermant on July 4, 1917.

The RCA board last week adopted the following resolution, to be sent to General Sarnoff's wife "as an expression of our sincere regard and affection for her and the part she played in David Sarnoff's years of outstanding service to RCA":

"More than any other man, David Sarnoff was the architect of RCA's rise to world leadership in electronics. He gave RCA many of its enduring characteristics—its constant probing for new ways to bring electronics to the public service, its unique ability to turn the concepts of science to the products of commerce. He placed an imprimatur of quality on everything RCA undertook—whether the recording of a great musical performance or the design of an orbiting space craft.

"David Sarnoff's career spanned 63 years, and he left RCA a vastly different organization from the one he first served. To an important degree, it was different because of his personal contributions to communications and radio, to black-and-white and color television, to the nation's cultural life and its utilization of space. He served his country with distinction as a soldier in time of war, and as an advisor to Presidents in time of peace. As a citizen, as an industrial leader, as a visionary, David Sarnoff has left his mark upon the nation and the world.

"As his friends and associates, we are grateful for the many years he shared with us, and we pledge ourselves to perpetuate the standards of excellence that he set for RCA and for himself."

## Programming

### CBS, BMI start talking to each other

'Tentative' parley is first step in dispute over network's per-piece pay request

The seeming impasse between CBS-TV and Broadcast Music Inc. over music licenses may—or may not—have moved a couple of inches off dead center last week as representatives of the network and BMI held what was called a "tentative" discussion.

Although the meeting was said to have resolved nothing, it presumably could

lead to further talks in the long deadlocked situation, which according to BMI originated in CBS-TV's refusal, over a period of months, to even discuss a new music-license contract.

BMI terminated CBS-TV's license to use its music as of Jan. 1 and then CBS filed suit to require BMI—and its major rival, the American Society of

Composers, Authors and Publishers—to issue a new form of license to CBS-TV (BROADCASTING, Nov. 3, 1969, et seq.).

Last week's session was said to have been between BMI President Edward M. Cramer and Donald Sipes, CBS-TV vice president for business affairs, and associates from their respective organizations. The subjects discussed were not disclosed but presumably include a review of past differences.

When CBS filed suit, it offered to meet with BMI—and with ASCAP—to work out a "stipulation" covering payments for its use of BMI and ASCAP music while the suit is pend-

ing. It seemed unlikely, however, that so complex a subject could be dealt with in more than passing fashion, if that, in an initial meeting no more than a week after the suit was filed.

The discussion was said to have been held at CBS-TV's initiative and to have ended with network officials saying they would get in touch with BMI again. Except for that, the boiling music-license controversy was unchanged last week, at least outwardly.

The CBS suit—seeking a license to pay at rates to be established for actual use of music, rather than on a percentage of total time sales—had been filed Dec. 31, 1969, but both BMI and ASCAP sources said last week that they had not been officially served with the complaint (although they received copies from CBS after it filed the suit). When they are officially served by a U. S. marshal, they will have 20 days in which to file a reply.

CBS-TV was still operating without a BMI license—and playing BMI music. BMI had warned CBS-TV that it would be guilty of copyright infringements, and in a Jan. 2 letter to CBS-TV affiliates, it said that “willful and deliberate infringements” had already occurred.

The purpose of that letter, as BMI officials had indicated earlier, was to reassure the affiliates that BMI's quarrel was with CBS-TV, not them, and that infringements by CBS-TV would not be charged to them.

BMI contends—and CBS officials have acknowledged—that its music is used in network television about equally with ASCAP's. Therefore BMI argues that its rates, now approximately half as high as ASCAP's, should be brought closer into line with its competitor's.

The ASCAP licenses of not only CBS-TV but also ABC-TV and NBC-TV expired Jan. 1 also, but the fact raised no prospect of infringement. The consent decree that governs ASCAP's operations provides for automatic extensions, subject to retroactive adjustments whenever new terms are reached.

A court session is scheduled today (Jan. 12) for approval of an agreement whereby CBS-TV is to pay ASCAP \$4.8 million in addition to \$23.7 million already paid for prior years through 1968, plus \$5.68 million for 1969 (BROADCASTING, Dec. 22, 1969).

NBC-TV, which has already agreed to pay ASCAP \$5.68 million for 1969 and \$3 million in addition to \$22.9 million already paid for 1963-68, and ABC-TV, which has been negotiating with ASCAP on a supposedly similar deal, are both “on notice” for the court session. They presumably will be represented, but whether the talk may turn to the new CBS suit for pre-use licenses remained nuclear last week.

## White House admits fumble on camera crews

“A bureaucratic goof,” said Herbert G. Klein, the Nixon administration's director of communications. “A snafu by the Army . . . a field mistake,” said Alvin D. Snyder, deputy to Mr. Klein for broadcasting operations.

However it was described after the fact, for several hours last week the Administration and the networks once again were at loggerheads on news coverage. This time it started when news executives of ABC, CBS and NBC told Mr. Klein they were disturbed by what they felt was “an unfair division” of their television news crews covering Vice President Agnew during his stopover in Saigon Jan. 2.

Arrangements made by the Army, it was reported, provided for only one network pool camera to cover Mr. Agnew. But four camera crews of the U.S. Information Agency were said to have been allowed to tag along—with only the USIA film being used on Saigon newscasts.

Apologizing for the mix-up, and assuring the networks that no conscious attempt had been made to restrict coverage, Mr. Klein last Tuesday (Jan. 6) said network TV camera crews would

be given priority over government camera teams in filming government officials on all future overseas trips.

Added Mr. Snyder: “We apologized for it. It won't happen again.”

A USIA spokesman, while endorsing the networks' complaint as valid, said that agency had only two camera crews covering the Vice President in Vietnam, one shooting 16 mm film for television, the other 35 mm for a USIA film biography of the Vice President.

The spokesman said a Navy film crew which was also covering Mr. Agnew's visit may have been confused with USIA personnel.

## Writer royalties off

Members of the Writers Guild of America last year earned slightly less from television residuals and royalties than they did in 1968. Overall, writers earned \$5,306,899 from television in 1969. The year previous they earned \$5,618,661. Domestic residuals last year amounted to \$2,911,608. Foreign residuals totaled \$651,263. Royalties added up to \$821,493. In addition, last year, writers earned \$922,535 from feature films sold to television. Earnings from movies sold to TV in 1968 amounted to \$929,206. The overall decline in residuals and royalties for writers in 1968 was 5½%.



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# Moss probes censorship charge

## Hill inquiry develops after military newsman is suspended from Vietnam network

Representative John E. Moss (D-Calif.) last week directed a House subcommittee to begin investigating an Army newscaster's charge that broadcasts for servicemen in Vietnam have been censored in apparent violation of stated government policy.

The congressman, well known to broadcasters as a vocal member of the House Commerce Committee, is also chairman of the Foreign Operations and Government Information Subcommittee, an arm of the Government Operations Committee. That subcommittee will reportedly hold a hearing on the charges if Representative Moss goes through with his present plans to visit South Vietnam in February.

The newscaster, Specialist 5 Robert Lawrence, was suspended from his Armed Forces Vietnam Network duties last week after he told his television audience in an 11 p.m. broadcast from Saigon that he and other newscasters are "not free to tell the truth, and in essence, to tell it like it is." He charged that the Military Assistance Command in Vietnam (MACV) "has seen to it that all those newscasters who are dedicated to their work are sent away to other areas, in some cases off the air completely."

Specialist 5 Lawrence got specific in his charges. "Mike Maxwell charged that there was censorship . . . and now he's doing menial tasks in the record library on FM radio. Hugh Morgan's gone, too, sent up-country and is off the air. Rick Frederickson leaves Tuesday. Rick tried to tell it like it is. . . . We have been suppressed and I'm probably in trouble for telling you tonight the truth. I hope you'll help stop censorship at AFVN and any American situation under military rule."

After the broadcast, Specialist 5 Lawrence told AP that he had been prohibited from selecting film for the war segments of his broadcasts because his choices were too controversial and were slanted against the South Vietnamese government of President Thieu. Most of the film was reportedly provided by CBS.

The Army then suspended the 27-year-old newsman and announced that it would investigate his broadcasts "to decide if there was any violation of a military regulation." Also suspended was Marine Corporal Thomas M. Sinkovitz, a sportscaster who followed Specialist 5 Lawrence on the air after the latter made his charge of censorship. Corporal Sinkovitz's first words that night were: "Thank you, Bob—in more ways than one."

The Moss subcommittee has asked

for a copy of the Army investigation when it is completed, a spokesman said. The investigation began inauspiciously for the Army when Specialist 5 Lawrence told reporters that he had been questioned for four hours and denied access to legal counsel. He said the officers who interrogated him told him there was no need for counsel because no one had accused him of anything. One officer also said he had no right to counsel, Specialist 5 Lawrence said.

After American newspapers published detailed accounts of the newscaster's story, the Army ordered him not to discuss the case further until after the investigation. Specialist 5 Lawrence has since been supplied with a military lawyer, who accompanied him during later questioning.

The chief of the Armed Forces Radio and Television Service, John C. Broger, said last week that the only restrictions on free flow of information normally occur in cases where information might offend a local government or aid an enemy.

The Moss subcommittee was responsible for the most recent declaration of government policy on freedom of information in military news. The subcommittee three years ago investigated charges that the armed forces newspaper, *Stars and Stripes*, was suppressing or managing the news, after which the then Defense Secretary Robert McNamara issued an order forbidding "calculated withholding of unfavorable news" from service publications or broadcasts.

Specialist 5 Lawrence has another



Representative Moss

charge to face—one that will apparently lead to a court-martial. The earlier dispute, according to military sources cited by AP, occurred when a sergeant who was in charge of the newsroom ordered the specialist to serve as duty truck driver. He reportedly replied that he was putting together a newscast and that the truck-driving chore could wait.

The newscaster said last week that the court-martial may be a retaliation for his accusations of censorship.

Late last week, a former Army broadcaster who was officer-in-charge of the AFVN network news branch from June, 1968 to June 1969 was quoted as agreeing "100%" with Specialist 5 Lawrence's charges. In a letter to the commanding officer, office of the inspector general, Vietnam, former Army newsman Randall J. Moody said:

"I can say with authority and from experience that the military assistance command office of information frequently interfered with the broadcasting of news stories to the American servicemen in Vietnam."

## Polls find TV news to be people's choice

Two surveys conducted in mid-December, 1969 indicate that most Americans believe TV network news coverage is fairer and more objective than other media.

Newspapers, for example, according to a special Singlinger & Co. survey of 1380 respondents, not only rank second to television as the medium most people depend on for news (47.3% to 34.6%), but also ran second as the one considered most fair and objective (40.4% to 24%).

Results of a Gallup Poll show that, although Americans are almost evenly divided on question of TV network fairness, a slightly greater proportion believes TV "favors one side" less than do newspapers. Of 1,531 adults interviewed by Gallup, 40% said the networks "deal fairly" with all sides, 42% said they "favor one side" and 18% expressed no opinion.

## News all night

Four CBS-owned radio stations which have had basically news formats until 11:30 p.m. are now broadcasting news throughout the night, starting last week.

Called "newsradio" stations, they are WCBS(AM) New York, WBBM(AM) Chicago, KNX(AM) Los Angeles and KCBS(AM) San Francisco. The stations have been carrying *Music 'til Dawn* program in 11:30 p.m. to 5:30 a.m. period, sponsored for almost 17 years by American Airlines.

The only program on the stations not oriented toward news is weekday *Arthur Godfrey Time* (1:30-2 p.m.).

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find success and happiness  
with a series of specials  
produced by the editors of a magazine  
for airing on an independent network?**

**Alcoa thinks so.  
LIFE magazine thinks so.  
The Hughes network thinks so.**

And we believe millions of viewers will think so. Because this will be television that is different. Unusual. The kind that changes viewing habits and makes dial switchers out of otherwise faithful audiences.

Produced by LIFE magazine, The Alcoa Hour, Alcoa's new film series, leads off with "Thirty Days to Survival," a one-hour color special that tells the true story of a group of American teenagers who learned to survive in the cold, vast wilderness of Wyoming.

The second special will be an in-depth study of an almost-forgotten American—the cowboy of today—what he does, how he lives, how he differs from the glamorous ancestors in the Old West. Inter-

esting and absorbing.

Number 3, "The American Defenders," is the glamor-filled story of the dedicated sailors, skippers and yacht designers who are committed to keeping the America's Cup in the United States. The film will cover the building and selection trials of the American defenders, and will be ready for airing at actual race time, September, 1970.

With a series like this (we're planning more specials), it's not surprising that Alcoa is happy to be back in television. First of all, we have special confidence in LIFE's ability to produce outstandingly different films. We feel that LIFE magazine has come up with a fresh approach, an innovative

blending of print and television techniques.

Hughes has come up with a powerhouse lineup that will reach over 90 percent of all U. S. television homes. Most stations have agreed to air our premiere, "Thirty Days to Survival," on Tuesday, *January 20, from 7:30 to 8:30 P.M.* For the remainder of the series, Alcoa and Hughes will arrange suitable time periods to conform with station management's ability to clear time.

Can a Pittsburgh-based light-metals company find success and happiness with a series of specials produced by the editors of a magazine for airing on an independent network?

Join us and see.

**Change for the better with  
Alcoa® Aluminum**



# TV probe picks up steam

## Federal group studying violence maps research: networks, NAB prepare their own report

The government's \$1-million study of TV violence, inaugurated last year at the request of Senator John O. Pastore (D-R.I.), who is chairman of the Senate Subcommittee on Communications, is expected to be fully underway by the end of the first quarter of this year.

This is the estimate of Dr. Eli A. Rubinstein of the National Institute of Mental Health, who is the director of the special study group. Dr. Rubinstein figures that all of the presently available funds will have been committed for original research for the project by then. He commented last week following the submission to Senator Pastore earlier this month of an interim report on the study by Surgeon General Jesse L. Steinfeld.

The report highlights the objectives of the project and discusses various research studies that have been approved or are under consideration by the 12-member Scientific Advisory Committee on Television and Social Behavior between June and October 1969. Among

these studies:

- To ascertain whether TV violence, in place of influencing a child to act out a scene, modifies the child's attitudes toward violence.

- Use of cable TV to present to a matched group of children separate programs that would be offered for two or more hours a day for a significant number of months.

Several suggested studies deal with such basic information as TV viewing behavior, type of TV programs viewed by adolescents as related to parent-child communication, disciplinary practices, attitudinal similarity and other demographic variables; viewing behavior of young children in family settings; attitudes about TV as they relate to program preferences; viewing patterns as they relate to a wide range of variables, and the content of standard TV fare, with emphasis on aggressive material, and children's pattern of media usage.

The report noted that the advisory

committee last spring recommended that the project be divided into two parts—studies leading to better answers (but not definitive ones) as a short term objective to be completed in a year or two, and a long-term objective to develop continuing, comprehensive examination of the process of child development as it is influenced by TV.

In the meantime, a monograph on the literature of TV and violence is on the verge of being published under the aegis of the Joint Committee for Research on Children and TV. This is the broadcaster-academic group, formed in 1963 following the investigation by Senator Thomas J. Dodd (D-Conn.) into juvenile delinquency, that is supported by the TV networks and the National Association of Broadcasters.

The monograph, by Dr. Ruth Hartley, now at the University of Wisconsin at Green Bay, is on the literature of what children perceive when they view violence on TV or on film. An earlier study on TV violence and children,

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## Networks may cut movie nights

### Program executives comment on movies, 50-50 and new series at IRTS luncheon

There will be fewer movie nights on network television by 1972 or 1973, the three TV network program heads agreed last week in a question-and-answer session at an International Radio and Television Society luncheon in New York.

"Movie nights will probably be down to four per week," predicted Mike Dann, CBS-TV senior vice president, programs. "Present inventories will be gone, and movies in theaters now are catering to specialized audiences, and wouldn't be suitable for television in appeal as well as taste."

Mort Werner, NBC-TV vice president for programs and talent, foresaw a less drastic decline than Mr. Dann, "I feel there will be a change in movie production toward more 'G' rated movies," he said "and we are accelerating the trend toward movies produced for television."

"There will be no problem for the next two years," reported Martin Starger, ABC-TV vice president, programming. "The obvious answer is the movie made for television."

The programming chiefs also agreed that an early start on the new season

makes no difference in the long run, that there are both financial problems and lack of creative challenge in attracting top directors and producers, and that talent and not the race of an actor will make him a star.

Discussing possible effects of the FCC proposal to limit network-controlled prime-time programming to 50%, Mr. Dann said program quality would be diminished because existing suppliers would not be willing to finance new and different projects.

Mr. Starger felt that if the other 50% came from the same sources used now, there would be no effect at all. Mr. Werner added that he saw no reason to believe that clients would go back to program development.

Asked to select the new series they were most proud of, Mr. Starger picked *Room 222*, Mr. Dann *Medical Center*, and Mr. Werner *My World and Welcome To It*.

IRTS President Richard A. R. Pinkham moderated the discussion.



Mr. Werner



Mr. Starger



Mr. Dann

also sponsored by the Joint Committee, was completed by Dr. Seymour Feshbach of the University of California. This, however, was never published; it was submitted by Dr. Feshbach to the National Commission on the Causes and Prevention of Violence.

The Violence Commission last month issued its final report, repeating a call for less violence on TV as it had earlier last year when it made public its chapter on TV (BROADCASTING, Sept. 29, 1969). The task-force reports on which the Violence Commission's TV chapter was based are expected to become public soon.

The Joint Committee's latest grant was to Dr. William Wells of the University of Chicago; he was given \$140,000 to study the impact of TV violence on children.

Chairman of the Joint Committee is Dr. Gerhard D. Wiebe of Boston University, who is also a member of the surgeon general's advisory committee.

Each of the TV networks has also made grants for studies on TV violence and children. NBC announced last spring that it was prepared to spend \$500,000 on a five-year study, but as of last week it had not yet chosen the director of the project. ABC reports the imminent commitment of "substantial sums" within a couple of months. CBS says that it has obligated \$600,000 in this field, but declined to elaborate.

## Info-Radio's format is half talk, half music

Info-Radio Corp., New York, is introducing a 24-hour, seven-day-a-week radio format equally divided between middle-of-the-road music and talk, with the emphasis on humor.

Info-Radio will formally present the new program service at the National Association of Broadcasters convention April 4 in Chicago. The brief spoken segments will include monologues, dialogues, interviews, opinions, information, and according to the format's developers, approximately 50% of the material will satisfy FCC public-service requirements.

The Info-Radio service is being offered in association with Sheridan-Elson Communications, whose two partners, Robert Elson and William Sheridan, are the principals of Info-Radio, at 48 West 48th Street.

## 'Gangbusters' is back

Art Carney and Mercedes McCambridge are coming back to radio—via re-release of *Gangbusters* series originally broadcast on networks from 1947 to 1950.

The series will be placed into syndication later this month by Charles Michelson Inc., New York. Initially, 52 half-hour episodes will be offered.

## National General enters production

### Production house unveils reworked 'Easy Aces' and 'nudity' TV special

National General Television Productions Inc., a wholly owned subsidiary of leisure-time giant National General Corp., Los Angeles, has acquired the scripts and rights to the classic *Easy Aces* radio series and has produced a contemporary version of it as a syndicated television series. The acquisition includes more than 1,500 radio scripts, some of which have been updated to reflect contemporary situations and adapted for use in television. The radio series was created and written by Goodman Ace, but he is not involved in the rewriting for television.

Under the title of *The Married Youngs*, the reworked radio series is being offered in syndication to television stations as a daily, half-hour, first-run situation comedy. CBS Enterprises Inc. is handling distribution.

Word of this product development as well as two other projects for syndication and two for network TV presentation was revealed by National General on the West Coast in a New Year's announcement. A half-hour, video-tape pilot of *The Married Youngs*, a co-production of NGTP and CBS Enterprises, was produced at the facilities of CFTO-TV Toronto last December. The pilot was produced with Canadian talent in the cast.

CBS Enterprises is now showing the pilot and six vignette expositional sequences (altogether a demo reel of about an hour) to station groups and stations in hopes of securing enough commitments to justify a full year's production. The series is being offered for 40 weeks first-run, or 200 segments, and 12 weeks of reruns. Reportedly, pricing for the series is "a little higher" than game shows, but comparable to or less than reruns of such off-network half-hours as *I Love Lucy*. As strip programing, the series is being suggested as right for scheduling in the daytime or in fringe evening periods from 6 to 7:30 p.m.

Commitment to the unusual syndicated project—described as a "limited investment" at this point—is based on National General's apparent conviction that because fewer programs are coming off the networks suitable for syndication, and because affiliates are willing to pre-empt network programing, the need is growing for more fresh syndicated product. "We're not aiming to avoid the networks," says Malcolm C. Klein, president of National General's

TV production subsidiary, "but we're producing more for syndication." Mr. Klein particularly hopes to satisfy the needs of non-network affiliated stations and also of advertisers who are seeking to reach a particular market.

Already produced and in the process of being sold is an hour entertainment-flavored documentary on tape—*The Nudity Thing*. Ralph Story, who until recently did a similar style narration for CBS-owned KNXT(TV) Los Angeles, is featured as a tongue-in-cheek observer who makes wry comments while the camera peeks at society's current penchant for undress. This special, being distributed by another National General Corp. subsidiary, National General Television Distributing Co., New York, will serve as the pilot for a series of perhaps six specials, all on contemporary themes, to be promoted as "your special of the month."

A third product development specifically for TV syndication out of National General is *In Concert*, an undetermined number of hour programs based on classic contemporary-music artists and groups performing in a staged setting before a paying audience. These programs would attempt to depict the full personalities of the artists instead of focusing exclusively on their musical talents.

The first program in this projected series will be filmed in Oakland, Calif. on Jan. 31 at a special concert being staged for the Creedence Clearwater Revival group. Thinking ahead, National General has rights to the performances at this concert for all media except phonograph records but including video cassettes. The program—the pilot for the series of specials—will be offered to stations on a one-shot basis through National General Television Distributing.

Filming also has started on the pilot of *Storefront Lawyers*, an hour legal series developed by David Karp and being produced by Leonard Freeman for projected presentation on CBS-TV during the 1970-71 season. The production is a three-way deal, National General and Leonard Freeman in association with CBS. National General would not have syndication rights but would have a major equity in the series if it sells to the network.

The only National General program project announced that is not in the immediate offering is a projected action-adventure series, *Venture Bay*. Conceived and developed by John D. MacDonald, this series would be based on above-the-water and underwater action. The pilot is to be filmed in the Caribbean and it is projected for presentation on CBS-TV in the 1971-72 season, but maybe as early as January 1971.

National General Television Produc-

tions, which became a National General Corp. subsidiary last May, is an outgrowth of Banner Productions. The parent company acquired Banner Productions, Banner Films and affiliated companies in August 1967 for \$5 million. Banner produced the *Tarzan* TV series and theatrical feature films. Since last April, National General TV distribution reportedly has sold the 57 *Tarzan* TV hours and 31 "Tarzan" feature films for a gross of \$2 million.

The TV production subsidiary, however, up until now produced no saleable product and has yet to make a contribution to the company revenues. Mal Klein, who heads the production subsidiary, also is vice president in charge of creative services and marketing for the parent company. Previously, he was a broadcaster for some 20 years, most recently vice president and general manager of KHJ-TV Los Angeles before joining National General in 1968. In addition to leisure-time interests, National General has widespread interests in book publishing, financial services and fast-food franchises.

## How Bill Henry hoped to tap Super Bowl TV

Plans for showing yesterday's (Jan. 11) Super Bowl game to 16,000 New Orleans fans by closed-circuit television—at \$7.50 per—were dropped by Man-

agement Television Systems Inc., New York, last week after it failed to get approval to use the Rivergate convention site it thought it had rented.

The refusal to approve a rental contract for MTS came from the board of commissioners of the port of New Orleans, administrator of the site, at a meeting Dec. 30, 1969, and a rehearing Jan. 2 at the request of MTS, whose president is E. William Henry, former chairman of the FCC.

Mr. Henry said last week that "we won't do the Super Bowl—they cut us off at the pass," but confirmed that he was considering filing a lawsuit over the incident. The Rivergate, he maintained, is supposed to be available for rental by any legal business.

It was learned, meanwhile, that representatives of professional football had told MTS that the closed-circuit project—which was to have employed the company's Metavision big-screen color TV projection process—would violate football's contract with CBS-TV and open the company to suit for appropriation of property, unfair competition and infringement of property rights.

Mr. Henry said he told the New Orleans board that he was willing to meet a challenge on legal grounds if pro football wanted to make one, but that it should be made in court. He said the board gave him no reason for refusing the contract.

A member of the board was quoted in newspapers, however, as saying the commissioners felt obligated to cooperate with pro football, and that many people had worked hard to get the Super Bowl for New Orleans this year and hoped to get it for 1971 as well.

CBS-TV's coverage of the Super Bowl was to be blacked out in New Orleans although, MTS officials noted, the gate had been sold out for weeks.

## New mobile studio fleet formed by 'Jeannie' genie

Sidney Sheldon, who created and produces NBC-TV's *I Dream of Jeannie* series, has formed Hollywood Mobile Studios Inc., a firm that plans to furnish mobile production units for the television and motion-picture industry. Associated with Mr. Sheldon in the new venture are Richard Albain, an electrical engineer; and Larry Dorn and Bill Martin, both of whom previously worked at various production jobs in the motion-picture industry.

It's projected that the company will offer fleets of seven trucks each to TV and movie production companies. The trucks in each fleet will range from small units capable of handling a television series production or a low-budget motion picture to larger trucks capable of handling so-called "road show" feature-film production. Also included in

the projected fleet of trucks are cutting trucks, projection trucks, looping trucks, 44-passenger bus, commissary van and a van that would carry a disassembled helicopter that could be quickly assembled at location sites.

The prototype vehicles are being assembled at the Hollywood Mobile Studios garage in Lawndale, Calif. They are expected to be completed and ready for display by mid-February. It's further projected that by mid-summer, the company will have a total of four fleets of trucks consisting of seven units of vehicles each.

## Shift to Wednesday soups up Campbell rating

CBS-TV's *Glen Campbell* moved up about five rating points in its new Sunday night slot, and its successor in the Wednesday night time, *Hee Haw*, did slightly better than *Campbell* had been averaging. This was reported in National Nielsen Ratings for the week of Dec. 15-21, the first week of the schedule changes.

NBC-TV's programs gave that network the highest average for the week—a 20.9 rating to CBS's 19.9 and ABC-TV's 15.7. Half of the top-10 shows were Christmas specials—*Bob Hope*, *Andy Williams*, *Bing Crosby/Carol Burnett* and *The Little Drummer Boy* on NBC and *How the Grinch Stole Christmas* on CBS.

The non-prime-time wedding of Tiny Tim on NBC's *Tonight Show* was the highest-rated show of the week with a 36.5 rating, 85 share.

### Program notes:

**Locker-room language** ■ Empire Sports Productions, Keeseville, N. Y., has signed Dick Young, syndicated columnist and sports writer of the *New York News*, to do a daily five-minute radio program. The taped program, consisting of interviews mixed with editorial comment, will be available to stations in all markets in early March.

**Meet the sportsmakers** ■ A *Meet The Press*-type regular series involving sports newsmakers will be presented weekly, beginning this month, on KTLA-TV Los Angeles. Billed as "a no-holds-barred TV sports press conference," the half-hour series is entitled *Press Box*. Prominent sportscasters will be invited to ask questions. Station sportscaster Dick Enberg is the host-moderator. The first guest is scheduled to be former broadcaster and cable TV operator Jack Kent Cooke, now owner of the Los Angeles Lakers and Los Angeles Kings professional sports teams.

**Catholic students** ■ *The Brilliant Dream*, a 25-minute color documentary film exploring the reality and hopes of Catholic University, Washington, is available for



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## A way to survive in TV syndication

### Winters/Rosen formula: a mixture of strips and hardy reliables

The television-syndication market is soft, money is tight, the going is rugged, U's don't have the money to buy, V's have the money but not enough time to clear, and "everybody and his uncle" wants strip programming. This capsule analysis is the thinking of veteran syndication sales executive Jerry Weisfeldt.

Yet despite this bleak outlook, and currently with limited strip packages to offer, Winters/Rosen Distribution Corp., the TV-syndication operation Mr. Weisfeldt heads, is projecting a gross of \$2.5 million by next month, the conclusion of its first year in business.

Winters/Rosen and Jerry Weisfeldt have done what seems to be impressive business with some time-honored, mostly modest-budgeted product. The line is selective, if not necessarily by choice, certainly by the circumstance of the company being new to the syndication field.

The hottest item is *The Barbara McNair Show*, 26 musical variety hours color video-taped and introduced in mid-September. Currently there are 18 in the can with mid-January the target date for the completion of production. According to Mr. Weisfeldt, the weekly

show is now playing in eight out of the top-10 markets and in about 40 markets across the country in all.

The singing star is under option to W/R for five years and by the end of March a decision should be made whether or not to go into a second year of production of the series. The basic deal to stations on the McNair show is for 26 hours, two runs, all to be presented within a 52-week period.

W/R's best strip programming bet is *Buck Owens TV Ranch Show*, 78 color, video-taped half-hours. This series, riding the crest of the current country-music wave, has been sold in more than 50 markets. "There isn't a week that goes by that I don't make a deal on *Buck Owens*," reports Mr. Weisfeldt. He thinks this syndication package will peak at about 70 markets by spring 1970.

Among other items in the W/R sales catalogue are the *Roger Ramjet* series, 156 five-minute shows in animation for children; *Trails to Adventure*, 13 first-run true story-adventures in color half-hours with Jack Smith; "Masterpiece" feature films, 25 vintage motion pictures such as "Stagecoach" and "Long Voyage Home"; *Pocket Billiards Tournament of Champions*, 13 hours in color of competition play with Chris Schenkel as host and Willie Mosconi as commentator; *Jai Lai from Tijuana*, 39 video-taped hours; *Always Another Wave*, one-hour color special about surfing with Eddie Albert as host.

Mr. Weisfeldt predicts that TV syndication is "going to make a resounding



Mr. Weisfeldt

recovery" next year. He says W/R will add to its product line by "taking on someone else's production, or getting into our own productions or by co-production deals."

Winters/Rosen Distribution Corp. is division of Winter/Rosen Productions formed in Hollywood in June 1968 by television executive Burt Rosen and choreographer-producer David Winters. Last winter, TV Cinema Sales Corp., headed by Jerry Weisfeldt, merged interests with W/R Distribution Corp.

local TV showing. The film, narrated by Ed McMahon, among others associated with the Catholic University, focuses on campus life and the energy of the students as they study in the nation's capital and strive to work on the problems of society. The documentary will be available through the National Catholic Office for Radio and Television, the Chrysler Building, New York 10017.

**School finances quiz** ■ KETC-TV St. Louis, a noncommercial station, has received a \$3,000 grant from the Danforth foundation to produce a quiz program aimed at educating viewers to how public schools are financed. Based on "The National Drivers' Test," the show hopes to promote full community participation by sending home answer forms and viewing guides via students. The production will explain the workings of a modern school system and the new methods in education.

**Gold records** ■ RCA Records set the pace in 1969 with 10 single records certified as Gold Records by the

R.I.A.A. Winners were The Friends of Distinction with "Grazing in the Grass" and "Going in Circles"; The Guess Who, "These Eyes" and "Laughing"; The Youngbloods with "Get Together"; Zager and Evans, "In the Year 2525"; The Archies, "Sugar, Sugar"; Elvis Presley, "In the Ghetto" and "Suspicious Minds"; and Henry Mancini's "Love Theme From Romeo and Juliet."

**Black special** ■ "A Piece of the Action," a one-hour documentary examining black America's deprived role in the affluent American economy will be presented during the week of Jan. 19 as part of Westinghouse Broadcasting Co.'s *Spectrum* 52 group of specials. Godfrey Cambridge narrates the program produced by Jack Jordan with music composed by Eddie Powell.

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## CATV strong in depressed market

Broadcast stocks make relatively good showing in December; 93 companies down 1.2% over-all

Broadcasting and broadcasting-related stocks closed out 1969 in much the same fashion as they spent it—in a loss condition. But the loss in most categories of issues in the BROADCASTING index of

selected stocks was marginal, attributable in part to year-end unloading for tax purposes. Over-all the 93 companies slumped 1.2%, while the Standard and Poor Industrial Average was down

1.8%.

CATV issues scored the only gains with a 3.6% increase; the manufacturing category dropped by 4.2%. Elsewhere the broadcasting-with-other-major-interests stocks posted a 3.5% decrease; the service issues an 0.7% loss; the programing category an 0.5% decrease, and the broadcasting stocks an 0.2% loss.

Among the most active issues in December were Ameco, up a hefty 39.4%;

### The Broadcasting stock index

A weekly summary of market activity in the shares of 95 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 8	Closing Dec. 30	% change Month of Dec.	1969-1970 High	1969-1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	38	54½	- 2.5	39½	36	4,888	267,618
Atlantic States Ind.		O	7	5½	-21.4	15½	5½	1,789	9,840
Capital Cities	CCB	N	35½	34	+ .4	37½	26	5,804	197,336
CBS	CBS	N	48½	47½	+ 1	59½	41½	26,129	1,247,660
Corinthian	CRB	N	33½	32½	+28	37½	20	3,384	108,694
Cox	COX	N	47	48	+12.6	59	37	2,893	138,864
Gross Telecasting	GGG	A	17½	15½	+ .9	24½	14½	805	12,276
Metromedia	MET	N	19	18½	- 5.5	53½	17½	5,603	105,056
Pacific & Southern		O	23	22	+ 7.3	26½	13½	1,635	35,970
Reeves Telecom	RBT	A	14	14	-13.2	35½	12½	2,253	31,542
Scripps-Howard		O	24	22	-12	31½	21	2,589	56,958
Sonderling	SDB	A	34½	33½	-22.2	47½	29½	985	32,998
Starr Broadcasting		O	15	13	- 5.4	15	6½	338	4,394
Taft	TFB	N	28½	26½	-11.7	43½	26½	3,585	95,003
						<b>Total</b>		<b>62,680</b>	<b>\$ 2,344,209</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	23½	23½	- 1.7	49½	22½	13,462	311,241
Bartell Media	BMC	A	11	10	-20.6	22½	8½	2,292	22,920
Boston Herald-Traveler		O	29	29	- 3.4	71	27	574	16,646
Chris-Craft	CCN	N	10½	10½	- 9.5	24½	9½	3,450	36,225
Combined Comm.		O	16½	15	+13.2	16½	8½	1,798	26,970
Cowles Communication	CWL	N	10½	10½	-11	17½	9½	3,969	40,166
Fuqua	FQA	N	30½	28½	- 6.2	47	27½	5,219	150,516
Gannett	GCI	N	27½	29½	+ 5.4	29½	24½	7,117	208,172
General Tire	GY	N	18½	18	- 6	34½	17½	17,914	322,452
Gray Communications		O	6½	7½	- 8	12½	6½	475	3,610
Lamb Communications		O	6	6½	+18.2	10	3½	2,650	17,225
Lee Enterprises		O	23½	21½	- 4.5	23½	15½	1,957	42,075
Liberty Corp.	LC	N	17	17	-12.8	24½	14	6,743	114,631
LIN		O	10½	9½	- 2.8	32½	7½	2,174	21,392
Meredith Corp.	MDP	N	42	43½	+ 1.7	59½	32½	2,781	121,669
The Outlet Co.	OTU	N	17½	15	-19	30½	15	1,336	20,040
Plough Inc.	PLO	N	78½	77½	+ 3.7	79	57½	7,892	609,657
Post Corp.		O	17½	18	+ 2.9	40	14½	713	12,834
Rollins	ROL	N	39	38	- 1.5	42½	30½	8,016	304,608
Rust Craft	RUS	A	32	30½	-10	38½	24½	1,168	35,332
Storer	SBK	N	29½	29½	- 7.5	62	24½	4,221	122,916
Time Inc.	TL	N	40½	39½	-20.5	100½	36½	7,241	287,840
Trans-National Commun.		O	3	3½	+22.2	11½	2½	1,000	3,360
Wometco	WOM	N	19½	18½	- 5.9	23½	16½	5,583	104,340
						<b>Total</b>		<b>108,845</b>	<b>\$ 2,953,467</b>
<b>CATV</b>									
Ameco	ACO	A	14½	15½	+39.4	16½	7½	1,200	19,008
American TV & Comm.		O	22	19½	+11.4	22	9½	1,775	34,613
Cablecom-General	CCG	A	20½	21½	+20.5	27½	8½	1,605	34,508
Cable Information Systems		O	2	2½	—	5	—	955	2,149
Citizens Finance Corp.	CPN	A	13	12½	NA*	27½	12½	969	12,113
Columbia Cable		O	12½	13	—	17½	9½	900	11,700
Communications Properties		O	7	6	-11.1	10	4½	644	3,864
Cox Cable Communications		O	24	23½	+38.2	24	11½	3,550	83,425
Cypress Communications		O	14½	14½	+18.4	23	10½	854	12,383
Entron		O	2½	2	-53	10½	2	607	1,214
General Instrument Corp.	GRL	N	29½	28½	-18.7	43½	26	6,028	170,291
H & B American	HBA	A	26	25½	+ 8.4	28½	11½	5,016	129,613
Sterling Communications		O	7	7½	+28	10½	5½	500	3,680
Teleprompter	TP	A	115½	108	+11.4	119	46	1,007	108,756
Television Communications		O	18½	18½	+23.3	20½	10	2,654	49,099
Vikoa	VIK	A	27	27	-12.5	35½	20	1,815	49,055
						<b>Total</b>		<b>29,435</b>	<b>\$ 725,471</b>

Cox Cable Communications, up 38.2%, and Sterling Communications, a 28% increase, all in the CATV category. Heavy losses were scored by Entron, a 53% plunge; Music Makers Group, a 30% decrease; Four Star International, down 29.5%, and Creative Management, a 28% loss.

Issues in the broadcasting category were mixed. Corinthian posted a 28% increase, a reflection of its announced merger with Dun & Bradstreet (BROADCASTING, Dec. 8, 1969), and Cox gained 12.6%. Atlantic States Industries was down 21.4% and Reeves Telecom loss 13.2%. ABC slumped 2.5%, but that percentage of monthly change does not reflect the 1-for-2 stock split which oc-

curred Dec. 31, 1969. Metromedia was off 5.5%.

Stocks in the broadcasting-with-other-major-interests group were generally down. Among the increases were Trans-National Communications (22.2%), Lamb Communications (18.2%), Combined Communications (13.2%) and Plough Inc. (3.7%). Losses were posted by Bartell Media (20.6%) and Time Inc. (20.5%).

Most programming stocks were off with Disney (7.8%) and Transamerica (3.8%) registering the sole gains. Service issues were also down with Comsat (3.4%) the lone gainer. Some agencies in that group—J. Walter Thompson, which moved to the big board last week

(see page 68), and Wells, Rich, Green—held even. Manufacturing stocks were paced by Motorola, up 21.5%, but most of the group scored heavy losses. Among them were Reeves Industries (24.2%), Visual Electronics (19.6%) and Admiral (18%).

New additions to the BROADCASTING index this month are Citizens Financial Corp., a Cleveland-based diversified company with major interests in CATV through its subsidiary, Tower Communications Inc. Citizens is traded on the American Stock Exchange. Harris-Intertype Corp., Cleveland, is the parent company of Gates Radio Co., which manufactures broadcasting equipment and other communications gear.

	Stock symbol	Ex change	Closing Jan. 8	Closing Dec. 30	% change Month of Dec.	1969-1970 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	29½	26½	- 8.4	42	24¼	5,882	156,461
Disney	DIS	N	133	131½	+ 7.8	135½	69¾	4,469	586,556
Filmways	FWY	A	17½	16½	-21.7	38¾	16½	1,492	24,245
Four Star International	O	O	4	3	-29.5	10	3	666	1,998
Gulf and Western	GW	N	19½	19½	- 3.2	50½	17½	16,426	321,950
Kinney National	KNS	N	30	28½	- 4.2	39½	19	5,940	169,290
MCA	MCA	N	20½	19½	-11.9	44½	18½	8,297	161,792
MGM	MGM	N	27½	25½	-14.6	44½	24	5,801	149,898
Music Makers Group	O	O	9	8½	-30	15½	8½	589	5,154
National General	NGC	N	19½	18½	-11.6	46½	16½	4,539	82,247
Transamerica	TA	N	24½	25½	+ 3.8	38¾	23	61,869	1,593,127
Trans-Lux	TLX	A	23	19½	-10.8	58¾	17½	1,020	20,237
20th Century-Fox	TF	N	19½	17½	- 7.9	41¾	14½	8,169	140,915
Walter Reade Organization	O	O	8	8	-12.3	15¾	7½	2,342	18,736
Wrather Corp.	WCO	A	10½	8½	- 2.9	23	7½	2,161	18,369
								<b>Total</b>	<b>120,473</b>
									<b>\$ 3,450,975</b>
<b>Service</b>									
John Blair	BJ	N	22	22½	- 2.1	28½	17¾	2,667	58,994
Comsat	CQ	N	57½	57½	+ 3.4	60¾	41¾	10,000	573,600
Creative Management	O	O	9½	9	-28	20½	8½	1,020	9,180
Doyle Dane Bernbach	O	O	20	20	-11.1	33	18½	2,104	42,080
Foote, Cone & Belding	FCB	N	11½	11	- 7.1	17¾	10½	2,149	23,639
Grey Advertising	O	O	13½	11½	-14.7	18¾	11½	1,163	13,490
MovieLab	MOV	A	7½	6½	- 4	14½	6	1,407	9,624
MPO Videotronics	MPO	A	8½	8½	- 5.4	22½	7½	548	4,581
Nielsen	O	O	36½	35½	- 4.1	38¾	28¾	5,240	186,020
Ogilvy & Mather	O	O	21½	20	- 9.1	35	16½	1,090	21,800
PKL Co.	PKL	A	9½	10½	- 9	30½	9½	739	7,656
J. Walter Thompson	O	O	33½	32½	-	41	24½	2,778	89,591
Wells, Rich, Greene	O	O	13	13	-	18¾	8¾	1,601	20,813
								<b>Total</b>	<b>32,506</b>
									<b>\$ 1,061,068</b>
<b>Manufacturing</b>									
Admiral	ADL	N	14½	13	-18	22½	13	5,150	66,950
Ampex	APX	N	45½	46½	+ 1.4	49¾	32½	10,826	500,656
CCA Electronics	O	O	4¾	5	- 2.3	6½	4¾	800	4,000
General Electric	GE	N	75	77	- 5	98½	73¾	91,025	7,008,925
Harris-Intertype	HI	N	74¾	73½	NA*	80½	64½	6,343	466,210
Magnavox	MAG	N	37	35	-12	56¾	32½	16,561	579,635
3M	MMM	N	113½	110½	- 2.5	118½	94	54,521	6,003,852
Motorola	MOT	N	130	135½	+21.5	166	102¾	6,649	900,940
RCA	RCA	N	33¾	34¾	- 8.6	48½	33	62,773	2,187,011
Reeves Industries	RSC	A	4½	3¾	-24.2	10½	3½	3,443	12,395
Visual Electronics	VIS	A	10	7½	-19.6	37	7½	1,357	10,639
Westinghouse	WX	N	59½	57½	- 2	71½	53½	39,304	2,273,343
Zenith Radio	ZE	N	35½	33½	-12	58	32½	19,020	629,942
								<b>Total</b>	<b>317,771</b>
									<b>\$20,644,498</b>
								<b>Grand total</b>	<b>671,710</b>
									<b>\$31,179,688</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>92.68</b>	<b>91.60</b>	<b>- 1.8</b>				

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

Shares outstanding and capitalization as of Dec. 30.  
\* New addition to the Broadcasting stock index.  
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

## TV revenues to rise, income to dip in 1970

Federal government economic prognosticators see television broadcasting continuing to increase its revenues by 6.6% in 1970, but income before federal taxes sinking by \$1 million.

Television's revenues this year will reach \$2,950 million and income before federal taxes \$560 million, compared with 1969's estimated \$2,769 million revenues and \$561 million income, according to the "U. S. Industrial Outlook 1970," published by the Department of Commerce and available from the Superintendent of Documents at \$4.75.

By 1975, the report says, TV's revenues should reach more than \$4 billion and profits before federal taxes, \$800 million.

During the last decade, the report states, television's share of the total advertising dollar has grown from 13.4% to 17.75%. Even though gross advertising expenditures over this period have increased by 78%, television's share has risen by 141%. Thus, TV and radio advertising together now account for

25% of the total advertising dollar. Expenditures for TV advertising and the industry's revenues and income before federal taxes increased at an average annual rate of 9%, the report noted; total advertising went up at a rate of 6%.

CATV, which in 1969 served 4.6 million subscribers, and had revenues of \$270 million, will reach more than 6 million customers this year, with revenues reaching \$380 million, the report estimates.

Radio broadcasting, on the other hand, is seen climbing by 6% in both total revenues and in income before federal taxes.

For this year, the report estimates that total radio revenues will reach \$1,177 million with income before federal taxes of \$129 million. This compares with the 1969 estimates of \$1,110 in revenues and \$122 million in income.

By 1975, the report says, radio's revenues should reach \$1,650 million and income \$180 million.

FM's revenues continue rising, it notes, and could reach \$80 million this year.

Ten years ago, the report indicates, radio received 5.8% of the total advertising dollar; this year it should obtain 6.4%. During the same decade, gross advertising expenditures climbed 78%, while radio revenues virtually doubled, reflecting an average annual growth rate of 7%. During the last five years, it notes, radio revenues have been climbing even more rapidly, at an annual rate of 8.5%.

The broadcasting report was written by E. MacDonald Nyhen, of the communications and electronics division of the Department of Commerce's Business and Defense Services Administration.

## U.S. Media acquisition is \$8.5-million deal

Sherwood Leasing Corp., New York, a diversified equipment and machinery-leasing company, has agreed to acquire U. S. Media International Corp., New York, a media-buying service, for an estimated total of \$8.5 million in cash and Sherwood stock.

U. S. Media is headed by Norman King, president, and employs approximately 60 people. This privately held company is expected to have pre-tax income of about \$1 million on gross billings of \$20 million to \$25 million for the fiscal year ending Feb. 28. Sherwood stock is traded over-the-counter.

Completion of the agreement is subject to the preparation of final documents and compliance with certain legal requirements.

Mr. King and another of his companies, U.S. Transit Advertising Net-

work Inc., New York, along with another media-buying company, Media Corp. of New York, have been sued by RDR Associates Inc., New York, for \$5 million in damages (BROADCASTING, Dec. 22, 1969). The defendants denied all of RDR's allegations. There are several motions pending before the New York supreme court by both RDR and the defendants calling for pre-trial examination.

## Teleprompter, Volt put higher tag on merger

Teleprompter Corp. and Volt Information Sciences Inc., both New York, have revised terms of their proposed merger (BROADCASTING, Oct. 20, 1969). Value of the transaction is now set at \$82.5 million instead of \$51.6 million. The new agreement calls for exchange of eight shares of Volt common for one share of Teleprompter common. It would require about 750,000 shares of Teleprompter common in exchange for about six million shares of Volt. Under terms announced Oct. 13, 1969, one share of Teleprompter common and one of a new class of Teleprompter preferred would have been involved for each 10 shares of Volt common.

The new terms were announced by Irving B. Kahn, chairman and president of Teleprompter, a leading owner and operator of cable-television systems and William Shaw, president of Volt, a technical-services, educational and data-processing company.

Teleprompter also has pending a merger with H&B American Corp., owner and operator of CATV systems (BROADCASTING, Aug. 18, 1969). Teleprompter officials hope for final approval of both mergers at stockholder meetings in March.

## Actron to Scotco

The business equipment firm of Scotco Data Leasing Inc., Woodbridge, Conn., has acquired the domestic television equipment and sales operation of Actron Corp., subsidiary of Reeves Telecom Corp., New York. The division, described by Scotco spokesman as "the only going part" of Actron operation, was sold for just under \$200,000 plus other obligations. Merger with Scotco's communication systems division will make the company a major marketer of TV equipment and programs.

Acquired through the sale are Actron facilities at 32 West 39th Street, New York, a staff of 17 engineers, designers and technicians, over 40 franchises or representation rights for equipment and installation contracts. Scotco plans to expand New York operation and continue video-tape production at its head-



*J. Walter Thompson Co., last Tuesday (Jan. 6) became the first new listing of the 1970's on the New York Stock Exchange (BROADCASTING, Dec. 8, 1969).*

*A tape of a message marking the event from JWT President Dan Seymour has been made available by the NYSE to radio stations throughout the nation. The agency's stock symbol is JWT.*

*Mr. Seymour (r) purchased the first 100 JWT shares traded on NYSE and gave them to the American National Red Cross, for whom JWT has served as volunteer agency since 1957. Robert Haack (l), president of the NYSE, welcomed Mr. Seymour on the occasion.*

*JWT, which expects 1969 billings to exceed \$700 million, became only the second advertising agency to go on the big board. Foote, Cone & Belding joined in 1965.*

quarters in Woodbridge.

The parent company, in addition to TV equipment and program production operations, has three other divisions: Scotco Data Processing, Academy of Computer Education and Equipment Leasing.

**Company reports:**

**Rust Craft Greeting Cards Inc.**, Dedham, Mass., greeting card publisher, group broadcaster and multiple CATV owner, reported an increase in net sales

while net income remained about the same for the nine months ended Nov. 30:

	1969	1968
Earned per share	\$1.32	\$1.31
Net sales	36,346,000	34,550,000
Net income	1,531,000	1,530,000

Note: 1969 net income was increased approximately \$173,000 or 15 cents per share as a result of a change in company practice with respect to customer xtures.

**A. C. Nielsen Co.**, Chicago, reported improved sales and earnings for its first fiscal quarter. The company also declared a quarterly dividend of 11 cents per share, payable Feb. 2.

For the three months ended Nov. 30:

	1969	1968
Earned per share	\$0.31	\$0.30
Sales	25,692,715	23,684,986
Pretax income	3,439,842	3,351,976
Net income	1,634,578	1,594,697

**Chris Craft Industries Inc.**, New York diversified company and group broadcaster, reported record revenues and an increase in net income for the year ended Aug. 31:

	1969	1968
Earned per share	\$1.06	\$0.93
Revenues	102,324,000	89,030,000
Pretax income	6,519,000	6,622,000
Net income	4,436,000	3,488,000

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**Broadcast advertising**



Mr. Murray

**Thomas D. Murray**, senior VP and creative director, Campbell-Ewald Co., Detroit, named executive VP.

**William J. Rogers**, VP and acting general manager of San Francisco office of Compton Advertising since August 1969, named senior VP and appointed general manager.

**Leroy Block**, senior VP, Grey Advertising, New York, retires. He has been member of board and has served on agency's management and finance committees.

**Herbert A. Granath**, VP and director of sales, ABC Radio, New York, elected to newly created position at ABC-TV of VP for sports and sales there. **Ted Brew**, regional sales manager, ABC Radio, with his office in Detroit, appointed to succeed Mr. Granath as director of sales.

**Henry M. Kennedy**, VP and executive director of advertising and publications, Prudential Insurance Co., Newark, N.J., retires after nearly 37 years of service. Following his retirement, advertising functions will become part of new PR and advertising department headed by **Henry E. Arnsdorf**, VP, currently head of PR department.

**Angelo C. Lavallo**, account supervisor, Frank B. Sawdon Inc., New York, elected VP.

**David R. Williams**, media supervisor, Ted Bates & Co., New York, appointed media director and named VP. **Allan I. Chernoff**, account supervisor, also named VP.

**A. LeRoy Lightner** and **Howard M. Stoner**, account supervisors, N. W.

**Ayer & Son**, Philadelphia, named VP's. **Len Blumenschine Jr.**, creative group head, and **Neil Fox**, account supervisor, Masius, Wynne-Williams, Street & Finney, New York, named VP's.

**Ken Ancell**, associate copy director; **Donald Kaminky**, media director; **Neil Langrill**, account supervisor; and **Robert Shonfeld**, account executive and copywriter, all with Clinton E. Frank Inc., Chicago, named VP's.

**Donald J. Hicks**, assistant national sales manager, wtvj(tv) Miami, joins **Samuel B. Crispin** and Associates, advertising agency there, as account supervisor.

**Thomas A. Hight**, VP and account director in Los Angeles office of McCann-Erickson, appointed director of marketing and planning.

**James F. Williams**, VP and manager of advertising and sales promotion department, Coca-Cola USA, division of The Coca-Cola Co., Atlanta, appointed special assistant to marketing director for urban development. **Albert E. Pickhardt**, VP and brand manager for allied products, appointed director of marketing services in newly formed marketing-services department. New department incorporates advertising and sales promotion department but has

broader marketing function.

**James R. Barker**, broadcast media supervisor, General Mills, Minneapolis, appointed to newly created position of manager of media operations and systems.

**Richard Eichner**, former sales manager with wgrt(am) Chicago, joins wjdd-am-fm there as general sales manager.

**Michael Truppa**, with Waldie & Briggs, Chicago, named VP and acting director of research.

**James B. Luck**, with Avco Broadcasting's wlw(am) Cincinnati, appointed to newly created position of director of retail sales for radio division of Avco Broadcasting. His headquarters will be in New York.

**Robert Barnes**, with wslr(am) Akron, Ohio, appointed local sales manager.

**Bill Rice**, formerly research and associate sales development director, wls-am-fm Chicago, appointed to newly created position of assistant sales manager. **Ed Doody**, formerly sales-service and associate sales-development director, appointed sales-development director, also newly created position.

**Harry Kalkines**, with sales department of wjxt(tv) Jacksonville, Fla., appointed local/retail sales manager.

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**Lewis I. Haber**, associate media director, LaRoche, McCaffrey and McCall, New York, joins Shaller-Rubin Co. there as media director.

**Ronn Huff**, with Domain Advertising Agency, Wheaton, Ill., appointed production manager, effective Feb. 1.

**Patrick R. Mazzarella**, with WGNV(AM) Newburgh, N.Y., appointed local sales manager.

**George B. J. Adkisson**, formerly with H-R Representatives, New York, joins KFRE(AM) Fresno, Calif., as general sales manager.

**Duane M. Muir**, former director of photography for Television, Radio and Film Commission, United Methodist Church, Nashville, joins Noble-Dury & Associates there as broadcast production manager.

**Eugene V. Amoroso**, director of marketing planning, American Motors Corp., Detroit, appointed director of merchandising. His responsibilities include sales promotion. He is succeeded by **Henry P. McHale**, marketing research manager.

**Walter Tucker**, local sales manager, WFBL(AM) Syracuse, N.Y., appointed general sales manager. He is succeeded by **Everett James**, with WFBL(AM).

**Harvey L. Sassower**, assistant to VP of advertising and publicity, ABC Pictures Corp. New York, appointed advertising manager.

## Media



*Mr. Ward*

**Frank Ward**, former general manager of WVON(AM) Cicero, Ill., and general manager and executive VP WWRL(AM) New York, joins Speidel Broadcasters Inc., group owner with headquarters in Columbia, S.C., as president. Group includes WOIC(AM) Columbia, WPAL(AM) Charleston, WYNN(AM) Florence, all South Carolina, WSOK(AM) Savannah, Ga., WHIH(AM) Portsmouth, Va., and WTMP(AM) Tampa, Fla.

**Frederick Breitenfeld Jr.** and **O. Leonard Press** have been elected to four-year terms on board of Educational Television Stations division of National Association of Educational Broadcasters. Mr. Breitenfeld is executive director, Maryland Center for Public Broadcasting, Baltimore. Mr. Press is executive director, Kentucky Authority for Educational Television, Lexington. Two newly elected board members increases to eight number of ETS division directors, as voted by membership at NABE convention last September.

**Dr. Seymour Zucker**, economist with New York Port Authority, joins NBC, New York, in newly created position of manager, plans development. He will be involved with long-range corporate planning through use of mathematical models.

**Ted Jones**, operations manager, WFBL(AM) Syracuse, N.Y., appointed station manager.

**Tony Lupo**, with WNBC(AM) New York, joins WELA(AM) Elizabeth, N.J., as general manager.



*Mr. Jolley*

**Robert A. Jolley Sr.**, director and chairman of executive committee of Multimedia Broadcasting Co., group owner with headquarters in Greenville, S.C., retires. Mr. Jolley is one of principal founders of Multimedia and one of its predecessors, Southeastern Broadcasting Corp. Multimedia's stations are WFBC-AM-FM-TV Greenville, S.C., WBIR-AM-FM-TV Knoxville, Tenn., WMAZ-AM-FM-TV Macon, Ga., and WWNC(AM) Asheville, N.C. Multimedia also owns one-third interest in Columbus Communications Corp., CATV operator in Columbus, Ind. No successor for Mr. Jolley has been named.

**Martin Connelly**, VP and director of Metromedia Television Sales, New York, named station manager of Metromedia's KTTV(TV) Los Angeles while **Charles D. Young**, VP and general manager of station, takes extended leave for rest and recovery from surgery.



*Mr. Jungers*

**Richard E. Jungers**, VP - general manager, KWGN-TV Denver, named executive VP of WGN of Colorado Inc., licensee corporation and division of WGN Continental Broadcasting Co., group owner.

**Sid Perry**, general manager of WIAI(FM), station under construction in Danville, Ill., named VP. Station is scheduled to go on air early in 1970.

**Robert J. Huckabone**, general manager of Triangle Stations' WFBG-FM Altoona, Pa., appointed general manager of Triangle's WBNF-FM Binghamton, N.Y. He is succeeded as general manager in Altoona by **Dick K. Hogrefe**, sales manager Binghamton station. Moves are effective approximately March 1, depending on departure date of **Warren Koerbel**, manager of WBNF-FM, who has acquired WKSN-AM-FM Jamestown, N.Y., pending FCC approval.

**Robert T. Dale**, and **John T. Gallus**, with WMOU-AM-FM Berlin, N.H., appointed assistant general manager and business manager, respectively.



*Mr. Clifford*

**Jack C. Clifford**, VP for sales, KTAR-TV Phoenix-Mesa, named president and general manager. He succeeds **Ray C. Smucker**, who resigns. Mr. Smucker's future plans have not been announced.

**Rod Loudon**, general manager, KASH(AM) Eugene, Ore., joins broadcast division of Sterling Recreation Organization as operations manager for Sterling's KBFV(AM) Bellingham-Ferndale, Wash., and KODL(AM) The Dalles, Ore.



*Mr. Marella*

**Phillip D. Marella**, former VP of Rollins Stations, Atlanta - based group owner, joins WAVY-TV Portsmouth - Norfolk-Newport News, Va. as president and general manager.

**James W. Bennett**, VP and general manager, WING(AM) Dayton, Ohio, named president.

**Stephen G. Levine**, accountant, Evening Star Broadcasting Co., group owner, Washington, appointed manager of accounting. Group includes WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

## Programing



*Mr. Mitchell*



*Mr. Unger*

**George Mitchell**, VP and general sales manager of domestic television, Warner Brothers Television, New York, named VP, TV domestic sales. He will make his headquarters in Warner Brothers' Los Angeles office. He is succeeded in New York by **Alvin E. Unger**, who joins Warner Brothers Television from Independent Television Corp. there where he served as VP in charge of syndication.

**John A. Steinwand**, operations manager, WSPD-TV Toledo, Ohio, joins WKBD-TV Detroit as program manager, replacing **Barry H. Thurston**, who becomes director of programming at Kaiser Broadcasting Corp. stations headquarters, Oakland, Calif.

**Ina Lea Meibach** and **Nina L. Reid** appointed program attorneys in ABC-TV's contracts department, New York. Miss Meibach was member of New York law firm of Marshall and Morris; Miss Reid was associated with National Educational Television and with Talent Associates Ltd.

**Frank Q. Dobbs**, former director of special projects, KPRC-TV Houston, joins MFC Film Production Inc. there as VP.

**Michael C. Harris**, program manager, noncommercial WAMU-FM Washington, named manager of National Educational Radio Network there. He succeeds **Lucinda Landreth**, who resigns. NERN, sponsored by National Association of Educational Broadcasters, is national tape network for noncommercial, educational radio stations.

**George Fischer**, with WSB-AM-FM Atlanta, appointed program director.

**Ronny McCoy**, with KNAC(FM) Long Beach, Calif., appointed program director.

**C. Norman Reeves**, former producer-director, WFBM-TV Indianapolis, joins WKYC-TV Cleveland in same capacity.

**Frank Gerace**, formerly with Radio Norte, Santa Cruz, Bolivia, joins WLS-TV Chicago as producer of new weekly half-hour Spanish program.

**Ellie Vidal**, in various production jobs in both Hollywood and New York, appointed executive assistant to president of Burla Industries Inc., Los Angeles-based production company.

**Leon Capps**, director-producer with Kansas State Network's KARD-TV Wichita, Kan., appointed production manager for Kansas State Network, group owner. Group also includes KCKT(TV) Great Bend, and KGLD(TV) Garden City, both Kansas, and KOMC(TV) McCook, Neb.-Oberlin, Kan.

## News

**Sidney Kaufman**, CBS News producer, New York, named director of broadcast operations, CBS News election unit there.

**Mary McAndrew**, reporter for WNBC-TV New York, appointed to head NBC News' Newark bureau covering New Jersey. Miss McAndrew is daughter of late William R. McAndrew, former president of NBC News.

**Malvin R. Goode**, ABC News United Nations correspondent, named president

for 1970 of Association of Radio-Television News Analysts.

**Jerome Wilson**, former state correspondent, WCBS-TV New York, appointed to newly created position of political editor. **Doug Sefton**, investigative reporter, appointed legislative correspondent.

**Stephen G. Lorton**, former assistant editor of broadcast desk for *New York Times* in New York and news producer for *Times'* WQXR(AM) New York, joins WKYC-TV Cleveland as on-air editorial spokesman for station's editorial unit.

**Lissa Charell**, formerly women's editor for NBC-TV's *Today* show, joins news staff of KGO-TV San Francisco.

**Roy Wallace**, formerly ABC-TV and ABC Radio editorial director and special-projects editor, joins WMCA(AM) New York as newscaster-reporter.

**Donald Mellema**, with WGN(AM) Chicago, and **Stewart Truelsen**, with KSTT(AM) Davenport, Iowa, join WBBM(AM) Chicago as newscaster-reporter and writer-editor, respectively.

**Richard Stone**, reporter, KYW(AM) Philadelphia, joins news staff of WIND(AM) Chicago. Both are Westinghouse Broadcasting Co. stations.

**Skip Painton**, with WNBC(AM) New York, joins WELA(AM) Elizabeth, N.J., as news director/program director.

**David Baird**, with *The Danville (Ill.) Commercial News*, joins WIAI(FM), under construction in Danville, as news director. Station is scheduled to go on air in early 1970.

**Robert Schulman**, staff member with *The Louisville (Ky.) Courier-Journal*, joins WHAS-TV Louisville in newly created position of news commentator. Both paper and TV station are under common ownership.

**Kirt Harriss**, promotion manager, KPRC-TV Houston, appointed public-affairs director, KPRC-AM-TV. **Gertrude Barnstone**, member of Houston Council on Human Relations, appointed community-service manager for KPRC stations.

**Murray Roberts**, newscaster for WRFM(FM) New York, appointed public-affairs director.

**Dave E. Garth**, news producer, WSJV(TV) Elkhart-South Bend, Ind., joins KSBY-TV San Luis Obispo, Calif., news staff.

**Eddie L. Madison Jr.**, former deputy director, publications division of office of publications and information for domestic and international business, U.S. Department of Commerce, Washington, joins WMAL-AM-FM-TV there as community-service director.

**John W. Murray**, formerly VP in

charge of communications for New York Urban Coalition and earlier director of community relations for WCBS(AM) New York, appointed to newly created post of director of public affairs for WOR-TV New York.

## Promotion

**Lawrence H. Johnson**, PR account supervisor, J. Walter Thompson Co., New York, joins J. M. Mathes Inc. there as VP and PR director.

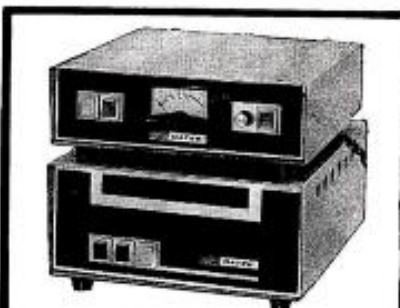


Mr. Segal

**David Segal**, promotion manager, MGM-TV, New York, appointed advertising-promotion manager. He will be responsible for creative content of national and trade advertising for network and syndicated programs, and for all promotional materials. **Keith Culverhouse**, director of creative services, MGM-TV, New York, resigns to devote time to Nut Kettle retail stores in Pennsylvania and New Jersey.

**Phillip W. Miller**, with information/orientation office, Fort Huachuca, Ariz., joins KOMU-TV Columbia, Mo., as promotion manager.

**Tom Purney**, with WSPD-AM-FM To-



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Iledo, Ohio, appointed promotion manager.

**Richard J. Thiers**, PR supervisor and associate director, PR department of Lewis & Gilman, Philadelphia, appointed PR director as part of departmental reorganization. **Lawrence J. Woodward Jr.** and **Graham Sudbury**, with Lewis & Gilman, appointed associate PR directors.

### Equipment & engineering

**Patrick McLaughlin**, with engineering department of WFLA-AM-FM-TV Tampa-St. Petersburg, Fla., appointed chief engineer. He succeeds **Joseph H. Mitchell**, chief engineer there since 1933, who retires.

**Albert W. Scheer** and **Bruce Waters**, with WLEX-TV Lexington, Ky., appointed chief engineer and supervisor-daytime TV engineering operations, respectively. **Bob Goodrich**, with WLEX-FM there, appointed chief engineer.

**I. A. Faye**, director of commercial marketing, American Electronic Laboratories Inc., Colmar, Pa., also named VP of AEL Communications Corp., wholly owned subsidiary of American Electronic Laboratories. AEL Communications Corp. will engage in development, manufacture, sale and construction of CATV systems.

**Allen W. Dawson**, VP and general manager of technical products division, Corning Glass Works Corning, N. Y., appointed general manager of electrical products group, newly created operating group consisting of television-products and electronic-products divisions. **Henry F. Frailey**, general manager of optical-products department, and **Charles C. Harwood**, VP of Corning Glass International and area manager for Latin America, named company VP's and appointed general manager of television and electronic divisions, respectively.

**Edwin J. Tajchman**, research engineer at Denver Research Institute, Denver, named chief engineer of Computer Image Corp., animation firm in Denver.

**Jay N. Price**, director of economic de-

velopment, Montgomery county, Md. named director effective Feb. 16 of department of public affairs, newly established government-liaison unit of Electronic Industries Association.

**Stanley F. Judell**, controller for DeLuxe General Inc., Hollywood, named VP, business affairs, responsible for West Coast business management. **Ray Gaul**, with West Coast film processing laboratories of DeLuxe General, appointed superintendent of both West Coast laboratories.

**Don Davis**, program manager, Altec Lansing, Anaheim, Calif., division of LTV Ling Altec Inc., appointed director of commercial sound products for division.

**Jon Clayton**, manager of professional department of Brooks Cameras, San Francisco, appointed regional marketing manager for Berkey-Colortran Inc., Burbank, Calif., with his headquarters in San Francisco.

**Harry G. Seyfert**, with Time-O-Matic Inc., Danville, Ill., joins WIAI(FM), under construction there as chief engineer. Station is scheduled to go on air in early 1970.

**Leroy Wright**, with Sony Corp. of America, Long Island City, N.Y., appointed district manager, video products, for Alabama, Mississippi and eastern Tennessee.

**James T. Dowdell**, recording engineer, CBS Records, New York, appointed electronic video recording marketing demonstration engineer at CBS, that city.

### Allied fields

**Bernice Hase**, former secretary of Clear Channel Broadcasting Service, Washington, joins BROADCASTING magazine as secretary to Sol Taishoff, editor and publisher. She succeeds **Gladys L. Hall**, who died Dec. 14 (BROADCASTING, Dec. 22, 1969). Miss Hase has also done secretarial work at FCC and, most recently, worked in law offices of Jeremiah Courtney, Washington.

**Philip Filhaber**, formerly with McCann-Erickson, New York, appointed head

of newly expanded advertising and marketing division at Dean Personnel Agency, New York, executive recruiting agency.

### Deaths

**Jack Pegler**, 77, retired president of Television Zoomar Co., died Tuesday Jan. 6 at Columbia Presbyterian Medical Center, New York. In 1947 he started Television Zoomar, first zoomlens company, and served as president until 1968. He is survived by his wife, Evelyn, and two sons.

**Milford James Baker**, 74, who retired in 1961 as VP and manager of contact department, Young & Rubicam, New York, died Jan. 5 in Darien, Conn. He is survived by his second wife, Helen, and two daughters.

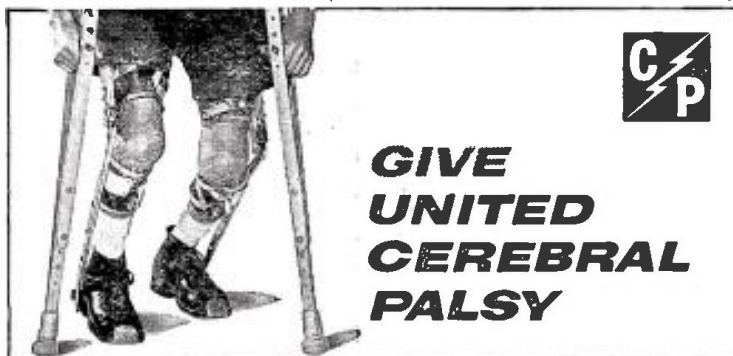
**A. J. Bauer**, 61, VP and general manager, WINK-AM-FM-TV Fort Myers, Fla., and president and general manager of Southern Cablevision, Fort Myers-based CATV system, died Dec. 31, 1969, at Lee Memorial hospital there of hepatitis. He is survived by his wife, Trulie, two sons, one stepson and one daughter.

**Paul K. Niven Jr.**, 46, Washington correspondent for National Educational Television network and former correspondent for CBS, died Jan. 8 during fire in his Georgetown home in Washington. During 18 years at CBS he was assigned to number of world capitals including Washington, London and Paris. He was chief of network's Moscow news bureau in 1957, but was expelled reportedly as result of Soviet displeasure with CBS special, *The Plot to Kill Stalin*. He returned to Moscow to cover famous "Kitchen Debate" involving Richard M. Nixon, then VP, and Nikita Khrushchev, then Soviet premier. Mr. Niven, is survived by his parents and one brother.

**Geoffrey Selden**, 50, president of own production company bearing his name since 1962 and formerly programing executive with William Esty Co., New York, died Jan. 1 there. He is survived by his wife, Friedi, and one daughter.

**Robert B. Sinclair**, 64, former TV, motion picture and stage director, was stabbed to death Jan. 3 in his Montecito, Calif., home. Mr. Sinclair directed several TV shows including *Mr. District Attorney* series.

**Harold Hughes**, 70, retired Omaha broadcaster, died Dec. 25, 1969, in Omaha. Mr. Hughes was program director of KOIL(AM) Omaha when station began operating in 1925 and subsequently held similar positions at several Omaha radio stations including KOOO(AM) and KBON(AM). He is survived by son, Bill, national sales manager of KMTV(TV) Omaha.



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As compiled by BROADCASTING, Dec. 29 through Jan. 6 and based on filings, authorization, and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

**New TV stations**

**Action on motion**

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harriscop Broadcasting Corp.), TV proceeding, ordered parties to hold informal conferences between Dec. 23, 1969, and Jan. 21, 1970, and scheduled further prehearing conference for Jan. 21; ordered new hearing date established at Jan. 21 prehearing conference (Docs. 18737-8). Action Dec. 24.

**Other actions**

- Review board in Anaheim, Calif. TV proceeding, Docs. 18295-18300, granted petition for extension of time, filed Dec. 30 by Golden Orange Broadcasting Inc. Action Dec. 31.
- Review board in Waterbury, Conn. TV proceeding, Doc. 18376, granted petition for extension of time, filed Dec. 23 by Connecticut Television Inc. Action Dec. 29.
- Review board in Miami, TV proceeding, Doc. 18325, granted request for extension of time to file exceptions to initial decision, filed Dec. 24 by Broadcast Bureau. Action Dec. 30.
- Review board in Newark, N.J., TV proceeding, Docs. 18403-18448, granted Broadcast Bureau's request for extension of time, filed Dec. 29. Action Dec. 31.
- Review board in Lynchburg, Va., TV proceeding, Doc. 18405, granted motion for extension of time, filed Dec. 23 by WLVA Inc. Action Dec. 29.

**Existing TV stations**

**Final actions**

- KFPW-TV Fort Smith, Ark.—Broadcast Bureau granted mod. of CP to change ERP to 787 kw vis., 157 kw aur.; change type trans. and ant.; change ant. height to 420 ft.; move trans. location back to site previously authorized; conditions. Action Dec. 22.
- KMEX-TV Los Angeles—Broadcast Bureau granted CP to install auxiliary ant. system at main trans. site; condition. Action Dec. 31.
- KCST(TV) San Diego—Broadcast Bureau granted CP to change ERP to 724 kw vis., 144 kw aur.; change type trans. Action Dec. 31.
- KGO-TV San Francisco — Broadcast Bureau granted mod. of CP to extend completion date to June 30, 1970. Action Dec. 31.
- WBBM-TV Chicago — Broadcast Bureau granted mod. of CP to extend completion date to June 30, 1970. Action Dec. 31.
- WCIU-TV Chicago — Broadcast Bureau granted license covering changes. Action Dec. 31.
- WJYY-TV Jacksonville, Ill. — Broadcast Bureau granted license covering new sta-

tion: ant. height 1,610 ft.; ERP 275 kw vis. and 39.8 kw aur. Action Dec. 31.

■ WJMR-TV New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to June 30, 1970. Action Dec. 31.

**Action on motion**

■ Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted joint motion by applicants and extended through Feb. 2, time to file respective briefs in reply to exceptions and briefs in support thereof (Docs. 16679-80). Action Dec. 24.

**Call letter applications**

- KXAB-TV, KSOO-TV Inc., Aberdeen, S.D. Requests KDOO-TV.
- WITA-TV, WITB-TV and WITP-TV, El Imparcial Broadcasting Corp., San Juan, Mayaguez and Ponce, respectively, all Puerto Rico. Request WUHT-TV, WUHM-TV and WUHP-TV, respectively.

**Network affiliations**

**CBS**

- Formula: In arriving at clearance payments CBS 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. CBS deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.
- KBLU-TV Yuma, Ariz. (Eller Telecasting Co. of Arizona). Contract dated Nov. 7, 1966; effective Nov. 7, 1966, to Aug. 14, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$100; compensation paid at 32% prime time.
- WTVD(TV) Durham, N.C. (Capital Cities Broadcasting Corp.). Contract dated Dec. 13, 1967; effective Oct. 1, 1967, to Sept. 30, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,100; compensation paid at 32% prime time.

**NBC**

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total

time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KIVA-TV Yuma, Ariz. (Bruce Merrill). Amendment dated Nov. 26, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to Oct. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to KNBC(TV) Los Angeles and picked up by KIVA-TV at its expense. Network rate, \$150 for full-rate periods (\$141 as of March 1, 1970); compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ KMJ-TV Fresno, Calif. (McClatchy Newspapers). Contract dated Dec. 1, 1967, amended to change network rate for full-rate periods from \$750 to \$702, effective March 1, 1970.

■ KRCR-TV Redding, Calif. (Sacramento Valley Television Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Sept. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$425 for full-rate periods (\$398 as of March 1, 1970); compensation paid at 33¼% of all equivalent hours, multiplied by prime-time rate.

■ WESH-TV Daytona Beach-Orlando, Fla. (Cowles Florida Broadcasting Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Nov. 2, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$775 for full-rate periods (\$725 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.


■ WFGA-TV Jacksonville, Fla. (Channel 12 of Jacksonville, a joint venture). Amendment dated Nov. 26, 1969, amends contract dated Feb. 15, 1968, to change network rate for full-rate periods from \$925 to \$958 as of March 1, 1970.

■ WICS-TV Springfield, Ill. (Plains Television Corp.). Contract dated Dec. 15, 1967, replaces one dated Oct. 9, 1957; effective Dec. 15, 1967, to Sept. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400 for full-rate periods (\$450 as of May 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WFIE-TV Evansville, Ind. (WFIE Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967, to change net-

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## Summary of broadcasting

Compiled by FCC, Dec. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,255	2	10	4,267	76	4,343 <sup>1</sup>
Commercial FM	2,025	0	45	2,070	134	2,204
Commercial TV-VHF	495	2	11	508	15	523
Commercial TV-UHF	124	0	57	181	132 <sup>2</sup>	313
Total commercial TV	619	2	66	687	149	836
Educational FM	378	0	13	391	49	440
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UH	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

work rate for full-rate periods from \$425 to \$398, as of March 1, 1970.

■ WKJG-TV Fort Wayne, Ind. (WKJG Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to April 15, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$550 for full-rate periods (\$515 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WNDU-TV South Bend, Ind. (Michiana Telecasting Corp.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to July 15, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$525 for full-rate periods (\$491 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WHO-TV Des Moines, Iowa (Palmer Broadcasting Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective April 25, 1968 for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$825 for full-rate periods (\$772 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KVFU-TV Fort Dodge, Iowa (Northwest Television Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to Nov. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$100 for full-rate periods (\$94 as of March 1, 1970); compensation paid at 20% of all equivalent hours, multiplied by prime-time rate.

■ WAVE-TV Louisville, Ky. (Orion Broadcasting Inc.). Amendment dated Nov. 26, 1969, amends contract dated Oct. 21, 1969, to change network rate for full-rate periods from \$1,650 to \$1,543 as of March 1, 1970.

■ WBAL-TV Baltimore (The Hearst Corp.). Contract dated Dec. 18, 1969, replaces one dated Dec. 1, 1967; effective Dec. 1, 1969, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,800 for full-rate periods (\$1,683 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WOOD-TV Grand Rapids, Mich. (Time-Life Broadcast Inc.). Amendment dated Nov. 26, 1969, amends contract dated March 28, 1969, to change network rate for full-rate periods from \$1,400 to \$1,309 as of March 1, 1970.

■ WDAM-TV Hattiesburg, Mass. (Chapman Television of Tuscaloosa, Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967, to change network rate for full-rate periods from \$350 to \$351 as of March 1, 1970.

■ KSD-TV St. Louis (The Pulitzer Publishing Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective May 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$2,100 for full-rate periods (\$2,057 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KHAS-TV Hastings, Neb. (Nebraska Television Corp.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Jan. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$350 for full-rate periods (\$327 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTVD-TV Durham, N.C. (Capital Cities Broadcasting Corp.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Aug. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,150 to \$1,300, depending on number of equivalent hours; compensation paid at 33½% of all equivalent hours, multiplied by prime-time rate.

■ WSPD-TV Toledo, Ohio (Storer Broadcasting Co.). Amendment dated Nov. 26, 1969, amends contract dated May 6, 1968; effective Sept. 1, 1968, for two years. First call right. Programs delivered to station. Network rate, \$1,800 for full-rate periods (\$1,683 as of March 1, 1970); compensation paid at 33½% of all equivalent hours, multiplied by prime-time rate.

■ KPRC-TV Houston (The Houston Post Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to July 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,650 for full-rate periods (\$1,543 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KRGV-TV Weslaco, Tex. (Mobile Video Tapes Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Jan. 1, 1968, to July 15, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$500 for full-rate periods (\$468 as of March 1, 1970); compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WFRV-TV Green Bay, Wis. (WFRV Inc.). Amendment dated Nov. 26, 1969, amends contract dated April 18, 1969; effective Feb. 1, 1969, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$800 for full-rate periods (\$748 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

## New AM stations

### Starts authorized

■ WMLC Monticello, Miss. — Authorized program operation on 1270 kc, 1 kw-D. Action Dec. 29.

■ KPAR Albuquerque, N.M. — Authorized program operation on 1190 kc, 1 kw-D. Action Dec. 15.

### Actions on motions

■ Acting Chief Hearing Examiner Jay A. Kyle in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, granted joint peti-

tion by Creek County Broadcasting Co. and Tinker Area Broadcasting Co. and extended to Feb. 9 time to file amendments to any of respective applications (Docs. 13341-2, 13344). Action Dec. 30.

■ Hearing Examiner Chester F. Naumowicz in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted pleadings by Broadcast Bureau and China Grove Broadcasting Co. and ordered proposed findings filed by each party accepted (Docs. 18385-6). Action Dec. 23.

## Other actions

■ Review board in Mt. Pleasant, Iowa, AM proceeding, Docs. 18746-49, denied petition to enlarge issues, filed Oct. 24 by Broadcasting Co. of Iowa Inc. Action Dec. 30.

■ Review board in Shenandoah, Iowa, AM proceeding, Docs. 18746-49, granted motion for extension of time to file oppositions to petitions to enlarge issues, filed Dec. 24 by Sandern of Iowa Inc. Action Dec. 30.

■ Review board in Graham, N.C., AM proceeding, Docs. 18441-45, granted petition for extension of time, filed Dec. 31 by Blue Ridge Broadcasting. Action Jan. 5.

■ Review board in Graham, N.C., AM proceeding, Docs. 18441-45, granted petition for extension of time, filed Dec. 31 by Broadcasting Service of Carolina Inc. Action Jan. 5.

■ Review board in Warren, Ohio, AM proceeding, Doc. 18770, oral argument scheduled for Jan. 27, 1970 in Washington. Action Jan. 5.

## Call letter applications

■ Regional Broadcasting Co., Berea, Ky. Requests WDLS.

■ Runnymede Inc., Heath, Ohio. Requests WHTH.

## Existing AM stations

### Applications

■ KFRA Franklin, La.—Seeks CP to change from DA to non-DA Ann. Dec. 29.

■ WISS Berlin, Wis.—Seeks mod. of CP to change from 1090 kc, 500 w, DA-D to 1090 kc, 250 w, non-DA-D; change ant.-trans. location; change studio location and operate by remote control from main studio; change in ant. and ground system. Ann. Dec. 29.

■ WRCO Richland Center, Wis.—Seeks CP to increase ant. height. Ann. Dec. 17.

### Final actions

■ WTBC Tuscaloosa, Ala.—Broadcast Bureau granted CP to change ant. system to series fed. Action Dec. 24.

■ KMAX Arcadia, Calif. — Broadcast Bureau granted remote control. Action Dec. 24.

■ KLOV Loveland, Colo.—Broadcast Bureau granted CP to increase power to 1 kw and install new trans.; remote control permitted. Action Dec. 30.

■ WMMW Meriden, Conn.—Broadcast Bureau granted CP to change ant. location and make changes in ant. and ground systems. Action Dec. 24.

■ WAVS Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to make changes in DA system. Action Dec. 30.

■ KDWB St. Paul Minn.—Broadcast Bureau granted mod. of CP to increase height of tower to accommodate remote pickup ant. Action Dec. 31.

■ KDRG Deer Lodge, Mont.—Broadcast Bureau granted renewal of license. Action Dec. 31.

■ WABC New York — Broadcast Bureau granted CP's to install auxiliary ant. at main ant. site for use with main and auxiliary trans.; conditions. Action Dec. 24.

■ WNEW New York — Broadcast Bureau granted mod. of CP to extend completion date to June 17, 1970. Action Dec. 19.

■ WNEW New York — Broadcast Bureau granted CP to install new alternate main trans. Action Dec. 21.

■ KATU Portland, Ore.—Broadcast Bureau granted CP to install new type diplexer and redescribe trans. location as 225 Northwest Skyline Blvd., Portland. Action Dec. 31.

■ KYW Philadelphia — Broadcast Bureau granted mod. of license covering operation

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of trans. by remote control (main and auxiliary); conditions. Action Dec. 29.

■ WTRN Tyrone, Pa. — Broadcast Bureau granted CP to remove series limiting resistor from ant. circuit; conditions. Action Dec. 24.

■ WKYB Hemingway, S.C.—Broadcast Bureau granted CP to increase power from 5 kw to 10 kw; install new trans.; remote control permitted. Action Dec. 19.

■ WEPG South Pittsburg, Tenn.—Broadcast Bureau granted CP to change ant.-trans. location to Ash Ave., near First St., South Pittsburg; redescribe studio location as Railroad Ave., South Pittsburg; remote control permitted from studio. Action Dec. 22.

■ KNBO New Boston, Tex.—Broadcast Bureau granted mod. of CP to increase ant. height, side-mount FM ant. at top and install loss resistor; conditions. Action Jan. 5.

■ KIKK Pasadena, Tex.—FCC granted motion by Industrial Broadcasting Co. for stay of commission's Dec. 30, 1969 action denying rule waiver until Jan. 9, 1970. Industrial Broadcasting had sought waiver of rules to permit year-around sign-on at 6 a.m. local time. Action Dec. 31.

■ WSPT Stevens Point, Wis.—Broadcast Bureau granted CP to change ant.-trans. main studio location to 500 Division St., Stevens Point; increase ant. height 396.5 ft. Action Dec. 30.

### Actions on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, continued evidentiary hearing scheduled for Jan. 5, 1970, to date to be specified at further prehearing conference scheduled for March 10, 1970 (Doc. 18710). Action Dec. 19.

■ Acting Chief Hearing Examiner Jay A. Kyle in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., Christian Broadcasting Co. and Tim Timothy Inc. [KBHS]), AM-FM proceeding, granted request by Broadcast Bureau and ordered proposed findings of fact and conclusions of law to be filed by Jan. 12, 1970, in lieu of Dec. 31 and reply findings to be filed on or before Jan. 26 (Docs. 18241, 18388, and 18591). Action Dec. 30.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc., [WELK] and WUVA), AM proceeding, received in evidence Hurt exhibit 25 (Docs. 18585-87). Action Dec. 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, granted motion by Fred Kaysbier and ordered record reopened; received Kaysbier exhibit and again closed record (Docs. 17624-5). Action Dec. 23.

### Call letter actions

■ WCIK, Cyler D. Garner, Gordon, Ga. Granted WKOG.

■ WJBK, Storer Broadcasting Co., Detroit. Granted WDEE.

## New FM stations

### Applications

■ Heber Springs, Ark. — Newport Broadcasting Co. Seeks 96.7 mc, 3 kw. Ant. height above average terrain minus 146 ft. P.O. address Box 989, Blytheville, Ark. 72315. Estimated construction cost \$1,500; first-year operating cost \$8,000; revenue \$8,000. Principals: Harold L. Sudbury, president (70%), Gladys B. Sudbury, secretary-treasurer (29.75%), and Harold L. Sudbury Jr., vice president (25%). Harold Sr., Gladys B. and Harold Jr., own 98%, 1.16% and .24%, respectively, of KLCN-AM-FM Blytheville: 70%, 29.75% and 25%, respectively, of KNEY-AM-FM Newport, KSUD-AM West Memphis, KAWW-AM Heber Springs, and KTPA-AM Prescott, all Arkansas. Ann. Dec. 30.

■ Donaldsonville, La. — Soul Broadcasting Co. Seeks 104.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 309, Allceville, Ala. 35442. Estimated construction cost \$700; first-year operating cost \$35,000; revenue not indicated. Principals: Roth E. Hook, sole owner. R. E. Hook owns WSLG-AM Donaldsonville, 25% of KRUS-AM-FM Ruston, both Louisiana: 55% of WMAG-AM and WQST-AM both Forest, Miss., 55% of WRUS-AM-FM Russellville, Ky., 44% of WRAG-AM and 57% of CP

for new FM both at Carrollton, Ala.; 58% of WKIZ-AM and WFYN-AM both Key West, Fla., and various interests in CATV operations in Louisiana and Mississippi. Ann. Dec. 19.

■ \*New Orleans — Board of Supervisors of Louisiana State University and Agricultural and Mechanical College. Seeks 89.9 mc, TPO 10 w. P.O. address Lakefront, New Orleans, 70122. Estimated construction cost \$9,405; first-year operating cost \$7,010; revenue none. Principals: John A. Hunter, president of LSU system, et al. Ann. Dec. 30.

■ White Castle, La. — Shedd-Agard Broadcasting Inc. Seeks 104.9 mc, 3 kw, Ant. height above average terrain 146.45 ft. P.O. address Old River Road, White Castle 70788. Estimated construction cost \$28,030; first-year operating cost \$43,030; revenue \$18,000. Principals: James H. Shedd, president, et al. Mr. Shedd owns 50% of WWCC-AM Bremen, Ga. Ann. Dec. 22.

### Starts authorized

■ KPER-AM Gilroy, Calif. — Authorized program operation on 94.3 mc, ERP 90 w, ant. height above average terrain 1,350 ft. Action Dec. 29.

■ WTYD-AM New London, Conn. — Authorized program operation on 100.9 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Dec. 22.

■ WLOV-AM Washington, Ga.—Authorized program operation on 100.1 mc, ERP 2.4 kw, ant. height above average terrain 320 ft. Action Dec. 19.

■ KSNM-AM Pocatello, Idaho — Authorized program operation on 93.7 mc, ERP 29 kw, ant. height above average terrain four ft. Action Dec. 29.

■ WVFC-AM Benton, Ill. — Authorized program operation on 98.3 mc, ERP 860 w, ant. height above average terrain 150 ft. Action Dec. 31.

■ \*WTPC-AM El Paso, Ill.—Authorized program operation on 89.7 mc, TPO 10 w. Action Dec. 23.

■ WSHY-AM Shelbyville, Ill.—Authorized program operation on 104.9 mc, ERP 3 kw, ant. height above average terrain 120 ft. Action Dec. 29.

■ WXUS-AM Lafayette, Ind.—Authorized program operation on 92.7 mc, ERP 3 kw, ant. height above average terrain 165 ft. Action Dec. 4.

■ \*KBJC-AM Great Bend, Kan.—Authorized program operation on 91.9 mc, TPO 10 w. Action Dec. 30.

■ WMDC-AM Hazelhurst, Miss.—Authorized program operation on 100.9 mc, ERP 3 kw, ant. height above average terrain 275 ft. Action Dec. 15.

■ KIVE-AM Glendive, Mont. — Authorized program operation on 96.5 mc, ERP 95 kw, ant. height above average terrain 30 ft. Action Dec. 17.

■ \*WRHO-AM Oneota, N.Y. — Authorized program operation on 89.5 mc, TPO 10 w. Action Dec. 30.

■ \*WQFS-AM Greensboro, N.C.—Authorized program operation 90.7 mc, TPO 10 w. Action Dec. 22.

■ \*KPWN-AM Parowan, Utah—Authorized program operation on 90.9 mc, TPO 10 w. Action Dec. 31.

### Initial decisions

■ Pleasantville N. J.—WMID Inc. Hearing Examiner Thomas H. Donahue in initial decision proposed grant of 99.3 mc, 3 kw. Ant. height above average terrain 290 ft. P.O. address c/o 430 Park Avenue, N. Y. 10022. Royal E. Blakeman, Esquire. Estimated construction cost \$26,000; first-year operating cost \$10,000; revenue \$10,000. Principals: Herbert Bloomburg, vice president et al. Applicant is licensee of WMID-AM Atlantic City. Action Jan. 6.

■ San Antonio, Tex. — Hearing Examiner Forest L. McClennin in initial decision proposed denial of applications of Bexar Broadcasting Inc. and Turner Broadcasting Corp. for CP's for FM's (Docs. 18238, 18239). Examiner concluded that neither of applicants had established that it was aware of needs and interests of areas it intended to serve. Action Dec. 31.

### Final actions

■ \*Buena Park, Calif.—Buena Park School District. Broadcast Bureau granted 90.1 mc, .00632 kw. Ant. height below average terrain minus 36.18 ft. P.O. address 6885 Orange-thorpe Avenue, Buena Park 90620. Estimated

construction cost \$4,350 first-year operating cost \$1,500; revenue none. Principals: Mrs. J. B. Tenney, president school board, et al. Action Dec. 31.

■ Savannah, Ga.—South Atlantic Broadcasting Corp. Broadcast Bureau granted 96.5 mc, 100 kw. Ant. height above average terrain 1,311 ft. P.O. address 718 Realty Building, Savannah 31401. Estimated construction cost \$97,343.35; first-year operating cost \$24,000; revenue \$32,000. Principals: John W. Sognier, president (25%), and Clifford S. Lesley Jr., vice president-secretary-treasurer (75%). Mr. Sognier is attorney. Mr. Lesley is CPA and owns 12½% of real estate firm. Action Dec. 19.

■ Carson City, Nev.—Western Inspirational Broadcasters Inc. Broadcast Bureau granted 94.7 mc, 29 kw. Ant. height above average terrain 2,160 ft. P.O. address: c/o G. A. Storrs, Box 1417, Carson City 89701. Estimated construction cost \$16,250; first-year operating cost \$14,000; revenue \$36,000. Principals: G. A. Storrs, chairman of board of trustees, et al. Action Dec. 30.

■ Sequin, Tex.—Sequin Broadcasting Inc. Broadcast Bureau granted 105.3 mc, 37.15 kw. Ant. height above average terrain 135 ft. P.O. address: 609 East Court Street, Box 989, Sequin 78155. Estimated construction cost \$42,708; first-year operating cost \$17,580; revenue \$20,000. Principals: Edith O. Kiel, president (51%), Edward A. Sagebiel, vice president (40%), et al. Principals have respective interests in KWED-AM Sequin, Tex. Action Dec. 31.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc., Basic Communications Inc. and First Security and Exchange Co.), FM proceeding, postponed certain procedural dates and postponed hearing to Jan. 27, 1970 (Doc. 18664-6). Action Dec. 19.

■ Hearing Examiner Frederick W. Denniston in Culpeper, Va. (Culpeper Communications Inc. and Culpeper Broadcasting Corp.), FM proceeding, ordered Norman B. Martin, Walter B. Potter, William K. Diehl, and Mark John Manucy, named in notice to take depositions upon oral examination filed by Culpeper Broadcasting Corp., shall give testimony in accordance with terms of notice with following exceptions: depositions shall not be taken with respect to financial resources and other commitments of persons named in notice and deposition of Mark John Manucy proposed to be taken in Melbourne, Fla., shall not be taken except upon date fixed by presiding officer at prehearing conference scheduled for Jan. 6, 1970 (Docs. 18744-5). Action Dec. 23.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc.), FM proceeding, granted petition by Broadcast Bureau and extended to Jan. 6, 1970, time to file proposed findings of fact and conclusions and to Jan. 20, 1970, time to file replies (Doc. 18314). Action Dec. 19.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.) FM proceeding, granted petition by Radio 900 Inc. requesting leave to amend application relating to suburban issue and accepted amendment (Docs. 18636-9). Action Dec. 30.

■ Hearing Examiner Jay A. Kyle in Pittston Pa. (P. A. L. Broadcasters Inc.), FM proceeding, rescheduled hearing for March 4, 1970 (Doc. 17885). Action Dec. 23.

■ Hearing Examiner Herbert Sharfman Jr. Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.) FM proceeding, granted motion by Broadcast Bureau and extended to Jan. 14, 1970, time to file initial proposed findings of fact and conclusions and to Jan. 28, 1970, time to file replies (Docs. 18288 and 18290). Action Dec. 19.

### Other actions

■ Review board in San Clemente, Calif., FM proceeding, Doc. 17648, granted request filed Dec. 30 by El Camino Broadcasting Corp. and extended to Jan. 14, 1970, time to file exceptions to initial decision. Action Jan. 2.

■ Review board in Charlotte Amalie, V. I. FM proceeding, Doc. 18771, oral argument scheduled for Jan. 27, 1970, in Washington Action Jan. 5.

### Call letter applications

■ Residence Associations Broadcasting Service Inc., Ames, Iowa. Requests KPGY-AM. (Continued on page 83)

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. Display ads \$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

Good size midwest station in rich agricultural area needs aggressive radio station manager who can provide sales leadership, work equally hard at sales growth and expense control to build profits, his own income. Box A-7, BROADCASTING.

Small west Texas market. Potential stock options for a hard worker who is willing to start with small market. Ability and character more important than experience. Box A-68, BROADCASTING.

Sales manager needed immediately for successful adult oriented station in major southern market. All company benefits, excellent base salary, plus percentage for right man. Box A-94, BROADCASTING.

Instructor-Administrator for colorful Colorado Springs, Broadcast Academy. Minimum of three years full-time broadcasting experience. Motivational and educational skills. Must live close enough to come for conference. 323 South Nevada Avenue, 303-473-2333.

Three regional Sales Manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing two men, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept; address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/TV sales-background. Territories: Midwest; southwest; west coast. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

### Sales

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 L-74, BROADCASTING.

Opportunity with southeast group for general sales manager. Strong on local and ability to handle national. Good base plus override. Insurance, profit sharing and other fringe benefits. Write Box A-66, BROADCASTING.

Salesman wanted for top rated station in major southeastern market. Excellent opportunity for the right man. Company paid major medical-hospitalization and profit sharing. Good opportunity for advancement. Box A-93, BROADCASTING.

Great opportunity for experienced go-getter, established prime area now producing high commissions. Northern California location. Box A-110, BROADCASTING.

Salesman (experienced) some announcing . . . 3rd. KHIL, Willcox, Arizona.

Intelligent, willing to work salesman with good character. This is an opportunity to sell entire station properties on a straight commission basis. Training in brokerage furnished. Write Chapman Company, Inc., 2045 Peachtree Rd. NE, Atlanta, Ga. 30309.

## Announcers

We need an experienced jock who can handle production too. Don't scream, just talk to the people. Good salary and benefits. Box M-239, BROADCASTING.

Heavy station in Seattle looking for a giant-of-a-morning man. If you have the pace, production and ability to entertain send tape and resume to Box A-6, BROADCASTING.

## Announcers continued

Top pay offered for bright, experienced announcer by established full-time Kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat MOR programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box A-30, BROADCASTING.

New Jersey. Easy listening station seeks hard working, reliable announcer/newsman able to accept responsibility. Tape. Resume. Box A-31, BROADCASTING.

Announcer-Morning man, 3rd phone, needed in New England small market. Send tape (7)½, photo, resume. Box A-41, BROADCASTING.

Florida has opening for modern country personality. Must swing and be happy. Opportunity for advancement with chain. Send air check, photo, salary desired and resume. Box A-49, BROADCASTING.

Michigan religious-oriented AM directional looking for first class licensed announcer-engineer with at least two years experience. Send complete resume and photo to Box A-65, BROADCASTING.

Wanted for top 25 market—a tight format, contemporary station—Wild Child or Jack Armstrong type jock—Want "Bad Man"—Send tape and resume. Box A-91, BROADCASTING.

Are you a creative air personality, but your present job doesn't permit you to utilize your real abilities? Then, drop us a tape and resume. We hire people, not human machines. We're always on the lookout for a witty guy who can do more than "Time and Temp", and we're located in one of America's most attractive living areas, sunny Florida. Apply to Box A-126, BROADCASTING.

Excellent opportunity for advancement. All night DJ with leading east coast rock station, tight format. Resume, references and pix to Box A-127, BROADCASTING.

Two great opportunities: KOSI AM & FM, the Beautiful Music Station in Denver, are expanding. We have two career opportunities for top men who can start no later than February 1st. We're looking for deep, resonant voices; polished, mature style; real talent and the experience to back it up. We offer good pay and working conditions in one of the country's best equipped radio stations; a chance to work with a great staff in a company that believes in quality programing; the pride of being associated with a top prestige station that is successful in every way. If this is the opening you've been waiting for and you can meet our qualifications, send me your resume, photo and tape today! John Dawson—KOSI Radio, P.O. Box 98, Aurora, Colorado 80010. An equal opportunity employer.

Opportunity for First Phone. Permanent Position. Extra Benefits. Aggressive 5KW station. Send tape, resume. KSEN, Shelby, Montana.

Attention Wayne Neil or anyone knowing his whereabouts! Contact Buddy Giffard in Salmon, Idaho, Area code 208-756-3920 collect. Or write or call Radio Station K5RA, Salmon.

Five thousand watt fulltimer needs experienced announcer with third endorsed. Top 100 format, news, sports. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show. Send tape, resume and all details in first letter to: Bill Taylor, Program Director, WDBO, Orlando, Florida 32802.

Announcer-engineer. WHNC AM-FM, Henderson, N.C. 27536 or call (919) 438-7136.

Top rated country format has opening for pleasant paced morning man. Top salary and fringe benefits. Growth very probably in six station group. Send tape and resume to Manager, WITL, Lansing, Michigan.

Morning Man—MOR—Small market upstate New York, \$120.00 to start. Send air check & resume to Phil Kaplan, Box 1, Seneca Falls, New York 13148.

## Announcers continued

Adult MOR—bright morning man for "Beautiful Music" station. Must be experienced in good music format, and be able to communicate. Tape and resume to Jack Kennedy, Program Director, WNCC-WKTM Stereo, Box 5758, North Charleston, S.C.

Format MOR station needs evening and week-end announcer. 40-hour, 5-day week. Run own board. No ticket needed. Full benefits. Rush tape and resume to: Program Director, WROW, Albany, New York 12201.

Top 50 Ohio market needs solid top 40 or up tempo MOR jock with 1st phone . . . excellent salary for right man. Contact: Jim Wight, WTOD, 3225 Arlington, Toledo, Ohio.

## Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

Experienced recording studio engineer for tape duplication, editing, disc cutting, production. Upper midwest city. Good salary and benefits. Write Box A-9, BROADCASTING.

Chief engineer. Midwest AM/FM. Must be experienced in maintenance and repair of transmitters and studio equipment. Box A-98, BROADCASTING.

Wanted Chief engineer for 5000 watt southeastern radio station. Engineer must be qualified with directional array. Box A-122, BROADCASTING.

An opportunity exists at this adult music station for a good second in command, first class ticket holder. If you have the experience and know-how, please contact C. Mills at Box A-123, BROADCASTING.

Wanted—First phone engineer to assist chief in AM and FM operation. New studios. No announcing. Better than average future. Send resume to Clifford Hahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Technical help combination engineer wanted for top 40 operation in sunny Daytona Beach. New progressive broadcasting group offers excellent opportunity for growth for the qualified combo man. Work and enjoy living in sunny Daytona Beach. Send resume and tape. References will be checked. WDAT Radio, P.O. Box 5038, Daytona Beach, Florida 32020.

Engineer—WHNC AM-FM immediate opening. Write Dr. Claye Frank, P.O. Box 1240, Henderson, N.C. 27536 or call (919) 438-7136.

Chief engineer for fulltime local AM, Class B FM-stereo, with background music service. No announcing. Must be capable of maintenance and construction work. City of 25,000 near Atlanta. Excellent climate . . . fine schools. And, good pay! WLAG, P.O. Drawer 1429, LaGrange, Georgia 30240.

Young chief engineer needed for 5kw AM, 3kw FM, top 40 operation. Board shift required. Starting salary reasonable, guaranteed increase. Medium market, low living costs. Type resume to: James C. Vernon, WYGO Radio AM-FM, Corbin, Kentucky 40701.

## NEWS

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

This is a hard one to write. We're used to ad-libbing. That's the kind of newsman we want . . . a broadcast newsman who knows that spoken english is the way to communicate . . . a broadcast newsman who really knows what he wants to put into a newscast. A broadcast newsman who knows how to work with a tape recorder. A newsman who knows! This is a big one. Minimum \$400 weekly. You've got to have solid news experience. Six to ten years anyway. Complete resume. Newscast tape. Tape or adlib or onscene reports. Then we'll see. We're writing just like we want you to broadcast! Simple . . . authoritative . . . direct . . . informative. Box M-272, BROADCASTING.

Newsman wanted for radio/TV air work. Mature appearance and attitude more important than age. Expanding operations. Medium market. Also, combination sports/news man. Send letters only. Box A-129, BROADCASTING.

## News continued

Full time newscaster/reporter, leading central Florida station. Must have mature voice and delivery combined with experience, native intelligence, good news judgment, and desire to dig out news stories. Send tape, resume, photo, all info first letter. Box A-17, BROADCASTING.

Newsman . . . Join Illinois' top-rated news operation. Spend weekends on DJ board shift. News writing and presentation ability a must. Excellent benefits. Send news/dj aircheck, news writing samples and photo to Box A-102, BROADCASTING.

Night news editor-announcer wanted for news oriented adult station. Send tape and resume to WALE, Fall River, Mass. 02722.

Newsman—suburban Washington, D. C. Must be experienced and good! Send latest tape, resume and picture to P.O. Box 589, Arlington, Virginia.

## Program, Production, Others

Experienced programing, production pro interested in outstanding opportunity with growing midwestern chain. Must be mature voice with love of uptempo MOR . . . production skills all-important here. Send tape and resume complete with production samples to Box A-48, BROADCASTING.

Class A FM stereo in Calif. has opening for PD in Feb.—MOR format. Need energy, experience, ideas; be responsible and well organized. Room for advancement with this station and/or company. Box A-64, BROADCASTING.

West coast local opening for man who can effectively program and control tight-country-format—understands local news reporting—can handle short on-air shift either dj or news with programing responsibilities. First phone required. Send tape and full information in first response. Box A-77, BROADCASTING.

Junior commercial copywriter needed for radio station in New York City. Send resume and work samples. Salary open. Mrs. Sharon McCarthy, WWRL, Box 1600, Woodside Station, New York 11377.

Copywriter-production man (or woman) able to develop new ideas and pleasant sounds for eastern North Carolina's most progressive pair; AM that's MOR and regional FM that's C&W. Brief air shift, HGR Broadcasting Company, Box 609, Kinston, N. Carolina. 919-523-4111.

## Situations Wanted Management

A Manager for all seasons—All news, telephone talk, MOR, FM—You name it, I've done it successfully for 15 years. I understand talent. I understand salesmen. I can get people to work for me. I will not lie and can not be bought. I am a professional. I know it, I can prove it, and I'm proud of it. (top numbers in two major markets) I am relocating for family reasons to northeast. I can contribute much to your organization. Available for in-person interview. Write Box A-53, BROADCASTING.

Want to buy a manager, radio or TV? Not a hotshot egotist but one who loves, knows and believes in broadcasting, and isn't afraid of work in exchange for salary plus stock/cash bonus. Experienced in all phases. Prefers small to medium market but will consider all reasonable offers. Box A-54, BROADCASTING.

Higher profits and ratings your goal? Mine too. Pro will manage small or medium market station. Box A-75, BROADCASTING.

Station-promotion or sales manager. Thirty experienced years in radio. I'll make money for you if you'll share it with me. Box A-83, BROADCASTING.

Experienced small market general manager desires to relocate. Experience is based on proven successful record. Aggressive, dependable, strong on sales. Apply Box A-95, BROADCASTING.

General manager available—Seek small or medium market station—Warm climate state. Box A-108, BROADCASTING.

General manager available immediately. 22 years experience in all phases, radio sales manager, sales, announcer. Some TV experience. Last 14 years General Manager radio. Seeking small to medium size market. Phone 602-726-6526, or Box A-109, BROADCASTING.

Radio and/or Television. Seventeen plus years experience—A.S. and B.A. degree in general business administration. Box A-111, BROADCASTING.

Experienced in sales, programing, administration and technical. Seeking to build someone a professional operation. Presently assistant Operations Manager at major station. Married, age 28, first phone. Sincere individuals make me an offer in confidence—I will call you. Box A-113, BROADCASTING.

## Situations Wanted

### Sales

Sell more: Outstanding sales and management background. 11 years radio, TV, general sales manager with troubleshooter ability, integrity and judgment. Employed but anxious to relocate. Box A-52, BROADCASTING.

Salesmanager—group station—college community—8 years experience. Seeks challenging position—New Hampshire—Vermont. Available March. Box A-100, BROADCASTING.

Experienced, capable salesman—No boozier. 28 years old. Wants to work for station who offers consistent and professional sounding programing. Minimum salary \$12,000, presently employed. Write Box A-117, BROADCASTING.

### Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Third endorsed, low modulated voice, single, age 21, draft exempt, no experience but, has driving ambition to succeed. Box M-103, BROADCASTING.

Ambitious, enthusiastic girl, need NY area opening, specialized training—any job to start—tape, resume, picture. Great voice. Let's negotiate! Box M-183, BROADCASTING.

Experienced announcer—MOR, rock, classical. Good on news remotes, spot production. 3rd phone. Seek medium/small market anywhere West. 415-726-2626 collect, or write Box M-229, BROADCASTING.

Soul jock, NYSAS graduate, third phone, beginner, "Good"! Box M-247, BROADCASTING.

Articulate—knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

First phone. Recent announcer school grad., broadcast music background, 2 yrs. college. Wants to be announcer, DJ, newscaster. Available immediately. Resume, tape on request. Box A-5, BROADCASTING.

First phone seeking bright format. Eight years. Married. 30. Box A-42, BROADCASTING.

Sportscaster wants more responsibility. Experience includes Olympic network coverage. Box A-43, BROADCASTING.

Top 40; 1st phone; worked 7 months medium market. Available for northeast. Box A-44, BROADCASTING.

Announcer. Negro. Light experience. Strong. Personality. Tape available. Box A-56, BROADCASTING.

\$10 pro. Smooth, warm, mid-thirtyish, major market voice for sale, by air mail, from New York City. Want to supplement current healthy income by recording your commercials, promos, I.D.'s, etc. on professional equipment. Twenty minutes of your material at 7½ ips for \$10. Free samples. Ten years experience (MOR and top 40) in two top ten markets. Box A-58, BROADCASTING.

Top 40 screamer . . . young voice . . . Drake or personality . . . 5 years experience—Armed Forces and commercial radio . . . third . . . anywhere . . . 914-947-3652, or Box A-59, BROADCASTING.

Now in small New England market and getting nowhere. Experience in MOR, rock, classical, production, news. First phone. Want work anywhere near Boston. Box A-71, BROADCASTING.

Experienced female announcer, middle market only. Commercials, production, third endorsed, some news and promotion. Box A-81, BROADCASTING.

Humorous personality, 10 years, seeks challenge in major market. Wild tracks, voices, one liners. For a thinking broadcaster write Box A-88, BROADCASTING.

Three years experience, third, some college, DJ, news. Box A-92, BROADCASTING.

Add a touch of "Tom Jones" to your air waves. British jock fully experienced in all time slots, now available. Call 716-488-6754 or write Box A-114, BROADCASTING.

1st phone, production and maintenance, 10 years experience, looking for operations manager's position at daytime. Tired of moving and running these darn ads! Want to settle down on livable wage in N.E. Dependable. Box A-115, BROADCASTING.

## Announcers continued

One enzyme active college educated first phone personality, speaks top 40 fluently with current top 10 market accent, seeks polyunsaturated fathead-free diet of deejay/PD duties, major-medium market. 23, married. Tempt me. Box A-116, BROADCASTING.

Experienced rock, tight board, great production, can PD, available now, call 212-896-5159 or Box A-118, BROADCASTING.

One of Fort Wayne's favorite adult radio personalities available to best offer. First phone . . . 39 . . . will relocate. 14 years experience. Call 219-456-2449 or write Box A-119, BROADCASTING.

Let's go! 20 yrs. all except play-by-play. P.D., Production, copy too if you need. Available now! Box A-124, BROADCASTING.

Dan Ingram type mover, production, personality, ready to groove. Can PD. Five figure salary. Call 914-478-0878.

Pleasant afro cultured radio personality aspirant presently earning first class radiotelephone—broadcast engineering has sincere interest in serious challenging soul or top forty announcing format: Lee Parker, Box 1821, Atlanta, Georgia 30301.

First phone announcer, copywriter, 1½ years experience, small or medium market. Prefer announcing and production. Married, desire permanency in good community. Write: Chuck Sonitz, 271 Del Mar, Chula Vista, California 92010.

Let an experienced top 40 jock get it on for you. Draft exempt, will relocate. 3rd phone. Contact Dan Marks, 505 Whippo St., New Castle, Pa. 412-654-3737.

Computer programmer desires play-by-play baseball, basketball job. P.O. Box 13282, Houston, Texas 77019.

Dick LaDonna—Rock personality. Five years experience with ratings. Available permanently to any large market. 205-845-4158. 204 14th St., Nw., Fort Payne, Alabama.

Have talent—want to relocate, family man, broadcasting school graduate, 3rd phone. Strong on news, commercials. Call Jerry Barlow (213) 767-6156.

Young broadcasting school graduate. 3rd phone. Any facet of radio. Chicago area. Robert Plank, 4616 South Fairfield, Chicago 60632, (312) 247-0304.

Beginner—College and broadcasting school graduate. 3rd phone, eager and ambitious. c/o Phil Hardin, Rt. #1, Morristown, Indiana 46161.

I should be broadcasting's "Rookie of the Year", 8 months experience C&W, top 40, MOR, news, sales, copywriting. I've done it all, and well. 215-644-3679.

First phone, college grad, one year experience, pleasant voice, tight board, multi-lingual. They love it when I tell it like it is; They believe it when I tell it like it isn't. Seek permanency in medium market, MOR, not south or midwest, preferably California, preferably near San Francisco. R. Canonica, 7200 Hollywood Blvd., Hollywood 90046, 213-874-0850.

Young, experienced Northeast Broadcast School graduate. Looking for radio news/announcing/production/sales position and or TV production experience. New England/New York region. Third endorsed, draft exempt. Write, or call Brian Haskell, 53 East Street, Fitchburg, Massachusetts 01420, 1-617-343-4679.

1st phone dj top 40 or ? Bill Wade Broadcasting School graduate. 22, single, military complete. Tape, photo and resume on request. Rich Upton, 1841 E. Westinghouse, San Diego, Calif. 92111, 714-277-1633.

Broadcasting school graduate, third phone, beginner, willing to learn all phases. Would like work in/or around northwest Ohio. Resume and tape upon request. Patrick Berlin, 4129 Bennett Rd., Toledo, Ohio 43612.

Did'ja hear about the experienced, mature, hard-working, first phone announcer/dj/newsman, who was offered great opportunities out west, down south and up north, but turned them all down? Seems he's awful stubborn, and only wants to work for a station in suburban New York—New Jersey—Connecticut areas. No outside selling or maintenance. Board work, news or combination. Will also consider substantial investment in growing station. Contact: Larry Kay, 58 Fairview Avenue, Valley Stream, Long Island, New York 11581. 516-791-6557.

## Situations Wanted

### Technical

Chief or transmitter engineer. Ohio, 22 years broadcasting. 12 years chief, AM-FM-DA. Box A-57, BROADCASTING.

Virginia or North Carolina . . . Presently employed engineer experienced in radio and TV desires Chief's position in small to medium market. Family man and desire to make move permanent. Box A-121, BROADCASTING.

Engineer; experienced as chief on directionals; remote control, and construction. Now in Virginia. Box A-128, BROADCASTING.

### NEWS

Uncommonly qualified newsmen offers metro New York seven years radio, four years TV experience. Box A-50, BROADCASTING.

Experienced newscaster/announcer; gathering, writing, TV & R college degree. 3rd endorsed. Prefer south, Florida. Box A-61, BROADCASTING.

Newsman. Eats, sleeps, breathes news. Happiest when giving competition fits. Looking for long term slot with eastern metro outlet where news comes first. Box A-74, BROADCASTING.

Mid-west area seeking job as sports director and newsmen. Three years experience in play-by-play and MOR DJ. Mature, versatile, third endorsed studying for first phone, married, 24, service complete, permanent position. Box A-85, BROADCASTING.

Extensively experienced radio/television newscaster, writer, reporter, editorialist, news director. Politically, governmentally knowledgeable. Desires staff assignment or directorship. Box A-87, BROADCASTING.

Small market radio newsmen, four years experience, desires advancement, radio or TV. Dependable, conscientious, accurate. Married. Will relocate. Box A-101, BROADCASTING.

Newscaster-announcer seeking experience. College grad in speech, broadcast school grad, third endorsed, prior military service. William Lennox, 309 Circle Drive. Lake Bluff, Illinois 60044.

## Programing, Production, Others

Streamline your station. Group programmer desires major market station. Box A-45, BROADCASTING.

Doing talk, cj, news, production, copywriting, sales. Prefer Christian or MOR. Midwest, northwest, Canada, Alaska. Family man, no problems. Box A-51, BROADCASTING.

College grad, married, draft exempt, with major market pacesetter, 6 yrs. experience in production/news—all easy listening, prefer market in mid or southwest but will also consider south. For tape, resume, address Box A-96, BROADCASTING.

Copywriter-announcer. Excellent writing and production skills. One year radio experience, seeking move up with adult MOR station. Acquainted with TV continuity. Offer quantity plus quality. Third phone. Age 27, married. Prefer midwest or Pacific coast. \$500-\$600. Phone 206-682-0384 or write Box A-104, BROADCASTING.

Sports man—radio-TV, 33, dependable, good voice, 8 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-106, BROADCASTING.

First phone veteran . . . 14 years adult radio looking for air plus programing duties. Married, dependable. Call 219-456-2449, or write Box A-120, BROADCASTING.

For over four years I've been growing with my present company in a market of 200,000. I'm a polished professional production man with seven years experience in radio. I've run out of growing room with young pro and your company has room to grow, write me now and I will send all including top recommendations. Frank Newell, 1025 No. 63rd F-10, Lincoln, Nebr. 68505.

Program manager-announcer! First phone. Quality music station. Radio 20 years. Married. (47) \$175.00. 219-436-8781.

1st phone, 6 years experience, PD, college basketball play-by-play, talented, works hard for good salary and position, young, family, excellent references, prefer southwest but will consider elsewhere; Paul Lancaster, 1-915-332-5791.

## Television Help Wanted

### Sales

Experienced, professional, TV salesman to take over regional list. Must be strong on research, experienced in dealing with buying services, barter houses, and house agencies. This list will generate \$40,000 in income to the right man. A combination of rep and local experience would be helpful. ONLY experienced TV salesmen will be considered. Box A-28, BROADCASTING.

### Announcers

Announcer for small market Texas network affiliate. Excellent opportunity for young man starting out or breaking into television. Send resume and salary requirements to Box A-67, BROADCASTING.

### Technical

Microwave chief engineer for growing data network in the Eastern part of the United States. Top salary for the right man. Full responsibility, salary commensurate with qualifications. Reply to Box M-179, BROADCASTING.

First class staff engineer wanted for operations & light maintenance . . . excellent colorized station, great midwestern city, union scale, two weeks paid vacation after one year . . . other benefits. Send complete resume to Box A-4, BROADCASTING.

Chief engineer for major group owner's New England area TV station. Must be aggressive with experience in all phases of TV engineering, operations and management. First class license required. Resume must include experience, education, past salary and expected salary. An equal opportunity employer M/F. Box A-55, BROADCASTING.

Broadcast technician for position with profitable CATV in southeast. Should have knowledge of microwave. Capable of supervision installation of equipment for modest origination. CATV knowledge not essential, but preferred. Box A-89, BROADCASTING.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York, 772-1122.

Engineering supervisor and engineering trainee needed for newly equipped full color operation; Supervisor applicant must have minimum 5 years experience; both positions require first phone. Apply to D. A. Doughty, Director of Engineering, WDCA-TV, 5202 River Road, Washington, D.C. 20016.

Experienced TV studio and transmitter technicians wanted. Please send resume of experience to Director of Engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norcico color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

Immediate opening for young TV-engineer with a first-class knowledge in Ampeg quad, TK 41's operation and maintenance. Here's an opportunity to grow with a young UHF station in a Chicago western suburb. Call 312-897-0466 or write to Mr. Martin Rutsay, 17 S. Stolp, Aurora, Ill. 60504.

## NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-125, BROADCASTING.

Field reporter & I documentary writer/researcher with journalism degree or comparable background for news-documentary department. Contact: Gene Strul, WKCT-TV, Miami, Fla. PLaza 1-6692. An equal opportunity employer.

Newsman . . . News woman . . . experienced in gathering and writing local news, must have a good presentation on the air, write full particulars or phone news director . . . Vernon Lundquist, WINK-TV, Channel 11, Fort Myers, Florida, 813-334-1131.

Newsman with radio or TV experience, eight person combined department. Shenandoah Valley of Virginia. Good place to sharpen skills, all facets of news, with progressive group. Resume audio tape and pix or VTR and salary range first letter to News Director, WWSA TV, Harrisonburg, Va. 22801.

## Programing, Production, Others

TV Producer/Director. Top station needs versatile man. Must have strong background in documentary films as well as studio directing and producing. Will produce and direct news, entertainment, children's programs, prime time specials. Send letter and resume to Box A-37, BROADCASTING.

Producer/director with news and sports background for group-owned eastern VHF. Salary range 9-11 thousand. Box A-82, BROADCASTING.

San Francisco TV station needs graphic artist, experienced in TV production. Send resume to Box A-105, BROADCASTING. Equal Opportunity employer M/F.

Ambitious, creative, well organized Senior Producer/director for challenging new ETV operation with two color studios and remote. No live broadcasting but closed-circuit and net production house. Excellent fringe benefits and unlimited opportunity for professional growth. Salary commensurate with experience. Send full resume to: Dr. Fred Haas, Western Kentucky University, Bowling Green, Kentucky 42101.

## Situations Wanted

### Management

A mature, seasoned and fully experienced General Manager will soon be available. He is a cost-conscious, economy-oriented Administrator, eminent-qualified to manage your station from original application through construction, to on the air. Fully knowledgeable at all Sales levels; capable film buyer; An "Up-through-the-ranks" professional broadcaster, equally at home with Agency, Network or Client; on-camera or microphone, control room or broom closet. Excellent industry references. Presently employed. Your inquiry receives a prompt reply. Box A-29, BROADCASTING.

General Manager—Offers to station all the qualifications for success. Past experience includes putting profitable UHF on the air. In present situation with independent station have reversed previous management's declining market position to highest gains of any station in very competitive market. If you need a highly respected professional keenly motivated for running up profits please contact Box A-35, BROADCASTING.

General manager—national sales manager. Have practiced television 16 years; radio 12. Thoroughly experienced all phases: station-ownership, development, administration, sales management-sales (national and local), programing, film-buying, production, promotion; network announcing-news-casting. College degree. 45. Nationally recognized as successful administrator-troubleshooter. Leader in industry and local, community affairs. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proved capable of producing substantially increased profits, prestige and value. Box A-62, BROADCASTING.

Local television salesman employed major market ad group. Superior track record and experience. Mature, young middle-aged. Can build and lead your local sales force. Box A-76, BROADCASTING.

Operations manager, 10 years experience in all phases of Television. Employed in medium market area. Box A-90, BROADCASTING.

## Technical

Qualified chief engineer, a professional broadcaster, desires position with professional, stable operation. Currently chief of medium market VHF. Experience includes: construction, installation and maintenance of four tube color studio cameras, film chain, and high band VTR's, extensive maintenance experience with transmitters. In depth technical experience along with experience in administration, personnel, budget, and FCC rules and regulations. Familiar with all aspects of station operation. Accustomed to much responsibility. Want station where I can use all of my potential and abilities. Will run your engineering department with a maximum of efficiency. Responsible family man with modest salary requirements. Will consider VHF or UHF in any size market. Have no particular area in mind but prefer general area of southeast. Reply to: William Christman, 3017 Madison Avenue, New Bern, North Carolina 919-638-2748.

## News

Newsfilm Editor—Currently supervise editing of all news film at full-color news-oriented network VHF in Top Ten Market, where newsfilm constitutes seventy percent of each newscast. Desire to work in hard newsfilm editing, television documentary editing, or a combination of both. Experienced young, college graduate, military veteran. Excellent references. Available immediately. All replies answered. Box A-26, BROADCASTING.

## Television continued

### Situation Wanted—News

News Director—Young married man with degree, six years experience in P. R., radio, and TV, two national news awards. Desire move up to news director. Prefer midwest or mountain states. Tape and resume available on request. Box A-39, BROADCASTING.

Cinematographer, getting out of Navy. Ten years experience. Skilled all phases of motion picture and still photographs. Presently with the Armed Forces Television Network in Vietnam. Twenty-seven years old, aggressive, and knows what it takes for top notch news. Experience writing, announcing, and all phases of TV news production. If you're looking for a top notch, aggressive man, available April 70. Box A-40, BROADCASTING.

### Programming, Production, Others

Knowledgeable bottom rung TV artist seeks growth opportunity. Box A-24, BROADCASTING.

Promotion manager in small market desires position in larger market. Experienced in all phases of production and directing. Resume and references available. Write Box A-25, BROADCASTING.

TV film director desires relocation in central New York or New England. Twenty years supervisory experience major VHF station. References. Box A-47, BROADCASTING.

Young man, 27, college graduate, looking for TV production experience. Armed Forces Television background. DJ. Want career. Box A-60, BROADCASTING.

A.D. net OGO seeks major market, east coast. B.A. Eng.-R-TV, 24 single. Resume on request. Box A-72, BROADCASTING.

TV children's personality/experienced radio DJ. Lots of production, and I do many characters. Let's talk. Box A-80, BROADCASTING.

With four years production experience in two major markets, and a college degree—I'm ready to be the most competent assistant director on your staff. Let me send you a resume. Box A-103, BROADCASTING.

Sportsman—radio-TV, 33, dependable, good voice, 8 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-107, BROADCASTING.

### WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Mobile unit. ETV station desires to buy remote truck with or without equipment. Box A-78, BROADCASTING.

We need a set of adapters for PT-6 to use 10 1/2" reels (Magnecord model 93X4) also need NAB Hub adapters. WCUM, P.O. Box 360, Cumberland, Maryland 21502.

Putting new UHF station on air. Need everything—No junk. Cash or terms. Jim Searer, Gen. Mgr., Channel 41, Grand Haven, Mich. 626-842-8974.

Wanted: Cartridge machines to record/play, in play—good condition at low price, prefer Spotmaster or Tapecaster, others considered. Also a low power am transmitter 2-20 watts. W. C. Simon, 152-40 NE 10th Ave., N. Miami Beach, Fla. 33162. 305-945-3959.

### FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolite, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W—Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Tower Erectors Wanted Throughout the United States. Swager Tower Corp., Fremont, Indiana, 46737.

Video recorder—Ampex, VR660 and 1500 operating emu units. Half price. Also monitors and accessory items Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007, 202-965-1300.

Many Towers to be erected in United States. Need Sub-contractors. Contact: Swager Tower Corp., Fremont, Indiana 46737.

Ampex audio recorders, new, other models available. new and used at discount prices. Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007, 202-965-1300.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Duplicator—Ampex 3201 w/one 3202 slave. Factory sealed carton \$7800.00. Shrader Sound Inc., 1815 Wisc. Ave., N.W., Wash., D.C. 20007, 202-965-1300.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Command's "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

"Get that job". Comprehensive guide and report for job seekers. \$2.00. Box L-247, BROADCASTING.

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44, BROADCASTING.

Voice Drop-ins, Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

Sample hilarious intros for top 40, soul. Write: McRichard's Ha-Ha's, Box 717, Roanoke, Va.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Fast customized bingo card service, etc. 515-423-1943. Bingo, Box 270, Mason City, Iowa 50401.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

## 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 Veteran's 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 Veteran's 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.

## 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 April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Feb. 9, March 16, April 20. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

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.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Chicago—one week first phone instruction, Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Washington—one week first phone instruction, Feb. 19th-25th, for our audio-visual students. Bob Johnson, 1060 Duncan, Manhattan Beach, Calif. 90266.

San Francisco's original course for FCC license in six weeks. Now starting our second year of successfully preparing our students to pass the FCC examination. Enrolling for Jan. 26, March 16, May 4, June 15. Success guaranteed. Free placement. School of Communication Electronics, 150 Powell St., S.F., Calif. 94102. (415) 392-0194.

No: Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

## RADIO—HELP WANTED

New station in major Northeast market needs:

ANNOUNCERS—NEWSMEN  
SALESMEN—ENGINEERS

Contact Tony Lupo or Skip Panton at  
201-352-3500

## Help Wanted—Sales

### SELL AUTOMATION EQUIPMENT

Midwest and Southwest territories open

Be a full-time area sales manager for the leading supplier of automated control equipment and tuned music services for radio. Sales, related engineering or broadcast management experience essential. Our men in other territories earning \$25,000 to \$45,000. Draw and all expenses paid. Send resume to:

Irv Law, VP, Sales, IGM, P. O. Box 943,  
Bellingham, Wash. 98225.





**Sales continued**

**FILM SALES OPPORTUNITIES**

Two immediate openings for regional sales-manager positions with America's largest independent feature film company. \$35,000 potential average annual earnings. Northeast and Midwest areas open. Send resume and availability dates for interview to Box A-99, Broadcasting.

**WE'LL INVEST IN  
A TV  
SALES EXECUTIVE**

The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. If he isn't one already. He has had TV or radio sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies and local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important position with one of the fastest growing CBS affiliates.

If you fit the picture, you'll live in a pleasant, medium sized midwestern community. You'll start at up to \$7,800 depending upon your background, and you'll move ahead rapidly with a major group UHF station and the market's finest facility. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box A-63, Broadcasting.

**Announcers**

**TV ANNOUNCER**

Are you ready to make the right move? WLW-C, Avco Broadcasting Corporation in Columbus, Ohio is seeking an experienced well-rounded announcer, capable of performing news, weather, and sports assignments on a top-notch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send a video tape and resume to:

Tom Roper, 3165 Olentangy River Road, Columbus, Ohio 43202.

**Technical**

**Midwest**

TV Chief Engineer for well established VHF station. Prefer candidates with E.E. degree or equivalent. Starting salary up to \$20,000.00 depending on experience. Confidential. Write: Box A-23, Broadcasting.

**Programing, Production, Others**

**WANTED!**

Experienced professional meteorologist, with air skills, for Top Ten market weather reporting. Radio, plus opportunity for future network and television. Send resume and voice tape to:

Box A-86, Broadcasting.

**Situations Wanted**

**Announcers**

**Southern California's Top  
TV Personality**

Host and Producer of #1 Rated Morning Show for Over 9 Years Large Market Only—Brochure on Request.

Bob Mills, 5645 Dartford Way, San Diego, Calif. 92120 phone 714-582-2330

**NEWS**

**SEATTLE-PORTLAND  
SAN FRANCISCO-L.A., SAN DIEGO**

A fresh approach to the news. 2 man newsteam currently in medium market ready for big one. Will gather, produce and air early and late. 2 pro's that really compliment each other. Informal yet informative. Award winning. Have top meteorologist too.

Box A-73, Broadcasting.

**FOR SALE—Equipment**

**NEW AND USED RF EQUIPMENT**

- One used Adler UST-10, 10-watt UHF transmitter.
- One RCA TTU-25 UHF transmitter tuned to Channel 30.
- Seven Maloney power transformers used with GE TT-25 UHF television transmitter. Unused. In excellent condition.
- Five filter chokes used with GE TT-25 UHF television transmitter. Unused. In excellent condition.
- Two used GE filterplexers used with GE TT-25 transmitter, one each on Channels 22 and 34.

Box A-112, Broadcasting.

**Employment Service**

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BY BROADCASTERS • FOR BROADCASTERS**

Serving the broadcasting profession with competent management personnel in these areas: Management, Sales, Engineering, Announcing, Bookkeeping, Traffic, Secretaries. Send us your resume or tape, or visit us if in the area.

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**INSTRUCTIONS**

**R E I**

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5 WEEKS  
TOTAL TUITION \$360  
ROOMS and APTS. \$15-\$20  
PER WEEK**

**ATTEND SCHOOL IN  
Glendale, Calif.  
Fredericksburg, Va.  
Kansas City, Mo.**

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Sarasota, Fla. 33577  
Call 813-955-6922**

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Miss.	small	daytime	135M	29%	Fla.	small	fulltime	100M	Nego
Texas	small	AM & FM	100M	cash	south	small	CATV	15M	cash
N.H.	medium	fulltime	90M	29%	La.	medium	daytime	75M	15M
Ohio	medium	AM & FM	225M	29%	Wash.	metro	daytime	70M	29%
Ore.	metro	daytime	115M	29%	Ks.	metro	FM	65M	50%

**CHAPMAN ASSOCIATES**  
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

**FOR SALE—Stations**  
continued

**South Station**

Suburban, major market, radio station in South. Needs management. \$250,000. Liberal financing possible to responsible persons.

Box M-263, Broadcasting.

**NORTHWEST**

... fulltime ... doing \$250,000 yearly  
... good cash flow ... asking \$275,000  
cash or \$325,000 terms.

**HAWAII**

... excellent facility ... power station.  
Several large CATV systems available.

**TOP 20 MARKET**

... fulltime 5kw ... \$750,000 on terms.

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**CATV**

Several small S.E. markets

Tom Carr, Broker, P.O. Box 66,  
Atlanta, Ga. 30301

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Los Angeles Washington

Announcing the opening of an East  
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**STATIONS FOR SALE**

1. TEXAS. Exclusive. \$63,000. Terms.
2. WEST SOUTH CENTRAL. Exclusive. Full time. \$40,000 down. SOUTHERN CALIFORNIA. Full time AM-FM. \$200,000. Terms.
3. CALIFORNIA COAST. Prestige market.
4. \$300,000. Terms.

**Jack L. Stoll  
and ASSOCIATES**

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Los Angeles, California 90028  
Area Code 213-464-7279

**Work is something  
the handicapped  
can do.  
Hire them.**

The President's Committee  
on Employment of the Handicapped  
Washington, D.C. 20210

(Continued from page 76)

- Christensen Broadcasting Co., Humboldt, Iowa. Requests KHET(FM).
- Prestonsburg Community College, Prestonsburg, Ky. Requests \*WUKP(FM).
- North Carolina Central Broadcasters Inc., Dunn, N. C. Requests WQTI(FM).

**Existing FM stations**

**Final actions**

- WCNA-FM Scottsboro, Ala. — Broadcast Bureau granted CP to install new trans. and ant.; ant. height 400 ft.; remote control permitted. Action Dec. 30.
- KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted license to operate; studio and remote control location 106 South Lincoln St., Santa Maria, Calif. Action Dec. 24.
- \*KCBL-FM Greeley, Colo.—Broadcast Bureau granted CP to change trans. location to Turner Hall, Colorado State College-West Campus, Greeley; change type trans. and ant.; make changes in ant. system; ant. height 175 ft.; ERP 3 kw; remote control permitted; change frequency to 91.5 mc. Action Dec. 29.
- \*KWBI(FM) Morrison, Colo. — Broadcast Bureau granted mod. of CP to extend completion date to June 24, 1970. Action Dec. 30.
- WMOD(FM) Washington—Broadcast Bureau granted license covering changes; studio and remote control location 1680 Wisconsin Ave., N.W., Washington. Action Dec. 31.
- WLBE-FM Leesburg, Fla.—Broadcast Bureau granted license covering changes. Action Dec. 24.
- WTWC(FM) Urbana, Ill.—Broadcast Bureau granted license covering changes. Action Dec. 31.
- WTTV-FM Bloomington, Ind.—Broadcast Bureau granted license covering changes; remote control 0.6 mi. southeast of Trafalgar, near Trafalgar, Ind. Action Dec. 31.
- WXAX(FM) Elkhart, Ind.—Broadcast Bureau granted mod. of CP to change type ant.; ant. height 195 ft.; ERP 50 kw; condition. Action Dec. 24.
- \*WECI(FM) Richmond, Ind.—Broadcast Bureau granted CP to change trans. location to Ruyana Carter Earham College, Richmond; studio location Box 1239, Earham College, Richmond; change type trans. Action Dec. 30.
- KRNT-FM Des Moines, Iowa — Broadcast Bureau granted mod. of CP to extend completion date to July 1, 1970. Action Dec. 19.
- KIFG-FM Iowa Falls, Iowa — Broadcast Bureau granted license covering changes. Action Dec. 31.
- WGGC(FM) Glasgow, Ky.—Broadcast Bureau granted license covering changes. Action Dec. 31.
- WBZ-FM Boston—Broadcast Bureau granted CP to install trans.; change type ant.; make changes in ant. system; ant. height 760 ft.; ERP 18 kw. Action Dec. 23.
- \*WTBS(FM) Cambridge, Mass.—Broadcast Bureau granted CP to change trans. and studio location to 142 Memorial Drive, Cambridge; change type ant.; make changes in ant. system; remote control permitted. Action Dec. 19.
- WCHD(FM) Detroit — Broadcast Bureau granted mod. of CP to extend completion date to May 7, 1970. Action Dec. 23.
- WGGI-FM Houghton, Mich. — Broadcast Bureau granted mod. of CP to extend completion date to Feb. 18. Action Dec. 31.
- KWLM-FM Willmar, Minn. — Broadcast Bureau granted license covering changes. Action Dec. 31.
- WNLA-FM Indianola, Miss. — Broadcast Bureau granted license covering changes. Action Dec. 31.
- WCTC-FM New Brunswick, N. J.—Broadcast Bureau granted mod. of CP to extend completion date to July 9. Action Dec. 31.
- WBNY-FM Buffalo, N. Y.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Dec. 29.
- WVNO-FM Mansfield, Ohio — Broadcast Bureau granted license covering changes. Action Dec. 31.

- KMMM-FM Muskogee, Okla. — Broadcast Bureau granted CP to replace expired permit. Action Dec. 31.
  - WVCC(FM) Linesville, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to July 9. Action Dec. 31.
  - WPRP-FM Ponce, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1970. Action Dec. 23.
  - WFLT(FM) Franklin, Tenn. — Broadcast Bureau granted mod. of CP to change ant. trans. location to 1.5 mi. southwest of Franklin on Old Southall Cutoff, Franklin, Tenn.; change studio location to Carter's Creek Pike, Franklin; remote control location to 1.5 mi. southwest of Franklin. Action Dec. 19.
  - WFLT(FM) Franklin, Tenn. — Broadcast Bureau granted license covering changes. Action Dec. 29.
  - WHNR(FM) McMinnville, Tenn.—Broadcast Bureau granted license covering changes. Action Dec. 31.
  - Radio Station KINE Inc., Kingsville, Tex. —Broadcast Bureau granted mod. of CP to change type trans. and ant. of FM; ant. height 130 ft.; ERP 3 kw; remote control permitted. Action Dec. 29.
  - \*WFMQ(FM) Lebanon, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1970. Action Dec. 30.
  - KWAM-FM Memphis — Broadcast Bureau granted CP to make changes in transmission line. Action Dec. 30.
  - WHWB-FM Rutland, Vt.—Broadcast Bureau granted mod. of CP to extend completion date to July 25. Action Dec. 31.
  - WEZR(FM) Manassas, Va. — Broadcast Bureau granted mod. of license covering change in name of licensee to E Z Communications Inc. Action Dec. 31.
  - WYFI(FM) Norfolk, Va. — Broadcast Bureau granted CP to change trans. and studio location to Broadway and Holly Ave., Norfolk; change type trans. and ant.; make changes in ant. system; ant. height 205 ft.; ERP 50 kw; condition. Action Dec. 30.
  - KIRO-FM Seattle — Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ant. height to 730 ft.; ERP 100 kw. Action Dec. 19.
  - KNDX(FM) Yakima, Wash. — Broadcast Bureau granted mod. of CP to extend completion date to June 7 (Doc. 15937). Action Dec. 31.
  - WVLE(FM) Kaukauna, Wis. — Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 200 ft. Action Dec. 31.
  - WWLA(FM) La Crosse, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Dec. 24.
  - Daum-Cencky and Co., Ltd., Neenah-Menasha, Wis.—Broadcast Bureau granted mod. of CP to extend completion date of FM to June 2, 1970. Action Dec. 24.
- Action on motion**
- Hearing Examiner Arthur A. Gladstone in Sacramento, Calif. (Town and Country Broadcasters Inc.), renewal of license of KJML(FM), designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Feb. 2, 1970 and hearing for March 2, 1970 (Doc. 18773). Action Dec. 18.
- Call letter application**
- WCLO-FM, Gazette Printing Co., Janesville, Wis. Requests WJVL(FM).
- Call letter actions**
- WLAE(FM), WLVH Inc., Hartford, Conn. Granted WLVH(FM).
  - WJBK-FM Storer Broadcasting Co., Detroit. Granted WDEE-FM.
  - WSWM(FM), Panax Corp., East Lansing, Mich. Granted WFMK(FM).
- Renewal of licenses, all stations**
- Broadcast Bureau granted renewal of license for WRGM Richmond, Va., subject to condition that assignment of license be consummated within 45 days and commission be notified. Action Dec. 29.
  - Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, scheduled prehearing conference for Dec. 29 (Doc. 18500). Action Dec. 24.
  - Broadcast Bureau granted renewal of licenses for following: WABC-TV New York;

WAVY-TV and WCVU both Portsmouth, Va.; WKWK Wheeling, W. Va.; WLPW Suffolk, Va. Actions Dec. 19.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KHVH Honolulu; KNBA Vallejo, Calif.; KVVO-FM Cheyenne, Wyo.; WAIM Anderson, S. C.; WANC-TV Asheville, N. C.; WCAC(FM) Anderson, and WDSC-AM-FM Dillon, both South Carolina; WFMX(FM) Statesville, N. C.; WJLS Beckley, W. Va.; WLMS Leominster, Mass.; WSIC Statesville, N. C.; WSTP-AM-FM Salisbury, N. C.; WSVS-AM-FM Crew, Va.; WTIK Durham, N. C.; WTRA Latrobe, Pa. Action's Dec. 24.

## CATV

### Application

■ Greeley Video Inc.—Requests distant signals of KTLA(TV), KHFTV, KTTV(TV) and KCOP(TV) all Los Angeles, and XEJ(TV), Juarez, Mex., to Greeley, Colo. (Denver, Colo. ARB-39). Ann. Jan. 2.

### Actions on motions

■ Chief, Office of Opinions and Review in Williamsport, Pa. (Citizens Cable Inc. and Williamsport TV Cable Co.), CATV proceeding, granted motion by Taft Broadcasting Co. and extended time for filing until five business days following action on joint request for approval of agreement filed by Taft Broadcasting Co. and Newhouse Broadcasting Corp. on Dec. 11 (Doc. 18581). Action Dec. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in La Crosse, Wis. (American Cablevision Corp.), CATV proceeding, ordered record reopened; scheduled a further conference for Dec. 30 (Doc. 18629). Action Dec. 23.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecable Corp.), CATV proceeding, on request of Cardinal rescheduled hearing for Jan. 30, 1970 (Doc. 18694). Action Dec. 24.

## Translator actions

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K07CS, K10CP and K12CL all Quinalt; K09BH, K11BQ and K13EM all Mazama; K09BL, K11BM and K13BN all Methow; K08AY, K10BD and K12BA all Winthrop-Twisp, all Washington. Actions Jan. 5.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF translators to June 30, 1970: W42AA Yauco, W46AA Guayama and W83AO Jayuya, all Puerto Rico. Action Dec. 30.

■ K74CS San Ardo and Bradley, both Calif.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator station. Action Dec. 29.

■ K09BN Plains, Mont.—Broadcast Bureau granted CP to change frequency of VHF translator ch. 9 to ch. 11; change type trans.; make changes in ant. system; change call sign to K11JP. Action Dec. 22.

■ K08DS Quemado, N. M.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 8 to ch. 9; change trans. location to four miles west of Quemado and one mile north of present location; change type trans.; make changes in ant. system; change call sign to K09JK. Action Dec. 19.

■ K02FT Gold Hill, Ore.—Broadcast Bureau granted mod. of CP to change principal community of VHF TV translator station to add Tolo-Seven Oaks, Ore.; change type trans.; make changes in ant. system. Action Dec. 19.

■ K81AI Marfa and Valentine, both Texas—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Dec. 29.

■ K06EK Menard, Tex.—Broadcast Bureau granted license covering new VHF translator station; specify name as Menard T-V Co-Op. Action Dec. 22.

■ Hot Springs Booster TV Inc., Thermopolis, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Thermopolis, Lucerne District and Owl Creek District on ch. 5 by rebroadcasting KTWD-TV Casper, Wyo. Action Dec. 30.

## Ownership changes

### Applications

■ KPAT-AM-FM Berkeley, Calif.—Seeks assignment of license from KPAT Inc. to Horizons Communications Corp. of Calif. for \$1,427,350. Sellers: Diekens J. Wright, president et al. Buyers: Edward W. Wood Jr., chairman of board, Jerome Feniger, president, William Mulvey, secretary. Messrs. Wood, Feniger and Mulvey own WRIV-TV Riverhead, N. Y., and each 25% of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Ann. Dec. 19.

■ WKOG(AM) Gordon, Ga.—Seeks assignment of license from Cyler D. Garner, debtor in possession, to Piedmont Broadcasting Co. for the purpose of forming a new corporation. Principals: Alfred Dienert, chairman of board, Walter F. Bennett, vice president (each 25.5%), Cyler D. Garner, president (29%), and D. C. Hardie, secretary-treasurer (20%). Messrs. Dienert and Bennett each own 50% of advertising agency. Mr. Garner is physician and owns medical center. Mr. Hardie owns general contracting firm. Ann. Nov. 26.

■ WBTA(AM) Batavia, N.Y.—Seeks transfer of control of Batavia Broadcasting Corp. from Harriett S. Gamble, executrix of estate of Edmund R. Gamble (50% before, none after) deceased, to Harriett S. Gamble (none before, 50% after). No consideration involved. Ann. Dec. 29.

■ KFLD(AM) Floydada, Tex.—Seeks transfer of control of West Texas Broadcasters Inc. from Alma Holmes, B. A. Robertson and Marshall Formby (as a group, 100% before, none after) to Vernon Eubank (none before, 34% after), Cecil C. Park and James R. Auddell (each none before, 33% after). Consideration: \$85,000. Principals: Mr. Auddell is former sales manager and assistant station manager of KCTX(AM) Childress, Tex. Messrs. Park and Eubank each own 50% of drug store and are pharmacists. Ann. Dec. 3.

### Actions

■ KZAZ(TV) Nogales, Ariz.—Broadcast Bureau granted sale of stock of I. B. C. from International Broadcasting Co. (3% before, none after) to Mrs. Carlotta C. Kirkeby (14.75% before, 17.75% after). Consideration: \$20,000. Action Dec. 24.

■ WCJU(AM) Columbia, Miss.—Broadcast Bureau granted transfer of control of WCJU Inc. from Lester Williams (71.6% before, 31.6% after) to Marion E. Bullock (10% before, 51% after). Consideration: \$12,500. Action Dec. 24.

■ KVLH(AM) Pauls Valley, Okla.—Broadcast Bureau granted assignment of license from Anderson Broadcasting Service to Garvin County Broadcasting Inc. for \$111,000. Seller: Edwin A. Anderson, sole owner. Buyers: Phelps County Broadcasting 100%. Dale W. McCoy Jr., 60%, et al. Phelps County Broadcasting owns KTRB(AM) Rolla, Mo. Mr. McCoy owns KCRB(AM) Chanute, Kan. Action Dec. 24.

■ WPAZ(AM) Pottstown, Pa.—Broadcast Bureau granted transfer of control of Pottstown Broadcasting Co. from Herbert Sinsberg, Ralph E. P. Mellon, Charles E. Mellon and Margaret Livine (as a group, 55% before, none after) to Herbert Scott (45% before, 100% after). Consideration: \$330,000. Action Dec. 30.

■ KJIM(AM) Fort Worth—Broadcast Bureau granted assignment of license from KJIM Broadcasting Co. to Broadcast Consultants Corp. for \$430,000. Sellers: Everett S. and C. D. Sallee and Broadcast Consultants Corp. (jointly 100%). Buyers: Tracy-Locke Inc. (97.5%), and Howard E. Fisher, president (2.5%). Principals of Tracy-Locke: Morris L. Hite, president (40.82%), et al. Tracy-Locke, a Dallas based advertising agency, owns KCNW(AM) Tulsa, Okla. Mr. Fisher has interest in Tracy-Locke and is TV and radio director for that company. Action Dec. 19.

■ KWED(AM) Sequin, Tex.—Broadcast Bureau granted transfer of control of Sequin Broadcasting Co. from Mrs. Edith O. Kiel (51% before, none after) to Stanley W. McKenzie (4.5% before, 55.5% after). Consideration: \$92,565. Principals: Mr. McKenzie is general manager of KWED. Action Dec. 29.

■ WILA(AM) Danville, Va.—Broadcast Bureau granted assignment of license from Baron Broadcasting Corp. to WILA Inc. for \$325,000. Sellers: Ralph and Judith Baron (jointly 83.2%). George J. Lund (8.4%), Mr. and Mrs. Baron each own 40% of WENZ Highland Springs, Va., and 25% of WCUM-AM-FM Cumberland, Md. Buyers: Neill Mc-

Millan (8.4% before, 50% after) and Frances McMillan (none before, 50% after), Action Dec. 31.

■ WRGM(AM) Richmond, Va.—Broadcast Bureau granted assignment of license from 1540 Radio Inc. to Continental Communications Inc. for \$200,000. Sellers: John Edward Grigg, president, et al. Buyers: Henry C. Wilson, president-treasurer (26.23%), Quanta Systems Corp. (26.81%), et al. Buyers own WPDX(AM) Clarksburg, W. Va., and WNBETV New Bern, N. C. Action Dec. 29.

■ WOMT(AM) Manitowoc, Wis.—Broadcast Bureau granted assignment of license from Manitowoc Radio Inc. to Seehafer and Johnson Broadcasting Corp. for \$275,000. Sellers: Wisconsin Fuel and Light Co., 100%. Harry K. Wrench Jr., vice president, votes stock for Wisconsin Fuel and Light. Buyers: Donald W. Seehafer and Robert C. Johnson (each 50%). Buyers own KRBI-AM-FM St. Peter, Minn. Action Dec. 29.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Jan. 6. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Hillsborough county, Fla.—Five firms have applied for a franchise in the unincorporated areas of the county: T M Communications Co. (multiple CATV owner), a subsidiary of the *Los Angeles Times*; Golden Triangle Corp., a subsidiary of Coaxial Communications; Century CATV Inc.; Rahall Communications Corp., St. Petersburg, Fla.; and Teleprompter Cable TV, New York (multiple CATV owner). TM proposed to pay the county \$54 for each mile of county-owned right-of-way used; Golden Triangle offered \$25,000 after the third year; Century offered 27 cents per month per customer, and a minimum of \$6,000 annually after the second year of operation; Rahall proposed 8% of its gross annual revenue, and an annual minimum of \$10,000; and Teleprompter's offer contained no specifics.

■ Kokomo, Ind.—C&H Video Cable Corp., Kokomo, has applied for a 25-year, non-exclusive franchise. The firm will provide 12 channels and charge subscribers a maximum of \$20 for installation and \$4.95 monthly.

■ Natick, Mass.—Charles River Cable Television Co. has applied for a franchise. The firm would charge subscribers \$14.95 for installation and \$5.95 monthly.

■ Detroit—A group of local black businessmen, including the owners of WCHB(AM) Inkster, Michigan, have applied for a franchise. Subscribers would be charged from \$10 to \$20 for installation, and \$5 monthly.

■ Forest, Miss.—Vu-more CATV Inc., New Orleans, has been granted a 25-year franchise. Mrs. Jean Coppinger is president of the firm.

■ North Plainfield borough, N. J.—Plainfield Cablevision Inc. has been granted a franchise. The firm will pay the township \$1,000 annually, plus 5% of the gross monthly income.

■ Rochester, N. Y.—Five firms have now applied for a franchise: Landmark Communications Inc., Norfolk, Va. (multiple CATV owner); Cable Television of Rochester Inc., which is affiliated with Coaxial Systems Inc. (multiple CATV owner); Monroe Cablevision Inc., owned by WROC-TV, WHEC-TV, WKOR-TV, all Rochester, and Stromberg-Carlson Division of General Dynamics; Time-Life Cablemedia of Rochester Inc., in which Time-Life Broadcast, New York (multiple CATV owner), has an interest; and People's Cable Corp.

■ Gordonsville, Va.—American Telesystems Corp., Bethesda, Md., has applied for a 20-year franchise. The firm will provide at least 12 channels and pay the city 3% of the gross annual income.

■ Tacoma, Wash.—Four firms have applied for a franchise: Cable TV Puget Sound, a division of Tribune Publishing Co.; Tacoma Cable Co.; Telecable Communication Corp., Norfolk, Va. (multiple CATV owner); and Nation Wide Cablevision Inc., San Carlos, Calif. (multiple CATV owner).

■ Lake Geneva, Wis.—Southern Wisconsin Co. Inc. has been granted a 10-year, non-exclusive franchise. The firm will pay the city \$1,000 the first year, with an additional \$1,000 each succeeding year.

On Dec. 17, 1939—early in World War II and after Hitler's panzers had crushed Poland—a beleaguered Britain's morale received an inspiring boost from a bloody, dramatic sea battle that ended in the harbor of Montevideo, Uruguay. The story was described for a listening Allied world by newsmen on Raul Fontaina's Radio Carve in Montevideo. The ignominious but violent end of the German pocket battleship Graf Spee, blown up by her crew three days after a running battle with the British cruisers Ajax, Achilles and Exeter, was within sight of a shore lined with more than 300,000 persons. Radio Carve reporters not only described the final act, but were credited as first to report that there had been a battle and that the German quarry would be scuttled, despite strong denials by German sources and Montevideo newspapers.

One of the more sensational of Radio Carve's performances, the Graf Spee's death only added to a long string of news firsts for Raul Fontaina.

Señor Fontaina is owner of Radio Carve (cx16, cx13), La Voz del Aire (cx24) and Sociedad Anonima de Emisoras de Television y Anexos (SAETA-TV) channel 10, all in Montevideo.

Raul Fontaina has an impressive history of news beats in a long career on the air. He has been and still is a vigorous fighter for freedom. Often the struggle has been at great personal risk. It was the constant irritant of Fontaina's Radio Carve criticizing Argentina's dictator Juan Peron that brought a threat the transmitter would be bombed. Only the hasty flight of the dictator may have saved the transmitter. The pilot of the plane simply ignored the orders and skipped the target.

Tall, handsome, distinguished and bounding with kinetic energy, Señor Fontaina moves about his studios with a sprightliness that belies his age. He is part of the operation and plunges in to do the things that he sees need doing—whether pounding a nail in the wall to hang a picture or finishing a script at deadline. He is famous for a wit that was honed in college days when with several fellow students he founded the comic theater group, Troupe Ateniense. The group became very popular in Montevideo. It gave annual shows satirizing political and social events of the time.

But Raul Fontaina is best known among broadcasters knowledgeable about Latin American broadcasting for his unrelenting fight in the interest of freedom.

Arch Madsen, president of the Bonnevill station group based in Salt Lake City, and chairman of the National

## A broadcaster in Uruguay who is not easily intimidated

Association of Broadcasters ad hoc international-relations study committee, says: "How Raul Fontaina put his life and property in jeopardy to help bring Peron's downfall is truly one of the great stories of broadcasting's power in mankind's battle for freedom."

Frequently during his broadcast career, Señor Fontaina has faced difficult political pressures because of his defense of liberty. His stations have been put off the air at times for brief periods. "Misfortunes," he calls the incidents, that only encouraged his firm belief in freedom. During World War II he consistently promoted the Allied cause. During these years his prestige increased and gave credence to his 12-year fight against dictator Peron. It has been said that Radio Carve, its 50 kw power covering all of Uruguay and

much of Argentina, was one of the most important factors in the downfall of the Peron regime.

Señor Fontaina is a newsman's newsman. He believes that every report must be credulous and accurate.

Raul Fontaina, as many other newsmen of past years, began his career in journalism as a sports writer then as a radio sports reporter. He began his sports writing as a sideline with *El Pais* and *El Diario* and then *Imparcial*, all in Montevideo. *Imparcial* sent him to Paris to cover the 1924 Olympic games. His first broadcasting was of sports events. In 1930 he left *Imparcial* to join a local station. He gave a humorous treatment to sports reporting. He was later joined by his brother Roberto and by his present business partner, Juan E. De Feo.

In 1932 Messrs. Fontaina and De Feo rented Radio Carve, which Mr. Fontaina now owns.

Mr. Fontaina has been programing news since 1931. His credo:

"... to assist the people at any sacrifice, offering broadcasting as the modern communications medium."

Radio Carve concentrated on news and Mr. Fontaina founded another station to cover sports. The second station was La Voz del Aire.

The new station and Radio Carve were incorporated in 1941 as Sadrep Ltda. with Raul Fontaina as president and general director and Mr. De Feo as technical director.

On Dec. 7, 1956, Mr. Fontaina established Uruguay's first television station, SAETA-TV on channel 10.

Mr. Fontaina is well-known abroad because of his participation in international broadcasting conferences. He founded the National Association of Uruguayan Broadcasters and was its vice president and then president, and is a leader in the Inter-American Broadcasting Association.

The U.S. National Association of Broadcasters, in March 1969, presented its first international broadcasting award to Señor Fontaina in ceremonies at its convention in Washington.

At that ceremony NAB President Vincent T. Wasilewski said the award was "recognition to Raul Fontaina for his years of devoted service to the preservation of free broadcasting in Latin America, for his contribution as a pioneer in the development of radio and television in his country."

Mr. Fontaina has continued his involvement in public affairs. His latest concern is with bringing stability to Uruguay's inflation-ridden economy. Twenty of his proposals for placing the economy on an even keel were adopted last year by the present Colorado party government of his close friend, President Jorge Pacheco Areco.

### Week's Profile



*Raul Fontaina—president and director general of Sadrep Ltda. which owns Radio Carve (cx16, cx13) and La Voz del Aire (cx24) and president of Sociedad Anonima de Emisoras de Television y Anexos (SAETA-TV, channel 10), all in Montevideo, Uruguay; b. June 22, 1901, Montevideo; employed 31 years at Pension and Retirement National Fund; sports writer El Pais and El Diario, later Imparcial; began broadcasting in 1930; rented Radio Carve 1932; second station acquired 1935, La Voz del Aire; founded SAETA-TV, channel 10, in 1956; m. Maria Celia Minelli, May 31, 1941; children—Raul, Milton, Pablo, Maria Celia.*

# Editorials

## Prudent way out

Two more strike applications against existing television stations have been filed, these in Florida, in tribute to the near anarchy now prevailing in the FCC's license-renewal procedures. More and more are certain to be filed until the government restores order.

One attempt to straighten things out is being made by FCC Chairman Dean Burch who, as reported in a "Closed Circuit" item in this publication Dec. 29, 1969, is urging his colleagues to adopt a new policy statement. The statement would commit the FCC to give preference to an existing licensee who, in a comparative hearing with a rival applicant, proved he had substantially served the needs and interests of his audience.

The principle advanced by Mr. Burch's draft is hardly revolutionary. It would do no more than to revive an FCC policy that had stood for 20 years until, in a freak vote by only four of the seven commissioners, it was scrapped in a decision that awarded the channel of the Boston *Herald-Traveler's* WHDH-TV to a rival applicant. It would do less than the amendment to the Communications Act proposed by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. The Pastore bill (S-2004) would prohibit the FCC from accepting applications for occupied facilities unless it had first found the occupants disqualified to go on operating.

The Burch approach, being milder than the Pastore, may also be less vulnerable to political attack. Not in memory has any proposal involving broadcasting been subjected to more distortion than has the Pastore amendment.

A chief argument used by opponents, after invention in the offices of FCC Commissioner Nicholas Johnson, likens the broadcaster at renewal time to the elected official at election time. This argument says that the Pastore bill, applied to politics, would require an incumbent to be impeached before anyone else could run for his office.

A less twisted version of the same reasoning would make it obvious that as matters now stand, with the WHDH case as precedent, the incumbent broadcaster who stands for "re-election" is prevented from running on his record. The three-member "majority" that gave WHDH's channel to an untested competitor expressly eliminated from consideration the history of WHDH's service to the public. The award was made because the winner had no other media ties and promised more integration of ownership and management. Upon issuance of that decision every licensee with multimedia holdings or numerous stockholders became a target.

Which is it to be—the Burch statement adopted as FCC policy or the Pastore bill as legislation? Perhaps an accommodation can be made. But the end product must be legislation or legislative direction that cannot be easily ignored. As the FCC itself proved in the WHDH case, FCC policy can be brushed aside at the whimsy of as few as three commissioners.

If politics is the art of the possible, the politic solution here may be the adoption of the Burch statement as FCC policy, the official recognition of the statement by the Senate Communications Subcommittee and the deferral of action on the Pastore bill with the understanding that the FCC will not change the Burch policy without authorization from the Hill. That would give the broadcasters a reasonable measure of protection at the avoidance of the grinding job of getting legislation from both Senate and House.

## Tolls and lines

For the first time since the beginning of interconnected broadcasting nearly a half-century ago, there emerges the prospect of competition in the common-carrier field.

Interlocking companies, including Microwave Communications Inc. in the Middle West and MCI Pacific Coast Inc., as well as data-processing entities, are venturing into the communications service field with projected ground-based microwave systems. They are oriented more toward data transmission but they can develop the interconnection capability for TV and radio, to offer competition, albeit limited, to AT&T.

The magnitude of the recent AT&T rate increases has already triggered vexing problems for networks and their affiliated stations. NBC-TV and CBS-TV have ordered cuts in affiliate compensation to offset at least part of the hikes, but at the same time are adding commercial availabilities in their late-night programming to the chagrin of some broadcasters who feel they are now overloaded.

The third network—ABC-TV—has decided to absorb all of its inconnection increase at least for the first year.

In 1940 broadcasters were faced with a dilemma. The American Society of Composers, Authors and Publishers had served notice it wanted sharply increased royalties. Since there was no other source of music supply except for the antiquities in the public domain, broadcasters were forced to create their own, and Broadcast Music Inc. was born. BMI gradually established a position as a competitor in what had been substantially a closed music market. There are still problems in music licensing, but where competition exists, bargaining is possible.

If reasonable interconnection traffic were asked by AT&T, broadcasters would not be driven to search for alternatives. In its long history AT&T, until quite recently, has been regarded as expertly managed and unsurpassed in its relations with government, public and industry. AT&T has been the quintessence of corporate dignity—the biggest and most respected American institution next to government itself. Lately the image seems to have tarnished.



"Bureau of missing persons? That long lost husband in Secret Storm is doing a beer commercial right now!"



## COPS & ROBBERS IS NOT A GAME!

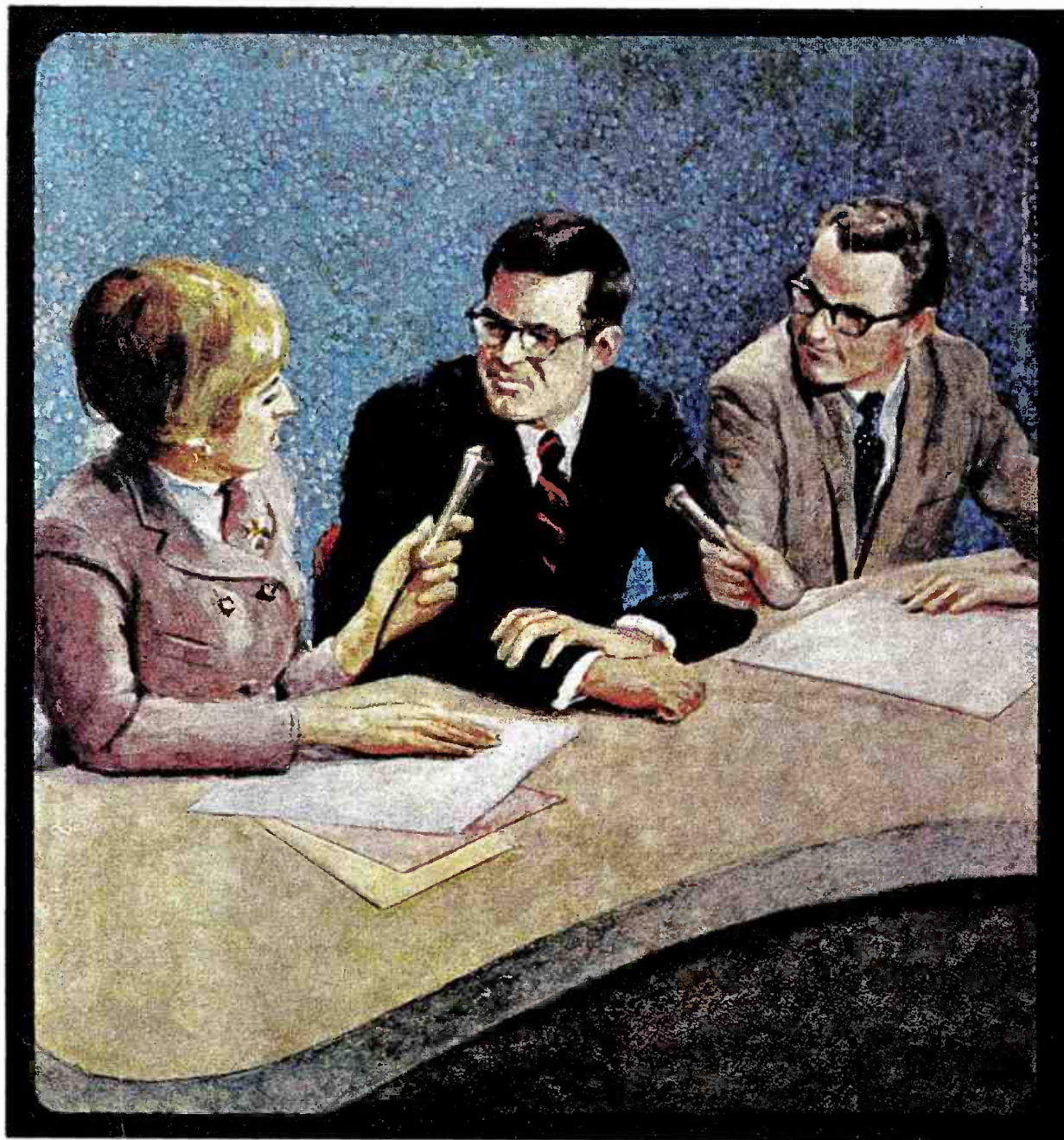
Houston and the fine men and women who serve in its Police Department were faced with a familiar big city problem . . . an alarming increase in the crime rate, compounded by a critical shortage of manpower and a resultant sag in police morale. KPRC-TV thought its neighbors needed to know more about the problem, so we produced a documentary film underlining the situation. And since it seemed fairly clear to us that a pay raise was needed to 1) encourage young people to undertake a career in police work and 2) bolster morale, KPRC-TV undertook an editorial campaign to convince its neighbors this was the proper course. Our neighbors agreed, voted a major pay raise, and now are getting better police service from a larger, more efficient police department. We think that's part of our job as . . .

**GOOD NEIGHBOR KPRC-TV**

NBC in Houston on Channel 2 Edward Petry & Co., National Representatives

CHANNEL

**2**



*In Rochester, when issues get hot,  
WROC-TV NBC 8 airs the cold facts!*

*The program's called CROSSFIRE! and it's carried thrice weekly, from 9-9:30 am, to better acquaint the Rochester, N. Y. audience with all sides of important, current issues, whether they be social, political or philosophical. What's our aim? It's to inform and educate. As a cool medium, we recognize our responsibility to get the facts on hot issues to our citizens. It's a matter of community involvement . . . a Rust Craft tradition in Augusta, Buffalo, Chattanooga, Jacksonville, Philadelphia, Pittsburgh, Rochester, Tampa and Wheeling-Steubenville. Rust Craft Broadcasting . . . the company that takes time (on and off the air) to serve.*



**RUST CRAFT**  
BROADCASTING