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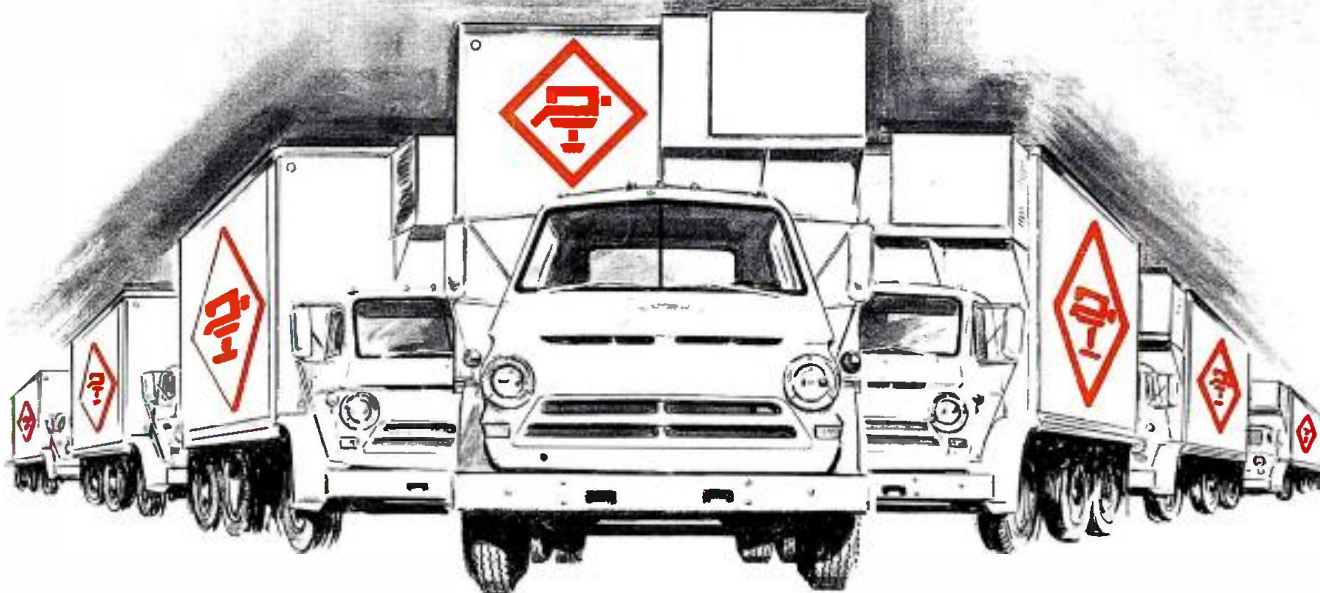
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO [®]

Showdown coming on federal-local regulation of CATV
Politicians find a cause in attacking drug commercials
How national advertising volume and costs shape up now
Western Union first to file for domestic satellites

Transmedia

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It's what we wanted. Right from the beginning. And we knew the only way to become number one, was to deliver. Deliver the best facilities. The best personnel. The best service. And we did. Transmedia has now become the largest mobile teleproduction facilities supplier in the United States. Serving the broadcast, commercial production and cassette industries. Serving them everywhere. North. South. East. West. With the newest broadcast cameras and video record systems available. And with more mobile units than anyone else. In all sizes and configurations. Transmedia means one stop for anything. Try us. See why we're number one!



Transmedia

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It's working.

Reynolds reclamation plan for aluminum cans and other aluminum scrap.

In Los Angeles alone, Reynolds test program got people to redeem over 1,000,000 aluminum cans per month. Now we're working on sixteen more states.

Answers to the hard problems—such as litter and solid waste disposal—don't come easy. But, with effort and persistence, they do come.

Reynolds has working proof of this with its anti-litter, aluminum can recycling program. Starting in Miami over three years ago, we've developed approaches that are now about to be put to work in 16 states.

They'll be pulling used aluminum cans and other discarded aluminum products off the scrap



heap and back to our reclamation plants. They'll be helping to clean up our streets and conserve our nation's resources at the same time.

Los Angeles gets involved.

We know these programs work. One plan, with a Reynolds promotion drive behind it, has Los Angeles citizens bringing more than *a million cans a month* into

our plant there. It has not only made Los Angeles people more aware of their litter problem, it has *involved* them, stimulated them into doing something about it.

Now we're expanding our Miami effort to cover all of Florida. We'll be launching our campaign in New York City, and will move into northern New Jersey, Houston, San Francisco, and the Pacific Northwest.

In addition, we are working with Adolph Coors Company of Colorado to help reclaim their used aluminum beer cans. We'll be taking their cans from Arizona, Colorado, New Mexico, Wyoming, Utah, Nevada, Kansas, Oklahoma, Texas, and California.

Used aluminum is valuable.

What makes the program work is the basic value of aluminum itself. Scrap aluminum is worth \$200 a ton, because it can be melted down and reused so readily. Scrap steel, by comparison, brings only \$20 a ton; paper, \$16 a ton.

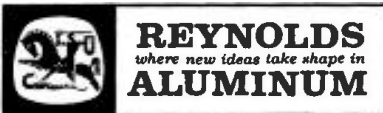
So used aluminum cans are worth picking up, worth saving and taking to a reclamation plant. Reynolds is able to offer $\frac{1}{2}\text{¢}$ per can, and to suggest that Boy Scouts, hospital charity groups, and other organizations—and individuals—raise funds by collecting and returning aluminum scrap.

They're taking our suggestions. One million cans that don't show

up in Los Angeles garbage heaps every month prove that.

Letters for anti-litter.

Our anti-litter efforts have brought us much applause from Boy Scout officials, Congressmen, Keep America Clean groups, civic leaders, and many others. But our chief satisfaction is in being able to help with this most difficult and important problem. We intend to keep at it, and to work even harder. Reynolds Metals Company, P.O. Box 2346-LZZ, Richmond, Virginia 23218.



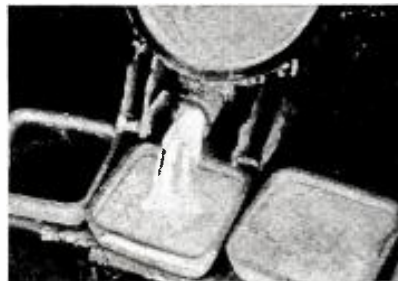
For further information call or write the nearest Reynolds Public Relations Office • NEW YORK CITY 10017: L. E. Whitehead, 19 E. 47th St. (355-7700) • WASHINGTON, D.C. 20006: G. D. McMullen, 503 World Center Bldg. (628-5336) • DETROIT 48235: J. D. Williams, Box 5050, 7 Oaks Station (354-4111) • CHICAGO: R. L. Hainline, McCook Sheet & Plate Plant, P.O. Box 239, Brookfield, Illinois (485-9000) • FLORENCE, ALA. 35630: R. D. Holloway, 412 South Court Street (766-3150) • LITTLE ROCK, ARK. 72201: J. S. Smith, 303 Commercial National Bank Bldg. (374-7586) • LOS ANGELES 90054: R. W. Gamm, P.O. Box 57975 Terminal Annex (937-3680) • PORTLAND, ORE.: J. N. Moffatt, Troutdale Reduction Plant, Sun Dial Road, Troutdale, Ore. 97060 (665-9121) • RICHMOND, VA. 23218: Ben Wahrman, Public Relations Manager, Metal Recycling Division, 6601 West Broad Street Road (282-2311), J. F. Awad, General Director of Public Relations.



Individuals and organizations bring all-aluminum cans to the Reynolds reclamation center.



Used cans pass through a magnetic separator and are then shredded.



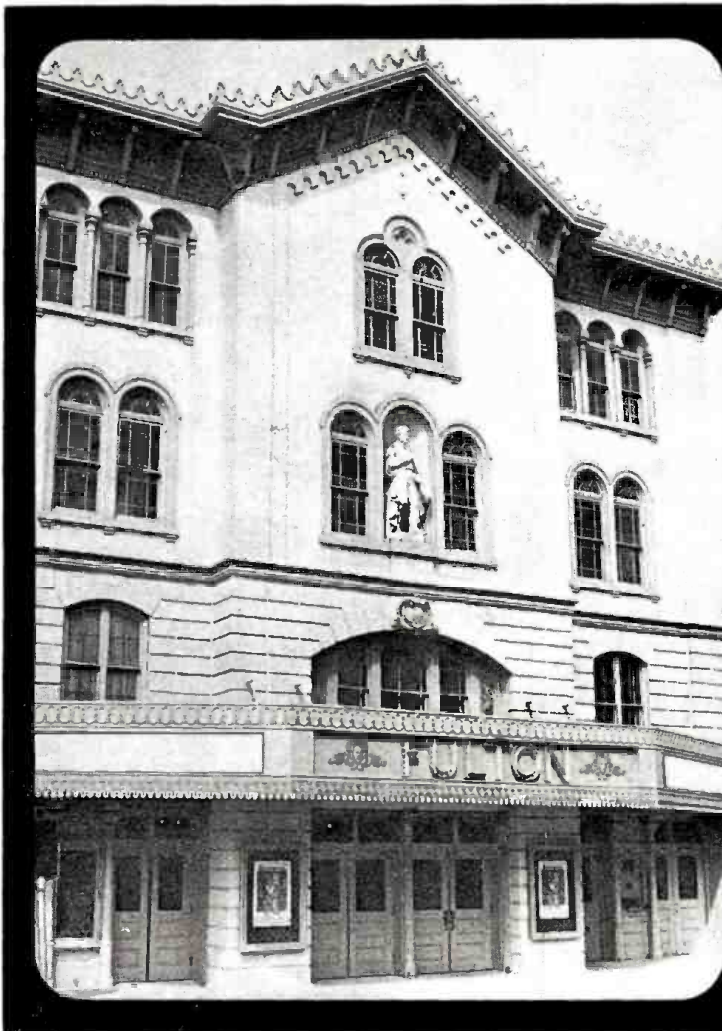
After shipment to reclamation plants, the shredded aluminum is melted and cast into secondary ingots.



Ingots then move into other Reynolds plants to be formed into sheet, plate or other mill products.



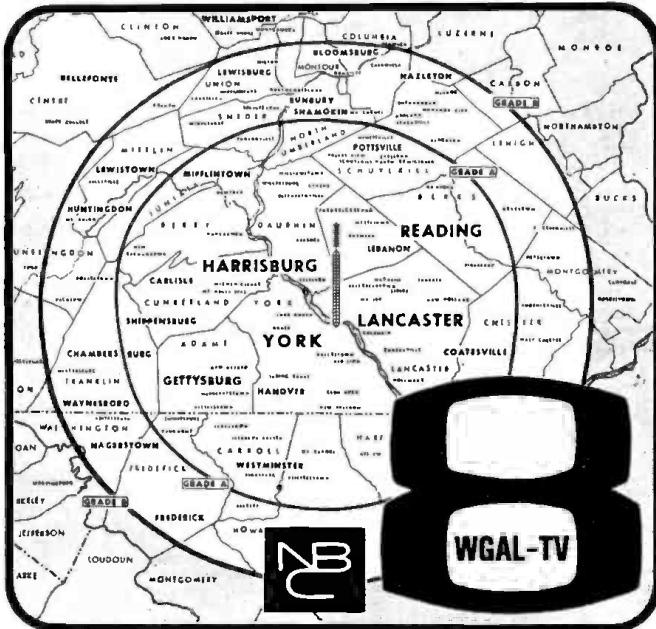
The recycled aluminum re-enters the economy in a variety of attractive, durable new products.



Erected in 1852 to meet the need for a "community building," the Fulton Opera House was the finest and largest building of its kind in Pennsylvania. Because of its superb physical facilities, it became the rallying point for important civic, political, and cultural activities. And so it remains today, 118 years after its founding.



**both have
helped make
Pennsylvania
famous**



Just as this historic building continues to focus attention on the commonwealth, so, too, does pioneering WGAL-TV by virtue of its consistently high standards of programming, and its active and innovative participation in the cultural and commercial affairs of the great multicity region it serves. Today, with a high-ranking 48% color penetration, advertisers and public-service participants can depend upon WGAL-TV for rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

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

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

Pulling teeth

Accounts-receivables problem for broadcasters, bad enough when times were better, appears to be getting worse. Just how bad it is over-all nobody knows, but sources close to national-spot situation say accounts 120 to 180 days overdue are not uncommon. Problem varies among agencies and from one client to another, and pinpointing blame is difficult. Agencies say they are frequently victims of slow pay by clients. Broadcast sources, without disputing that claim, feel that many agencies are hag-gling more over claimed discrepancies, which delays payment further. As for station reps, most must wait until their stations are paid before they get their full commissions, and that can add month or more to their own waiting time. Some authorities gloomily predict situation won't improve much until there is enough decline in interest rates to make slow pay less profitable to slow payers.

Some clues to magnitude of problem are provided in survey of 179 TV and radio stations by Institute for Broadcasting Financial Management. It found 46% of accounts were current, 28% were overdue by 30-60 days, 12% by 60-90 days, 14% by more than 90. But that survey was as of Dec. 31, 1969, and national-spot sources are sure, based on own experience, that situation has worsened in seven months since. They also note survey included local as well as national business, and survey findings gave impression, at least, that local accounts pay more promptly.

Turn about

FCC's own fairness doctrine will be invoked against FCC's noisiest member, Nicholas Johnson, next time he appears on radio or television to take off against broadcasting and broadcasters. Under plan conceived by broadcasters who rankle under what they regard as flagrant misrepresentations by Mr. Johnson, Roy Danish, director of Television Information Office, will be one-man "truth squad." Whenever Mr. Johnson pops off on air, Mr. Danish will demand reply time to set record straight.

Chucking it

Because "it's a whole new ball game," more than just several independent (as distinguished from public-corporate) station owners are showing signs of disenchantment. They protest there's no

longer real excitement, what with Big Brother everywhere. Profitability alone doesn't warrant what many regard as harassment. While some may just be blowing off steam, others say that if conditions were more favorable and money readily available they would get out.

Lumped under heading of harassment, coming at time of business uncertainty, are bombardments from Congress and pressure groups, as well as FCC and Federal Trade Commission. While they reluctantly are becoming reconciled to \$230-million cigarette-advertising loss, they are bitter about one-to-customer, arbitrary boosts in filing fees to defray FCC's \$25-million overhead, extreme pressures being exerted on minority employment, CATV, programing surveillance, fairness-doctrine action, and hardly kind word from anyone.

Ready money

National Cable Television Association has put aside contingency fund of unknown but substantial amount to be tapped for whirlwind campaign of public and congressional relations in case copyright bill comes to life in Senate this year. NCTA officials think it improbable that bill—enormously complicated and involving many interests other than CATV—will get to floor action at this session. But they're ready to shoot at it from all sides if it surfaces with provisions that they deem burdensome to CATV, or to promote it if it looks favorable.

Copyright contingency fund is separate from main NCTA budget, which, it's learned, is now running \$1,450,000 this fiscal year (May 31, 1970-June 1, 1971). That's \$200,000 more than NCTA board was originally reported to have voted (BROADCASTING, May 18). It's nearly half budget now in effect at older, bigger National Association of Broadcasters.

Once it starts . . .

There'll be more than change in weather this fall when new department heads take over at FCC for new "regulatory season." Almost certain to be transferred out of Broadcast Bureau is Deputy Chief James O. Juntilla, hold-over Democrat since days of outgoing Commissioner Kenneth Cox who presided over bureau from 1961 to 1963. Change is likely to come when Dean Francis R. Walsh of San Francisco University Law School takes over in Sep-

tember from Broadcast Bureau Chief George S. Smith, who's expected to serve in legal consulting capacity at FCC until he retires at end of year.

Another physical shift expected will be that of Henry Geller, general counsel, who moves to special assignment to clear way for 35-year-old Chicago attorney Kenneth E. Wiley (BROADCASTING, July 13).

High rise

It may be bad news for Chicago television broadcasters that Sears-Roebuck Co. is to construct 109-story, 1,450-foot headquarters—tallest building in world—about 1.5 miles southwest of cluster of Chicago TV antennas atop 1,107-foot John Hancock Center. Chicago telecasters put antennas on present site barely six months ago, at estimated aggregate cost of \$2 million. Although blanking effect from new Sears edifice may be minimal to southwest, scatter reflections could play hob with TV reception among high-income viewers in city's northern and northwestern areas.

What worries city's broadcasters is recollection of New York situation where telecasters on 1,250-foot Empire State building have found it necessary to plan move to 1,350-foot World Center building, under construction, because of potential blanking and reflection problems, particularly toward high-income Westchester county homes.

Missionary

National Cable Television Association is redoubling efforts to get nonmembers (some 40% of total systems) to join up and keep present members happy. It will shortly announce appointment of Donald E. Burton to fill newly created slot of director of membership. Mr. Burton—now with Polio Foundation in Atlanta—will spend most of his time on road. He will assume new duties around middle of August.

Quick cuts

Major shake-up is in evidence in TV production department of Doyle Dane Bernbach, New York. Officials were not available for comment Friday, but six major producers reportedly were let go last week in economy measure. Exiting employes had balked at utilizing Directors Studio Inc., house production facility bought by agency year ago. DSI, reportedly top-notch facility, is said to have lost quarter of million dollars last year.

LEADERSHIP IS THE WILLINGNESS TO TAKE A STAND

WTIC Radio and Television recently completed its first year of editorializing. Delivered by Leonard J. Patricelli, President of the WTIC Stations, reactions were immediate and the results contributed significantly to the welfare of the community.

All of the editorials were reproduced in a brochure. Here is the reaction to some of them—

RIOT IS AN UGLY WORD.

Helped stem a growing white backlash.
(Won an RTNDA award.)

PEACE LOVERS?

Corporations distributed more than 70,000 copies to employees of an indictment of obscenity users who oppose bombing Vietnam villages . . . but favor bombing American cities. Several newspapers reprinted the editorial.

DON'T GO.

Instrumental in reducing attendance at a New Haven Panther rally from an anticipated—and feared—35,000 to a manageable 15,000.

LAW AND ORDER.

Influential in eliminating the emotional "crime in the streets" issue from the Hartford mayoral campaign.



Leonard J. Patricelli.

Community action, involvement and betterment—on all levels—the editorial stand of the WTIC Stations.

WTIC  **TV-AM-FM**

BROADCAST-PLAZA, Inc./HARTFORD, CONNECTICUT

New York City Board of Estimate grants two cable franchises in conflict with FCC ruling that New York Telephone Co. may furnish cable facilities to any unfranchised CATV firm. See . . .

Who's in charge of cable regulation? . . . 19

FTC, NAB, drug-trade group wrestle with possible casual relationship between advertising of 'mother's little helpers' and abuse of hallucinogens, 'ups' and 'downs' by nation's youth. Senator Moss pushes for study. See . . .

Drug commercials under attack . . . 22

FTC, long considered weak-sister agency, is endowed with super-powers by Senate to help individuals fight deceptive trade practices and fraudulent advertising. Commission could halt ads, impose fines. See . . .

Ammunition for consumer advocates . . . 24

Ted Bates & Co. in report on media trends predicts network TV and spot radio will gain in national advertising expenditures this year; spot TV will maintain 1969 level, and network radio will dip. See . . .

How national media shape up now . . . 26

American Research Bureau's 15%-to-25% rate increases for TV reports bring scores of subscription cancellations from protesting TV stations. ARB claims new rates are due to increases in production costs. See . . .

ARB runs into flak on rate hike . . . 30

Hearings on hotly disputed issue of fairness in political broadcasts to convene on Capitol Hill under direction of Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. See . . .

Hill readies for fairness tilt . . . 38

National Association of Broadcasters voices strong disagreement with FCC's prime-time access rules. However, Justice Department tells Chairman Dean Burch that rules are "completely consistent" with antitrust laws. See . . .

New muscle for prime-time rule . . . 39

Michael Dann, erstwhile CBS senior vice president in charge of programing now in ETV, charges networks with failing to meet educational and other needs of minorities in testimony before Senate committee. See . . .

Should TV educate minorities . . . 40

Producer of NBC-TV program depicting living conditions of Florida migratory workers tells Senate subcommittee that Coca-Cola Co. brought no pressure on network to alter program. See . . .

Senate unit airs 'Migrant' dispute . . . 42

Global community could become smaller still if FCC approves request by Western Union to link all 50 states with domestic communications satellite system: \$95-million outlay projected for three satellites, six earth stations. See . . .

WU is first in domestic space race . . . 46

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Broadcasting

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David Frost has won one of the highest awards in television.

47% of the adult audience.



One of the best things a television star can win is an audience.

And when it comes to the 4:30-6:00 PM audience, David Frost is one of TV's winningest performers.

According to the latest ARB May sweep, David Frost is top-rated in his time period in each of the five Group W Markets: Baltimore, Boston, Philadelphia, Pittsburgh and San Francisco.

With an average share of 47% of the adult audience in these markets.*

Which makes us happy. And can make you happy too. Particularly if you want to sell a product to adults.

But winning viewers isn't

all David's managed to do in the year he's been on the air. He's also won something equally impressive. The Emmy.

If you're interested in talking to adults, your TvAR representative or any Group W station will talk to you about David Frost. The Englishman who can give America's media buyers what they want. An Emmy Award winning show with an audience.

GROUP



BOSTON - WBZ-TV
PHILADELPHIA - KYW-TV
BALTIMORE - WJZ-TV
PITTSBURGH - KDKA-TV
SAN FRANCISCO - KPIX

WESTINGHOUSE BROADCASTING COMPANY

Represented by



*Source: ARB May, 1970 Average 1/4 hour audience Mon-Fri 4:30-6:30 PM (4 week time period averages).
The audience figures shown are estimates subject to the limitations of the techniques and procedures used by the service noted.

Sponsors biting nails

There was general agreement Friday (July 31) that, if strike of National Football League players continued much longer, sponsors of preseason games might start looking for exit doors. None has yet and games are sold out. First game is slated on NBC-TV on Aug. 14.

There were also unconfirmed reports on Friday that strike would be over shortly.

William C. MacPhail, vice president in charge of CBS-TV Sports, said couple of sponsors for CBS-TV's first game, scheduled Aug. 22, had called asking if CBS "knew more than they do" about situation. Jack Purvis, sales coordinator, conceded that some advertisers probably were "getitng a little edgy. We'll probably see more of them get edgy next week. . ."

At NBC, whose first televised game is only 11 days away (Aug. 14), there was a bit more optimism. "We haven't had one phone call," said Bill Potts, manager, sports program sales for NBC-TV. "Sports types don't get excited . . . they went through it with baseball last year and football before that . . ."

ABC spokesmen were unavailable for comment. That network's only preseason game is scheduled on Aug. 28.

None of networks reported any contingency programming plans should exhibition grid games be forced off.

FCC proposes easing rules

New rules to relax operator requirements for AM and FM stations were proposed by FCC Friday (July 31).

Proposal, in response to petition by National Association of Broadcasters and requests by individual broadcasters, would permit stations to use third-class operators on routine basis. Showing would include stability of transmitter, employment of qualified first-class operator and at least one other first-class operator on full- or part-time basis. Higher power FM's and nondirectional AM's would have to make showings in some but not all of these respects.

Under present rules, holders of third-class licenses may routinely operate only AM's with 10 kw or less and FM's with 25 kw or less transmitter output power. Directional AM's and stations with power over those amounts must have first-class engineer on duty at all times.

Commission said some 1,200 full-

time or part-time directional AM's would be affected by new rules. Comments are due Nov. 2; replies, Dec. 1.

Equal time spot issue

Equal-time complaint against WOR(AM) New York dealing with one of station's employes has been registered with FCC.

Complaint was filed July 27 by Mrs. Bella S. Abzug, Democratic candidate for Congress from 19th New York district. She asked commission to prevent licensee, RKO General Inc., from continuing to use WOR to promote candidacy of Barry Farber, station personality and Republican candidate for same office, and to provide her with equal time free of format and other conditions.

After Mr. Farber's candidacy was announced, Mrs. Abzug said, WOR cancelled his programs but continued to run commercial spots he made—usually between midnight and 5 a.m., time period he previously used for interview-type programs. After Mrs. Abzug's nomination, she said, WOR returned Mr. Farber to air for daily 45-minute interview program, rejecting her request he be removed.

After she met with station officials, she said, RKO agreed to let her either co-host program with Mr. Farber or conduct 45-minute program herself. She refused, and asked for equivalent number of spots instead. WOR rejected

WOR told FCC it was aware it would have to offer Mrs. Abzug equal time when Mr. Farber was returned to air. But, station contended that to allow her spots instead of program would be unfair to Mr. Farber, since 45 scattered one-minute spots throughout day would run to \$4,600, whereas 45-minute program cost is \$965.25. In addition, station said, Mrs. Abzug would gain from multiple exposures.

Huntley-Cronkite?

Network rivalry was buried Friday (July 31) when CBS newscaster Walter Cronkite paid tribute and bade farewell to his arch-rival, Chet Huntley, who was making his final appearance on NBC-TV that night. On his program, Mr. Cronkite called Mr. Huntley "a giant," and in conclusion intoned, "Goodbye, Chet." At that moment, videotape of Mr. Huntley, by pre-arrangement, flashed on screen saying, "Goodbye, Walter."

AMST at pay TV dike

Association of Maximum Service Telecasters told FCC Friday (July 31) that proposal to toughen restrictions on pay-TV sports broadcasts contains serious loopholes.

In comments filed with commission (see page 43), AMST said proposed new rule prevents live pay-TV broadcast of any sports event telecast on free TV in past five years, but says nothing about taped broadcasts or cablecasts. Association said this would make it possible for pay-TV or CATV operators to tape any sports event and present it no more than 10 seconds after it actually happened.

Additionally, AMST said, proposed rule would still permit pay TV to carry prerecorded sports events. It would not prevent siphoning of sports events from free TV to CATV so long as latter did not impose specific per-program or per-channel charges; and it would have no effect on pay TV's right to broadcast future sports events which are not presently seen on free TV, such as soccer.

Election rulings mount

New evidence of rising election-year fever was provided Friday (July 31) when FCC released three separate letters by Complaints and Compliance Chief William B. Ray, all dealing with fairness and equal-time matters.

In one, Mr. Ray informed Representative Herman T. Schneebeli (R-N.Y.) that his five-minute radio reports to constituents are subject to provisions of Section 315. Congressmen's opponent has claimed right to equal time to answer broadcasts, although Mr. Schneebeli regards them as factual and non-partisan.

In second letter, Mr. Ray said there was no apparent basis for concluding that WCBS-TV New York violated Section 315 in its treatment of primary elections for New York state assembly. After candidate for Democratic nomination went on air to respond to WCBS-TV editorial, candidate for Republican nomination requested equal time.

In another ruling, Mr. Ray denied request of Los Angeles businessman who wanted FCC to prohibit broadcasters from reporting results of political polls during last 30 days prior to election. Protests arose when KNXT(AM) Los Angeles announced, day before California senatorial primary, that polls showed Representative John Tun-

More "At Deadline" on page 10

Week's Headliners



Mr. Jaffe



Mr. Collier



Mr. Chaseman



Mr. O'Sullivan



Mr. Simko



Mr. Kanner



Mr. Monsarrat

Stanley R. Jaffe, president, Paramount-TV, named president of Paramount Pictures at age 30. He succeeds **Charles G. Bluhdorn**, who remains as chairman of Paramount and parent Gulf and Western Industries. Mr. Jaffe joined Beverly Hills, Calif., film company in 1969 as executive VP.

Chet Collier, corporate VP of programming and production, Westinghouse Broadcasting Co., named president, television station group at WBC. Position had been open since **James E. Allen** vacated it to join Post-Newsweek stations last November. **Joel Chaseman**, president, radio group at WBC, appointed senior VP, programming and production, for radio and TV. His successor has not been announced. Mr. Collier had served in dual capacity also as president of Group W productions and program sales, post he relinquished few weeks ago to **David E. Henderson** (BROADCASTING, July 20).

George J. Simko, senior VP and associate director of media management, Benton & Bowles, New York, has been named director of media management at that agency. Post is being vacated by **Bern Kanner**, senior VP and member of B&B's board, who will become management supervisor of Birds Eye division of agency's General Foods account. **John Anderson**, senior VP who previously supervised Birds Eye account as well

as some of agency's Glenbrooks Laboratories business, will continue to handle Glenbrooks account and will be assigned new responsibilities as yet unannounced.

Kevin O'Sullivan, president of ABC Films, named to additional post of president of ABC International, succeeding **Donald W. Coyle**, who has resigned (BROADCASTING, July 27). Mr. O'Sullivan will direct operations of ABC International, which has minority interests in operations of TV stations of 14 Latin American countries and provides program purchasing and/or sales representation services abroad, and of ABC Films, which is TV-program distribution arm of ABC.

John Monsarrat, group executive VP; member of board of directors of J. Walter Thompson Co., New York, has resigned and retired after 35 years in advertising agency business. He has been with Thompson for 15 years in various top executive capacities and earlier was senior VP and general manager of Lennen & Newell, New York; VP of Geyer, Newell & Ganger, New York, and VP and account supervisor with Platt-Forbes Inc., New York.

Hal C. Davis, VP of American Federation of Musicians and president of Pittsburgh local, named president of AFM, succeeding **Herman Kenin** who died July 21 (BROADCASTING, July 26).

ney (D-Calif.) (who later won primary) would run far stronger against incumbent Republican **George Murphy** than would other Democratic aspirant, Representative **George Brown** (D-Calif.).

Complaint said airing of poll results amounted to "tacit endorsement" of Mr. Tunney and called for reply under fairnes doctrine. However, Mr. Ray rejected this contention and said any attempt by commission to squelch broadcast of polls would violate First Amendment and Section 326 of Communications Act, which prohibits commission from censoring broadcasts.

Marts to WOC stations

Leroy J. Marts, formerly general manager of KCMO-TV Kansas City, Mo., named general manager of WOC-AM-FM-TV Davenport, Iowa. He succeeds **Robert H. Krieghoff**, in charge of woc stations since 1966, who has resigned with future plans unannounced.

Wool special set

Wool industry has approximately 100 TV stations lined up for showing this month of its one-hour special, "The Miss Wool of America Pageant," it was announced Friday (July 31). Producer is **Phillip Productions**, New York, and co-sponsors are Wool Bureau Inc., American Wool Council and San Angelo Board of City Development, all through AC&R Advertising, New York.

History's little acorns

Beckwith Presentations Inc., New York, reported Friday (July 31) agreement with NBC-TV to develop series of one-hour history-adventure stories for Saturday mornings in 1971-72 season. Stories will be based on little-known facts in history that spawned better known historical events. NBC assignment comes following "The Boston Spy Party," shown earlier as part of NBC-TV's *American Rainbow* Saturday morning children's series.

Awaits President's okay

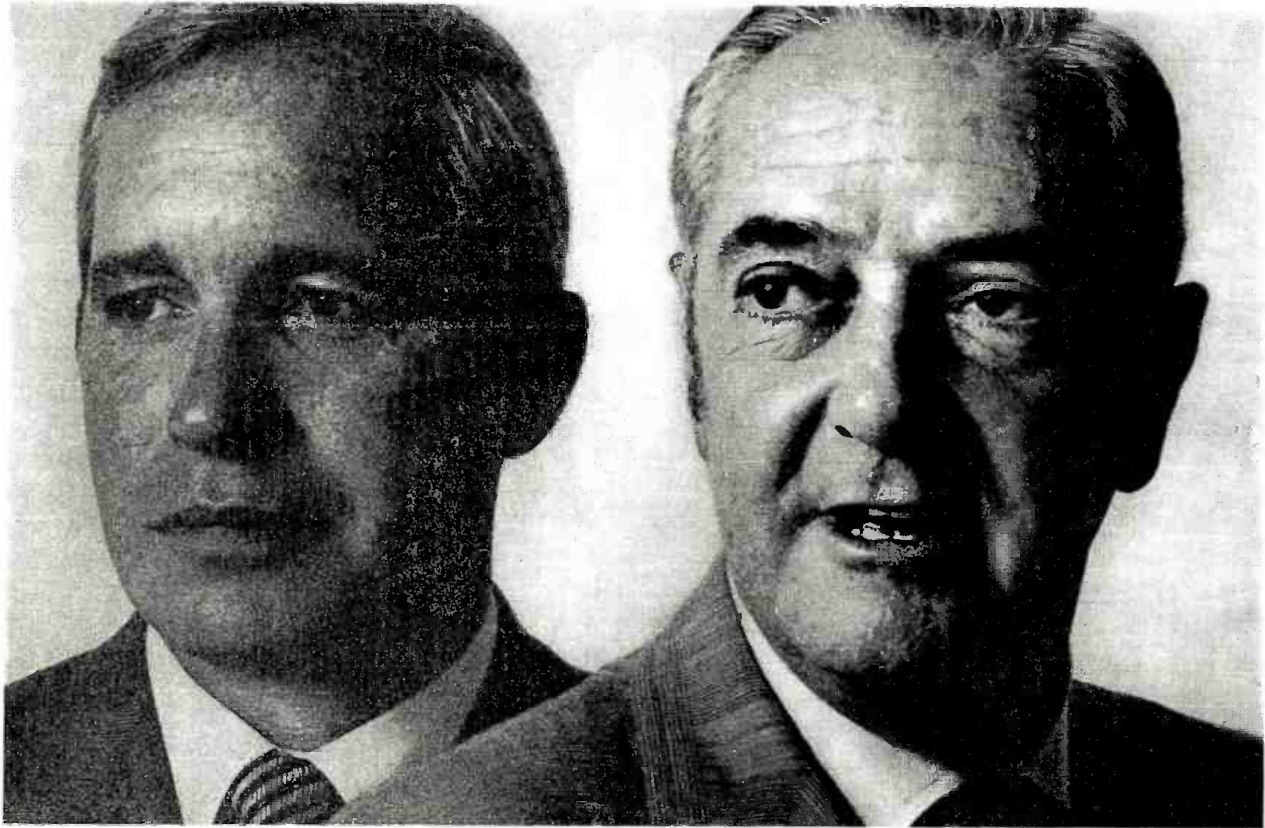
Office of Education appropriation bill is awaiting President Nixon's signature after unanimous passage by Senate. Measure includes \$11 million for federal facilities grants to states for educational TV and radio stations.

Figure was compromise between original House and Senate votes of \$6 million and \$15 million, respectively. President had requested only \$4 million in category.

There was speculation that President might veto entire bill, since it exceeds by \$453 million what he asked for.

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

Here's a new way to look at the news



The ABC Evening News has created a new approach to nighttime news.

It's presented in segments consisting of related news events. For example, one segment might report on new draft quotas, then go to selective service reforms and conclude with a report on student demonstrations. It's a nice clear way to get the news.

And it makes sense, thanks to the clearly marked meaningful commentary of ABC's award-winning co-anchors Frank Reynolds and Howard K. Smith, and a highly specialized team of world-wide correspondents:

Like Science Editor Jules Bergman, who first warned the world of Apollo 13's plight. Political Editor Bill Lawrence, who

was first to predict LBJ wouldn't run again. And State Department Correspondent John Scali, who played a key role in the diplomatic maneuverings during the Cuban missile crisis.

With a news team like this, it's not surprising that the ABC Evening News has been pulling in bigger audiences. In just their first year, in twenty major markets, ratings have increased as much as one-hundred-twenty-five per cent.

Quite a ripple. A ripple that might just turn into a wave.

ABC Evening News
with Frank Reynolds and Howard K. Smith

BROADCASTING PUBLICATIONS INC.

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Sol Taishoff, *editor and publisher*,
Lawrence B. Taishoff, *executive VP*.

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*Reg. U.S. Patent Office.

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Datebook

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

■ Indicates first or revised listing.

August

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

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

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

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

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

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

Aug. 19-21—Technician orientation program on use of C-COR equipment. State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.

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

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

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

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

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

September

■Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

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

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

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

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

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

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

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

■Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

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

Sept. 16-18—Technician orientation program on use of C-COR equipment. Los Angeles. Contact

Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

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

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

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

■Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

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

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

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

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

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

■Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina state broadcast associations*. Ponte Vedra club, Ponte Vedra, Fla.

■Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

October

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

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

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

■Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

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

■Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

■Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor Inn, Fayetteville, N.C.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

■Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *Ameri-*

1970 National Association of Broadcasters conference schedule:

- Oct. 19-20—Sheraton Biltmore, Atlanta.
 - Oct. 22-23—Palmer House, Chicago.
 - Oct. 26-27—Benjamin Franklin, Philadelphia.
 - Nov. 12-13—Monteleone, New Orleans.
 - Nov. 16-17—Brown Palace, Denver.
 - Nov. 19-20—Mark Hopkins, San Francisco.
- (For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

can Women in Radio and Television. Ponchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, Vice-President, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

■Oct. 21—Pulse Man of the Lear luncheon, Plaza hotel, New York.

Oct. 21-23—Technician orientation program on the use of C-COR equipment, State College, Pa. For further information, contact Tom F. Kenly, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*, Neil House, Columbus.

■Oct. 23-25—Southern area conference of *American Women in Radio and Television*, Marriott motor inn, Atlanta.

Oct. 23-31—22nd cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.

■Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*, Phoenix hotel, Lexington.

■Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

■Oct. 29-Nov. 1—Western Region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.

■Oct. 30-Nov. 1—Mideast area conference of *American Women in Radio and Television*, Cherry Mill inn, Cherry Hill, N.J.

■Indicates first or revised listing.

OpenMike

Praise for special . . .

EDITOR: That was a fine piece on broadcast news bureaus in Washington (Special Report, July 27)—thoroughgoing and fair. Well done.—*William Swing, bureau chief, Chris-Craft Stations Washington news bureau, Washington.*

. . . And an addition

EDITOR: I want to commend you on your fine article, but cannot see how [Susquehanna Broadcasting Corp.'s Washington news bureau] was overlooked. . . . It is a one-man bureau serving all Susquehanna's stations, and has been doing so for over a year. Your magazine ran a piece on it in the March 16 issue. . . .

I am an accredited member of the Radio-TV Correspondents' Association in Congress, and have been for two years. I am also a member of the White House correspondents' association and the State Department correspondents' association. Before coming to Washington, I covered Washington for stations

CCA ELECTRONICS

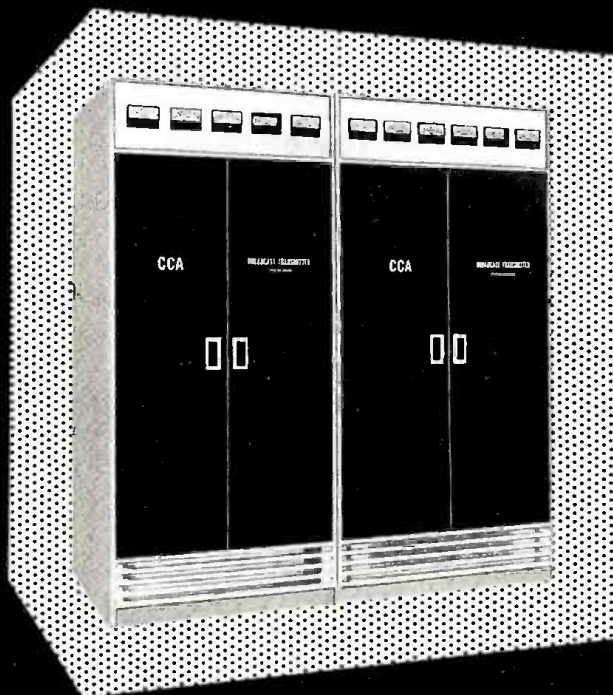
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Gene Plumstead, Oper. Mgr.
WMAR-FM
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Baltimore, Md. 21212
Represented by KATZ RADIO EAST

in southern markets.—*Jeff Lubar, director, Susquehanna Broadcasting Corp. Washington news bureau, Alexandria, Va.*

Snider for Sugarman this year

EDITOR: I thoroughly enjoyed reading your story on "\$66 Million of Football" in the July 20 BROADCASTING. Congratulations on a fine job. Naturally, my enjoyment was heightened by the fact that a good portion of the money will go to the National Collegiate Athletic Association member colleges for football rights.

I know you spent a great deal of time and effort on the research involved in creating the story, but wish to correct one point.

NCAA Football Highlights will not be produced by Marvin Sugarman this year. Rather, the NCAA Official Film Service, Washington, directed by Richard S. Snider, will produce the hour-long program for release on ABC on Sundays.

Mr. Sugarman supplied program content for two years.—*Thomas C. Hansen, director of public relations, National Collegiate Athletic Association, Kansas City, Mo.*

Junior only in name

EDITOR: After reading the July 20 football story, I feel that using football as an effective sales vehicle certainly is not limited to the coverage of the National Collegiate Athletic Association and the professionals. We have been awarded exclusive broadcast rights for football of Arizona Western College, which is always in the thick of the battle for one of the top spots in the National Junior College Athletic Association ratings. Last year, for example, I broadcast two of the four approved post-season NJCAA games from two sides of the country on two successive nights.—*Roger Carroll, station manager, KVOY(AM) Yuma, Ariz.*

Much ado over old network

EDITOR: A few days ago the June 15 issue of BROADCASTING arrived (by ship's mail), containing the "Open Mike" quotations from my letter [pointing out that AT&T, not NBC, created the first radio network].

Whoever wrote the editor's note [stating that the AT&T network operated "occasionally"] was led down the garden path. The facts are as follows:

When AT&T turned over its Red Network to NBC in 1926, the facilities consisted of WEA(AM) New York as key station, plus 16 associated stations interconnected by about 3,600 miles of specially engineered telephone lines. These stations were WEEI(AM) Boston; WTIC(AM) Hartford, Conn.; WJAR(AM) Providence, R.I.; WTAG(AM) Worcester,

Mass.; WCSH(AM) Portland, Me.; WFI(AM)-WLT(AM) Philadelphia; WRC(AM) Washington; WGR(AM) Buffalo, N.Y.; WCAE(AM) Pittsburgh; WGN(AM) and WLIB(AM) Chicago; KSD(AM) St. Louis; WOC(AM) Davenport, Iowa; WCCO(AM) Minneapolis, and WDAF(AM) Kansas City, Mo. Boston, Hartford, Providence, Worcester, Philadelphia and Washington were served by permanent facilities, the others being connected as availability and advertising sponsorship permitted.

Several pioneering advertisers were already well established as regular Red Network program sponsors, using line-ups ranging from three to 12 stations. Some examples, with their commencement dates, were: National Carbon (Everready), July 6, 1923; B. F. Goodrich, Nov. 30, 1923; Atwater-Kent, Jan. 22, 1925; Bristol-Myers, April 8, 1925; Clicquot Club, Dec. 3, 1925; Cities Service, Dec. 21, 1925.

All these advertisers sponsored weekly network programs, scheduled, pre-announced and widely promoted. Detailed audience-mail counts give proof that the network was a vigorous and growing entity—much more than a series of "occasional hook-ups." The rapid expansion of its regular coverage is clearly visible in the mail-response totals of its four-year career:

	WEAF	Network	Total
1923	54,815	227	87,176
1924	194,177	12,221	206,398
1925	263,526	80,847	344,373
1926	237,292	113,139	350,431

NBC was formed on Nov. 1, 1926. In its first full year of operation, 1927, the Red Network's mail totals were about the same as in 1926:

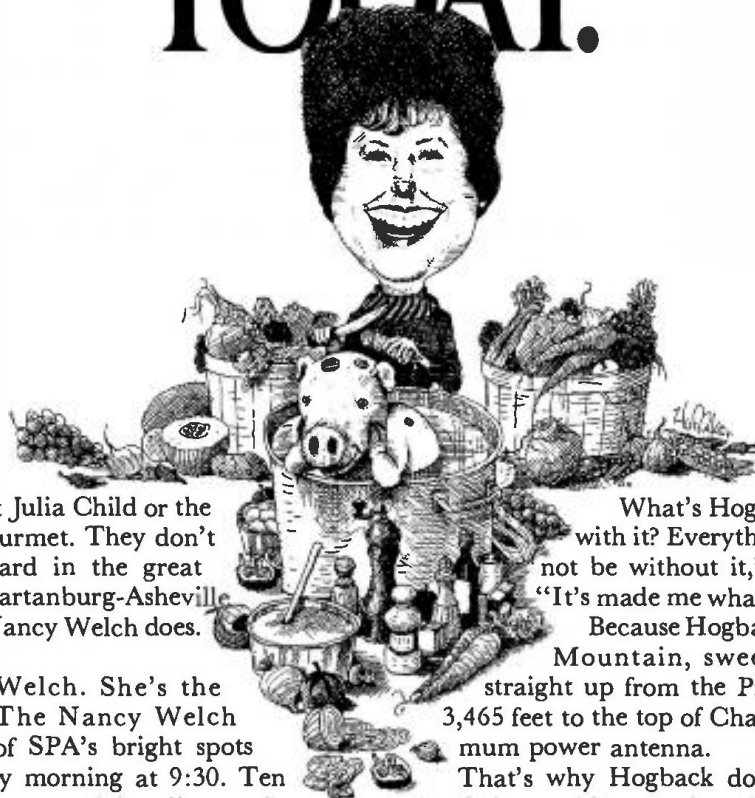
	WEAF	Network	Total
	245,341	106,723	352,064

Unquestionably NBC went on from there to develop two great nationwide networks. Since I was among those who participated in this process, all the way from 195 Broadway through 711 Fifth Avenue to Radio City, I am not likely to denigrate the accomplishment. But fair is fair.—*E.P.H. James, A.C. Nielsen Co., Oxford, England.*

Change of name

EDITOR: I appreciate so much your including in the July 20 BROADCASTING a profile on me. I have a very high respect and regard for all of your staff who make the magazine the quality publication that it is. However, I am sure you will permit a mother's prerogative in straightening out the listing of my three children. David and Barbara (Mrs. Robert Glacel) are my oldest and youngest, and both are teachers; number two is my daughter Kennon (not Mary) who is employed in the broadcast field in Washington, D.C.—*Virginia F. Pate, president and general manager, WASA-AM-FM Havre de Grace, Md.*

HOGBACK HAS MADE THE BEST COOK IN THE SOUTH WHAT SHE IS TODAY.



She's not Julia Child or the Galloping Gourmet. They don't cut the mustard in the great Greenville-Spartanburg-Asheville market. But Nancy Welch does. Nancy who?

Nancy Welch. She's the hostess of "The Nancy Welch Show," one of SPA's bright spots every weekday morning at 9:30. Ten thousand women watch her, listen to her, and do what she says, whether she's talking about cooking or telling them what to buy.

What's Hogback got to do with it? Everything. "I would not be without it," Nancy says. "It's made me what I am today."

Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plain 3,465 feet to the top of Channel 7's maximum power antenna.

That's why Hogback does a powerful job of thoroughly covering the Greenville-Spartanburg-Asheville market, the nation's 41st television market.

WSPA-TV

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

CBS Affiliate National Representative: H-R Television

Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President

Venice ad festival puts the emphasis on salesmanship

It happened in Venice this summer at the 17th International Festival of Advertising Films. You might call it the Revolt of the Delegates.

They came—creative directors, writers, artists, producers and film people—more than a thousand from around the world. As the first day's showing began, they sat in silence, politely making notes in their programs. But as the day wore on, patience wore thin.

Then it happened. A commercial rolled off. How can I describe it? An extravagant execution of a non-idea. Somebody started to whistle, European equivalent of the Bronx cheer. The whistle became a chorus. From then on any empty-headed commercial that came along got the same frank treatment. Veterans tell me this kind of vocal reaction had never happened at the festival before.

But the good news is that the good commercials got wonderful, spontaneous applause. And what were the good commercials? Not—repeat not—the cinematic flim-flam that has so often won high praise from awards audiences in the past few years. Instead it was the films with the strong selling ideas in executions that were visually intriguing, verbally concise.

If you've never been to an international festival of commercials you should go—once. In five days you see 2,000 commercials from the best agencies and producers all over the world. To view these films end to end is a chastening experience.

True, the home viewer never sees commercials quite this way. But with today's clutter at station break time and today's habit of breaking minute spots into two 30-second commercials, the viewer comes perilously close to just the kind of saturation the audience had at Venice.

We took our seats in the casino on Monday morning, opened our programs to page one, and the show was on. That first morning was devoted entirely to beverages: soft drinks, wines and beers. How hard it is in this category to be original, to look original, or to say anything original. But that's the creative challenge. With that disclaimer I still have to report: Once you've seen the visual cliches of beverage advertising repeated ad nauseam for three hours, you'll never let a cliché into your com-

mercial again.

But don't let me pick on the beverages. Every category you can name has its visual pitfalls, of which I guess we're all aware while we're writing. But how embarrassing they become when seen in comparison with many others in the same category. In this sense the International Festival is the best education a creative man can have.

In case film festivals are not your forte, and you really don't plan to go, maybe you'd like to see my little list. Like the Mikado's, it's a little list of things that never will be missed. Visuals I never want to see again in any commercial in any category.

1. Boy and girl frugging.
2. People on skis shot from over, under or between the skis (except in commercials advertising skis).
3. Artwork backgrounds in imitation of Peter Max.
4. Animation à la Yellow Submarine.
5. People, holding glasses just filled with the product, toasting each other and smiling (on cue).
6. Boy chasing girl down the beach.
7. Vice versa.
8. More than 15 cuts in a 30-second spot, particularly when the fast cuts have nothing to do with product or promise.
9. Solarization. This year's most under-nourishing and over-used technique.

Any creative director who is serious about salesmanship, yet perfectly happy to win an award as well, might want to put an entry in the 18th International Festival in 1971. You will be in good company. The 1970 jury raised the standards so high it even refused to

make awards in certain categories. SSC&B-Lintas International had four members on the jury: Christoph Fechner (Germany), Alberto de Maria (Italy), Hans Gout (Holland) and Matti Larres (Finland).

They and their fellow judges are to be congratulated for a thoughtful job using honest advertising criteria.

Since the jury viewed the films at separate showings, there was no chance for the judges to be influenced by the delegates.

So the professional unanimity at Venice this year was truly heartening.

This festival began 17 years ago as a convention of motion-picture people interested in exchanging views and news about cinema advertising. The delegates were primarily from the motion-picture business.

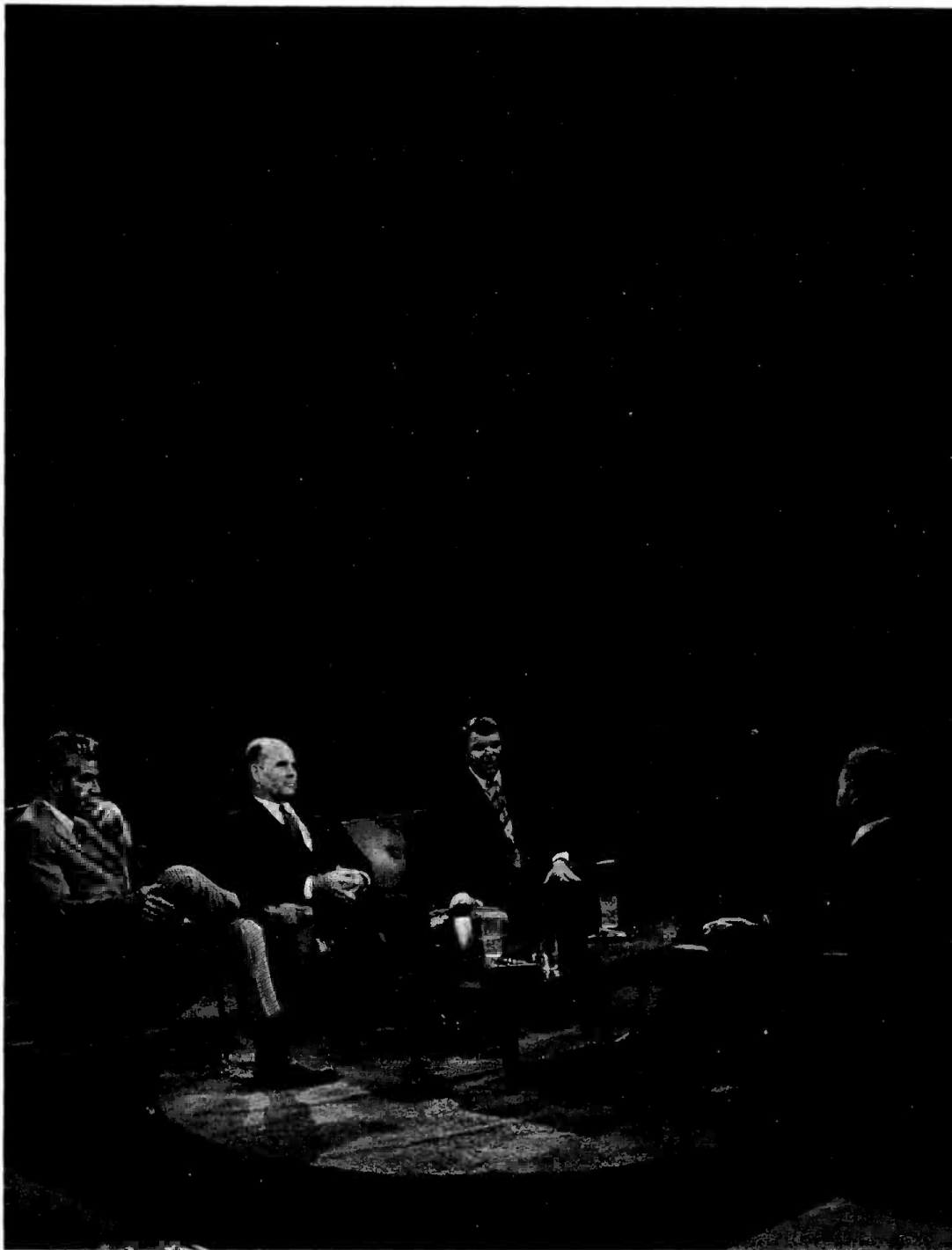
Later television was invited in and it has come to dominate the entries. With that, the advertisers and the agencies have taken a far greater interest in attending. And from their outspoken response this year, it seems their standards will be the standards of the festival in the future.

It looks as if everyone connected with the making of commercials has decided to get back to the basics of the business. Of course it was bound to come. But it was rewarding and refreshing to be there when it happened: To feel the cool, sweet wind of reason in the air. To see the merchants singled out for the honors at Venice.

From the list of this year's winners, the verdict is clear. Making movies is no longer the message. The message is the message.



Richard R. Uhl is executive vice president and director of creative services of SSC&B, New York. He started in advertising in 1939 as a radio producer for Ruthrauff & Ryan, joined SSC&B in 1947 as producer-director of radio shows in Hollywood and returned to New York in 1949 to direct the Big Town show on radio and to supervise its transition to television. In 1958 he joined the copy department as creative supervisor; in 1965 he was named director of creative services and was elected executive VP in 1968.



FOR ARGUMENT'S SAKE. Like most cities in the United States, Los Angeles is going through a school crisis. But until last April, the key figures in the dispute had never even met face to face. ■ KNBC saw a chance to close a gap. In a special, prime-time program, "Crisis In Education," the station brought together the President of the Board of Education, the President of the teachers' union, and key members of the California legislature. *The problems were not solved, but for the first time, people talked. ■ Viewers spoke up, too. A great many of those who called or wrote the station asked that the program be repeated. It was—the very next week—and updated the following month. ■ KNBC's "Crisis In Education" was the right forum at the right moment.

*For more information, write to "Crisis In Education," KNBC, P.O. Box 170, Los Angeles, California 90028

The NBC Television Stations  Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles



WKJG, Indiana. A nice place for your commercial to visit.

WKJG STATIONS

Hilliard Gates, Vice President and General Manager
Fort Wayne, Indiana

MEMBER STATIONS OF THE COMMUNICANA GROUP
Also: WSJV-TV, WTRC-AM and WFIM-FM, Elkhart, The Elkhart Truth
JOHN F. DILLE, JR., PRESIDENT

Who's in charge of cable regulation?

That's question raised by New York CATV grants in apparent conflict with FCC examiner's ruling

The New York City Board of Estimate voted two 20-year CATV franchises last week, in an action at odds with an FCC hearing examiner's ruling that the New York Telephone Co. could furnish cable TV facilities to any unfranchised CATV firm.

If the examiner's views are upheld, most observers feel that New York and the FCC are on a collision course.

The New York City board, with Mayor John Lindsay presiding, unanimously granted 20-year franchises, but with stringent conditions, to Teleprompter Corp., a multiple-CATV owner, and to Manhattan Cable Co., a subsidiary of Sterling Communications Inc., which is 44% owned by Time-Life Broadcast Inc., group broadcaster and CATV owner.

Both New York CATV's have been operating for the last five years under temporary franchise agreements in Manhattan. Teleprompter has been serving the northern part of the island, Sterling, the southern half. Each is said to have about 20,000 subscribers.

But before the New York City board took its final vote it recessed for an unprecedented six hours to discuss an initial decision by FCC Hearing Examiner David I. Kraushaar involving FCC applications by the New York Telephone Co. to furnish lines to various CATV systems.

Mr. Kraushaar's decision was released the day before the July 28 meeting of the city's Board of Estimate, although it was dated July 20.

Mr. Kraushaar recommended that the New York Telephone Co. be authorized to furnish CATV facilities to Comtel Inc., an unlicensed cable TV service that has been operating since 1966 in the downtown area of Manhattan. It serves mostly hotels and reportedly has about 16,000 subscribers.

Comtel's operation was challenged in the state courts the year it began. Last year a state court upheld a lower court decision that found Comtel could

do business in New York City without a franchise since it was using New York Telephone Co. facilities and the telephone company already had the right to provide common-carrier communications services in the city.

Comtel is owned by a firm called Bell TV Inc. (which has no relation to the Bell system). Morton E. David is chairman; Martin Sugar, president.

Mr. Kraushaar's principal point was that the New York Telephone Co. is a common carrier that is required to serve a customer, whether or not he has permission to engage in N.Y. CATV.

He said there was nothing in New York state law or FCC regulation that requires a CATV operator to secure a franchise. There have been other court decisions in other areas of the country holding to this view.

He recommended, also, that the CATV facilities to be made available to Comtel be limited to 12 TV channels and 100 FM broadcast channels for two years. He also suggested that no service other than CATV channel service be authorized, and that the CATV operators comply with existing and prospective CATV rules promulgated by the FCC.

Comtel and the New York Telephone Co. were vigorously opposed by Teleprompter, Sterling and the city's cor-

poration counsel, J. Lee Raukiu. They claimed that the telephone company was favoring Comtel in the use of its underground ducts, but the hearing examiner found this not to be proved.

Mr. Kraushaar also recommended in the same initial decision that the New York phone company be authorized to serve customers in Hyde Park and Brookhaven, both New York.

And, he said, the New York Telephone Co. should be authorized to make conduit space available upon request to any CATV system, provided, however, that it had not previously denied space to either Teleprompter or Sterling. His recommendations become final in 50 days unless exceptions are filed. These are expected from New York City and other parties.

Resolution of the apparent conflict between the city's franchising authority and Mr. Kraushaar's recommendation prompted some CATV spokesmen to note that this is the very situation that caused the board of the National Cable Television Association last spring to ask the FCC to pre-empt all cable regulation.

Gary L. Christiansen, NCTA general counsel, referred to this board action in commenting on the New York situation. He also noted that the FCC has several proposals under way that treat



Mayor Lindsay



Mr. Kraushaar

with this conflict.

Sol Schildhouse, chief of the FCC's Cable TV Bureau, explained that the commission has outstanding a proposed rulemaking, issued early last month, that would put the federal agency above local or state regulatory bodies. In that proposal, the FCC said it leans toward a system whereby the FCC would establish basic standards for CATV operators similar to the criteria it requires from broadcast licensees (legal, technical, financial and character qualifications). These would have to be met by applicants and would be certified to the FCC by the local authority before a cable-TV operator could begin operating. The local government, the rulemaking proposal stated, could regulate such matters as rates, repair services and expansion.

Mr. Schildhouse also noted that in the FCC's recently proposed CATV "public dividend plan" there is a suggestion that local entities be permitted to impose a tax of not more than 2% of the gross revenues of a cable-TV system. This again, he commented, would impose the federal agency's desires on the local government.

The tax situation is anomalous in CATV. Last year, the Sixth Circuit Court of Appeals upheld a lower court that ruled two Ohio cities could not impose a tax on cable TV. The two cities involved, Sandusky and Fremont, failed to ask the U.S. Supreme Court to review the decision, so that ruling stands. The FCC has noted, however, that in an earlier ruling, the Second Circuit Court of Appeals held to the contrary. In any event, no CATV has challenged a local government by declining to pay what has now become a customary tax ranging from 2% to 5% and, in some instances, more, of gross revenues.

The New York grants were made in spite of strenuous opposition, particularly to the 20-year life of the franchises. Opponents held that this imposed a practical monopoly.

The Board of Estimate in its final action, however, added a clause that permits the city to reopen the contracts after 10 years and if no agreement can be reached, requires all parties to submit to binding arbitration.

Opposition also developed at the absence of competitive bidding for the franchises. The fact that the two companies had operated for five years and had invested an estimated \$30 million in facilities seemed to dispose of that complaint.

The New York City CATV contracts, hailed by supporters as likely models for other franchises throughout the country, give the city broad powers over both the rates and services of Tele-

prompter and Sterling, and in the end give the city the right to buy the systems.

Among other things, the contracts provide that their terms may be made even more restrictive to conform with stricter terms that may be written into any other CATV franchises granted by the city. Sterling and Teleprompter can also be required by the city to build CATV systems in other sections—under the same terms as the present contracts—if competitive bidding does not lead to the issuance of franchises to others.

In apparent response to critics who argued that 20-year contracts were too long (BROADCASTING, July 27), the city wrote in an amendment stipulating that after 10 years it may renegotiate any provision in the agreements except the one setting their length. Unsettled issues in such renegotiation would go into binding arbitration.

The companies are required to expand their present 12-channel CATV services to 17 channels by July 1, 1971, and to 24 channels within three years.

As part of their "basic service," the systems are required to carry the signals of 11 specified New York-area TV stations, and will each have one channel to originate CATV programming—which must include a "reasonable amount of free time to legally qualified candidates for public office."

In addition, two of the 17 initial

A crew of hard-liners on NAB cable committee

The members of the special Community Antenna Television Committee of the National Association of Broadcasters were announced last week and the six men named to the post by NAB President Vincent T. Wasilewski are considered hard-liners on the cable-TV question.

The function of the committee, which succeeds last year's CATV negotiating committee, is to "implement a program to inform broadcasters, the public and the government of the need for fair and reasonable legislation and rules concerning CATV," according to Mr. Wasilewski.

Members of the new committee: David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications Corp.; Jack Harris, KPRC-TV Houston; Terry Lee, Storer Broadcasting Co.; Dale G. Moore, KGVO-TV Missoula, Mont., and Fred Weber, Rust Craft Broadcasting Co. The committee will elect its own chairman.

Members of the NAB's executive committee will participate ex officio with the CATV committee, it was noted.

channels are reserved for free use by the city, two are "public" channels on which time will be leased to members of the public at rates to be filed with the city's Board of Estimate, and one is an "additional" channel—others in this class may be added as the systems expand—that the franchise holders may use for automated, auxiliary, closed-circuit or other programming.

Time on the public channels "shall be leased on a first-come, first-served basis, except that the [franchise holder] shall endeavor to lease such channel time to as many different persons as is practical, it being the intent . . . that such public channels serve as a significant source of diversified expression."

The franchise operator has no control over programming on public channels "except as is required to protect [it] from liability under applicable law," and the city's director of franchises can order discontinued any public-channel program that is "essentially promotional or otherwise related primarily to the conduct of a business, trade or profession"—but that doesn't mean, the contract also says, that advertiser-supported programming is barred from the public channels.

When public channels or city channels are not in use they may be employed by the system operator "for any purpose consistent with the provisions of this contract." But in time of emergency the city has the right to interrupt any programming for the transmission of emergency messages.

The contract authorizes the franchise holders to provide any communication service that may be needed, "including by way of example, but not limited to, burglar alarm, data or other electronic intelligence transmission, facsimile reproduction, meter reading and home shopping," in addition to present CATV services.

Converters with at least 24-channel capacity must be supplied to all new residential subscribers to the basic service, and must be substituted for lower capacity converters of existing subscribers by Dec. 31, 1971.

Teleprompter and Sterling must interconnect their systems within 60 days and be able to interconnect with any other adjacent systems within four years, and must have cables installed to offer basic service to every block in Manhattan, also within four years.

Each must also be able within four years to send different signals simultaneously into each of at least 10 subdistricts of approximately equal size (in terms of dwelling units) within its franchise area, and must also start immediately to draw up plans for "the greatest number of subdistricts possible." There "may be variously combined so as to constitute neighborhood communities, school dis-

tricts, congressional districts, state senate and assembly districts and the like," subject to approval by the director of franchises.

The franchise holders must "undertake any construction and installation as may be necessary to keep pace with the latest developments in the state of the art, whether with respect to increasing channel capacity, furnishing improved converters, instituting two-way services, or otherwise."

For basic service to residential subscribers, charges may not exceed \$9.95 for installation of each outlet (or for moving and reconnecting an outlet) and \$5 a month for the first outlet, \$1 a month for each additional outlet and \$1 a month for each converter. Similar maximums are set for FM service rates.

The Board of Estimate may, after a hearing, increase or decrease the rates at any time for cause, and after five years may reduce them upon a finding that to do so would not impair the companies' ability to render service and make a "reasonable profit."

The companies must provide free basic service to one outlet on each floor of "all prisons, reformatories, detention centers, hospitals, police and fire stations, day-care centers and public schools" in their respective franchise territories.

Each of the systems must pay the city 5% of its gross receipts from residential subscribers to the basic service—but these payments may not be less than \$75,000 in 1971 and \$100,000 in 1972, with the minimums scaling up annually to \$350,000 a year starting in 1979—plus 10% of all other gross receipts.

Pay TV is forbidden unless specifically authorized by the FCC, and then will be permitted only after additional fees have been negotiated with the city. These may range up to but not above 25% of pay-TV receipts.

Each company must also deposit \$250,000 as security with the city, take out prescribed minimum amounts of insurance against personal injury and property damage, plus at least \$2.5-million insurance against claims that might arise from programing on any but the city channels.

Among other accountings, the systems must file quarterly reports on gross receipts and remit any extra amounts due beyond the annual minimums—which must be paid in full before Jan. 1 each year. Any payments not made by the due date will carry interest at 2% above whatever is the prime rate at that time.

The city has the right to conform to the contract provisions, if necessary, to FCC or New York State requirements.

The contracts also stipulate that neither the franchise holders nor any of

Why Ken Cox dissented to FCC's cable rules

FCC Commissioner Kenneth A. Cox thinks the FCC's CATV public-dividend plan is "well intentioned . . . [but] inappropriate and unworkable."

The commissioner's dissent to the commission's proposed rulemaking issued in June, was issued last week. The commission proposes to permit cable TV systems to import up to four distant signals; it also imposes various fees and provides for the substitution of commercials by local UHF stations for those of imported stations, among other actions and proposals (BROADCASTING, June 29). The rulemaking was issued over the dissents of Commissioners Cox, Robert T. Bartley and Robert Wells.

Commissioner Cox said he thought the FCC was trying to accomplish a

"worthy objective" but that it has come up with a "gimmicky" proposal. He cited what he called a "something for everyone" approach—distant signals for CATV, substitution for UHF stations that may be hurt, and payments to educational broadcasting.

He said his principal objections are to the proposals for commercial substitution and the suggested copyright payments. The first, he said, not only won't work, but will cost UHF stations more through loss of audiences than they will recoup in the proposed benefits. The latter, he said, would destroy the exclusivity principle on which stations program for their audiences. In effect, he added, the loss of exclusivity would have a deleterious effect on all TV stations, and ultimately on their service to the public. He is in favor of full copyright liability for CATV systems.

their officers or directors shall own stock in any other company owning or operating a CATV system with the city or "any radio or television broadcast station whose signals are carried on the [CATV] system on a regular basis; any television broadcast network other than a network consisting entirely or substantially of CATV systems, or any newspaper or magazine whose principal circulation market is New York City." Ownership of less than 1% of the stock of a publicly owned company is exempt from this provision.

Other provisions recognize collective bargaining rights of CATV systems employees and forbid discrimination in hiring. Another section requires the companies to distribute questionnaires supplied by the city to get subscribers' opinions of the service they receive.

Finally, each contract provides that when it is up 20 years from now—earlier, if the company defaults and its franchise is canceled—the city will have the right, if it wishes, to buy the system at its "fair value as determined by arbitration." Arbitration for this and other purposes will be by a court-appointed three-member panel, with the majority decision binding.

The Board of Estimate also instructed the city director of franchises, Morris Tarshis, to report by Sept. 30 on his creation of an Office of Telecommunications, responsible to the Board of Estimate, and specified that the Office of Telecommunications should develop a plan for competitive bidding for CATV franchises in areas of the city outside Manhattan and report on that plan no later than Dec. 31.

As to the apparent conflict between New York and federal authorities,

Mayor Lindsay called the FCC examiner's report "legally irrelevant" to action on the two CATV contracts. Some other city officials privately had some questions, however. Said one:

"Everybody agrees that neither the FCC nor anyone else can take away the right of a municipality to charge for the space under its streets. But the fact that New York City used that right as a basis for regulating CATV may be open to question."

But, he emphasized, as did others, that the Manhattan CATV contracts make provision for the city to bring the contract terms into line, if necessary, with subsequent actions by the FCC or by New York state.

Charles F. Dolan, president of Sterling, said he thought the ultimate authority for CATV regulation would be the FCC, but that the Manhattan contracts were not in conflict with FCC policy as reflected in its so-called public-dividend plan. Like Teleprompter, Sterling supports that plan.

"The hearing examiner [in the Comtel case] is in conflict with the FCC, but the New York contracts are not," Mr. Dolan said.

He thought the FCC's proposed 2% maximum on fees payable by CATV operators to local governments could probably be made to stick, even though the New York contracts set higher rates. But that, he said, would not necessarily be a break for Sterling and Teleprompter, since the FCC also proposes that CATV's pay a 5% fee to the Corp. for Public Broadcasting and another fee of 0.7% per imported station into a copyright pool.

Mr. Dolan said he felt that the CATV operators lost on some points in

their negotiations with the city but that "on balance it's a good contract" with provisions essential to the full development of cable's potential in urban areas.

Irving B. Kahn, president of Teleprompter, called the contract "tough" but potentially of "landmark importance" in CATV development.

He said it was obviously in conflict with FCC Examiner Kraushaar but was "almost chapter and verse" with the proposals in the FCC's so-called public dividend plan, which Teleprompter is on record as supporting.

It almost "is" the FCC plan, he said,

in its provisions for such elements as public channels, extra services, keeping up with the state of the art. As for the contract's requirement that the franchise holders pay the city substantially higher fees than the 2% maximum envisioned by the FCC, Mr. Kahn said, "you didn't expect the city to settle for 2%, did you?"

He thought, however, that the contract would "work," assuming that the franchise holders achieve the circulation that is expected although he also felt that after gaining experience with it, the city might choose to relax some requirements.

He was less confident, however, that the contract in all respects would work as effectively in smaller markets. But he thought it was "most realistic as to what cable can be." It does not provide for CATV services in the old sense, he noted, but rather provides for "a true broadband communications system."

Mr. Kahn was not sure the city would be able to buy the Teleprompter system at the end of the 20-year contract, as it has a right to do, but said that if it does, the "fair market value" it would pay would be such that "our stockholders shouldn't be too unhappy about selling."

BroadcastAdvertising ©

Drug commercials under attack

Ordered by consumer-minded politicians, search is on for connection between drug advertising and drug abuse

On the tube appears Madison Avenue's American housewife—children brawling, telephone ringing, water pipe burst. She's on the verge of a nervous collapse. What's this? A pill to let her cope. She swallows one, and at once serenity sets in. Who cares if the water rises in the basement?

That's the kind of TV commercial that has aroused serious concern in Congress and elsewhere. Does that type of message convince Americans, particularly young people, that drugs can be a cure-all?

Under way on three fronts are studies seeking to determine whether there is a causal relationship between the advertising of energy pills, tranquilizers and sleeping tablets that are sold over the counter and the growing use of "hard" drugs, particularly by youth. The outcome could affect as much as \$29 million in broadcast advertising.

Investigations are under way at the Federal Trade Commission, the National Association of Broadcasters and the Proprietary Association (the trade group for nonprescription drugs). All are being prodded by key legislators.

The matter is of special concern to Senator Frank Moss (D-Utah), who introduced a special resolution (S. J. Res. 200) last May asking the FTC, the National Institute of Mental Health and the advertising industry to undertake a joint study of the "relationship between advertising and drug abuse." The resolution also asked the FTC to formulate guidelines "to help advertisers avoid

themes and techniques which contribute to or promote drug abuse." Senator Moss was the principal force behind the legislation that outlawed cigarette advertising on radio and television.

Last week, Senator Moss announced that the FTC had begun the drug study that he had requested. He said that the agency promised a report on the subject by Jan. 1, 1971. The senator, who is chairman of the Consumer Subcommittee of the Senate Commerce Committee, said that FTC Chairman Caspar W. Weinberger had written him that the study had been assigned "the highest priority in agreement with your evaluation of the gravity of the problem."

On Thursday (July 30), Senator Moss returned to the theme.

"Ads in the mass media which condition our youngsters to eat sugar-coated and sometimes less-than-nutri-

tional breakfast cereals," he said, "may also be conditioning our youngsters to engage in far more dangerous practices." By this he meant drug abuse, he made it clear.

Senator Moss made these comments in an address to a group of supermarket executives meeting in Washington. Two weeks ago, Senator Moss and his Consumer Subcommittee heard a nutrition expert testify that most breakfast cereals contained little if any nutritive value and that those promoted most heavily to children through television advertising had the fewest nutrients (BROADCASTING, July 27).

An FTC spokesman said last week that the trade commissioners had authorized the establishment of a five-man task force to look into the question of drug advertising and to determine whether there is a problem and how to



Representative Rogers

Senator Moss

handle it. The task force is headed by William E. McMahon, a lawyer in the Bureau of Consumer Food and Drug Advertising. He has been directed to report his group's findings back to the full commission by Sept. 1.

Antedating Senator Moss's activities, however, was a letter sent to broadcasters earlier in the year by Representative Paul G. Rogers (D-Fla.), chairman of the Public Health Subcommittee of the House Commerce Committee. Mr. Rogers urged the NAB to consider restricting drug advertising on TV. This led the TV Code Review Board last May to establish a committee of five to handle the question. Charles A. Batson, Cosmos Broadcasting group, was named chairman of the committee, which includes representatives of the three TV networks and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who is chairman of the TV Code Review Board.

This committee, in turn, is working with the TV Code Authority which already has collected a sampling of advertising copy for such drugs used in commercials on the air. The Code Authority study, according to Stockton Helffrich, director, is aimed at identifying copy points in this type of advertising and to determine whether any of them might be considered susceptible of encouraging addiction or tending to influence young viewers to go on to harder drugs.

This inspection should be completed this fall, Mr. Helffrich said, and turned over, together with recommendations of a sociologist who has been hired on a consulting basis, to the Batson committee, which will then decide whether or not guidelines for broadcasting of these commercials should be established. Mr. Helffrich declined to identify the consultant.

The Proprietary Association also has a special committee working in this field. Frazier Cheston of Menley & James, a subsidiary of Smith Kline & French, Philadelphia, is chairman. The committee has already conducted a search of the scientific literature in this field, according to James R. Cope, executive secretary of the association, and has found nothing tying advertising to drug abuse. It also has consulted with psychiatrists, sociologists and anthropologists, Mr. Cope said, and thus far has turned up nothing concrete on the subject.

Mr. Cope said his association's attitude is that a study of the causes of drug addiction, in which the advertising of legal, over-the-counter drugs is a part, would be perfectly proper. But to single out advertising as a causative element cannot be supported, he said.

In introducing his resolution, Senator

Cereal firms answer critics

Representatives of the major cereal companies will get their day in court before the Senate Consumer Subcommittee this week to answer charges leveled at the industry by Washington-based nutrition advocate Robert B. Choate Jr.

Mr. Choate, who testified before the Consumer Subcommittee July 23, charged that the industry's broadcast advertising huckstered "nutritionally worthless" cereals to children (BROADCASTING, July 27).

As a result of his testimony, Senator Frank E. Moss (D-Utah), chairman of the subcommittee, sent a letter to Federal Trade Commission Chairman Caspar W. Weinberger stating that "if Mr. Choate's information is correct—and I have every reason to believe that it is—then it would seem proper for the FTC to take action to prevent unfair and deceptive advertising of certain of these cereals."

In a related development, Representative Seymour Halpern (R-N.Y.) has cited Robert Choate's testimony before the subcommittee as evidence that the FTC should "stop the deceptions now being foisted on the consumers of breakfast cereals."

"Many television commercials and cereal boxes make claims about their product's food value that are blatantly misleading," he said.

Undoubtedly, the cereal industry representatives will make a mighty attempt to convince Senator Moss and other critics that Mr. Choate's information is incorrect. The hearing will begin at 9:30 a.m., Tuesday (Aug. 4) in room 1318 of the New Senate Office Building.

Moss noted that parents, horrified at the drug culture among young people, themselves seem to be subject to such addictions—"sleeping tablets to ease the burdens of the night; two cups of coffee 'to get started in the morning'; Benzedrine tablets 'to get through the day'; tranquilizers to 'ease the tension', and, of course, at the end of the day, a couple of cocktails 'to wind down'." Senator Moss is a member of the Church of Jesus Christ of Latter-Day Saints, which rejects the use of stimulants as well as tobacco.

And, Senator Moss went on: "But the drug culture finds its fullest flowering in the portrait of American society which can be pieced together out of hundreds of thousands of advertisements and commercials. It is advertising which mounts so graphically the message that pills turn rain to sunshine, gloom to joy, depression to euphoria, solve problems, dispel doubt.

"Not just pills; cigarette and cigar ads; soft-drink, coffee, tea and beer ads

—all portray the key to happiness as things to swallow, inhale, chew, drink and eat."

And he asked: "Does advertising merely reflect the growth of a drug culture initiated and stimulated by other economic and social forces? Or is advertising itself a cause, a promoter of the drug culture?"

Television spending for the questioned categories of drugs in 1969 totaled more than \$26.6 million, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports. The figures show \$2.9 million, mostly in network, for stimulants; almost \$5 million for "calmatives," close to three-fifths of it in spot, and \$18.7 million for sleeping aids, almost \$17 million of it in network.

Among stimulants, the biggest TV spender by far was J. B. Williams's Vivarin with almost \$2.6 million in network and \$33,000 in spot. Among calmatives, Jeffrey Martin Labs' Compoz spent \$2.056 million, all of it in spot, and Glenbrook Labs' Cope, the second biggest spender in that group, put \$835,000 into spot and \$982,700 into network. In the sleeping-aids group, Bristol-Myers's Excedrin PM was easily number one with \$9.78 million in network and over \$1 million in spot. J. B. Williams's Sominex was second with almost \$4.2 million in network and \$12,200 in spot; Block Drug's Nytol followed with almost \$2.3 million in network and \$212,800 in spot and American Home Products' Sleep-Eze put \$556,500 into network and \$528,400 into spot.

The \$26.6 million total for the three categories breaks down to \$21.5 million network and \$5.1 million spot.

In radio, the figures are not available in the same detail. Trade sources estimate that network and spot radio carry some \$2 million in these categories.

McCann acquires Chicago branch

McCann-Erickson Inc. last Thursday (July 30) announced acquisition of the Chicago office of Reach, McClinton & Co., with billings of about \$10 million. Financial details were not disclosed.

A McCann-Erickson spokesman in New York emphasized that the merger affected only Reach's Chicago office and not its branches in New York, Minneapolis, Boston, Los Angeles, Las Vegas and Newark, N.J.

Reach's Chicago operation moves in with McCann-Erickson's Chicago office on Aug. 15. Ralph Loeff, president, Reach, McClinton & Co., Chicago, becomes senior vice president of McCann-Erickson Inc.

More ammunition for consumer advocates

FTC gets sweeping new powers; class action suits would be permitted in Senate legislation

A Senate bill (S-3201) that would give the Federal Trade Commission potent new weapons to combat deceptive trade practices, including fraudulent broadcast advertising, was approved by the Senate Commerce Committee last week. The measure would also allow for so-called class-action suits in which a consumer could go to federal court and sue on behalf of all those injured by the same deceptive act.

Although the exact vote was not disclosed, a committee aide called that group's support "overwhelming." The bill, reportedly little changed by the Commerce Committee, will now move to the Senate Judiciary Committee, which must send it to the Senate floor within 30 days. The Commerce Committee's strong approval is considered a victory for Democratic consumer advocates and a setback for the Nixon administration, which wanted less stringent legislation.

The bill as it now stands would put more teeth in FTC investigations and increase considerably the force of the commission's bite when actual violations are uncovered.

Under the measure, the FTC could seek a preliminary injunction which would prevent an allegedly fraudulent advertising campaign, either broadcast or print, or sales practice from continuing while the case is being tried by the commission. Under present law the disputed practice may continue until the case is completed—which sometimes takes years. Opponents of the provision see the possibility of financial losses resulting from the ban on advertising which later is ruled acceptable.

The FTC not only could stop allegedly fraudulent practices, but also would be empowered in the bill to mete out hefty civil penalties to those firms who injure consumers—\$10,000 for each violation where the violation was knowingly committed. The commission also could sue in court for unpaid penalties.

Those who violate a commission order to cease and desist fraudulent practices or fail to remedy injuries could also be required by the FTC to pay civil penalties of \$10,000 for each violation.

Comparable authority is also given to the Justice Department, which in past practice has shared the consumer-protection role with the FTC.

Title II of the bill outlines those practices, a total of 16, considered unfair or deceptive—and some of the provisions are particularly relevant to broadcast advertisers:

- Offering goods and services with

the intention of not selling them as offered.

- Advertising goods and services with no intention of meeting reasonably expected consumer demand, unless the advertisement discloses that such products are available in limited numbers.

- Knowingly making false or misleading statements concerning the need for, or necessity of, any goods, services, replacements or repairs.

- Representing that goods are of a particular standard, grade, quality style, or model knowing they are not.

- Knowingly making false or misleading statements concerning price reductions or savings in comparison to the prices of competitors or one's own price.

- Knowingly representing that goods or services have sponsorship, approval, safety or performance characteristics, ingredients, uses or benefits that they do not have. This paragraph will not be judged an unfair consumer practice if the supplier shows that a statement of the value of the goods did not take unfair advantage of the consumer's level of knowledge, ability or experience.

- Offering gifts, prizes, free items, or other gratuities intending not to provide them as offered in connection with a sale.

The most controversial provision in the bill—and the one most likely to draw administration opposition—is the class-action provision, which would let consumers injured by the same act band

Business briefly:

Bonne Bell Co., Cleveland, through Chirug & Cairns, New York, has purchased sponsorship for its Ten-O-Six lotion on ABC Radio's American Contemporary Network. General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, has signed for airing on ABC Radio's American Information and Entertainment networks.

Party Tyme division of Joseph E. Seagram & Sons Inc., through Wells, Rich, Greene, both New York, will advertise on CBS Radio's *Worldwide Sports*.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will begin a six-week network-TV campaign for its Cheerios cereal beginning Sept. 1. Campaign will include premium offer of Johnny Lightning racing cars, manufactured by Topper Toy Corp., Elizabeth, N.J.

together to bring a single suit. It has come under increasingly heavy fire from lobbying groups. The provision's foes contend that such class actions would prompt irresponsible lawsuits, and clog courts with cases which might last for years. Businessmen fear that the publicity from such a suit could damage their reputations regardless of its outcome.

The bill provides that if the judge ruled a case has been brought "frivolously" by consumers or is harassing in nature, consumers could be directed to pay the company's defense costs.

The Commerce Committee bill would permit the suits regardless of previous federal prosecution, providing each customer involved lost \$10 or more as a result of the alleged unfair act. If the loss was less than \$10, the consumer could sue only following a successful federal suit.

On the House side a class action bill (H.R. 14931) awaits consideration by the House Commerce Committee.

Ma Bell to sponsor series of specials

AT&T, through N. W. Ayer & Son, New York, will present nine specials on NBC-TV, beginning in September. Programs on *The Bell System Family Theater* will encompass musical comedy, classical music, drama and adventure.

The first special will be "George M!", Sept. 12, 7:30-9 p.m. EDT. Other programs, with dates and times to be announced are: "Jane Eyre," "Jascha Heifetz," "The Santa Maria," "Bing Crosby," "Highlights of the 1971 Ringling Brothers and Barnum & Bailey Circus," "Highlights of the Ice Capades 1971," "The Highest, Shortest, Fastest, Longest, Etc., Etc.," a tribute to individual American achievement, and one other program to be announced.

Program bartering aimed for cables

Nicholson-Muir Productions Inc., Larchmont, N.Y., hopes to offer cable systems programs free of charge in return for spots to be used by advertisers, it was announced last week.

The company said it has pilots of seven half-hour series under the umbrella title of "Video Encyclopedia" (special-interest programming) for which it is seeking financing from advertisers.

Its plan is to have underwriting corporations use two commercial positions in each half-hour program, with the CATV system selling local, noncompetitive advertising in the two remaining commercial slots.



Reflecting an individualized education system

Until recently Ohio schools were dedicated to preparing students for college. Trouble was, only 30% went. The rest dropped out because of lack of interest or faced serious problems trying to get jobs without specific training.

To reverse this situation, the School Boards in 13 Miami and Montgomery County districts came up with a plan to give students instruction suited to their individual needs . . . a joint vocational school system providing 47 different vocational subjects. Kids could elect a college type curriculum. Or a practical one.

The only thing left was to get it approved.

And that's where WHIO-TV came in. Answering questions that were bound to pop into the minds of concerned parents, non parents and taxpayers . . . "aren't you sacrificing liberal arts . . . it's too expensive . . . what happens when kids that sign for vocational change their minds and want to go to college?"

It wasn't easy, but WHIO-TV's Community Service Director, Paul Price did what he set out to do . . . help the community understand the proposal. And more important, approve it.

A reflection of Dayton WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

How national media shape up now

**Bates sees a levelling-off in total ad volume;
all media prices and most C-P-M's on the rise**

Despite the belt-tightening economy, network television, spot radio and newspapers/newspaper supplements will gain in national advertising expenditures this year, if only a notch or two. Spot TV, magazines and outdoor will maintain their 1969 levels; network radio will slip a notch. In total, national advertising expenditures will advance 1% to 2% over 1969, as compared with a 7% increase in 1969 over 1968.

That is the outlook as seen by Ted Bates & Co., New York, a division of Ted Bates & Co., Inc., billed as the world's fifth largest advertising agency. The forecast is contained in a special report on media trends compiled for BROADCASTING by the media information and analysis division of the Bates media-program department.

The Bates study reports 1970 costs up in all media and audiences down in some, resulting in higher costs-per-thousands in all except network radio. There the C-P-M is unchanged from 1969 (and still 3% lower than 10 years ago).

Bates officials emphasized that estimating 1970 results was unusually difficult, both because of the general economic slowdown and because of the ban on broadcast advertising of cigarettes effective Jan. 2, 1971, which could produce erratic spending patterns in the latter part of this year.

Expenditures in network TV, Bates estimates, will increase about 3% this year, as against a 10% gain in 1969. Spot radio is expected to increase 1%, as compared with 3% in 1969, while network radio is seen as dropping 3%, back to its 1968 level. Spot TV's anticipated break-even compares with a 10% gain in 1969.

In print, Bates sees magazines holding even after a 4% rise in 1969 and estimates that newspapers and supplements, up 6% in 1969, will increase by 3% while outdoor maintains its 1969 level, 2% below 1968 (and also 2% below 1960).

Bates estimates 1970 C-P-M's will rise about 13% in daytime network TV, 7% in evening network TV, 13% in both daytime and evening spot TV, 2% in spot radio, 4% in magazines, 3% in newspapers, 5% in supplements, 7% in outdoor.

For 1971, Bates predicts a 5% increase in daytime network TV costs and a 4% rise in C-P-M, while in nighttime network TV the agency foresees a 7% drop in both costs and C-P-M. Network audiences, day and night, are expected to rise 1% to 2%. Spot-TV costs are expected to rise about 3% for both daytime and evening, offset by audience gains of 2% to 3% to hold C-P-M's at 1970 levels. Spot-radio costs are seen as rising 8% and audiences 5%, producing a 3% C-P-M increase. Network-radio costs, audiences and C-P-M are expected to remain stable. Magazines' C-P-M is expected to remain constant while C-P-M's for newspapers rise 4% to 5%, supplements 1% to 2% and outdoor 5%.

One final, optimistic note: Bates believes availability of more broadcast time and correspondingly lower costs may encourage new accounts to enter TV and radio in 1971.

The Bates calculations are based on measurement units of minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black-and-white) for newspapers, 100 showings for outdoor.

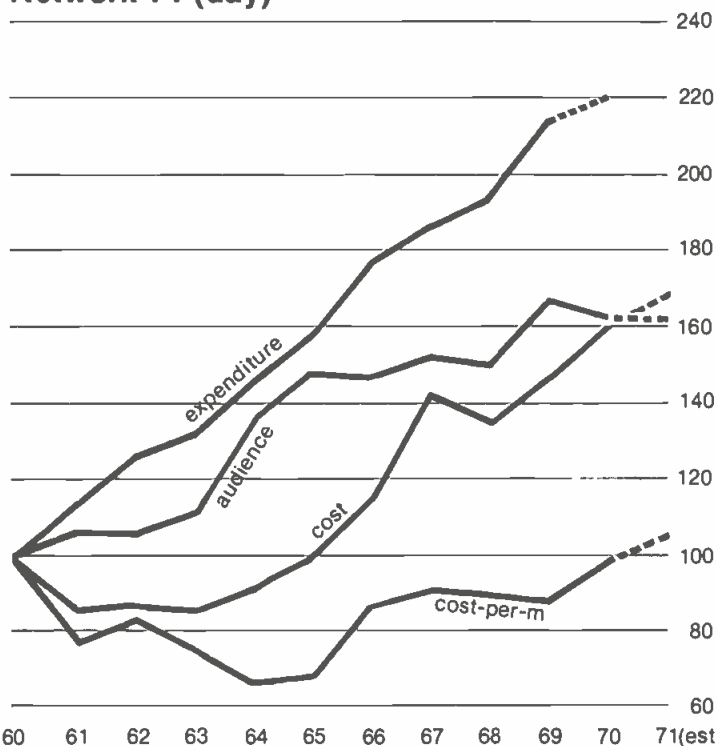
Total national advertising 1970 \$5.999 billion

TV network	29%	\$1.725 billion
TV spot	21%	\$1.245 billion
Radio network	1%	\$41 million
Radio spot	6%	\$374 million
Magazines	23%	\$1.375 billion
Newspapers & supplements	18%	\$1.082 billion
Outdoor	2%	\$135 million

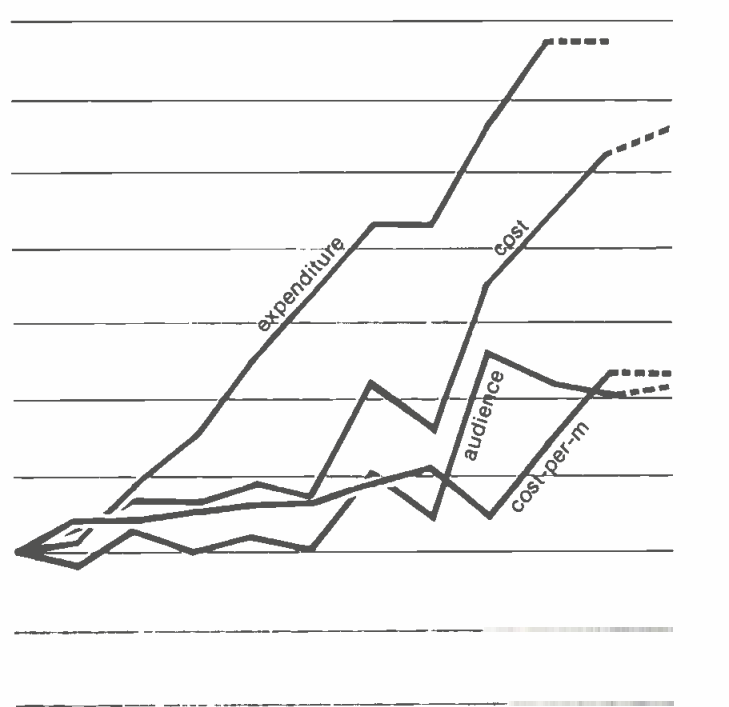
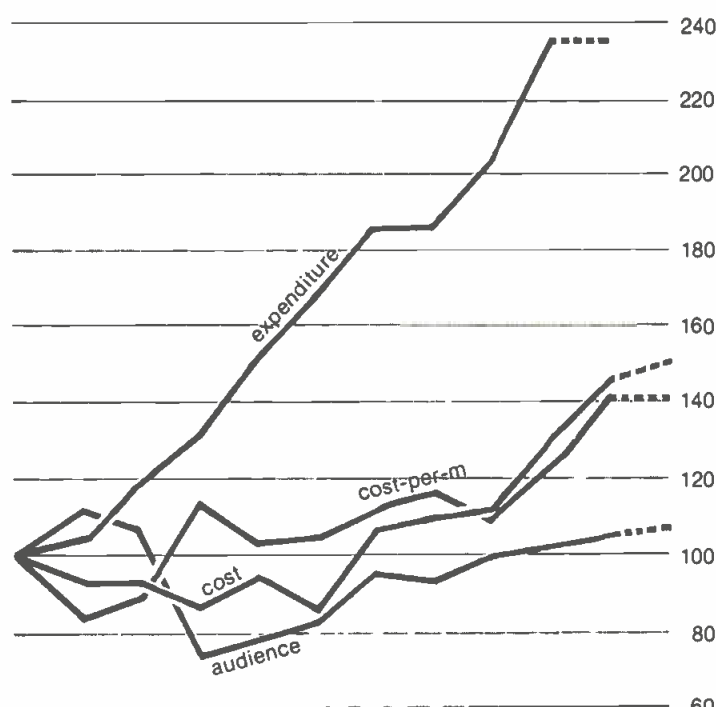
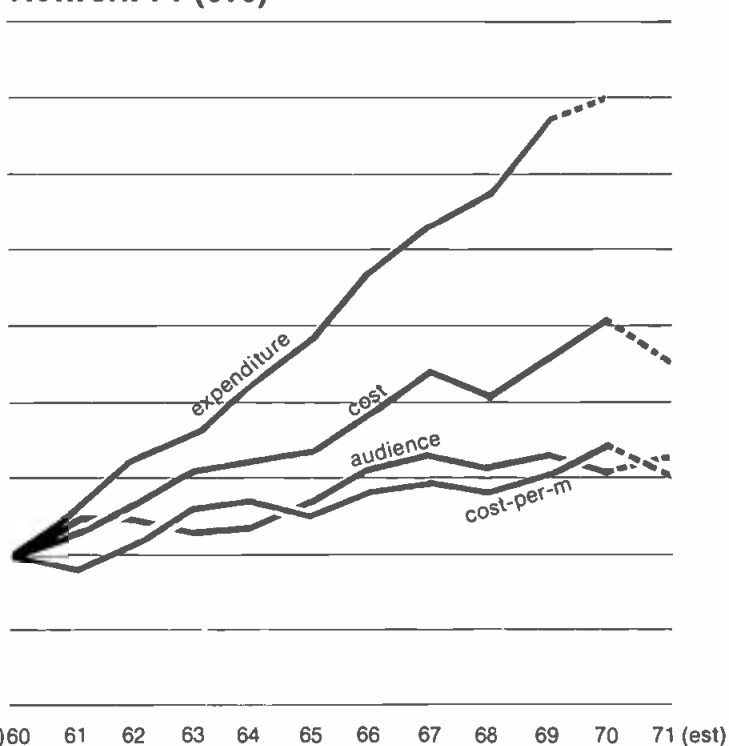
The charts below and overleaf show how each medium has performed—and will perform through 1971—relative to its performance in the base year of 1960. The index is 100 for each curve for the base year. All figures are from Ted Bates.

Trends are shown for national advertising expenditures, audience size, cost-per-thousand and cost-of-unit purchases, e.g., minutes for radio and television, black-and-white pages for magazines, 1,000 lines (black and white) for newspapers, 100 showings for outdoor.

Network TV (day)



Network TV (eve)



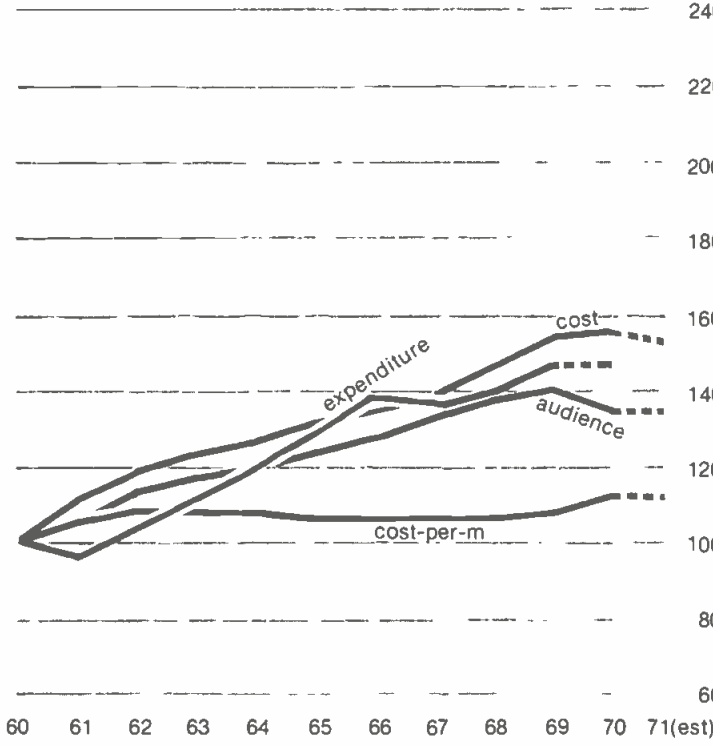
Spot TV (day)

Spot TV (eve)

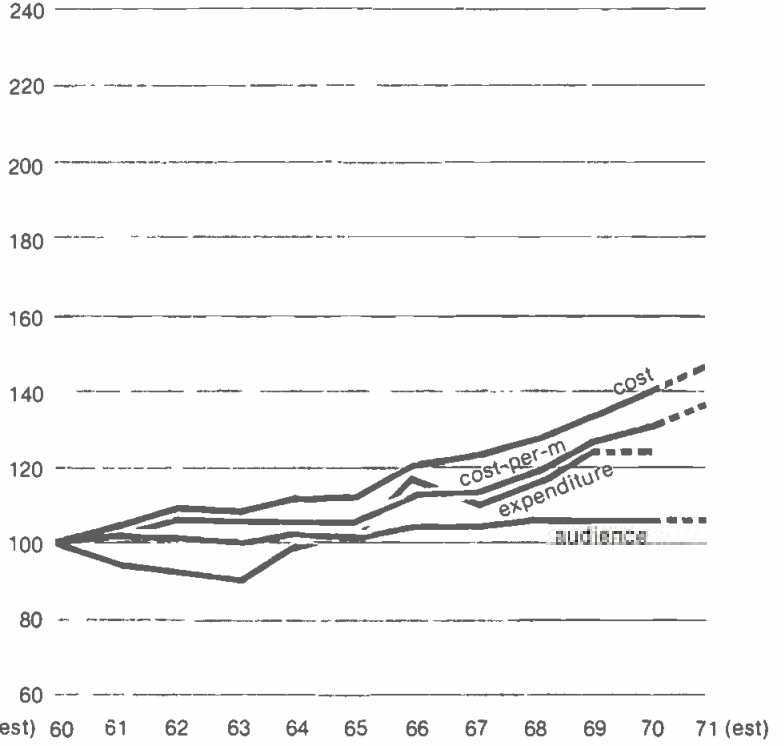
Magazines and newspapers (top charts) show variances in efficiency since 1960. Magazine C-P-M has been relatively stable; newspaper C-P-M has gone up 30 index points, is headed still higher next year.

Everything has been going up in spot radio (left below): advertiser purchases, costs, audiences and C-P-M. For advertising efficiency no medium beats network radio (right below) which delivers a thousand listeners now for less than it did 10 years ago.

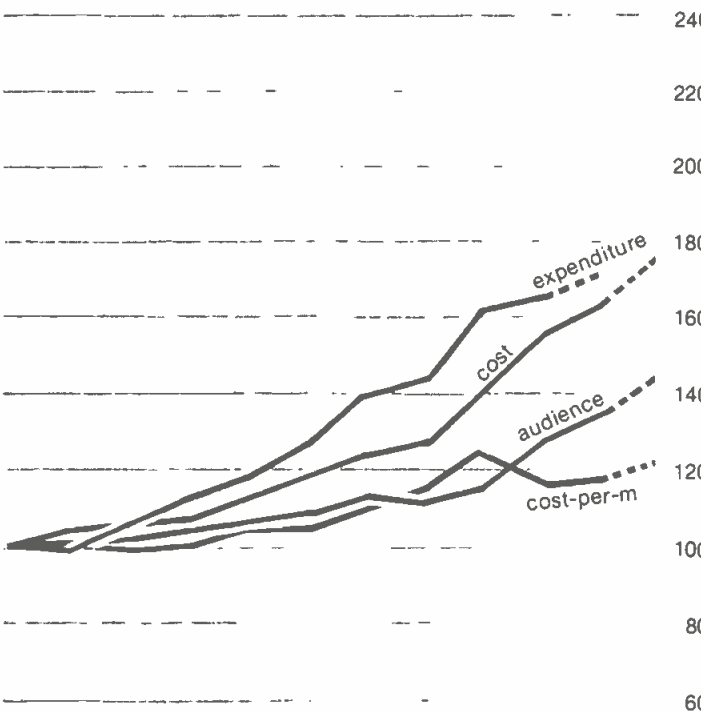
Magazines



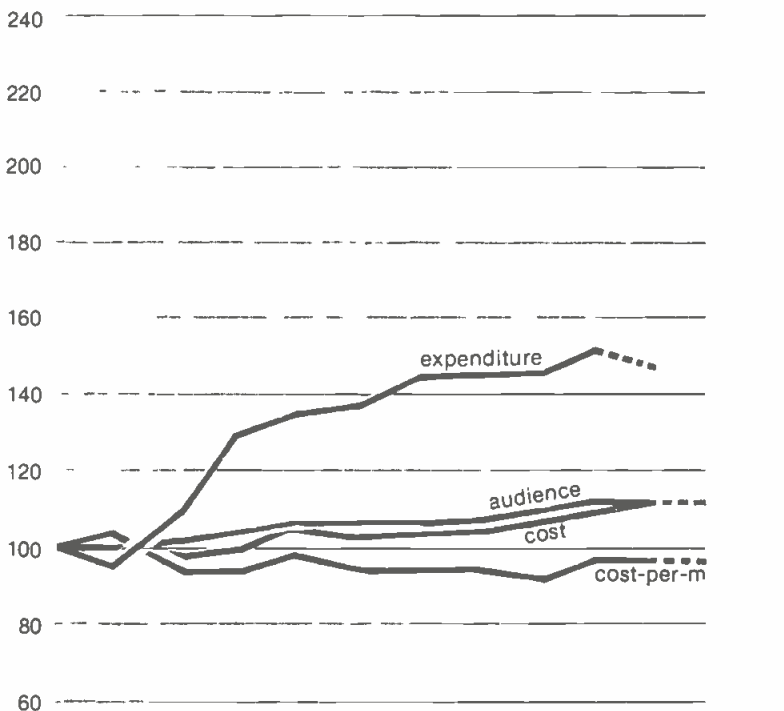
Newspapers



Spot radio



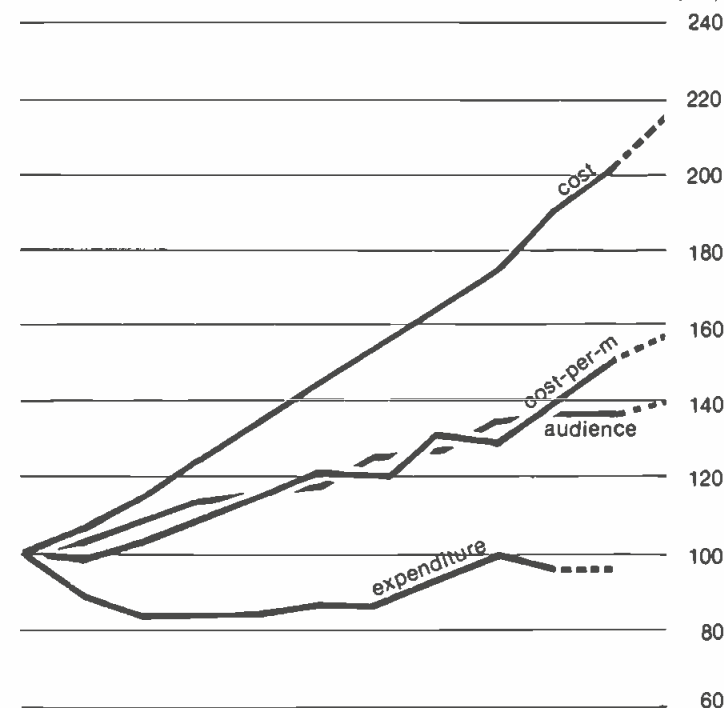
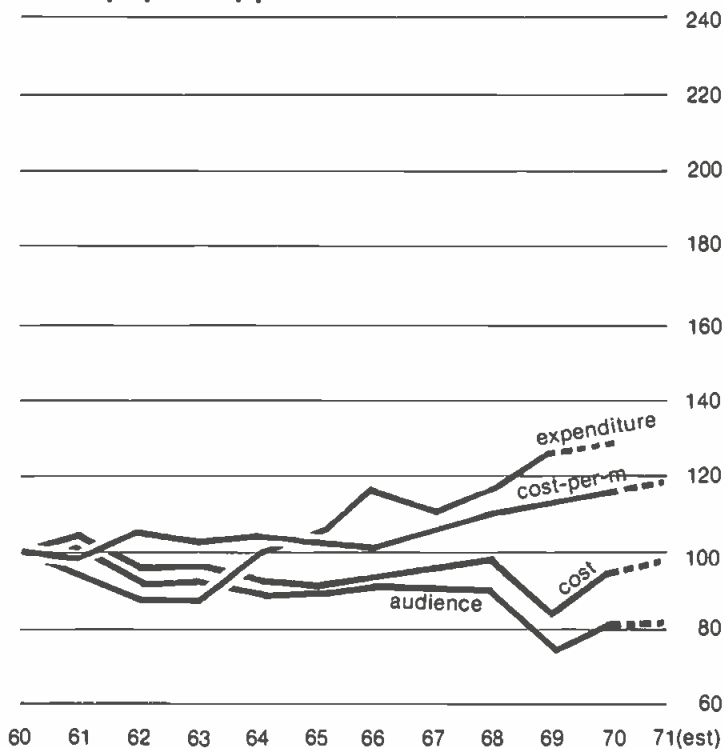
Network radio



Newspaper supplements have lost audience in the past 10 years but have held rates down, with result that C-P-M has been kept from going through the ceiling. Least efficient of all media is outdoor. Its C-P-M this year runs 49 points higher than in 1960.

All information in the charts on these and preceding pages is shown in tabular form below. Bates has estimated national advertising expenditures for this year and media costs, audiences and C-P-M's through this year and next year.

Newspaper supplements



Outdoor

Television				Print			Radio spot (60")	Radio ntwk.	Outdoor (100 show. net'l)
Day ntwk. (60")	Eve. ntwk. (60")	Day spot (60")	Eve. spot (60")	Mega. (1PBW)	Nappr. (1000LI)	Supp. (1PBW)			

Expenditure trends									
1960	100		100		100		100		100
1961	113		104		98		96		100
1962	125		119		103		93		105
1963	131		132		110		91		110
1964	145		153		118		100		116
1965	158		169		127		104		124
1966	178		188		137		117		139
1967	186		188		136		112		141
1968	195		215		140		118		162
1969	214		236		146		126		167
1970	220		236		146		129		169
1971 (est)									146

Cost trends									
1960	100	100	100	100	100	100	100	100	100
1961	85	111	94	107	110	103	103	102	101
1962	89	114	94	115	119	108	99	105	99
1963	85	121	87	114	123	108	99	107	100
1964	93	124	96	119	125	110	94	112	102
1965	100	126	87	116	130	112	91	117	102
1966	128	139	108	147	135	120	94	122	103
1967	143	149	110	133	139	121	96	127	103
1968	136	141	111	172	146	126	98	140	105
1969	146	153	130	189	153	133	63	151	107
1970	181	162	146	207	154	140	95	163	110
1971 (est)	169	151	151	213	152	147	98	176	110

Audience trends									
1960	100	100	100	100	100	100	100	100	100
1961	107	112	112	98	105	101	102	101	100
1962	106	112	107	106	111	102	95	104	101
1963	112	107	76	102	115	101	96	106	102
1964	138	108	93	106	118	103	91	108	103
1965	148	114	83	102	123	103	90	110	104
1966	147	121	98	120	128	105	92	112	105
1967	153	126	95	110	132	105	91	112	105
1968	150	122	100	153	137	106	91	115	109
1969	167	126	102	145	140	106	75	129	110
1970	162	123	105	141	136	107	82	137	110
1971 (est)	164	125	107	145	134	107	83	144	110

Cost-per-m-trends									
1960	100	100	100	100	100	100	100	100	100
1961	79	99	85	108	105	102	101	101	101
1962	84	102	88	108	107	106	104	101	98
1963	77	113	114	112	106	107	102	101	98
1964	67	115	103	113	106	107	102	104	99
1965	68	111	105	114	105	108	102	106	98
1966	87	116	112	118	105	115	101	109	98
1967	93	119	116	121	105	115	105	113	98
1968	91	118	110	113	106	119	107	122	96
1969	88	121	125	130	109	126	111	117	97
1970	99	130	141	147	113	130	116	119	97
1971 (est)	103	121	141	147	113	137	118	122	97

Ted Bates & Company Media-Program Department

ARB runs into flak on rate hike

Many stations say they are canceling reports, refusing to pay 15%-25% more for same information

American Research Bureau, which became the center of a raging dispute last winter when its market reports showed substantial declines in TV viewing levels, is caught up now in another one—centering this time on rate increases for the reports.

Scores of TV stations apparently have served notice canceling their subscriptions to the reports—if only as a protective action while they try to negotiate the rate increases downward. But a number of stations reportedly say their cancellation notices are not for protective purposes, but mean exactly what they say.

The actions followed ARB's midyear notices telling subscribers what changes it planned in the reports—and in the rates—for the coming year. ARB sources said the rate increases averaged about 15%, but could go higher in large markets because ARB is trying to tie a market's rate more closely to its advertising expenditures. A number of stations in major markets claimed their own increases ran as high as 25%, and some said higher.

Subscribers had 30 days—from July 1 to July 31 (last Friday)—in which to cancel. Otherwise, under ARB contract terms, their subscriptions would renew automatically on the new rate basis. Those that canceled, however, have another 30 days—till Sept. 1—as a "grace period" during which they can change their minds and sign up without losing applicable discounts. Presumably most

of those that canceled will use the grace period to try to get the rates down.

Just how many did serve cancellation notice was a question subject to varying estimates last week. ARB spokesmen said they had no way of knowing until all the reports were in. Estimates by some station reps and group-station owners ranged from 70 to "more than 100."

Just what the outcome will be was also subject to varying opinions. One angry official of an important station group said that "we feel we've been blackjacked—ARB apparently feels that if it's got the agencies using the service, it can get all it wants from the stations."

He said all his stations had sent cancellation notices and would fight the increase as hard as possible. He also felt that many stations, especially in smaller markets, probably had sent cancellations not as protective devices to insure further negotiations, but with the intention of not renewing.

He also said though "there is a good possibility that within the next year or so the industry will be forced into the position of putting audience-measurement research up for bids, then selecting the firm that makes the best offer and having it do the job—at little or no cost to agencies."

He said if that were done, the agencies—whose use of a given service now largely dictates its support by broadcasters—would have little choice but to

go along. Agencies currently pay for such services, whether offered by ARB or other research companies, but generally at lower rates than broadcasters are charged.

ARB sources said the rate increase was based primarily on increases in ARB's own production and related costs, rather than on any major addition to the reports next season. They also said that for the first time they were offering broadcasters two-year contracts, which they regarded as a special inducement because these would protect against another cost increase next year.

They said, too, that agencies as well as broadcasters would be paying higher rates next year. Just how much the agency increases would amount to could not be ascertained last Thursday (July 30).

It is generally accepted that ARB's reports are used by agencies placing a greater volume of spot-TV business than are A. C. Nielsen's competitive Nielsen Station Index (NSI) reports. Some sources estimated, for example, that ARB's are used in the placement of about half of all spot-TV business and Nielsen's in placing about 35%.

Some sources speculated hopefully, however, that Nielsen's share might be increasing and that the competition between the two firms might therefore become closer.

This speculation was based at least partly on reports that J. Walter Thompson Co., the world's largest agency and

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 19, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 19	Total dollars week ended July 19	1970 total minutes	1970 total dollars
	Week ended July 19	Cume Jan. 1-July 19	Week ended July 19	Cume Jan. 1-July 19	Week ended July 19	Cume Jan. 1-July 19				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 64.5	\$ 3,319.3	\$ 270.3	\$ 9,272.4	69	\$ 334.8	2,337	\$ 12,591.7
Monday-Friday 10 a.m.-6 p.m.	1,518.2	49,538.5	2,665.2	89,188.0	1,443.3	51,923.5	832	5,627.7	24,776	190,650.0
Saturday-Sunday Sign-on-6 p.m.	371.6	27,323.6	597.0	36,832.1	614.0	20,474.7	225	1,582.6	8,060	84,630.4
Monday-Saturday 6 p.m.-7:30 p.m.	143.6	6,498.0	470.5	22,492.2	412.3	16,468.8	75	1,026.4	2,238	45,459.0
Sunday 6 p.m.-7:30 p.m.	73.7	3,348.3	149.6	7,455.1	6.0	6,044.6	12	229.3	592	16,854.0
Monday-Sunday 7:30-11 p.m.	3,988.5	152,398.4	4,505.2	195,408.9	5,330.0	187,503.8	448	13,823.7	12,528	540,641.1
Monday-Sunday 11 p.m.-Sign off	192.2	8,152.1	177.0	10,908.2	882.3	18,552.4	103	1,251.5	3,230	38,495.0
Total	\$ 6,287.8	\$ 247,258.9	\$ 8,629.0	\$ 365,603.8	\$ 8,959.2	\$ 307,499.3	1,764	\$ 23,876.0	53,801	\$ 929,321.2

also the largest spot-TV agency (an estimated \$96.3 million in spot-TV billing in 1969), had recently signed a five-year contract for the use of NSI reports for many of its accounts.

About two-thirds of the more than 20 agencies buying NSI's complete service are said to be on five-year contracts now. These reportedly include Ted Bates & Co., Young & Rubicam, Benton & Bowles, Compton and Cunningham & Walsh.

Station reps reported a flow of protests from stations against the ARB rate increase. They called it particularly untimely in what was described as "a year of frustrations" that included not only ARB's earlier reports of declines in TV viewing levels, but also the softening economy and a resultant profit squeeze in which broadcasters are caught between rising costs and flattening sales curves.

One rep predicted that despite all the protests by stations, "in three months it will all be history." Others thought the protest might be more productive, at least selectively. "If a major group owner says no," one asked, "what can ARB do?"

Some said their stations were provoked not only by the rate increase but also by what they considered too long delays—55 days in some cases—between completion of an ARB market survey and delivery of the report. These expressed hopes that the August negotiations would produce, as one put it, "a more suitable deal and the promise of better performance."

Timex backs its share of prime-time specials

Timex Corp., through Warwick & Legler, New York, will sponsor 13 specials during the 1970-71 fall and spring seasons. The subjects and air times of 11 of the programs are: *Timex Presents the All-Star Circus*, Sept. 12, 9-10 p.m.; *Zoos Around the World*—National Geographic, Oct. 13, 7:30-8:30 p.m.; *Timex Presents the Jack Benny Show*, Nov. 16, 10-11 p.m.; *Ethiopia: The Hidden Empire*—National Geographic, Dec. 2, 8-9 p.m.; *Timex Presents the Bob Hope Show*, Dec. 7, 9-10 p.m.; *Hans Brinker*, Dec. 12, 7-9 p.m.; *Timex Presents Peggy Fleming at Sun Valley*, Jan. 24, 9-10 p.m.; *Adventures in the High Arctic*—National Geographic, Feb. 9, 7:30-8:30 p.m.; *Timex Presents the Jack Benny Show*, March 10, 9-10 p.m.; *The Great American Desert*—National Geographic, April 14, 7:30-8:30 p.m.; *David Copperfield*, April 21, 9-11 p.m.

The four National Geographic shows will be carried by CBS. The others will be on NBC.

ANA unit to keep tabs on ad trends

The Association of National Advertisers announced last week it has formed an advertising management policy committee to study trends, developments and opportunities in the management of advertising now and in the future.

ANA said that at its first meeting the committee identified a number of areas of interest for further study and action by members individually and by the various operating committees of the association. The advertising management policy committee chairman is William M. Claggett, vice president-director of communications and marketing services, Ralston-Purina Co.

The committee suggested a continuing study of compensation methods, specialized service organizations, changes in agency structures and systems of financial management. The committee discussed the question of product conflicts arising from mergers and acquisitions, but did not recommend further action in this area.

In the area of specialized service organizations, the committee observed that such services as the "creative boutique," the media-buying organization,



Mr. Claggett

the direct-mail, sales-promotion and broadcast-commercial production firms are influencing the way services are being provided to advertisers. It said these services are influencing every facet of advertising management.

The committee also felt that the ANA should remain alert to the implications of agency restructuring. It pointed out that agencies may be moved in the direction of "modular service units," i.e., computerized media planning, specialized marketing, creative, TV production and other service units which would be available to advertisers piece-meal.

Hooper drops its TAR reports

C. E. Hooper Inc., Mamaroneck, N.Y., has notified station and agency clients that it is terminating its syndicated Total Audience Radio Hooperatings Report, effective with its June-September issue, because of insufficient support from stations and agencies.

These reports provide audience ratings in the metro area and the total area by various day-parts and demographic information in 60 top markets and are issued from one to three times a year. This service was launched in the fall of 1968. A spokesman reported that about 100 stations and agencies subscribed to the service which he said was expensive to produce.

Hooper will continue to produce the monthly Hooper Radio Audience Indexes, which have been issued for 37 years and provide estimates of in-home audience by day-parts. This service has more than 250 subscribers.

Norelco in TV splurge through Christmas

Norelco personal-care products will be promoted with a heavy TV campaign in the second half of 1970, to be climaxed with an intensive pre-Christmas

push. The major portion of the division's \$10-million advertising budget this year will be spent on spot and network in the last six months.

Five color spots for men's and ladies' shavers are scheduled for 44 exposures in prime-time on network TV. The men's shaver spots will take the approach that Norelco's shave "as close or closer than a new platinum or chromium blade." Ladies' shaver advertising will highlight the home beauty salon, an electric shaver with 11 grooming attachments. The Christmas campaign will be a repeat of last year's "Noelco" theme.

LaRoche, McCaffrey & McCall, New York, is the agency for Norelco's electric shavers, personal-care products and home appliances.

Mattel has big plans for the yule season

Christmas is just around the corner, at least for Mattel Inc., Hawthorne, Calif. The toy manufacturer's annual Christmas advertising campaign is said by the company to be the largest in the firm's history.

The combined print-broadcast campaign is expected to reach 93% of all children. Over 90% of the advertising budget is to be spent in television, according to the company's agency, Car-

son/Roberts/Inc., Los Angeles.

In addition to regular spot placements throughout the new season, Mattel will also be sponsoring, in whole or part, three new shows. These include *Hot Dog* on NBC-TV, *In The Know* on CBS and a series of one-hour specials dealing with the child's world. The last group will be aired on the last Saturday of each month by NBC under the title *Mattel/NBC Children's Theater*.

The specific programs were chosen because the toy company expressed a desire to provide "more intellectually stimulating television fare."

The annual budget for the firm is approximately \$15 million.

Five agencies disavow ties with Vitt Media

Officials of five Boston agencies, which had been reported to have formed associations with Vitt Media International under which VMI would perform their broadcast-buying functions as needed (BROADCASTING, July 27), denied last week that they had any such agreement with the media-buying service.

One of the five—Reach, McClinton—said it was using VMI for a single client on a test basis only. Outright denials came from officials of the four other agencies: John Dowd Advertising; Dan Sullivan & Co.; Ingalls Associates, and Pearson Guy Weiss Inc.

Sam Vitt, president of VMI, said he and associates had held discussions with representatives of the agencies and that VMI either had handled or was handling

assignments for them or for accounts handled by them, but that the announcement of an association with them was "premature" and had been issued by VMI's public-relations counsel without his knowledge. Phil Dean Associates, New Rochelle, N.Y., which represents Mr. Vitt, said the information came from Mr. Vitt's office.

Busch-backed special has all-star line-up

Anheuser-Busch, St. Louis, is sponsoring a 90-minute special on NBC-TV on Nov. 29 (Sunday, 8:30-10 p.m. EST) that was said last week to be certain to take its place among the most expensive vehicles produced as one-shots for television. Figures range from \$1.5 million for cost of production alone to as high as \$3 million, a figure which would include in addition to production other provisions, such as costs of repeats and syndication rights.

The brewer's program will star screen actor John Wayne in his first TV special. Not yet titled, the show will be an entertainment program using America as the theme and presenting comedy vignettes from this country's history. Though casting is not complete, it is expected to be crammed with such big names (and big fees) as Bob Hope, Red Skelton, Lucille Ball, Carol Burnett, Johnny Carson, Frank Sinatra, Smothers Brothers, Rowan and Martin, Flip Wilson, Jack Benny and Dean Martin. D'Arcy Advertising, St. Louis-New York, is the agency on the show.

Workshop scheduled on radio commercials

Spadework has begun on the annual radio commercials workshop to be held Oct. 20 in New York under the sponsorship of the International Radio and Television Society, New York.

IRTS said last week that four committee members have been appointed by the committee chairman, Stephen B. Labunski, WMCA(AM) New York, and society vice president, Maurie Webster, CBS Radio. The four are George H. Gallup, NBC Radio sales vice president; Frederick G. Neuberth, executive director of New York Market Radio Broadcasters' Association; Richard H. Harris, president of Radio Advertising Representatives, and Diane Storch, director of creative services at the Radio Advertising Bureau. The all-day session at the Waldorf-Astoria hotel will focus on advances in radio commercial production with trends analyzed and illustrated.

Chevy buys four specials

The Chevrolet division of General Motors, through Campbell-Ewald, New York, will sponsor four specials this fall and winter on ABC-TV. The initial telecast is scheduled for Thursday, Sept. 10, 9-10 p.m. EDT. Gene Kelly will be host on the first two programs, with James Garner and Barbara Eden among the guests. The three remaining specials are expected to be scheduled during November, December and January.

Agency appointments:

- **Holiday Inns Inc.**, Memphis, has named the J. Walter Thompson Co., New York, as the advertising agency for its estimated \$2.5-million account. Approximately \$500,000 is spent on TV-radio. Holiday Inn's agency for the past nine years, Cosmopolitan Agency, Memphis, will continue to handle some advertising assignments.
- **Spiro & Walpert Associates Inc.**, Philadelphia, has been appointed to handle promotion for the gubernatorial campaign of Milton J. Shapp in Pennsylvania. The agency, headed by President Walter A. Spiro, will handle all phases of Mr. Shapp's campaign throughout the state, including production of broadcast spots. Campaign manager Mark Forest will coordinate the project.
- **Rolls Royce Ltd.**, Derby, England, has named Dancer-Fitzgerald-Sample, New York, as coordinating agency in U.S. for Aero engine, Bristol engine and small engines divisions of company.
- **Stewarts Private Blend Coffee Co.**,

Chicago, has named Kenyon & Eckhardt there to handle its campaigns for Stewarts' private blend coffee, freeze-dried coffee and private blend tea. Broadcast plans are indefinite. Stewarts had no previous agency.

■ **Fashions U.S.A. and Heavenly Creations Inc.**, both Norfolk, Va., have appointed Gene K. Kolber Advertising Inc., Willow Grove, Pa., as their agency. The account will total \$350,000; \$50,000 earmarked for radio and television campaign in selected markets. Former agency was the Fairfax Agency. International Waterpure Corp., Fallsington, Pa., also has appointed Kolber Advertising to promote its antipollutant washing unit. About \$300,000 will be spent in television spots.

■ **American Kitchen Foods Inc.**, Greenwich, Conn., has named Kane, Light, Gladney Inc., New York, to handle a broadcast and print campaign for its frozen potatoes. Firm recently acquired the potato division of General Foods and markets the potatoes under the American Kitchen Foods and Birds Eye

brands. Radio and TV campaigns are planned for the following American Kitchen Foods products: Hash Browns, Cottage Fries, Fanci-Fries, Tasti-Fries, Tiny Taters, Potato Puffs and Crinkle Cuts.

Rep appointments:

- **WRET-TV** Charlotte, N.C.: Edward Petry Inc., New York.
- **WIST(AM)** Charlotte, N.C.; **KWG(AM)** Stockton, Calif.; **WBLK-FM** Buffalo, N.Y.: Young Radio Sales, New York.

Also in advertising:

Change of address ■ **Dodge & Delano Inc.** has moved its New York Office from 655 Madison Ave., to 130 East 59th St. Phone remains (212) TE 8-1717.

First account ■ **M. Patricia McGuinn Inc.**, New York, media-buying service that opened for business six months ago, has announced its first broadcast account—Elliott & Hutchins, Malone, N.Y., the Eastern distributor of Ski-Doo snowmobiles.

Everyone even in WLBT case

That's how FCC rules in denying Lamar Life bid for reconsideration

The former licensee of WLBT(TV) Jackson, Miss., last week lost its attempt to head off an FCC hearing that will determine who will operate the station.

In a 6-to-0 vote, with Chairman Dean Burch absent, the commission denied a petition for reconsideration filed by Lamar Life Broadcasting Co., embattled operator of the channel-3 facility.

Lamar lost its license last year in a landmark decision when a federal court of appeals overturned the commission's grant of renewal and ordered a comparative hearing on competing applications for the facility, with Lamar to be treated as one of the applicants. The company is operating the station on a temporary basis until an interim operator is selected.

Lamar's unsuccessful attempt to do away with the new hearing rested in part upon its contention that the commission should give it preferential treatment because of its record since

1964, when it encountered renewal opposition. The commission said the record could not be a part of the new proceeding because the court had already ruled on it and found it insufficient to warrant renewal.

Lamar also questioned the fairness of permitting other applicants to attempt to show that its past record is below par, while denying it the opportunity to show that the record is good. But, again, the commission said it would be inappropriate to allow Lamar a comparative advantage because of its past occupancy of the facility since the court has ordered that the applicants must compete on as nearly even terms as possible.

Just as other parties may rely on the past records of stations they own or control, the commission said, Lamar may rely in part upon the record of WJDX-AM-FM Jackson, which it also controls.

Color sets rise 4.2 million

More than 25-million TV homes are now color-equipped, according to NBC's quarterly estimate. NBC said that as of last July 1, one or more color sets were installed in 25.1-million households, representing 41.7% of the total TV homes in the U.S. NBC estimates for the same period in 1969 reported 20.9-million color-television households.

FCC forgives radio overbilling

It renews license and sanctions sale of station with erratic record

The FCC last week granted applications for renewal of license and sale of WKKO(AM) Cocoa, Fla., without a hearing, rebuffing charges that the station had engaged in fraudulent billing practices.

The commission said that under the circumstances it would expect the sale to be consummated promptly. As the majority put it, it was "indeed a close case."

The station, a daytimer, is being sold for \$255,000 to a group without prior connections to the licensee.

According to an auditor's report submitted by the station, WKKO overbilled advertisers by \$41,805.69 between July 1, 1966, and Dec. 31, 1968. In the same period, the auditor found that WKKO had underbilled advertisers by \$23,425.35. The underbilling, in the FCC majority's view, gave some credence to the licensee's excuse that the overbilling had been unintentional.

The erratic billing was discovered when a local auto dealer sued the sta-

IBA finds sympathetic ear on Capitol Hill

Illinois Broadcasters Association conferred with that state's congressional delegation in Washington last week and the seven-man IBA delegation came away bucked up by the fact that their 24 congressmen and two senators seemed to be anxious to understand broadcasters' problems.

The IBA representatives met with both Senators Charles H. Percy and Ralph T. Smith, both Republicans, and 22 of their 24 congressmen. The meetings were held on July 29 at a breakfast, a lunch and a reception that evening. Among the subjects presented by Illinois broadcasters were cigarette advertising, the fairness doctrine, political broadcasting, fees, CATV, the onc-to-a-customer rule and the prime-time network rule.

Present from the state were James G. Hanlon, WGN-AM-TV Chicago; Howard H. Frederick, WIRL-AM-TV Peoria;



Group of Illinois broadcasters held a reception, among other meetings, for their congressional delegation in Washington July 30. Shown above (l to r) at the reception in the Rayburn Building: Howard H. Frederick, WIRL-AM-TV Peoria, incoming president of the Illinois

Buren C. Robbins, noncommercial, educational WSU-FM-TV Carbondale; Gene Taylor, WLS-AM-FM Chicago; William

Broadcasters Association; Representative John C. Kluczynski (Democrat); Representative Charlotte T. Reid (Republican), who was at one time mentioned for a post on the FCC, and James G. Harlon, WGN-AM-TV Chicago, current IBA president.

C. O'Donnell, WBBM-AM-FM Chicago; Joe M. Baisch, WREX-TV Rockford, and Jask Kussart, WAND(TV) Decatur.

tion in September 1968. The dealer eventually won a judgment of \$1,160.

The sellers of WKKO are Mr. and Mrs. Jesse Freed: Ronald N., Marilyn O. and Anna Rothschild. The buyers are Stephen A. Marks (45%), Theodore A. Eiland, president and treasurer, and Lillian J. Eiland, vice president and treasurer (both 27½%). Mr. Marks has a minority holding in Delaware Television Service with CATV systems, Dover, Del. Mr. Eiland is general manager of WAKR-TV Akron, Ohio.

The vote to grant the requests for sale approval and license renewal, without hearing, was 4-to-2 with Commissioners H. Rex Lee and Nicholas Johnson dissenting.

In a statement, Commissioner Johnson said that the granting of these applications showed the commission as "prepared to ignore ethical and professional standards essential to the [broadcast] industry interest.

"I can think of little as destructive of the present scheme of advertising-supported broadcasting as the destruction of advertiser faith in the system that is bound to result from cases like this." He added that the case reminded him of WIFE Indianapolis which was renewed despite evidence of fraudulent billing.

Adding to his opinion that a hearing to deny the license renewal petition is required, he said this case sets a precedent: "Any time a broadcaster finds himself in trouble with the commission he need only sell his broadcast property, take his capital gains, and leave the industry."

AM record is reviewed in awarding FM license

A three-year proceeding involving competing applications for a Tennessee FM construction permit appears to be drawing to a close.

In a cumulative initial decision last week covering all aspects of the case, FCC Hearing Examiner Thomas H. Donahue recommended grant of a CP for an Athens, Tenn., station to Athens Broadcasting Co. over competing applicant 3 J's Broadcasting Co.

Athens Broadcasting is licensee of WLAR(AM) Athens and 3 J's owns WYXI (AM), that city.

The applications were designated for hearing in August 1967 and Mr. Donahue's initial decision a year later recommended grant of the CP to Athens Broadcasting, finding its greater coverage and proposed auxiliary power system outweighed 3 J's integration of

ownership and management.

In May 1969 the commission's review board reversed the decision in favor of 3 J's. However, last January the commission found that allegations made by Athens Broadcasting raised questions about the qualifications of John P. Frew, owner of 3 J's Broadcasting.

In his conclusions last week, the examiner found that Mr. Frew withdrew from four business associations—which became holders of CP's for radio stations in Georgia—without filing transfers of control with the commission. The examiner said Mr. Frew was responsible only for "reporting failures" and was not guilty of attempting to withhold information. Mr. Donahue also cited various shortcomings of Mr. Frew as a licensee. These included conducting and promoting a questionable listener survey; broadcasting material on WYXI without sponsor identification; "sloppy log keeping practices," and using WYXI to promote what was "clearly a lottery"—a cash giveaway sponsored by Athens merchants.

Changing Hands

Announced:

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

■ WINR-TV Binghamton, N.Y.: Sold by Gannett Co. to Henry J. Guzewicz and others for \$780,000. Paul Miller is president of Gannett. Gannett also owns WHEC-AM-FM-TV Rochester, N.Y., and WDAN-AM-FM Danville, Ill., and is publisher of *Binghamton* (N.Y.) *Press* and various other newspapers. See WINR(AM) below. Buyers own radio and television tower-construction firm. WINR-TV is a channel 40, NBC-TV affiliate, on 288 kw vis. Broker: Blackburn & Co.

■ WINR(AM) Binghamton, N.Y.: Sold by Gannett Co. to Peggy Stone Gilbert, Saul Frischling and others for \$307,000. See WINR-TV above for sellers. The buyers own WUNI(AM) Mobile, Ala. Mrs. Gilbert and Mr. Frischling are vice-chairman of the board and executive vice president, respectively, of H-R Representatives, New York radio rep firm. WINR(AM) is on 680 kc with 1 kw daytime and 500 w night. Broker: Blackburn & Co.

■ WHAP(AM) Hopewell, Va.: Sold by Roger A. Nauhoff and others to Roy D. Wooster and others for \$367,500. Mr. Nauhoff is president of Eastern Broadcasting Corp., licensee of WCVS(AM) Springfield, Ill., and WHUT(AM) Anderson, Ind., and applicant to purchase WBOW(AM) Terre Haute, Ind., and WOHI(AM) East Liverpool, Ohio.

Outstanding Values in Radio-TV Properties

LOUISIANA...\$160,000

AM/FM in single-station market with home county population of 24,000 and retail sales of 39 million. Owns real estate and buildings. Terms of 29% down and balance over 10 years.

MIDWEST FM...\$65,000

Excellent facility, serving metro area of 175,000 population, with nearly 50,000 watts ERP. Presently duplicates programming of sister AM, which has been sold subject to FCC approval. Owner seeking separate FM buyer to comply with new FCC rule. Tower-transmitter space can be leased. Terms: \$30,000 cash, balance over 5 years.

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Mr. Wooster heads Radio Hopewell Inc. and has interests in WRON(AM) Ronceverte, W. Va., and WEEW(AM) Washington, N.C. WHAP operates on 1340 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ KAPE(AM) San Antonio, Tex.: Sold by Maxwell M. Marvin and others to Center Atkins Jr. and others for \$275,000. Mr. Atkins owns an advertising agency in San Antonio. KAPE is on 1480 kc with 500 w daytime only. Broker: Blackburn & Co.

■ KRPM(FM) San Jose, Calif.: Sold by Edward W. Meece and others to Melvin Gollub and others for \$240,000. Mr. Gollub formerly had interests in WIFR(FM) Philadelphia. KRPM is on 98.5 mc with 12.5 kw and an antenna 880 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KWUN(AM) Concord, Calif.: Sold by Norman Kestner and others to William D. Adler and others for \$235,000. Mr. Adler is station manager of WEAW(AM) Evanston, Ill. KWUN is a daytimer on 1480 kc with 500 w. Broker: Hamilton-Landis & Associates.

■ KBMY(AM) Billings, Mont.: Sold by Kenneth Nybo and others to Howard and Stanley Enstrom for \$210,000. Messrs. Enstrom hold real-estate interests in the Chicago area and own an applicant for a construction permit for a new AM facility in Wheaton, Ill. Howard Enstrom is a broadcast consulting engineer and was formerly an engineering staff member of WGN(AM) Chicago. KBMY is on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ WAYX(AM) Waycross, Ga.: Sold by Charles N. and Bettie Mayo, Eva Williams Jemison and the estate of Allen M. Woodall to Ralph T. Grover, Irving Braun and others for \$200,000. Buyers own air-taxi and helicopter service for Washington Metropolitan Police Dept. and for WMAL-AM-FM-TV Washington. WAYX is on 1230 kc with 1 kw. Broker: Blackburn & Co.

■ KPIN(AM) Casa Grande, Ariz: Sold by Dale Bennett to Augustus Bailey Jr. and George H. Thomas for \$75,000. Messrs. Bailey and Thomas are promotion director and assistant promotion director, respectively, for WCPO-TV Cincinnati. KPIN is a daytimer on 1260 kc with 1 kw. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54).

■ WRET-TV Charlotte, N.C.: Sold through bankruptcy by Emil F. Kratt,

receiver for Dr. Harold W. Twisdale, David L. Steel and others, to R. E. Turner and Milton Ledet for assumption of \$1,225,000 in liabilities. Messrs. Twisdale and Steel own WATU-TV (ch. 26) Augusta, Ga., and hold a construction permit for WMTU-TV (ch. 30) Memphis. Mr. Turner has a substantial interest in the Turner Communications stations—WTCG-TV Atlanta; WGOW(AM) Chattanooga; WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM Charleston, S.C. Mr. Ledet has been named vice president and general manager of WRET-TV and was formerly vice president and general sales manager of WTCG-TV. WRET-TV (formerly WCTU-TV) is an independent on channel 36 with 133 kw visual.

■ KVON(AM) Napa, Calif.: Sold by Arthur C. Youngberg Jr. and others to Thomas L. Young and others for \$530,250. Mr. Young is vice president and general manager of Blackhawk Broadcasting Co., which owns KAUS-AM-TV Austin, Minn., and KWVL-TV Waterloo-Cedar Rapids, Iowa. KVON operates on 1440 kc with 500 kw day and 500 w night.

■ WYZE(AM) Atlanta: Sold by Roy V. Harris to George Johnston III, George W. Barber Jr. and Lathrop W. Smith

for \$500,000. Mr. Johnston has interests in WJLD(AM) Homewood and WJLN(FM) Birmingham, both Alabama. Messrs. Barber and Smith are Birmingham businessmen. WYZE is a daytimer on 1480 kc with 5 kw.

■ WKKO(AM) Cocoa, Fla.: Sold by Mr. and Mrs. Jesse Freed; Ronald N., Marilyn O. and Anna Rothschild to Stephen A. Marks and others for \$255,000 (see page 33).

KCET(TV) moving to old Allied Artists studios

The three-and-a-half-acre studio complex once owned by Allied Artists has been purchased by noncommercial KCET (TV) Los Angeles for approximately \$800,000. Funds for the acquisition, plus an additional \$1.5 million for modernization, are being made available in loans by the Ford Foundation.

The station has been leasing space in a building owned by ABC-TV. KCET officials expect to move to the new location within eight to 12 months. Former owner of the property was Colorvision Inc., which bought the studio from Allied in 1968. Colorvision has since filed bankruptcy proceedings, allowing the educational station to take over.

EXCLUSIVE LISTINGS!

NORTHWEST—High powered daytimer in single station market PLAINS: close to important retail distributing center. Equipment excellent, new combination studio and transmitter building, operation profitable, experienced staff. Advertising sales show steady increase year after year. Priced less than two times gross. \$250,000—29% down, balance ten to twelve years at low interest rate.

Contact Richard A. Shaheen in our Chicago office.

MIDWEST: —Fulltimer in growing top one hundred market that has excellent potential. Transmitter land included. Good equipment and experienced staff. Currently billing approximately \$14,000 monthly but should be double that. Located in profitable radio market. Absentee owned. Price \$300,000—29% down, balance at seven and a half percent interest.

Contact George W. Moore in our Dallas office.

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WMC-TV counters blacks' charges

Resisting Negro attacks on its license renewal, station says it's fair

The licensee of WMC-TV Memphis defended its programming and hiring practices against the charges of black activists in a petition filed with the FCC last week. Scripps-Howard Broadcasting Co. urged the commission to dismiss or deny the protests and grant renewal to the Memphis outlet.

The group owner challenged the statements of a black coalition which has argued that WMC-TV discriminates against Negroes in hiring—particularly for executive positions—and neglects black interests in its programming. The blacks filed against WMC-TV and two other Memphis stations, WREC-TV and WHBQ-TV, in separate petitions last month (BROADCASTING, July 13, 20).

In its reply, Scripps-Howard began with the assumption that the blacks' petition should be dismissed because it was filed late and because of certain "procedural defects"—such as "worthless" affidavits that failed to certify that the individuals had personal knowledge of the facts they recounted.

But even if the blacks' charges are accepted in the form of an informal complaint, Scripps-Howard said, they are seriously misleading.

For example, the company argued,

WMC-TV presents more black-oriented programming than the coalition had claimed, and it regularly integrated other programs. In fact, it said, WMC-TV recruits black guests for programs while turning away white prospects.

Scripps-Howard also took exception to the concentration-of-control issue raised by the coalition. The company acknowledged the obvious fact that it owns the only daily morning, afternoon and Sunday newspapers in Memphis, but added that the commission has never before questioned this concentration of media interest and should not suddenly begin to do so now.

On the issue of employment practices, Scripps-Howard said that WMC-TV has an equal-opportunity program in effect which has resulted in the training of numerous black personnel and a consistent rise in the percentage of black employees over the past five years. It also said it has hired one prominent black as a station executive.

The company pointed out that it met on several occasions with leaders of the black group, which has been seeking to negotiate programming and hiring agreements with Memphis stations.

However, it said, WMC-TV refused to "enter into any agreement to modify, share or delegate its responsibilities as a broadcast licensee," or to consent to a program of "forced hiring," although it felt some progress was being made on some points in the talks with black representatives.

As part of its defense against the blacks' charges, Scripps-Howard noted

the letters of support filed in its behalf with the commission after both the black activists and a white citizens' group had made known their opposition to WMC-TV's renewal (BROADCASTING, July 20). Numerous Memphis citizens, including educators and black moderates, testified that the station was fair.

"No greater vote of confidence could be accorded [WMC-TV's] effort toward civil rights," Scripps-Howard said, "than this outpouring of support in its behalf from all elements of the community."

Fate of broadcast bill gets more complicated

The political broadcasting bill (H.R. 18434) may be in danger of losing the bipartisan support which enabled it to breeze easily through the House Commerce Committee.

The House measure, the result of much tedious compromise between Democratic and Republican members of Chairman Torbert Macdonald's (D-Mass.) Communications Subcommittee, calls for political spending limitations for political candidates beginning Jan. 1, 1971—thus not affecting this year's congressional elections.

To some House Democrats, who feel the squeeze of limited campaign funds and may see themselves in trouble in the upcoming elections—this date seems increasingly remote.

They would like to see the spending limits applied as soon as possible to equalize any advantage more prosperous Republican opponents might have. Under the bill's provisions all candidates are subject to the same ceilings on radio-TV advertising—seven cents per vote cast for the office in the previous election.

House Democrats are looking with increasingly hungry eyes at the Senate-passed version of the broadcasting bill which, unlike the House version would go into effect 30 days after signing by the President—and would apply to this year's congressional elections.

As a result some House Democrats may be planning to move the House bill to the floor to beat the Aug. 14 House adjournment date and attempt to substitute some of the Senate bill's provisions—the most important being the effective date.

This substitution idea will certainly be a subject of discussion at the Democrats Aug. 5 caucus called last Wednesday by Representative Dan Rostenkowski (D-Ill.), chairman of the Democratic caucus. A major fear, one congressional aide said, is that such a substitution move when the bill reached the floor would break the back of the bipartisan support and might lead to a wild amending session and, perhaps, the death of the bill.

Media notes:

Creative outlet ■ The former creative and sound directors for Mel Blanc Associates, Los Angeles, have formed their own sound service. Radio Atlantis Corp., formed by Richard Clorfene and Joseph Byrd, will create and produce radio advertising, programming, I.D. packages, corporate logos as well as engaging in youth marketing consultation. Messrs. Clorfene and Byrd have developed a multi-track playback system for theatrical sound presentations called Omniphonics. Address: 117 North Robertson Boulevard, Los Angeles 90048. Telephone: (213) 276-4030.

Catholic grants ■ The Catholic Communications Foundation is accepting applications for 1971 financial grants awarded during January. All individuals and organizations "serving the broadcasting mission of the church" are eligible for consideration. Applications must be received before Oct. 1 and

should be addressed to Mr. Charles Reilly, Executive Secretary, CCF, 405 Lexington Ave., Suite 4200, New York 10017.

New FM for Cape ■ Dedication ceremonies were held July 26 for WQRC (FM) Hyannis, Mass. WQRC, owned by Cape Cod Broadcasting, will, it is claimed, reach all of Cape Cod. Output is 50 kw in stereo. Format includes continuous stereo music and local news coverage.

Moving out ■ Wendell L. Craig Inc., New York audio production house, has moved its offices and production facilities from 137 W. 55th Street to new and larger quarters at 300 W. 55th Street.

Expanding ■ Compix, the commercial photography department of UPI, is opening a full-service facility in New York in September at 227 East 45th Street in addition to its present quarters at 220 East 42nd Street.

Another round in Alabama ETV case

Blacks say racial bias should have led FCC to lift stations' licenses

More protests were lodged last week against the renewals of eight licenses held by the Alabama Educational Television Commission.

Two petitions for reconsideration of the renewals were filed. One was by Rev. Eugene Farrell, Linda Edwards and Steven Suits—all of whom originally complained to the commission when the licenses were renewed in June. The other was a joint petition by the National Association of Black Media Producers and Black Efforts for Soul in Television. The petitions came two weeks after Senator Charles E. Goodell (R-N.Y.) wrote FCC Chairman Dean Burch protesting the renewals (BROADCASTING, July 20).

The commission had received a number of complaints objecting to the deletion by the AETC stations of a number of programs on blacks supplied by National Educational Television. AETC said it had deleted the programs because they contained objectionable material. When the commission renewed the AETC licenses June 29 it said the matter was a discretionary one of "taste or judgment" (BROADCASTING, July 6). The AETC stations are WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Mt. Cheaha State Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville and WHIQ(TV) Huntsville.

In their petition last week, Messrs. Farrell and Suits and Miss Edwards charged that AETC has failed to meet the educational needs of the black community. They said that, despite the fact that 30% of the viewing audience served by AETC is black, none of the programming decisions were made by blacks, AETC has never had a Negro member in its 17 years of existence and among the AETC staff there are no black employees.

The group also noted that AETC listed a total of 257 programs which were integrated, but that these constitute only 10% of AETC's entire broadcast time and "the discrepancy appears too large to be accounted for simply by incidental factors of programming." It added that "AETC could have deleted one (or more) programs in a series without deleting the other programs in the series which did not contain objectionable material."

In their joint petition, NABMP and BEST said the 257 integrated programs listed by the AETC as evidence of its

policy of nondiscrimination are "a meaningless gesture which underscores the low priority which the AETC has accorded to blacks in Alabama." They said the exclusion of *Black Journal* and other programs cannot be justified because they have been proven to be adapted to blacks throughout the country, "and their broadcast would help to fill a vacuum created by AETC's own failure to meet the educational needs of black audiences."

It charged the AETC and the commission with imposing their own standards on programs related to blacks without trying to understand black educa-

tional needs.

"If there are a few obscene words in some of the programs, and if some of the material is emotionally disruptive, it is only because the black experience is not an idyllic world of contentment," they said, adding the education of blacks "will not be furthered by divorcing them from reality."

NABMP and BEST discussed the AETC situation in broader terms, claiming the situation is not unique and that the "continued failure to respond to black needs can only abet the frustration which has already gripped much of the black community."



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*The will of Mrs. Fredericka Cook was 95,940 words long, in four volumes.



The Felzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WZZM GRAND RAPIDS
WZZM GRAND RAPIDS KALAMAZOO
WZZM/WZZM-FM CHILLICOTTE
TELEVISION
WZZM-TV GRAND RAPIDS
WZZM-TV KALAMAZOO-BATTLE CREEK
WZZM-TV KALAMAZOO-BATTLE CREEK
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WZZM-TV KALAMAZOO-BATTLE CREEK

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representative

Hill readies for fairness tilt

Senator Pastore will hold hearings this week on reply time to presidential TV appearances

The boiling issue of fairness in political broadcasts will occupy center stage this week at hearings before the Senate Communications Subcommittee.

Chairman John O. Pastore (D-R.I.) called the hearings to consider a resolution submitted in June by Senator J. William Fulbright (D-Ark.). It would require broadcasters to provide time for appropriate congressmen to discuss issues raised by the President in his television appearances (BROADCASTING, June 8, July 27).

However, the hearings come at a time when almost every political faction imaginable is asserting its right to television time. After CBS set the controversy in motion by granting regular blocks of time for Democratic spokesmen to answer the President, Republicans and antiwar spokesmen and other groups have vied with one another—

sometimes at the FCC—for access to the broadcast media.

Last week, the dispute surrounding CBS's action was carried a step further at the commission. In the latest round of its debate with CBS, the Republican National Committee said the network granted time to the wrong spokesman when it permitted Democratic National Committee Chairman Lawrence F. O'Brien to answer the President. The committee said that party committees are not appropriate spokesmen for the views of the entire party. Other groups are specifically authorized to speak for the party on policy matters, it said.

Because of this fact, it said, CBS should not have granted time for the Democrats to make a political response to the allegedly nonpolitical addresses of President Nixon. The RNC specifically said, however, that CBS did not

violate the fairness doctrine by granting time to the Democratic committee; it contended instead that since CBS did grant the time, fairness would be violated only if the network refused to grant reply time to the DNC's true political counterpart—the Republican National Committee.

This is one of the issues involved in the fairness dispute. Others will be on display this week when the witnesses parade before the subcommittee.

The first witness will be Senator Fulbright, followed by Senator Edmund Muskie (D-Me.), a powerful force in molding Democratic communications policy as chairman of a Senate Democratic policy Subcommittee on that subject.

All three presidents of the major networks will then testify—Dr. Frank Stanton of CBS and Julian Goodman of NBC on Tuesday (Aug. 4) and Leonard Goldenson of ABC the first witness on Wednesday.

Next on Wednesday will be Joseph Califano, counsel of the Democratic National Committee, followed by W. Theodore Pierson Sr., special counsel of the Republican National Committee, and Donald McGannon, president of Westinghouse Broadcasting.

Thursday, the last day scheduled for hearings, has not been solidly set, but the line-up of witnesses will include Vincent T. Wasilewski, president of the National Association of Broadcasters; John W. Macy Jr., president of the Corp. for Public Broadcasting, and Lawrence Speiser, director of the Washington office of the American Civil Liberties Union.

BEST gets pink slip on its fairness charge

A fairness complaint against WMAL-TV Washington brought by Black Efforts for Soul in Television was turned down last week by the FCC.

Last January BEST charged the station with violating the fairness doctrine in denying it time to present its views on a news commentary aired last December (BROADCASTING, Jan. 19). BEST said the station claimed the militants



Music to walk on the moon by

Astronaut Charles Conrad has received a lifetime membership in the Country Music Association and a lifetime pass to the Country Music Hall of Fame for his promotion of country music during his Apollo 12 flight to the moon. Moon-walker Conrad played a tape cartridge of country music prepared by KIKK(AM)

Pasadena, Tex., during his voyage.

Presentations were made at the Manned Spacecraft Center in Houston by (l-r) Dan McKinnon, president of KSON(AM) San Diego and chairman of the Country Music Association special projects committee; Mr. Conrad; Faron Young, country-music star; Billy Deaton, booker; Charlie Pride, country-music personality, and Bill Bailey, KIKK program director.

receive too much attention on the air, implied that it understands the black community and showed a distorted and simplistic picture of "militants" versus the so-called "majority." BEST also alleged that the program made the unsubstantiated assertion that most blacks agree with the views expressed in the commentary.

In a letter to the black organization, William B. Ray, chief of the complaints and compliance division, told BEST "it appears that the station has presented contrasting views in its over-all programming" and has not stated or implied that it understands the black community.

The letter also stated that the question of whether WMAL-TV is meeting the needs and interests of the community will be considered in connection with the station's pending license-renewal application. BEST, which seeks to encourage community participation in the control of TV programming, is one of the groups seeking denial of WMAL-TV's renewal (BROADCASTING, Sept. 8, 1969).

Oklahoma CATV gets distant-signal waivers

The FCC last week waived its restrictions on importation of distant signals and permitted an Oklahoma CATV firm to import the signals of seven television stations.

The company, Cablevision of Muskogee, also won a waiver of the commission's limitations on leapfrogging—carrying a distant signal before a closer one of the same kind. Although the cable firm plans to carry distant Oklahoma City signals—which are farther away than comparable signals in Joplin, Mo., and Fayetteville, Ark.—the commission waived its rules because the more distant stations are located in the same state as the cable company.

Cablevision will import the signals of KTEN(TV) Ada-Ardmore, Okla.; KOCO-TV, KWTW(TV) and WKY-TV, all Oklahoma City; and KFWT-TV, KDTV-TV and KTVT(TV) Dallas-Fort Worth. The company will also carry five local

stations.

The waiver request had been opposed by three Tulsa, Okla., licensees. The owners of KVOO-TV, KTUL-TV and KOTV-TV argued in part that the proposal should be held in abeyance until resolution of the FCC's proposed rules on CATV; that importation of these signals would be inconsistent with the provisions of the copyright bill (S. 543) now pending in the Senate, and that the development of UHF in Tulsa and Muskogee would be damaged by the availability of the distant signals.

But the commission responded that there is no reason to withhold the new service because of pending bills or other proposals that might affect CATV. It also noted that neither of the two UHF permittees in Tulsa had objected to the proposed rule waiver, and said there was no reason to believe that importation would retard UHF development in the area.

Commissioner Kenneth A. Cox was the only dissenter to the commission waiver of its rules.

New muscle for prime-time rule

Justice backs FCC as NAB frets over fate of small-market TV's

The National Association of Broadcasters last week added its voice to the industry's last-ditch attempt to head off the FCC's new prime-time access rules. In a petition for reconsideration of the rules, NAB emphasized the effect the rules might have on small-market network affiliates.

But even as the filing came to the commission, a letter sitting in the office of Chairman Dean Burch indicated that the broadcasters' arguments may be a lost cause.

Richard McLaren, chief of the Justice Department's antitrust division, told Chairman Burch that his department regards the rules as "completely consistent with the objectives of the antitrust laws in seeking to maintain competition in all aspects of broadcasting."

Additionally, Mr. McLaren made it clear that Justice is confident of its authority to act in this area if the commission backtracks on its own decision. "These comments are not intended to preclude the Department of Justice from taking any appropriate action under its responsibilities for antitrust enforcement," he said.

Mr. McLaren said Justice has long felt that "the networks' control over television programming, which appears to have arisen primarily because of their effective control over access to the

national television audience, raises serious questions under the antitrust laws. . . ."

NAB tried to combat such attitudes in its comments on the rules, which would eliminate the networks from domestic syndication and restrict to three hours the amount of prime time affiliates in the top-50 markets may take from networks. It said the commission has created a "30-minute program vacuum which will be filled largely by the lowest common denominator of material."

At present, NAB said, networks program three-and-a-half hours to affiliates, leaving 30 minutes of prime time for local news. If the networks do not program the additional 30 minutes they now provide to all affiliates, NAB said, the stations will have to find other program sources, a problem that is compounded in the smaller markets. Added to this, NAB said, is the burden of keen competition in selling prime-time advertising. Financial support for whatever is to be programed could scarcely equal that which the networks currently attract, it added.

NAB said that program producers are going to market only what they can sell in the small markets and independents in all markets will either have to put themselves in financial jeopardy to outbid other area stations for programing,

or settle for mediocre programs that will result in a decrease in audience levels and revenues. Ironically, NAB contended, the independent UHF which the FCC seeks to favor by the prime-time rules will suffer most.

There are few independent sources available, NAB maintained, and "certainly not at a price the small-market stations can afford." New outlets for programing may be created, NAB stated, "but no one has established that the buyers and sellers exist or are forthcoming."

NAB sided with the opinions of FCC Chairman Dean Burch and Commissioner Robert Wells that even if new program syndicators appeared the uncertainty of selling the expensive product would discourage entry of independent program producers into the field.

The only way independent producers will venture into the market, NAB said, is by providing "inexpensive, marginal quality material."

Ritter rides campaign trail

Allied Artists Television is placing 20 feature films starring Tex Ritter into syndication to TV stations, coincident with the western star's campaign for senator from Tennessee. The films were produced between 1938 and 1941. Mr. Ritter is a Republican.

Should TV educate minorities?

That's question asked of commercial system as Mike Dann nips the hand that fed him

Michael Dann, former CBS senior vice president in charge of programing now working in educational television, told a Senate committee last week that commercial networks are in the main "not interested in educational programing."

Mr. Dann, who for almost a month has been vice president and assistant to the president of Children's Television Workshop, told the Select Committee on Equal Educational Opportunity that "the networks, because of their commercial orientation, have simply ignored the problem of equal educational opportunities, not just for minority groups, but for all groups . . . Educational programs obviously appeal to small groups. By definition, commercial networks seek mass audiences . . . the commercial structure as it now stands does not provide for this kind of programing."

While appearances of minority-group members on television have increased, Mr. Dann testified, "far less progress" has been made in three other areas: participation of minority-group members in either the technical or creative production of programs; specific programing dealing with or including the minority perspective, and involvement in efforts to secure equal educational opportunities for all groups.

Mr. Dann said that while at CBS he received "many letters from major advertisers urging us to intensify our efforts on behalf of minority groups." But because of the "way the industry is run," he said, "the pressures of turning out a weekly program attempting to reach the largest possible audience by creative staffs that continue to be vir-

tually all white automatically minimizes the chance for a minority point of view appearing even on a periodic basis.

"The industry does not have a great deal to be proud of at this point," Mr. Dann concluded.

In response to a question by the committee chairman, Walter F. Mondale (D-Minn.), as to steps the country should take to achieve "mass educational, nonracial" programing, Mr. Dann said the networks must say "one hour . . . one day . . . is set aside [for educational programing.]" Time must be allocated and a minority staff built to serve the minority view. "You can't create responsive programing through mandate or legislation," Mr. Dann said.

(Senator Mondale also heads the Subcommittee on Migratory Labor, which is investigating reports that various groups attempting to pressure NBC into canceling or censoring a documentary it televised July 16 dealing with the plight of migrant farm workers [see story page 42].)

Mr. Dann's new boss—Joan Ganz Cooney, president of the Children's Television Workshop and creator of much-lauded *Sesame Street*, said most black and other minority-group children are growing up "seeing too few of their own people on television. It is bound to have an effect on them, on their perception of themselves and on the world around them, and this effect is not good for these children."

Mrs. Cooney testified that *Sesame Street's* behind-the-scenes team was the "most thoroughly integrated in television." Nine of the 28 key staff members

are black, she said, including two senior producers, one curriculum supervisor, the director of utilization and the business manager.

Unions are partly to blame for the scarcity of minority-group technical personnel in television, Mrs. Cooney said. "Television's engineering, lighting, stage-hand and other technical unions, for one reason or another, have few members from minority groups. When you need a skilled cameraman, or lighting engineer who is black, you find he just does not exist."

Noncommercial television is the "best bet" for meeting long-range educational goals, Mrs. Cooney testified. She said the increasing prevalence of CATV is making UHF reception compatible with VHF. In response to Senator Mondale's question as to how much money ETV could effectively use, Mrs. Cooney replied: "\$500 million . . . a billion." Without flinching, Senator Mondale responded: "If it's politically impossible to find programs to bring people together, maybe we'll have to do it through television."

Also testifying was Dr. Chester Pierce, a black professor of education and psychiatry at Harvard university and on CTW's board of advisers. Dr. Pierce charged that blacks "remain virtually bereft of any executive decision-making capacity in television . . . Blacks have no significant participation in this institution.

"Both the white and black child see blacks offended in subtle but definite ways," Dr. Pierce alleged. "The end result of this incessant barrage of micro-aggressions is that the child is taught that blacks are inferior, and should be happy and accommodating to whatever cumulative, mini-assaults are directed to them by whites. The children are taught that blacks have no special contribution to make or any capacity for original, penetrating



Senator Mondale



Dr. Pierce



Mrs. Cooney



Mr. Dann

thought," he said.

"Television must prepare, with sensitivity and skill, the black and white child to the real world he faces as an adult," Dr. Pierce added. He also noted that "it would be important to try to get a black appointed to the Federal Communications Commission."

Network and noncommercial television came under fire from a last-minute, unscheduled witness—Nick Reyes, executive director of the Mexican-American Anti-Defamation Committee, who charged that Chicanos (Mexican-Americans) have become a "new nigger" in the medium.

Mr. Reyes charged that his organization had struck out in efforts to persuade the networks to present "real images" of Chicanos and to cease ignoring them in news reports and other programming. He said networks and advertisers contended they had to address the "mass audience."

ETV personnel, including those connected with *Sesame Street*, were similarly unresponsive, Mr. Reyes added, claiming that he was able to speak to Mr. Dann only by "buttonholing him in a bar."

Computer Image expands its program services

Computer Image Corp., Denver, has reported completion of its plans to create a "consortium" which the firm claims will be able to provide a "total capability in the fields of commercial, industrial, educational and entertainment film and video tapes." Computer Image currently employs two of its computerized animation systems in the production of animated TV commercials, films and video tapes (BROADCASTING, Oct. 13, 1969).

Merger agreements have been reached with Les Weisbrich and Associates Inc., a creative graphics firm; Filmline Production Associates Inc., live film production; Bob Vogel Inc., industrial animation, and Quartet Films and its subsidiary, Quad Services, full animation for advertising, education and entertainment. All are located in Los Angeles. CIC has also acquired Dolphin Productions, New York, a live film producer now equipped with the Computer Image-created Scanimate, a two-dimensional animation computer.

In addition to the Scanimate and Animac, a three-dimensional animation generator, Computer Image has created CAESAR—acronym for Computer Animated Episode Single Axis Rotation—to produce animated full-length movies.

CIC said it has also developed a method of transferring the movements of human beings directly to the computer-driven cathode-ray tube for photo-

Mr. Arnold doesn't like 'Sesame Street'

Popular children's program is termed full of nonsense by educational consultant

Educational television in general and Mrs. Joan Ganz Cooney of the *Sesame Street* program in particular were attacked sharply in remarks prepared for delivery today (Aug. 3) at the American Management Association's sixth annual conference and exposition on education and training in New York.

The attacker was author-columnist-educational consultant Arnold Arnold, who urged "serious and objective research into the effect of frequency and duration of the TV experience on today's children." So far, Mr. Arnold charged, "this [ETV] industry lacks responsibility, imagination and professionalism . . ."

A child learns "predominantly through direct contact with people," Mr. Arnold said. And, he added, each child develops at a different rate and at his own speed. "It follows," he continued, "that any regular and sustained passivity that supplants or interferes with the stated developmental requirements must be deemed detrimental to preschool and early-grades children."

Mr. Arnold placed television firmly in this "passivity" category and charged Mrs. Cooney, head of the Children's Television Workshop, producer of *Sesame Street*, with "prevalent unconcern" with this factor.

In doing so, he said he quoted from Mrs. Cooney's "The Potential Uses of Television in Preschool Education—A Report to Carnegie Corp. of New York, 1967." "Whether or not many hours of viewing television is good for children," Mr. Arnold quoted Mrs. Cooney, "we

graphing. According to Computer Image President Bruce Birchard, a harness device with sensors, when worn by an individual, can reproduce his actions in animated form, creating real-time animation.

The film has provided credits for the Bing Crosby, Raquel Welch and Smothers Brothers specials, created a new introductory film for the National Football League games on CBS-TV this fall and has produced station ID's and educational films for *Sesame Street*.

Novel-for-TV is due on NBC

Vanished, the first adaptation in NBC's novels-for-television project, has been

do know that they are capable of long periods of absorption in all kinds of television programs."

Mr. Arnold commented: "This is the kind of irresponsible attitude that directs today's educational programming, beamed at preschool children in the United States."

Mr. Arnold also cited what he said were the dangers that would result from the "erroneous ideas about the perceptual and conceptual learning needs of children" generated by *Sesame Street*.

"Children will probably survive the nonsense and the hysteria that spew forth from the TV Workshop and from its minions," Mr. Arnold said. "But public policy in day-care, nursery school, kindergarten and other early education have already been detrimentally affected. Further, parental judgments about their children's educational needs have also been harmed by this program."

Mr. Arnold quoted "professionals" who have expressed "serious concern about the value and the effects of *Sesame Street*. Among them he mentioned Dr. Frank Garfunkel, director of the New England Regional Head Start Evaluation Center, in a critique titled, "Sesame Street—An Educational Dead-End?"

"This is not imagination, nor is it pioneering with educational television," Dr. Garfunkel is quoted as writing. "It is more accurately labeled as fraudulent."

As for the future, Mr. Arnold advanced these "constructive specifics for improvement":

Educational TV programming for preschool and children in early grades should be predominantly cultural and participation provoking.

Educational TV must always be supplemental to direct experience.

Well-conceived programming could dramatize the most productive child rearing for parents.

scheduled to air next season in a two-part "World Premiere" presentation. The four-hour rendering of Fletcher Knebel's best-selling novel about intrigue in Washington will be offered in two two-hour segments on succeeding nights. Richard Widmark has been signed to portray the President of the U.S. Production will begin in mid-September.

The novels-for-television concept was announced last year by NBC in conjunction with Universal Studios. The plan was to provide a flexible mode for faithful adaptation of novels for television. *Vanished* was the first, and is, to date, the only novel being adapted under the "World Premiere" project.

Senate unit airs 'Migrant' dispute

Spokesmen for Coca-Cola, farm groups deny attempt to suppress documentary

Martin Carr, producer of the NBC-TV documentary *Migrant*, last week told the Senate Subcommittee on Migratory Labor that the Coca-Cola Co., Atlanta, brought no pressure on the network to alter the program. *Migrant*, broadcast July 16, depicted the living conditions of migratory workers in Florida.

The subcommittee was investigating allegations that Coca-Cola, among others, had either attempted to force changes in the content of the program or had intimidated NBC affiliates in an effort to get them to drop the show.

Reportedly, Coca-Cola had demanded the deletion of material critical of the company for allowing substandard living conditions to exist among migrant workers in their citrus groves (BROADCASTING, July 27). Coca-Cola has interests in Florida citrus production through its Minute Maid Co.

Testifying before the Senate Subcommittee on Migratory Labor, Mr. Carr said that if such requests had been

made "I probably would not have gone along with them."

He said that Coca-Cola officials had met with NBC people the day of the documentary's showing, to bring to the network's attention the company's plans for improving conditions among the workers.

The company's long-range plan called for better housing, higher wages and social services.

Mr. Carr commented that he had not taken part in the meeting.

"Reuven Frank, president of NBC News, brought this plan to my attention and he felt that to be fair to Coca-Cola it would be good to include the plan in the documentary, if possible," Mr. Carr said. Additionally, Coke also felt that they bore an unfair share of responsibility for setting the wage standards and living conditions of migrant workers.

Mr. Carr commented that the requests for changes had not been unfair and that he had agreed to the minor

alterations that resulted.

In the version which was broadcast Mr. Carr added the words: "Coca-Cola is at work on a major plan, which it claims will correct the failings it has found in its citrus operations." At another point in the documentary, narrator Chet Huntley originally asserted that Coke and other "giants" in the Florida citrus industry "set the standard for citrus workers in Florida together with the smaller growers." These comments were deleted from the broadcast version.

Mr. Carr said that the deletion was necessary to avoid the impression that Coke was more responsible for poor living conditions than anyone else. He pointed out that there were a number of large companies with interests in Florida citrus groves.

In a related development, at least one congressman, Leonard Farbstein (D-N.Y.) is not so convinced of Coke's innocence. He cited Coca-Cola's meeting with NBC officials as one example of food advertisers' pressure brought to bear on radio-TV coverage of consumer questions (see page 43).

Several agricultural organizations, The Sugar Cane Growers Cooperative of Florida and the Florida Fruit and Vegetable Association, allegedly at-

More legwork on NBC's new news

That's aim of three-man team, which starts minus McGee, out of action with an ulcer

NBC newscasters David Brinkley, John Chancellor and Frank McGee gathered on closed-circuit TV for NBC affiliates last Monday (July 27) to explain plans to "take a fresh look" at the evening news show, known for 14 years as the *Huntley-Brinkley Report*. The new show, *NBC Nightly News*, was to begin Saturday (Aug. 1). It will be fed seven nights a week at 6:30-7 p.m. and 7-7:30 p.m. New York time.

Messrs. Chancellor and McGee are replacing Chet Huntley, who has retired from NBC to return to his native Montana to develop a recreational-resort complex.

"We're going to try to improve the news show," explained Mr. Brinkley, "not because Huntley is leaving but because it's a convenient time to take a fresh look at what we're doing. We want to see whether some is bromide or cliché."

Messrs. Chancellor and McGee concurred in the long-range plan, both amplifying it with an announcement that they would do most, if not all, of their own newswriting. Mr. Brinkley explained that he will continue to do his

own writing.

NBC spokesmen reported last week that the news staffs of the former *Huntley-Brinkley Report* and the *Frank McGee Sunday Report* have been consolidated.

A key factor in the new plan for the show is, as Mr. McGee explained it, to narrow the "gulf between us and the news." More stories from the field will be used. "We need closer identification with actual happenings."

Plans are to have Mr. McGee and Mr. Chancellor alternate in the New York anchor spot, giving the man off

more time to cover stories. Mr. Brinkley stays in Washington.

Mr. Huntley got up early on his last day at NBC, last Friday (July 31), to appear with Hugh Downs on the *Today* show. Included were filmed excerpts of Messrs. Huntley's and Brinkley's first time together on TV, on Aug. 8, 1956, at the Democratic national convention in Chicago.

Mr. McGee missed his debut on the new *NBC Nightly News* last Saturday. Mr. McGee, suddenly hospitalized with an ulcer, was expected to be absent for 10 days or two weeks.

David Teitelbaum, former producer of *The Frank McGee Sunday Report*, was named last week as producer of *NBC Nightly News*. Les Crystal, producer of the now-defunct *Huntley-Brinkley Report*, was named field producer for the new news show.



Mr. Chancellor



Mr. McGee



Mr. Brinkley

tempted to pressure the network and individual stations into killing the program. Sugar Cane Growers president George Wedgeworth told the subcommittee that the charges were "categorically unfounded and untrue."

Mr. Wedgeworth's organization had sent letters to the FCC and to individual stations carrying the program asking if licensees showing the program were "discharging their responsibilities in a manner warranting their continuation as licensees." An NBC spokesman said, "If a letter was sent, it obviously didn't do any good." He noted that only five NBC affiliates didn't carry the program—WBAL-TV Baltimore, WSYR-TV Syracuse, N.Y., and three stations in the Cincinnati area which carried the Cincinnati Reds baseball game that night.

Mr. Wedgeworth told the subcommittee that the letter was not a threat, but rather a plea for a balanced presentation of both sides of the migrant workers story. He countered that NBC had posed a threat in news releases sent to its affiliates stating that if a station didn't show the program "there had better be a good reason."

A spokesman for WBAL-TV Baltimore, an NBC affiliate which did not air the program but did acknowledge receiving a letter, said that the letter had no bearing on the station's decision. WBAL-TV program director John P. Frankensfield said that station executives had viewed the program via closed circuit and concluded that it did not explore the subject extensively enough to be acceptable.

Are food chains trying to slant consumer news?

Representative Leonard Farbstein (D-N.Y.) charged last week that supermarket chains and food manufacturers are exerting pressure on broadcasters and newspapers to kill or tone down unfavorable consumer stories. He called for an FCC investigation of the matter.

The congressman said that, because of this pressure, "the public cannot look to the news media for full and balanced coverage of consumer questions."

In a speech delivered on the House floor, Mr. Farbstein cited 20 case histories of alleged food advertising pressure around the country. One of the examples cited was Coca-Cola and their reported attempts to censor the NBC show *Migrant* (see page 42).

Pay TVers see no harm in further sports ban

Two prospective pay-TV operators told the FCC last week that they would have no objection if the commission decides to toughen its present restrictions on

Changing Formats

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

■ **WBAP(AM) Fort Worth**—Carter Publications Inc., effective Aug. 17, will change its format to 100% country music. Hal Chestnut, director of radio operations, said the decision to switch from its traditional middle-of-the-road format resulted in part from the increased popularity throughout the nation of country music and "the advent of country-oriented shows on network television." Mr. Chestnut said the station's current all-night country-music program from 12 midnight to 5 a.m. "has long been highly successful."

■ **WKOP-FM Binghamton, N.Y.**—Binghamton Broadcasters Inc., effective Aug. 2, was to begin programming past and present top-40 music and progressive rock. The station was previously a pre-recorded background-music station featuring easy listening instrumental music. A station spokesman noted plans call for stereo operations within four months.

■ **WBCI-FM Williamsburg, Va.**—Williamsburg Broadcasting Inc., effective June 29, extended nonduplicated programming to include the hours from 9 a.m. to 12 midnight sign-off. The stereo facility, previously simulcasting daytime-only WBCI(AM) from sunrise to sunset, now simulcasts a middle-of-the-road format from sunrise to 9 a.m. The FM expanded its easy-listening format, previously programmed from sunset to 12 midnight. William Collins, AM program director, said plans call for an automated FM format soon.

the broadcast of sports events on pay TV.

Zenith Radio Corp. and Teco Inc. said in a petition that the commission's proposed rule would make little difference to them, since they would make no attempt to grab sports rights from conventional television.

Under present FCC rules, pay-TV operators would be prohibited from carrying any sports event that had been broadcast on standard television during the preceding two years. After some in Congress expressed concern that this rule might not be stiff enough to prevent pay TV from siphoning major sports events and forcing viewers to pay for programs they had formerly seen free, the commission proposed to establish a five-year embargo instead.

The proposal caused little anguish among advocates of pay TV. "We have previously informed Congress," the two

firms noted, "that since we had no intent to siphon sports programs from conventional television, we had no objection to making the sports rule more stringent." They said the proposed rule "should remove all uncertainty previously expressed about the siphoning of sports events."

News coverage arouses most FCC complaints

The FCC issued its year-end tabulation of complaints last week and found that those concerning distortion or suppression of news more than doubled in fiscal 1970.

Specifically, the commission received 5,139 complaints of distorted or suppressed news in fiscal 1970 compared to 2,328 in fiscal 1969, largely, it added, as a result of "heavy mail received following the controversy on network coverage of President Nixon's address on Vietnam in November 1969."

The commission added that other areas showing a marked increase in complaints were: "un-American or Communist programming; obscenity, profanity and indecency, and equal time and fairness." Advertising complaints showed little change from the previous year, totalling 1,829 for fiscal 1970, the commission said.

Complaints on broadcast matters totalled 25,920 for the year ended June 30, compared to last fiscal year's total of 21,542. All complaints, comments and inquiries numbered 60,295 this fiscal year as compared to 57,938 for the year ended June 30, 1969.

More ABC Radio news for many affiliates

In order to allow affiliates of its four networks in the Eastern and Central time zones to remain on the air two hours after other news services, ABC Radio will expand network news service to these stations beginning Sept. 7.

ABC Radio news will provide two additional nighttime newscasts of five minutes each for affiliates of the American Contemporary, Entertainment and Information Radio Networks. One additional nighttime news program will be fed to stations of the American FM Radio Network.

Under the new schedule (all times EDT) stations on the entertainment network will get five minutes of news at 12:30 a.m. and five minutes at 11:30 p.m. Contemporary Network stations will get five minutes at 11:55 p.m. and 12:55 a.m., Information Network stations at midnight and 1 a.m., and FM Network stations will get their extra newscast at 12:15 a.m.

Program notes:

Development deals ■ Warner Bros. Television has signed separate agreements with Danny Arnold and Leonardo Bercovici to create and produce prime-time network series. Mr. Arnold was writer-producer of *That Girl* and *Bewitched*. Mr. Bercovici, who will be making his TV debut, has written and produced numerous motion pictures, with his credits including *The Bishop's Wife*, *Square of Violence* and *Under Ten Flags*.

Days in court ■ Twentieth Century-Fox Television's live/tape division is expanding its production output, scheduling a new half-hour series and a group

of specials. Alan Silverbach, vice president in charge of syndicated sales, said the division will start production shortly on the daily, half-hour *Famous Jury Trials*, which is a Talent Associates presentation in association with Fox. In addition, second-year production of *Beat The Clock* syndicated series, sold in 40 markets, will begin soon. Details on an all-family music special will be announced shortly, Mr. Silverbach said.

Simple physics ■ Metromedia Producers Corp. reports it will begin production shortly on the pilot for a five-minute daytime series, *Kitchen Professor*, featuring Professor Julius Sumner Miller, who will illustrate and solve everyday problems through the use of simple

physics. The pilot is being made for the Colgate-Palmolive Co., New York, through William Esty Co., New York, and is being produced in association with Jerry Dexter Productions Inc., Hollywood.

Derby information ■ Radio stations may receive rapidly updated news of the All-American Soap Box Derby in Akron, Ohio, to be held Aug. 9-15. A direct dial prepaid phone call to news headquarters in Akron will tie in stations to a tape recorded report of the derby news. Information may be obtained from Dick Zemmin, Campbell-Ewald, General Motors Building, Detroit 48202.

Promotion

BPA plans another wide-ranging seminar

The 15th annual seminar of the Broadcasters Promotion Association in Houston on Nov. 8-11 will center on the theme of "The Responsibility and Challenge of Broadcast Promotion II."

President F. C. (Mike) Strawn of KCMO-AM-FM-TV Kansas City, Mo., said

the title was chosen to emphasize that the session will continue the approach of the 1969 seminar, which related the role of the promotion manager to contemporary issues and to broad management topics.

On Nov. 10, for example, the seminar will have a half-day session on communicating with youth and a discussion on licensing and regulation problems of the broadcast industry in the 1970's. The basics of broadcast promotions will not be neglected, it was stated, since there will be a series of workshops in seven TV-radio areas.

TIO distributing anniversary color spot

A 60-second color spot celebrating broadcasting's golden anniversary is being released this week by the Television Information Office of the National Association of Broadcasters. The spot is being shipped free to all TIO sponsor member stations. Other stations may order prints at the \$6 cost.

The spot's video portion illustrates the routine and special uses that radio and television are put to: a man shaving to radio, a woman exercising to TV, a woman viewing a funeral cortege, a family watching astronauts on the moon. A voice-over notes that broadcasting has "become so much a part of our lives that we often take it for granted," adding that without broadcasting "only a small handful of us would have seen and heard the great personalities and events of our time."

In addition to the new spot, a limited number of two earlier TIO spots are available. The 30-second spot "The News is People" can be ordered at \$4 and a print of the 60-second "You Have the Right to Know" can be had for \$7.

Promotion tips:

Benefit ■ WOKY(AM) Milwaukee held its second annual benefit pop festival and raised more than \$10,000 which will be donated to the Children's Outing Association and used to form a drug abuse laboratory at the Milwaukee Mental Health Center.

Station birthday ■ WAYS(AM) Charlotte, N.C., had its fifth birthday party and 30,000 people bought tickets to celebrate with Bobby Sherman, Mel and Tim, Steam, The Spiral Staircase, The Jaggerz, The Dells and Bobby Vee.

ABC's of it ■ ABC-owned KGO(AM)

More adults, 18 to 49 years, spend more time listening to WJW RADIO than to any other Cleveland area radio station, 6 A.M. to 7 P.M. WJW Radio is #1 in CPM with adults, 25 to 49.*

**WJW
Radio
850**

Phone—
Major Market Radio, Inc.
or Storer Radio Sales

* ARB April/May, 1970 Cleveland Metro Average ¼ hour 6 A.M.-7 P.M., M-F. SRDS, June 1, 1970. Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.



Claudia Turner, weather girl on WSPA-TV Spartanburg, S. C., has been chosen as Miss South Carolina and will compete in the Miss America pageant in September. Miss Turner is also co-host on WSPA(AM) program, Youth in Action.

San Francisco has produced an "A-to-Z" client list for interested media buyers. Created by Image & Design, San Francisco, the station's creative agency, the booklet lists KGO's clients by product category on vari-colored children's blocks. Copies are available from KGO's radio sales department or from their national rep, Blair Radio.

Journalism and chemistry? ■ The Chemists' Club of New York has initiated an annual awards program to honor individuals in all fields who have advanced the public understanding of chemistry's essentiality to mankind. Nominations for the November awards must be submitted by Sept. 25 to annual awards committee, Chemists' Club, 52 East 41st Street, New York 10017.

PR school ■ The New York chapter of the Public Relations Society of America and New York University's school of continuing education, division of business and management are starting a program in public-relations management. Details on the courses and enrollment may be obtained from the division of business and management, school of continuing education, New York University, 1 Fifth Avenue, New York.

Beetle-Beetle contest ■ WSSB(AM) Durham, N.C., promoted its WSSB window-sticker campaign by covering a Volkswagen sedan with 756 stickers, driving it around town, displaying the car at local sponsors and hanging it 60 feet in the air from a crane for a weekend remote show. Listeners were invited to guess the number of stickers and the car was the prize. Small appliances and Beetle recordings were also given away.

Xmas in August ■ Metromedia Program Sales has sent to TV station managers throughout the country dancing Santa toys to remind them to prepare for Christmas programming. Attached is a description of MPS holiday programming including the two-hour *Santa Claus Parade*; the one-hour *Ray Coniff Christmas Show* and the one-hour *The Mean Mr. Firecracker*.

Clean up ■ KBRC(AM) Mount Vernon, Wash., handled coverage of a massive local cleanup campaign, in which community-youth groups around Mount Vernon collected over 55,000 cans and bottles, and made an \$11,000 profit for themselves besides. The program was sponsored by the First Federal Savings and Loan Association of Mount Vernon. The bank paid youngsters two cents for each can or bottle turned in. KBRC ran frequent reports on the proceedings.

Safeguard freezers ■ The Association of Home Appliance Manufacturers is making available to TV stations 30- and 60-second color film announcements which warn the public against the menace of abandoned refrigerators and

freezers to children. The announcements give steps to be taken in safeguarding abandoned units. Address: 20 North Wacker Drive, Chicago.

'Sesame' books ■ Children's Television Workshop, creator of *Sesame Street*, and Time-Life Books, publishers of special edition of five-volume *Sesame Street* books, will distribute 90,000 copies of books in disadvantaged areas in the fall.

New in Philadelphia ■ J. Robert Holland and Lee A. Pearlman, both formerly associated with the Philadelphia PR firm of Lewis & Gilman, have formed Holland-Pearlman & Associates Inc. there at 1601 Walnut Street. Holland-Pearlman will offer both general and

specialized public relations including extensive media contact.

A walk into history ■ CBS Enterprises is renting to people visiting Gettysburg (Pa.) National Military Park a cassette player containing a tape recording describing the decisive third day in the battle of Gettysburg. The script is written by historian Bruce Catton and voiced by CBS News correspondent Walter Cronkite. The project is the first of "living drama walks" to be undertaken by CBS with the cooperation of the U.S. Department of the Interior at about 100 national military parks, historical sites and parkway. Rental fee is \$3.

ARE YOU A MEMBER OF

SNI

?

DO YOU HAVE YOUR RESERVATION
FOR THE UP-COMING SKI SEASON?

Ski Network International provides daily phone ski reports from major ski areas throughout the United States and Canada; and weekly reports from the Alps and Scandinavia are also scheduled.

Stations may tape phone reports for frequent replay if desired, no extra cost. Time of reports are limited to 60 seconds.

Your station is protected against the possibility of another station, either radio or television in your coverage area carrying SNI programming. Of course, reservation is determined on a first-come, first-serve basis.

Terms: stations are billed every 14 days: \$5 a report; i.e., \$70 every two weeks. To ensure your station of carrying Ski Network programs for the up-coming season, send the first two weeks payment (\$70) and your coverage map. This will be sufficient for opening an account with your station.

SKI NETWORK INTERNATIONAL
12440 28th ave. so./Seattle 98168
Phone: 206-244-2960

WU is first in domestic space race

FCC sanction is sought for \$95-million system employing three satellites, six earth stations

Western Union last week asked the FCC to approve a proposal for a "high-capacity, multipurpose domestic communications-satellite system to serve all 50 states."

The application was the first tendered to the commission since it opened the door to the establishment of such a system late last March. Western Union had not been among the anticipated applicants, which include Comsat, AT&T, Teleprompter Corp. and the three networks.

In a series of applications, Western Union asked the commission to sanction a system consisting of:

- Three communications satellites to be stationed in synchronous, stationary orbits 22,300 miles above the earth.

- Six initial earth stations near New York, Atlanta, Dallas, Chicago, Los Angeles and Portland, Ore., to send, receive and distribute communications signals to and from the satellites.

- 31 terrestrial microwave relay stations that will link the earth stations with Western Union's existing 7,900-mile transcontinental microwave network.

The company estimated that the proposed system would require a capital investment of approximately \$95 million and would generate some \$28 million in annual revenues after it is in full operation. The first satellite launch would take place about two years after FCC approval of the proposal.

The proposed system would provide 10 channels of intercity video relay for broadcast and cable-television transmission in addition to multiple-access message and data services.

For a flat fee of \$105,000 per video channel per month, television signals would be relayed in this way: Initially, signals would be accepted at New York or Los Angeles originating points only; they would then be retransmitted to Western Union television operations centers in those cities. From the centers the signals would be fed to nearby earth stations for radiation to a satellite. They would then be re-radiated from the satellite to receive-only stations (provided by customers) anywhere in the 50 states.

The service would include associated audio and would be available on a 24-hour basis.

Western Union said it would be amenable to reducing rates for ETV interconnection but said this would result in the necessity of "adjusting" rates charged commercial users. The carrier offered to work with the commission to develop means of providing public-service benefits in the form of ETV channels, "people's dividend" program assistance and data-transmission services for educational institutions.

Western Union President Russell W. McFall said the proposed satellite system would accommodate most of the communications services now offered by the company. He said the firm antici-

A Comsat bird flies the coop

The last satellite in the Intelsat 3 series launched July 23 (BROADCASTING, July 27) wandered lonely as a cloud last week after Comsat reported it lost communication with the spacecraft after its third orbit around the earth. The Comsat satellites are used in international communications.

A Comsat spokesman said signals from the \$13-million satellite (not covered by insurance) "abruptly ended" late Friday night (July 24). He declined to speculate on the cause of the failure.

Two other Intelsat 3's have been lost in space; five others are currently in orbit—three over the Atlantic, one over the Pacific and one over the Indian Ocean. The last satellite was to have been essentially a "spare" for its predecessors over the Pacific. It had the capability of carrying 1,200 telephone calls and four television channels simultaneously. Two Intelsat 2's are also in orbit.

Launch of the first satellite in the Intelsat 4 series is scheduled for early 1971. The satellite will have an antenna system capable of "spot beaming" on as few as three circuits or "broad beaming" on as many as 9,000. It will carry up to 12 television channels.

pated no increase in tariff rates for present message traffic that can be routed through the system, and that after an initial period of operation, "it is probable that we will be able to reduce these charges. Immediate savings," he added, "would be available to the users of intercity video service."

The proposed system, Western Union said, is expandable to meet the needs of future growth in domestic channels for inter-city video, voice and messages and data. Broadcasters and other customers would be able to own receive-only stations to pick up satellite-emitted signals, with Western Union adding several mobile transmitting and receiving stations to the system to provide additional operating flexibility.

According to the firm, the proposed system would make possible for the first time direct transmissions to Hawaii and Alaska from either the New York or Los Angeles earth stations without the need for transcontinental transmission to a relay point. This would make "real-time" live transmissions possible to those states, Western Union said.

In inviting applications for domestic satellite systems in March (BROADCASTING, March 30), the commission admitted it wasn't sure what form such systems might take, and asked potential operators to submit a considerable amount of information along with each bid.

In January the Nixon administration recommended that the commission establish a wide-open interim policy on satellite systems allowing virtually any group with the required technical and financial resources to own and operate its own system (BROADCASTING, Jan. 26). The FCC, however, reserved for itself several options, including the authorization of specialized versus earth stations, as well as other basic policy determinations.

Comsat said it would have no comment on the filing until it had a chance to study the application. It added that it was continuing discussions with potential customers and that it expected to file its own application in the near future.

An AT&T representative said an ap-

plication for a satellite system would be filed "shortly," which he said meant "a month or two on the outside."

Earlier this month, it was learned that Comsat and AT&T had been having discussions and that the tentative plan was for Comsat to apply for permission to put a domestic-satellite system into operation, and for AT&T to file applications with the FCC for permission to construct ground stations. The Bell system, of course, would use the Comsat system for domestic transmissions (BROADCASTING, July 20).

Irving B. Kahn, president of Teleprompter Corp. (multiple CATV owner), which is preparing an application in conjunction with Hughes Aircraft Co., said Western Union's application "won't essentially be in conflict with our interests. It would be very nice to have somebody helping us pioneer . . . What is important is that the cable industry has satellite distribution available."

An NBC official said: "We have not seen the filing so we can't react to its contents. In the past Western Union has consulted us in regard to our needs for a domestic satellite, but we have no knowledge of what they've filed."

Page Communications Engineers, Washington consulting firm hired by the three networks to study the feasibility of creating their own programming distribution system has reportedly concluded that a system based on terrestrial facilities and one based on a satellite system would cost approximately the same, with a hybrid system the least desirable set-up on a total-system basis. Each alternative, however, would result in a saving over present AT&T rates.

AMST wants translators back on channels 70-83

The Association of Maximum Service Telecasters last week urged the FCC to hold back on its proposal to open up channels 14-to-69 to UHF translators.

In comments filed with the commission, AMST said the UHF spectrum is becoming more and more saturated, because of a variety of new services and because of the growth of UHF itself. The association said there should be no further moves toward reallocation of translators until the commission is able to "undertake thorough analysis of the future growth trends and demand for translator services and regular UHF television broadcast stations."

AMST noted that it has consistently supported the growth of translator services as a supplement to regular broadcast service, and that the commission has shared this view. However, it added, the best way to place translators within

the over-all communications picture is to allocate channels 70-to-83 exclusively to translators, and then to admit translators to channels 14-to-69.

The association said this basic objective was frustrated when the commission allocated channels 70-to-83 to land-mobile radio. It again urged the commission to reconsider that decision.

Additionally, AMST said, "suitable mileage separation standards are a prerequisite to opening up channels 14-to-69 to translators, yet the commission is now apparently prepared to proceed without them, even authorizing higher power for translators with no consideration of the increased interference potential this presents."

The commission proposed to open up channels 14-to-69 to translators at the same time it issued two important orders pertaining to land mobile (BROADCASTING, May 25). It permitted limited sharing of channels 14-to-20, and re-allocated channels 70-to-83 to land mobile. AMST has vigorously opposed both actions.

Technical topics:

New shingle ■ Craig Corp., manufacturers of motion picture and television equipment, has moved to new facilities. New address: 921 West Artesia Blvd., Compton, Calif. 90220. Telephone: (213) 537-1233.

New firm ■ Applied Video Electronics Inc. has been formed with G. Alfred Dodds as president and chief executive officer. The Cleveland-based firm will manufacture technical equipment including video and pulse distribution amplifiers and video sweep generators and will handle sales of products from selected manufacturers and install and repair studio equipment. Offices: 4936 Caroline Dr., Cleveland, Ohio 44128. Phone: (216) 663-4080.

Cohu's catalog ■ A condensed catalog on the instrument-product line has been published by Cohu Electronics Inc., San Diego. The four-page brochure has photographs and specifications for AC and DC standards, amplifiers, meters and digital instruments. Request catalog 17-5 from the firm at Box 623, San Diego 92112.

Cue that hue ■ Rank Precision Industries Inc., West Nyack, N.Y., is offering new Tarif Colorimetry equipment making possible the correction of color errors caused by inaccurate shooting or processing of color film or slides. Besides correcting for unequal color layer densities and mistracking between dye layers, equipment can be used to compensate for color temperature balance errors and inaccurate use of light sources. Gear reportedly can be operated by nontechnical personnel.

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Storer reports mild 2d-quarter increase

Storer Broadcasting Co., Miami Beach, last week reported a slight increase in earnings for the second quarter of 1970, but a dip in net income for the six-month period due to a slump in over-

all first-quarter earnings and "substantially increased" income tax.

After-tax profit in the second quarter was almost \$2.3 million or 54 cents per share, compared with \$2.2 million or 53 cents in 1969, attributed to the "more favorable performance" of its 86.1%-owned subsidiary, Northeast Airlines.

Northeast produced a net profit of

\$501,400 for the six months, compared with a loss of over \$1.1 million in the same 1969 period. Storer added that second quarter results showed a loss of \$286,700 this year, versus a loss of almost \$2.6 million in 1969.

Storer noted decreased broadcast revenues contributed to lower profits in that area for both first and second

The Broadcasting stock index

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

	Stock symbol	Ex-change	Closing July 30	Closing July 23	Closing July 16	1970		Approx-Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	23	24 1/2	23 1/4	39 1/4	19 1/2	7,073	150,301
ASI Communications		O	2 1/4	3	2 1/2	7	2 1/2	1,789	6,262
Capital Cities	CCB	N	23 1/2	24 1/2	24 1/2	36 1/2	19 1/2	6,061	138,615
CBS	CBS	N	27 1/2	28 1/2	27 1/2	49 1/2	24 1/2	26,512	685,865
Corinthian	CRB	N	26 1/2	25 1/2	23 1/2	33 1/2	19 1/2	3,384	79,084
Cox	COX	N	13 1/2	14	13 1/2	24 1/2	10 1/2	5,789	69,468
Gross Telecasting	GGG	A	10 1/4	9 1/4	10 1/4	17 1/4	9 1/4	803	8,833
Metromedia	MET	N	14 3/8	14 1/2	11 1/2	22 1/2	9 1/2	5,733	59,451
Pacific & Southern		O	8 1/2	7 1/4	7 1/2	23	7 1/2	1,636	14,724
Rahall Communications		O	6	6	6	16 1/2	6	1,040	7,020
Reeves Telecom	RBT	A	3 1/2	3 1/2	3 1/2	15 1/2	2	2,288	8,283
Scripps-Howard		O	17 1/2	17 1/4	17 1/4	24	15 1/2	2,589	41,424
Sonderling	SDB	A	18 1/4	16 1/2	15 1/2	34 1/2	10 1/4	991	14,736
Starr Broadcasting	SBG	M	10	9 1/4	7 1/2	18	7 1/2	461	3,458
Taft	TFB	N	19 1/2	18	15 1/2	29 1/4	13 1/2	3,585	51,983
								Total	69,734
									\$ 1,339,507
Broadcasting with other major interests									
Avco	AV	N	10 1/4	10 1/2	11 1/2	25 1/4	9 1/4	11,469	139,004
Bartell Media	BMC	A	5 1/4	4 1/2	4 1/2	14	3 1/4	2,292	9,443
Boston Herald-Traveler		O	27	26 1/2	27	43	25	574	16,072
Chris-Craft	CCN	N	5 1/2	6	6 1/2	11 1/2	4 1/2	3,660	20,569
Combined Communications		O	6 1/4	6 1/2	6 1/4	16 1/2	6	1,938	11,628
Cowles Communications	CWL	N	3 1/2	3 1/2	3 1/2	10 1/2	3 1/2	3,969	14,884
Fuqua	FOA	N	9 1/2	9 1/2	9 1/2	31 1/4	9	6,069	57,656
Gannett	GCI	N	23	22 1/4	20 1/2	29 1/2	18 1/2	7,117	137,002
General Tira	GY	N	17 1/4	16 1/2	16 1/2	20 1/2	12 1/4	18,434	281,119
Gray Communications		O	4	4 1/4	4 1/4	7 1/2	4 1/4	475	2,137
Lamb Communications		O	2 1/4	2 1/2	2 1/2	6	2 1/2	2,650	9,275
Lee Enterprises		A	14 1/4	14 1/2	13 1/4	20 1/4	12	1,957	23,973
Liberty Corp.	LC	N	15	15 1/4	14 1/2	21 1/2	13	6,744	88,481
LIN		O	5 1/4	5 1/4	5	11	3 1/2	2,244	8,415
Meredith Corp.	MDP	N	20	19 1/2	19 1/2	44 1/2	18	2,779	51,050
Outlet Co.	OTU	N	10 1/4	11	11	17 1/4	10	1,342	14,252
Plough Inc.	PLO	N	66 1/4	69 1/4	69	85	55	6,880	455,800
Post Corp.		O	9 1/2	9 1/4	10	17 1/2	8	713	7,130
Ridder Publications		O	13 1/2	13 1/4	13	22	9 1/2	6,217	76,904
Rollins	ROL	N	25 1/4	24	23 1/2	40 1/2	19 1/2	8,029	179,608
Rust Craft	RUS	A	18 1/4	19 1/2	19	32 1/4	18 1/2	1,159	22,890
Storer	SBK	N	16 1/2	17 1/4	16 1/4	30 1/4	14	4,223	61,234
Time Inc.	TL	N	36	35	32 1/2	43 1/2	25 1/2	7,257	198,624
Trans-National Comm.		O	3 1/2	3 1/2	3 1/2	4 1/2	3 1/2	1,000	870
Turner Communications		O	3	3 1/4	3 1/4	8 1/4	2 1/2	1,328	4,648
Wometco	WOM	N	17 1/2	18	18 1/2	20 1/4	13 1/4	5,817	93,072
								Total	116,306
									\$ 1,985,737
CATV									
Ameco	ACO	A	5 1/4	5 1/4	5 1/4	16	4 1/2	1,200	7,200
American TV & Comm.		O	12 1/2	12 1/2	12 1/4	22 1/4	10 1/4	1,775	22,631
Cablecom-General	CCG	A	10 1/2	10 1/2	10 1/2	23 1/2	7 1/2	1,605	16,853
Cable Information Systems		O	3	3 1/4	2 1/4	2 1/4	3 1/4	955	1,910
Citizens Finance Corp.	CPN	A	10 1/2	10 1/2	10 1/2	17 1/2	9 1/4	994	10,308
Columbia Cable		O	7 1/2	7 1/2	6 1/2	15 1/2	6 1/2	900	6,525
Communications Properties		O	6 1/2	6 1/2	6 1/4	10 1/2	6	644	4,263
Cox Cable Communications		O	13 1/4	13 1/4	13 1/4	24	12	3,550	47,925
Cypress Communications		O	7 1/4	7 1/4	7 1/4	17 1/4	7 1/4	1,887	18,870
Entron		A	3	3 1/2	3 1/2	8 1/2	2 1/2	1,320	5,108
General Instrument Corp.	GRI	N	32	15	12 1/2	30 1/2	11 1/2	6,238	81,094
H & B American	HBA	A	18 1/2	17 1/2	17 1/2	30 1/2	12 1/4	5,285	91,166
Sterling Communications		O	4 1/2	4 1/2	4 1/4	7 1/4	3	1,100	5,500
Tele-Communications		O	9 1/2	9 1/2	9 1/2	20 1/4	9 1/4	2,704	28,392
Teleprompter	TP	A	69	65 1/2	66	133 1/2	46	1,161	74,594
Television Communications		O	6 1/4	6	5 1/4	18 1/4	5 1/2	2,816	18,304
Vikoa	VIK	A	8	8	8 1/2	27 1/2	6 1/2	2,222	18,332
								Total	36,356
									\$ 456,975

quarters, consistent with the general economic picture, but the company reported that sales and revenues since July 1 have "picked up substantially" and are running ahead of last year.

Storer also declared a quarterly dividend of 12½ cents per share of common stock, payable Sept. 10, to stockholders of record Aug. 21.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 1.08	\$ 1.21
Gross broadcasting revenues	30,989,000	32,413,000
Net income	4,659,600	5,093,900
Average shares outstanding	4,233,002	4,219,963

Zenith suffers poor first half

The 12-week Chicago area trucking strike and lockout were cited last week by Joseph S. Wright, chairman and president of Zenith Radio Corp., Chicago, as the major reason for continued lower sales and profit performances for the first six months of 1970.

Mr. Wright said the trucking strike forced Zenith to shut down most of company's manufacturing plants for six weeks. He added that earnings in the

quarter were affected by the continuing cost-price squeeze and added start-up costs accompanying the reopening of production facilities.

Net income in the first quarter of 1970 was down nearly 50% compared to a similar period in 1969. Mr. Wright, speaking at Zenith's annual stockholders meeting last April, attributed lower sales and profits in the first three months of 1970 to Japanese competition and the domestic economic slow-down (BROADCASTING, May 4).

Second quarter operations resulted in a loss of \$1,437,000 on sales of \$81,-

	Stock symbol	Ex-change	Closing July 30	Closing July 23	Closing July 16	High 1970	Low	Approx-Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	10%	11	11½	31½	8%	5,942	62,391
Disney	DIS	N	107	19%	121%	158	96%	5,133	614,009
Filmways	FWY	A	6%	7%	6%	18½	6%	1,700	15,300
Four Star International	O		2½	1%	1%	4	1½	866	1,260
Gulf & Western	GW	N	12%	13	12	20%	9½	16,310	197,677
Kinney National	KNS	N	25	25%	24%	36	21	9,067	201,740
MGM	MCA	N	14	14%	14%	25%	11%	8,195	114,730
MCA	MGM	N	15%	13%	14½	29%	12%	5,843	78,120
Music Makers Group	O		3%	3%	4	9	3½	589	2,356
National General	NGC	N	14%	13%	13%	20%	9	4,910	51,555
Transamerica	TA	N	13½	12%	13%	26%	11%	63,169	789,613
20th Century-Fox	TF	N	7%	8%	8%	20%	6	8,562	62,075
Walter Reade Organization	O		3%	3%	3%	13½	3½	2,312	6,936
Wrather Corp.	WCO	A	8%	5%	6%	10%	4%	2,211	11,055
								Total	134,809
									\$ 2,208,817
Service									
John Blair	BJ	N	13%	12%	11%	23½	10%	2,605	29,958
Comsat	CQ	N	39%	38%	35%	57%	25	10,000	307,500
Creative Management	O		8	8%	8½	14½	4½	1,075	6,988
Doyle Dane Bernbach	O		13%	14	14%	24%	14	1,924	27,417
Foote, Cone & Belding	FCB	N	8%	8%	8	12%	7%	2,167	18,794
Grey Advertising	O		7%	6%	5%	13½	6%	1,207	9,354
LaRoche, McCaffrey & McCall	O		10½	10%	11	17	11	585	7,020
MovieLab	MOV	A	2%	2%	2%	7%	2	1,407	4,038
MPO Videoelectronics	MPO	A	6%	7	4%	9%	4%	558	2,996
Nielsen	O		34½	34%	31½	42	26%	5,299	158,321
Ogilvy & Mather	O		18½	18%	17%	22%	15	1,096	16,988
PKL Co.	PKL	A	2%	2½	2%	12%	2%	739	2,771
J. Walter Thompson	JWT	N	25	25	22%	38	22%	2,773	63,779
Wells, Rich, Greene	A		6%	7	6%	8%	5½	1,581	9,280
								Total	33,018
									\$ 661,204
Manufacturing									
Admiral	ADL	N	7½	7%	7%	14%	6%	5,158	38,685
Ampex	APX	N	15%	16	15%	48½	13%	10,825	184,025
CCA Electronics	O		2%	2%	2%	5	1½	800	2,000
Collins Radio	CRI	N	11%	12%	10%	37%	9	2,968	35,972
Computer Equipment*	CEC	A	4%	4%	3%	12%	3½	2,408	9,624
Conrac	CAX	N	12	12%	12%	32%	11	1,254	15,989
General Electric	GE	N	77%	76	75	77%	60%	90,884	6,157,391
Harris-Intertype	HI	N	42	41½	41	75	36%	6,357	243,918
Magnovox	MAG	N	31	29%	27%	38%	22%	18,401	375,090
3M	MMM	N	80%	81%	77%	114%	71	56,058	4,120,463
Motorola	MOT	N	39%	36	31%	47½	31	13,334	434,955
RCA	RCA	N	23%	20%	18%	34%	18%	66,757	1,335,140
Reeves Industries	RSC	A	3	2%	2%	5%	2½	3,446	9,890
Telemation	O		9%	9%	9½	24	9	1,080	11,880
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	66	64½	64½	69%	53%	39,685	2,529,918
Zenith Radio	ZE	N	30%	27%	25%	37%	22%	19,020	477,782
								Total	335,364
									\$15,975,296
								Grand total	725,405
									\$22,629,536
Standard & Poor Industrial Average			85.67	85.52	83.65				

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

† Trading suspended July 16
by American Stock Exchange.

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

886,000. In the same period last year, earnings were \$4,310,000 on sales of \$135,385,000.

For the six months ended June 31:

	1970	1969
Earned per share	\$ 0.24	\$ 0.86
Revenues	210,441,000	320,854,000
Net income	4,629,000	16,276,000

FC&B drops slightly in first half '70

"Heavy investment costs" involved in continuing construction of its eight CATV franchises were blamed by Foote, Cone & Belding Communications Inc., New York, last week for a loss of seven cents a share for the first half of 1970. FC&B reported a net income of \$1,058,000 or 48 cents a share for the period, compared with \$1,019,000 or 47 cents a share in 1969. Without the CATV losses, spokesmen said, per-share income would have been 55 cents.

FC&B operates or plans to operate CATV systems in Poughkeepsie, N.Y.; Pueblo, Colo., and in six California locations. Headquarters for the CATV subsidiary is Newport Beach, Calif.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.48	\$ 0.47
Gross billings	130,814,000	129,508,000
Net income	1,058,000	1,019,000

Plough-Schering merger involves 10 stations

The boards of Plough Inc., Memphis, and Schering Corp., Bloomfield, N.J., have approved an agreement to consolidate the operations of the two companies (BROADCASTING, July 6).

The plan calls for Plough—group broadcaster and producer of drugs, cosmetics and home products—and Schering—pharmaceutical manufacturer—to retain their independent identities as operating subsidiaries of a new company to be named Schering-Plough Corp. The agreement is still subject to approval by the stockholders and by the FCC.

Plough last Friday (July 31) filed ap-

plications with the commission to transfer control of its stations to the new parent company. After the transaction Schering shareholders will own 64% or 16,118,866 common shares of Schering-Plough, based on shares outstanding as of June 30. Plough stockholders will own the remaining 36% or 9,004,951 shares.

Abe Plough, president of Plough, who will be chairman of the new company, will be the largest stockholder with 3% of Schering-Plough shares. W. H. Conzen, president of Schering, who will be president and chief executive officer, will own 0.02%.

The Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Financial notes:

■ CBS, expanding further into the education arena, last week announced acquisition of Business Methods Institute, Chicago, reported to be the largest proprietary data processing school in the Chicago area, and Kansas City (Mo.) Business College Inc., post-high school business school. Terms were not disclosed. The two schools will join the Franklin School of Science and Arts, a paramedical training school acquired by CBS in January, 1970, as units of CBS Holt Schools Inc., which also is a CBS subsidiary.

■ Doremus & Co., New York-based advertising and public relations agency, has declared a regular quarterly dividend of \$.08 per share on common stock, payable Aug. 14 to stockholders of record July 31.

■ MCA Technology Inc., a subsidiary of MCA Inc., Universal City, Calif., has acquired Optimization Inc., Sun Valley, Calif., through an exchange of an undisclosed amount of stock. Optimization manufactures oscillators, oscilloscopes, amplifiers and equipment for computer terminals. MCA Technology produces high-speed magnetic tape duplicating

equipment, video products and magnetic heads.

■ National CATV Program Library Inc., Dallas, has acquired the major interests of International Recording Inc., that city, which provides creative sound services for domestic and foreign advertising and film industries. Terms were not disclosed. National CATV and its subsidiary Cable TV Productions Inc. supplies more than 2,400 cable systems with color programming on videotape and cartridge.

■ Metromedia has declared a regular quarterly dividend of 12½ cents per common share, payable Sept. 15, to stockholders of record on Aug. 21.

■ Los Angeles: Los Angeles-based Optical Systems Corp., subsidiary of Pioneer Systems Inc., has acquired all capital stock of GN Communications Corp., cable-development firm also based in Los Angeles. Shareholders of GN received 300,000 shares of Optical's common stock. Optical is owner of "DeJoux" method of variable speed, shutterless motion-picture projection. GN is engaged in development of broadband communications gear and channel-leasing services for CATV.

Company reports:

Cablecom General Inc., Colorado Springs, operator of 47 CATV systems and subsidiary of group broadcaster RKO General Inc., reported increased revenues, but a decline in income for the nine months ended June 30:

	1970	1969
Earned per share	\$ 0.17	\$ 0.27
Revenues	4,622,585	3,725,051
Net income	266,457	405,729

Cox Cable Communications Inc., Atlanta, operator of 31 CATV systems in more than 50 communities in 15 states and an affiliate of Cox Broadcasting Corp., last week reported a 9% gain in revenues for the second quarter, ended June 30. J. Leonard Reinsch, chairman and president, credited "internal growth" for the increase.

Mr. Reinsch earlier reported a second-quarter 5% gain in revenues for Cox Broadcasting Corp., Atlanta (BROADCASTING, July 27). He also announced last week that Cox's acquisition of Lubbock Television Cable Inc. in Texas was finalized on June 30. The Lubbock system, he said, has 5,000 subscribers.

For the three months ended June 30:

	1970	1969
Earned per share	\$ 0.10	\$ 0.10
Revenues	2,542,061	2,326,399
Net income	368,329	340,436

Grass Valley Group Inc., Grass Valley, Calif. manufacturer of TV equipment, reported a 23% increase in revenues and 4% increase in earnings. Grass

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Valley attributed the lower growth rate of earnings to an increasing cost of labor and materials.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.25	\$ 0.24
Revenues	2,005,000	1,630,000
Net income	364,000	349,000

Kaiser Industries Inc., Oakland, Calif.-based firm with broadcast properties, reported a drop of nearly 50% in income for the six months ended June 30.

	1970	1969
Earned per share	\$ 0.27	\$ 0.48
Revenues	140,791,000	141,404,000
Net income	7,873,000	13,056,000

Multimedia Inc., Greenville, S.C., newspaper publisher and group broadcaster, reported a 4% increase in operating income from an 11½% increase in revenue for the six months ended June 30:

	1970	1969
Earned per share	\$ 0.80	\$ 0.60
Revenues	16,284,652	14,619,902
Net income	1,577,638	1,612,877

Tele-Communications Inc., Denver-based multiple CATV and microwave systems owner, reported a 48% increase in revenues and 64% increase in cash flow for the first quarter of 1970.

The firm reported a substantial increase in microwave revenues due to

expansion of their existing plant, acquisition of American Television Relay System in the Southwest in mid-1969 and acquisition of two other microwave common carriers in the first quarter.

For the three months ended March 31:

	1970	1969
Earned per share	\$ 0.03	\$ (0.02)
Revenues	1,838,450	1,244,797
Net income	79,939	(31,891)
Shares outstanding	2,730,804	2,042,708

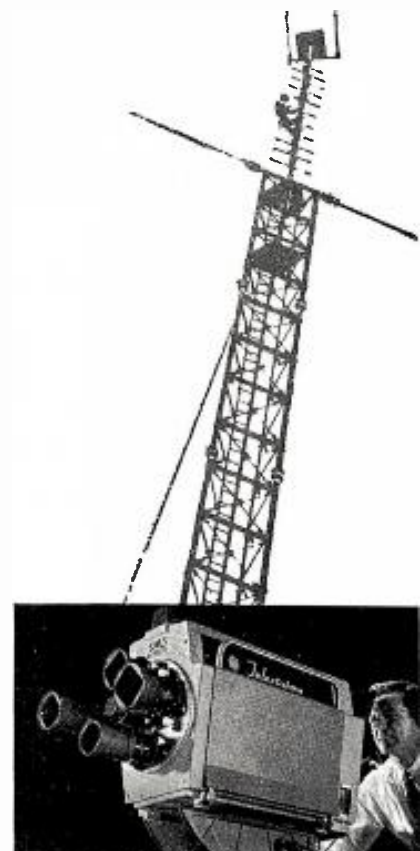
Transamerica Corp., San Francisco, diversified company with major leisure time interests, reported a drop of nearly one-third in net income for the six-month period ended June 30. Per share earnings were down correspondingly. Revenue figures are not released by the company until year's end.

The downward trend was said to be the result of reduced revenues from film rentals to television and rising costs in the company's entertainment services.

Transamerica reported a 1969 total consolidated net income of \$87,190,000, down almost \$3,000,000 from 1968.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.53	\$ 0.77
Consolidated net income	33,906,000	48,778,000
Shares outstanding	62,448,000	63,367,000



Fates & Fortunes

Broadcast advertising

George Dewey Roberts Jr., VP and management supervisor, Young & Rubicam, New York, named senior VP.

Donn C. Dolan, VP and senior account supervisor, Foote, Cone & Belding, New York, joins SSC&B there as senior VP.

Ben D. Gill, with American Oil Co., Chicago, appointed advertising manager succeeding **Sam G. Van Sickle**, who becomes marketing manager, Eastern region, Baltimore.

Robert G. Kaplan, with Post-Keys-Gardner, Chicago, joins Kenyon & Eckhardt there as VP-account supervisor.

William Grimes, account executive, CBS Radio Spot Sales, named one of two New York sales managers, newly created positions. Other appointments will be announced shortly.

H. Wayne Kennedy, account supervisor, Ketchum, MacLeod & Grove, New York, elected VP.

James D. Graham, account supervisor, Benton & Bowles, New York, named VP.

Richard Neice, formerly with MacManus, John and Adams, Minneapolis, joins Knox Reeves Advertising there as VP and media director.

Eugene Camoosa, VP, DKG Inc. (formerly Delehanty, Kurnit & Geller), New York agency, also named media director.

Jeremy Alan Barkann, account supervisor, Doyle Dane Bernbach, New York, elected VP.

Robert L. Berenson, **John Horne**, **F. Blair Plowman**, **I. Peter Rosow** and **Robert Schoenfein**, VP's of Grey Advertising, New York, all named management supervisors.

R. A. Rechholtz, marketing manager, and **J. H. Stone**, sales manager, **R. J. Reynolds Tobacco Co.**, Winston-Salem, N.C., named VP's.

Raymond J. Muer, VP and manager of Blair Radio, St. Louis office, named manager of Blair's San Francisco office. **Thomas V. Cinquina**, senior sales executive with Blair, Chicago, succeeds Mr. Muer.

Sheldon Marks, associate media director, AC&R Advertising, New York,

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appointed media director.

Mark Conrad, with WBTV(TV) Charlotte, N.C., appointed manager of newly opened Charlotte office of Katz Television, New York rep firm.

William L. Gregory, assistant media buyer, Clinton E. Frank, Chicago, appointed media buyer.

Vinton Boecher, art director, Arthur Meyerhoff Associates, Chicago agency. joins I/MAC Inc., agency there, in same capacity. **Candace Pray**, with Kenyon & Eckhardt there, joins I/MAC as media buyer.

David Lloyd Murphy, art director, W. B. Doner Advertising, Baltimore, joins Reach, McClinton, Boston, in same capacity.

John Ackerman, regional director and director of sales, small market division of Radio Advertising Bureau, New York, appointed general sales manager, WJZZ(FM) Bridgeport, Conn.

Tom Hoyt, sales manager, WAVA-AM-FM Arlington, Va., joins WASH(FM) Washington in same capacity.

Cal Adams, with WGVM(AM) and WDMs (FM) Greenville, Miss., appointed operations and national sales manager.

Robert Q. Tiedje, general sales manager, WKYT-TV Lexington, Ky., joins Bahakel Broadcasting Co., Charlotte, N.C., as national-regional sales coordinator.

Walt Tiburski Jr., with WMMS-FM Cleveland, joins WNCR-FM there as co-sales manager.

Patricia J. Mainini, research assistant/field supervisor, Falstaff Brewing Corp., St. Louis, joins Gardner Advertising there as research project director.

Ronald G. Fisher, assistant art director, Henderson Advertising, Greenville, S.C., appointed art director.

Ron Robson, Missouri state official, joins Communications Concepts Inc., Joplin-based advertising and PR firm, as retail account coordinator.

Media

Varner Paulsen, VP-administration, Metromedia Radio, New York, named VP and general manager, WNEW-FM there.

David G. Fulton, director of planning and analysis, ABC Inc., New York, named corporate controller. He is succeeded by **Curtis C. Battles**, planning executive with Mobil Oil Corp. there.

Edward F. McLaughlin, VP, ABC, and general manager, KGO-AM-FM San Francisco, ABC-owned station, elected president of San Francisco Radio Broadcasters Association.

John Wheeler Barger, general counsel, McLendon Stations, group owner, Dallas, appointed general manager, KRLD-AM-FM there.

Hugh S. Wallace, general manager, WOR-FM New York, named to similar post at KHJ(AM) Los Angeles. Both are RKO-General stations.

Bill Mitchell, president, New Mexico Association of Broadcasters, resigns to become administrative assistant to John Walton Stations, group owner, with headquarters in El Paso. **Dennis Mitchell**, first VP of NMBA, assumes presidency.

William M. Brown, general manager, WGMM(AM) Millington, Tenn., joins WFIR(AM) Roanoke, Va., in same capacity.

Murray J. Green, formerly general sales manager, WORC(AM) Worcester, Mass., appointed general manager, WJZZ(FM) Bridgeport, Conn.

John Wolfe, general sales manager, KFAC-AM-FM Los Angeles, joins KHS(AM) there as general manager.

Dick Fredrickson, sales manager, WKKD-FM Aurora, Ill., joins WGSB(AM) Geneva, Ill., as station manager.

Joe Ray, with WGVM(AM) and WDMs (FM) Greenville, Miss., appointed manager of stations, succeeding **Jack Stull**. Mr. Stull, due to illness, will restrict

activities to duties of local sales manager.

Phillip Spillane, sales manager, WTSL (AM) Hanover, N.H., joins WCNL(AM) Newport, N.H., as manager. **Ken Stein**, program director, WTSL, joins WCNL as assistant manager-program director.

Richard L. Parker, program manager, noncommercial WDCN-TV Nashville, joins noncommercial WVPT(TV) Harrisonburg, Va., as general manager.

Programming

Richard Colbert, VP and general manager, Four Star Entertainment Corp., New York, named executive VP, succeeding **Anthony D. Thomopoulos**, appointed manager of SelectaVision Programs there (see below).

Anthony D. Thomopoulos, formerly executive VP, Four Star Entertainment Corp., New York, appointed manager of SelectaVision Programs, RCA, New York. In his new post, Mr. Thomopoulos will negotiate programming contracts, acquire talent and develop film library for SelectaVision, RCA's new color-TV playback system. **Henry Ball**, manager of system development for SelectaVision, named director of systems development. **David F. Miller**, manager of marketing, named director, marketing.

Pat Kelley, VP-motion pictures and television business affairs, MCA Inc., Universal City, Calif., joins First Arts Production Co. there as president.

William Schwing, VP, sales, Transmedia International Corp., New York, mobileteleproduction firm, named executive VP.

Bill Dwinell, sales manager, Reeves Production Services, New York, joins Logos / Teleproductions, Washington, production facility, as director of sales.

Leonard Biegel, assistant program director, WNEW-TV New York, joins WTTG(TV) Washington as program director. WNEW-TV and WTTG are Metro-media stations.

Dan Clayton, program director, KWXI-FM Fort Worth, joins KIXL-AM-FM Dallas in same capacity.

Mort Roberts, operations director, WEXT(AM) West Hartford, Conn., assumes additional duties of program director.

Robin Walker, with WIRE(AM) Indianapolis, joins WIRL(AM) Peoria, Ill., as program director.

Thomas H. Smith, news editor, WLWT (TV), Cincinnati, joins WNEW-TV, New



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York, as assistant program director.

Robert Pincus, production executive, Screen Gems, Los Angeles, named to newly created post of production supervisor-live/tape operations.

Wilbur L. George, producer/director, KRNT-TV Des Moines, Iowa, joins non-commercial WNEB-TV Buffalo, N.Y., as production manager.

William Cerri, with noncommercial WETA-FM Washington, appointed programming and operations director.

Richard Driscoll, formerly president, Air-Track Productions, St. Paul, appointed program director, WWTC(AM) Minneapolis. **Joel Larson**, with WWTC, named assistant program director.

Helen Hall, with WCBS-AM-FM New York, joins Fred A. Niles Communications Centers Inc., Chicago, production firm, as director of radio, new division of Niles.

Elliot Friedgen, production manager, educational-film division, CBS-TV, joins Metromedia Producers Corp., Los Angeles, as assistant production manager and post-production executive.

Bill Moss, with WTOY(AM) Roanoke, Va., joins noncommercial WBRA-TV there as producer.

Stanley Friedman, writer-producer, WOR-TV New York, appointed public affairs producer.

David Boston, in public relations with Tuskegee Institute, Tuskegee, Ala., joins WSB-TV Atlanta as program assistant for public affairs.

Peggy Wyson, with Elba Systems Corp., Phoenix, joins Canyon Films there, subsidiary of Elba, as public relations director.

Jerry Hughes, associate director and broadcast supervisor, Public Broadcasting Service Network center, noncommercial KCET(TV) Los Angeles, named staff director.

News

Lem Tucker, former NBC-TV Washington correspondent, appointed news director, WOR-TV New York.

David L. Bowen, assistant to the deputy general manager, AP, appointed director of communications. **Conrad Fink**, special assistant to the general manager, named assistant general manager. He replaces **Daniel De Luce**, who has retired.

Kenneth R. Clark, UPI bureau manager, Santa Fe, N.M., appointed regional director for Colorado and Wyoming, with headquarters in Denver. **G. Patrick Lamb**, with Albuquerque, N.M., bureau, succeeds Mr. Clark. **Steven H. Yolen**, executive assistant, UPI South American headquarters in Buenos Aires, appointed bureau manager, Sao Paulo.

Mike Daly, newsman, KSHO-TV Las Vegas, appointed news director.

Max A. Powell, reporter, WTVD(TV) Durham, N.C., appointed manager of Raleigh news bureau of WTVD.

Bill Blinn, morning news editor and assistant news director, WLYV(AM) Fort Wayne, Ind., joins WIFE-AM-FM Indianapolis as evening news editor.

James Lynn, director of editorial research, WMCA(AM) New York, appointed director of public affairs.

Michael Heid, with WOR-FM New York, joins WMAL-AM-FM Washington as newscaster.

Frank Kelly, news trainee in minority-hiring program, KGO-AM-FM San Francisco, appointed news writer-producer.

William M. Hammack, reporter, Santa Ana (Calif.) Register, joins WCOA(AM) Pensacola, Fla., as newsman.

Philip Jennrich, news director, KBBQ(AM) Burbank, Calif., appointed to news staff of KHJ-FM Los Angeles.

Promotion

Samuel H. Patterson Jr., merchandising manager, ABC Radio Network, New York, appointed advertising manager.

James H. Anderson, with WCCO-TV Minneapolis-St. Paul, joins KFMB-AM-FM-TV San Diego as promotion manager.

Ted S. Field Jr., with KXTV(TV) Sacramento, Calif., joins WJZ-TV Baltimore as public relations director.

Norma Peterson, promotion director, Stuart Enterprises, Lincoln, Neb., appointed director of community affairs for Stuart Broadcasting, group owner, subsidiary of Stuart Enterprises.

Frank Nardi, formerly advertising and promotion manager, WABC(AM) New York, named manager of advertising, promotion and public relations, WNBC(AM) New York.

Vivian M. Hunt, press and print media director, WMAL-TV Washington, appointed assistant advertising and promotion manager.

Equipment & engineering

William H. Butler, director of product management and assistant to VP, Memorex Corp., Santa Clara, Calif., named general manager, CMX Systems, Sunnyvale, Calif., joint CBS-Memorex venture company to develop and manufacture advanced TV equipment and systems.

William S. Lowry, general product manager, Sylvania Entertainment Products, operating group of Sylvania Electric Products, New York, appointed VP-product development. **John R. Peterson**, with Sylvania Entertainment



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appointed to newly created position of manager of marketing communications.

Eric K. Maxon, senior project engineer, International Video Corp., Sunnyvale, Calif., appointed manager, recorder engineering.

Ralph Clements, supervisor of field operations, NBC-TV Burbank, Calif., retires after 31 years with network.

Ben H. Cogan, with quality control department, Litton Industries, joins Westel Co., Mountain View, Calif., as manager, quality assurance.

Louise Pansini, with Imero Fiorentino Associates, lighting designers, New York, named VP and director of operations.

William P. O'Hara, with American Electronics Laboratories, Lansdale, Pa., diversified communications and electronics manufacturer, appointed senior antenna development engineer.

Allied fields

Ted Koop, CBS Washington, VP, named secretary of Washington Journalism Center succeeding late John E. Ryerson. Mr. Koop was also elected to board of trustees of center, nonprofit educational institution which awards journalism fellowships.

Robert L. Coe, VP, ABC, New York,

named interim director, school of radio-TV, Ohio University, Athens.

Saul Rittenberg, VP-administration, MGM, Culver City, Calif., resigns to return to law practice with Loeb and Loeb, Los Angeles.

Deaths

Paul M. Hollister, 79, advertising executive, died July 18 in Ruidoso, N.M., following lengthy illness. He was a former VP of BBDO New York, VP of CBS and national publicity director for RKO Radio Pictures. He last held post of adviser on corporate publicity for R. H. Macy & Co. (Macy's department stores), New York. He is survived by daughter.

Willis K. Freiert, 55, assistant general manager and director of sales, WRAL-TV Baltimore, died there July 24 after apparent heart attack. He is survived by his wife, Rose, son and daughter.

Charles L. (Red) Hotchkiss, 62, died July 23 in Middlesex Memorial hospital, Middletown, Conn., after long illness. After associations with Disney Studios, NBC and Sherman K. Ellis agency, Chicago, he joined Dancer-Fitzgerald-Sample in 1943 where he was employed for 25 years in account servicing and program production. He re-

tired because of ill health in 1967. He is survived by his wife, Virginia, and two daughters.

Frank Gill Jr., 58, radio-TV writer, died July 11 of heart attack in Los Angeles. He had written scripts for *McHale's Navy*. He is survived by his wife, June, and two daughters.

Katherine Albert Eunson, 68, newspaper and television writer, died July 26 in St. John's hospital, Santa Monica, Calif., after brief illness. She is survived by her husband, Dale, and daughter.

Molly Low Petty, 52, national sales manager, KGFJ(AM) Los Angeles, died in Los Angeles of cancer. She had been with station since 1952. She is survived by her husband, Frank, two daughters and son.

Robert Fritch, 59, television film editor, died in Los Angeles after long illness. He is survived by his wife, Patricia, and two sons.

Leith Stevens, 60, director of music, Paramount-TV, died July 23 in Los Angeles of an apparent heart attack. He composed and conducted motion picture scores since 1939, switching to TV in 1950. He wrote the theme for the first *Burns and Allen* show, *Lost in Space* and *Daniel Boone* among others. He is survived by three sisters.

ForTheRecord

As compiled by BROADCASTING, July 21 through July 28 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aural.—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.

Final action

■ Camden and Atlantic City, both New Jersey, and Philadelphia—Broadcast Bureau on request of Vue-Metrics Inc. extended through August 10 time to file comments and through August 20 time to file reply comments in matter of amendment of Table of Assignments. Television Broadcast Stations (Doc. 18882). Action July 21.

Rulemaking petition

■ Ohio Educational Television Network Commission—Requests institution of rulemaking proceedings looking toward amendment of rules to provide UHF channels reserved for noncommercial educational use in Ohio to permit implementation of plans for activation of noncommercial network in Ohio. Action July 8.

Rulemaking action

■ Charlotte Amalie and Christiansted, both Virgin Islands—Broadcast Bureau granted requests by Department of Education of Puerto Rico, and Western Broadcasting Corp. and extended through Aug. 26 time to file comments and through Sept. 9 time to file reply comments in matter of amendment TV, table of assignments (Doc. 18881). Action July 21.

Other actions

■ San Diego—TV proceeding—Review board granted motion to reschedule date for oral argument, filed July 23 by Gross Broadcasting Co.; oral argument rescheduled for 10 a.m. Aug. 25. Action July 24.

■ Review board in Terre Haute, Ind.—TV proceeding—granted request by Alpha Broadcasting Corp. and extended to Aug. 27 time to file application for review of final review board decision (Docs. 18321-2). Action July 23.

Call letter applications

■ Guam Educational Telecommunications Commission, Agana, Guam. Requests *KGTF(TV).

■ Illinois Valley Public Telecommunications Corp., Peoria, Ill. Requests WTVP(TV).

■ Northeast New York Education TV Association, Plattsburgh, N.Y. Requests *WNNE-TV.


Call letter action

■ New Jersey Public Broadcasting Authority, Trenton. Granted *WNJT(TV).

Existing TV stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KFPW-TV Fort Smith, Ark., to Nov. 22; KRON-TV San Francisco, to Jan. 17; Boston Heritage Broadcasting Inc., Boston, to March 23, 1971; WTLX(TV) Toledo, Ohio, to March 10, 1971. Action July 17.

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Summary of broadcasting

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	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA ¹	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

¹ Special Temporary Authorization.

² Includes 25 educational AM's on nonreserved channels.

³ Includes two licensed UHF's that are not on the air.

■ **KGTO-TV** Fayetteville, Ark.—Broadcast Bureau granted license covering new station. Action July 22.

■ **KAON-TV** Fort Smith, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 2. Action July 23.

■ **KMST(TV)** Monterey, Calif.—Broadcast Bureau granted license covering new station. Action July 22.

■ **KTXL(TV)** Sacramento, Calif.—Broadcast Bureau granted license covering new station and specify studio location as 1911 F St., Sacramento. Action July 23.

■ **WGSP-TV** Washington—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 16. Action July 16.

■ **KCDCE(TV)** Boulder, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 23, 1971. Action July 17.

■ **WFCB-TV** Miami—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28. Action July 20.

■ **WPLG-TV** Miami—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action July 2.

■ ***KBGL-TV** Pocatello, Idaho—Broadcast Bureau granted mod. of CP to extend completion date of noncommercial station to Jan. 16, 1971. Action July 16.

■ **KRNT-TV** Des Moines, Iowa—Broadcast Bureau granted license covering changes. Action July 23.

■ **KGLO-TV** Mason City, Iowa—Broadcast Bureau granted license covering permit for changes. Action July 23.

■ **WHAG-TV** Hagerstown, Md.—Broadcast Bureau granted license covering new station. Action July 23.

■ **WKHM-TV** Jackson, Mich.—FCC granted petition by The Jackson Television Corp. for extraordinary relief. Commission accepted for filing application for assignment of CP from Jackson Television to Television Associates Inc., and extended CP (Doc. 18699) for nine months after action has been taken by commission, contingent upon approval of assignment application. Action July 22.

■ **KTMA-TV** Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to May 24, 1971. Action July 15.

■ **WABG-TV** Greenwood, Miss.—Broadcast Bureau granted license covering CP which authorized changes in existing station. Action July 16.

■ ***KETC(TV)** St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 16, 1971. Action July 16.

■ **KYUS-TV** Miles City, Mont.—Broadcast Bureau granted license covering new station. Action July 23.

■ **WVNE(TV)** Vineland, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1971. Action July 15.

■ **WNPE-TV** Watertown, N.Y.—Broadcast Bureau granted mod. of CP to change to 525 kw vis., 105 kw aur., change type trans. and ant. height 1214 ft. Action July 16.

■ **WLNS-TV** Jacksonville, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 21. Action July 20.

■ **WOLO-TV** Columbia, S.C.—Broadcast Bureau granted license covering changes. Action July 16.

■ ***KERA-TV** Dallas—Broadcast Bureau granted mod. of CP to extend completion date of noncommercial station to Jan. 16, 1971. Action July 16.

■ **KGEA(TV)** Tyler, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 30. Action July 20.

■ **KCPX-TV** Salt Lake City—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 16, 1971. Action July 16.

■ **WVNY-TV** Burlington, Vt.—Broadcast Bureau granted CP to change to 501 kw vis. and 75.9 kw aur.; makes changes in ant. system. Action July 20.

Initial decision

■ **KRSD-TV** Rapid City, KDSJ-TV Lead, both South Dakota—Hearing Examiner Thomas H. Donahue proposed in initial decision one year renewals of licenses (Docs. 18158-9). Stations are licensed to equal partners Eli and Harry Daniels. Ann. July 17.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.) TV proceeding, granted motion by WTAR Radio-TV Corp. and extended to date as shall be determined to be 10 days following release of order or decision of review board on pending request of Hampton Roads to enlarge issues in proceeding, time for filing response to Hampton Roads initial interrogatories (Docs. 18791-2). Action July 17.

■ Hearing Examiner James F. Tierney in New York (WPIX, Inc. [WPIX(TV)] and Forum Communications Inc.) TV proceeding, granted petition by Forum Communications Inc. for leave to amend application reflecting agreement for sale of portion of stock; information required under rules concerning person; broadcast interests of Forum stockholder, and certain engineering data. (Docs. 18711-2). Action July 17.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)] et al.) TV proceeding, reopened record; granted petition by Reeves Telecom Corp. for leave to amend application to reflect change in holdings by Edward L. Glockner, director, and various holdings of shareholders; closed record. (Docs. 18569-72). Action July 17.

Call letter applications

■ ***KEBS-TV**, San Diego State College, San Diego. Requests *KPBS-TV.

■ **WIRL-TV**, Forward of Illinois, Peoria. Requests WRAU-TV.

Call letter actions

■ **WCTU-TV**, Emil F. Kratt, receiver, Charlotte, N.C. Granted WRET-TV.

■ **KRLD-TV**, Times Herald Printing Co., Dallas. Granted KDFW-TV.

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, ordered notices to take depositions filed by Southeastern Broadcasting Co., Clanton Broadcasting Corp., and Martin Lake Broadcasting Co. be honored; granted motions for production of documents filed by Clanton Broadcasting Corp. and Martin Lake Broadcasting Co. (Docs. 18782-3). Action July 20.

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell et al.), AM proceeding, dismissed petition by Post-Newsweek Stations, Florida Inc. filed July 15 (Docs. 18856-8). Action July 20.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud. Inc.), AM proceeding, on hearing examiner's own motion scheduled prehearing conference for July 20 (Docs. 18768-9). Action July 15.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click

Broadcasting Co. and R-J Co.), AM proceeding, denied motion to hold Click Broadcasting Co. and Habersham Broadcasting Co. in default filed by R-J Co.; and by separate action granted petition by Click Broadcasting Co. for leave to amend application with respect to financial showing (Docs. 18526-7). Action July 17.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Assoc. Inc.), AM proceeding, granted petition by Natick Broadcast Assoc. Inc. for leave to amend application to provide up-to-date information on legal qualifications and ordered that no comparative advantage to applicant shall result from said amendment (Docs. 18640-1). Action July 20.

■ Hearing Examiner Millard F. French in Springfield, Vt.—scheduled further prehearing conference with Young's Community Television Corp. for Aug. 12 and continued hearing to date to be set by subsequent order (Doc. 18855). Action July 21.

Call letter applications

■ **Bethany Broadcasting Co.**, Thompson, Ga. Requests WTHO.

■ **Juncos Broadcasting Corp.**, Juncos, P.R. Requests WCID.

Call letter action

■ **Norman E. Petty**, Clovis, N.M. Granted KWKA.

Existing AM stations

Final actions

■ **WSLC** Clermont, Fla.—Broadcast Bureau granted mod. of license covering change in hours of operation from specified to unlimited. Action July 17.

■ **WALG** Albany, Ga.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2½ miles north of center of Albany; condition. Action July 17.

■ **WNRJ** Gainesville, Fla.—FCC relieved Hall County Broadcasting Co. \$1,000 liability for forfeiture. Action July 22.

■ **KFRA** Franklin, La.—Broadcast Bureau granted CP to change from DA-D to non-DA and change studio and remote control to 103 Wilson St., Franklin, La.; conditions. Action July 23.

■ **WPTX** Lexington Park, Md.—FCC granted Key Broadcasting Corp. waiver of principal city field intensity coverage requirement. Action July 22.

■ **WKER** Pompton Lakes, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 20, 1971. Action July 20.

■ **KPAR** Albuquerque, N.M.—Broadcast Bureau granted license covering new AM. Action July 17.

■ **WADD** Brockport, N.Y.—Broadcast Bureau granted license covering new AM; trans-studio location 6675 Fourth Section Rd. Action July 23.

■ **WTKO** Ithaca, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 3, 1971. Action July 20.

■ **WHTH** Heath, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 20, 1971. Action July 20.

■ ***KBPS** Portland, Ore.—FCC granted petition to increase power to 1 kw; hearing terminated (Doc. 18860). Action July 15.

■ **WASP** Brownsville, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 31. Action July 20.

■ **WHP** Harrisburg, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action July 20.

■ **WCOS** Columbia, S.C.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 18. Action July 20.

■ **KVWC** Vernon, Tex.—Broadcast Bureau granted CP to increase daytime power from 250 w unl. to 250 w, 1 kw, unl. and install new trans. Action July 17.

■ **KTAC** Tacoma, Wash.—Broadcast Bureau granted mod. of license covering change in main studio location and operate by remote control from 2000 Tacoma Mall, Tacoma; conditions.

Actions on motions

■ **WKOK** Sunbury, Pa.—Office of Opinions and Review granted motion by Locoming Broadcasting Co. and extended to Aug. 14 time to file responses to petition for reconsideration (Doc. 18876). Action July 22.

Fines

■ **WLEM** Emporium, Pa.—FCC relieved Emporium Broadcasting Co. of \$500 liability issued June 3 for repeated violation in that licensee failed to have first-class operator make required daily trans. inspections Jan. 22 to Feb. 11, 1969. Action July 22.

■ KBAT San Antonio, Tex.—FCC denied application by Texas Star Broadcasting Co. for mitigation or remission of \$25 forfeiture liability. Forfeiture was assessed for repeated violation of rules in that KBAT's renewal application was filed seven days late. Action July 22.

Call letter application

■ WIXX, Broward County Broadcasting Co., Oakland Park, Fla. Requests WEXY.

New FM stations

Applications

■ *Kent, Conn.—The Kent School Corp. seeks 88.9 mc, TPO 10 w. Ant. height above average terrain not indicated. P.O. address Box 401, Kent, Conn. Estimated construction cost \$2,265; first-year operating cost \$200,000; revenue none. Principals: Cyrus S. Eaton Jr., president of board of trustees, et al. Ann. July 14.

■ Macon, Ga. Piedmont Broadcasting Co. seeks 107.9 mc, 100 kw. Ant. height above average terrain 418.2 ft. P.O. address 375 Minton St., Gordon, Ga. Estimated construction cost \$63,308.20; first-year operating cost \$10,500; revenue \$35,000. Principals: Cylar D. Garner, president (29%), Alfred Dienert, chairman of board and Walter F. Bennett, vice president (each 25.5%), and H. C. Hardie, secretary-treasurer (20%). Dr. Garner owns medical clinic, Messrs. Bennett and Dienert are partners of advertising agency. Mr. Hardie is owner of contracting company. Mr. Dienert is member of board of directors of WFGW(AM) and WMIT(FM), both Black Mountain, N.C. He is partner with Mr. Bennett in WPKO(AM) Waverly, Ohio.

■ *Vincennes, Ind.—Board of trustees, Vincennes University, seeks 91.3 mc, 0.1 kw. Ant. height above average terrain 515 ft. P.O. address 1002 North First St., Vincennes. Estimated construction cost \$7,275; first-year operating cost \$2,033; revenue none. Principals: Mathew E. Welsh, president, et al. Mr. Welsh is lawyer. Ann. July 15.

■ Duluth, Minn.—Contemporary Broadcasting Corp. seeks 103.3 mc, 100 kw. Ant. height above average terrain 550.5 ft. P.O. address 1112 Sixth Ave., Brainerd, Minn. Estimated construction cost \$76,043; first-year operating cost \$55,950; revenue \$150,000. Principals: Robert P. Hansen, president and treasurer (72% of stock), Robert S. Hansen, vice president (10% of stock), et al. Robert P. Hansen is sales manager of KKIN(AM) Aitkin, Minn. He is 53.7% owner of Tri State Productions, which sponsors dances and other events. Robert S. Hansen is office manager of rubbish removal firm, Robert P. Hansen is son of Robert S. Hansen. Ann. July 17.

■ Newport, N.H.—Eastminster Broadcasting Corp. seeks 104.9 mc, 3 kw. Ant. height above average terrain minus 257 ft. P.O. address Lund Rd., Nashua, N.H. Estimated construction cost \$1,500; first-year operating cost \$3,000; revenue \$10,000. Principals: Herbert Miller, president, Phillip Lamoy, vice president, Samuel Bronstein and James Fokas, treasurer and assistant treasurer respectively, and Arthur Atkinson, director, 750 shares each, et al. Eastminster Broadcasting Corp. also owns WOTW-AM-FM Nashua, N.H., and WDNH(FM) Davis, N.H. Ann. July 15.

■ McKean, Pa.—Mikro-Dawn Inc. seeks 102.3 mc, 151 kw. Ant. height above average terrain 401 ft. P.O. address 1800 Oliver Building, Pittsburgh. Estimated construction cost \$15,096; first-year operating cost \$10,000; revenue \$98,280. Principals: Donald Mikovch, president, et al. Mr. Mikovch is physicist. Ann. July 14.

■ Ashland, Wis.—WATW-FM Inc. seeks 95.9 mc, 3 kw. Ant. height above average terrain 155 ft. P.O. address 914 West Second St., Ashland. Estimated construction cost \$22,845; first-year operating cost \$10,000; revenue \$15,000. Principals: WATW-FM is wholly owned subsidiary of WATW Inc., Ashland, Wis. E. A. Walker is president, treasurer and 100% owner of WATW. He also owns WIKB(AM) Iron River, Mich. and is president of WJPD(AM), Ishpeming, Mich. Ann. July 15.

■ Shell Lake, Wis.—Erwin Gladdenbegk seeks 95.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address 112 Fifth Ave., Shell Lake. Estimated construction cost \$29,004.70; first-year operating cost \$31,179; revenue \$34,000. Principals: Erwin Gladdenbegk, Mr. Gladdenbegk owns Arrowhead Cable TV. Ann. July 15.

Final actions

■ Middlesboro, Ky.—FCC notified that initial decision May 28 proposing grant of application to Cumberland Gap Broadcasting Co. for new FM on ch. 224A at Middlesboro became effective July 20 (Doc. 18520). Ann. July 27.

■ *Port Huron, Mich.—St. Clair County Community College, Broadcast Bureau granted 88.3 mc, 0.010 kw. Ant. height above average terrain 87 ft. P.O. address 323 Erie St., Port Huron. Estimated construction cost \$8,467.72; first-year operating cost \$1,500; revenue none. Principals: Franklin H. Moore, chairman of board of trustees, et al. Mr. Moore is banker. Ann. July 1.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fairmont, Minn. (KNUJ, Inc.), FM proceeding, granted motion by applicant and continued prehearing conference to Sept. 3 and deferred further action on discovery proceedings initiated by the Broadcast Bureau, until close of prehearing conference (Doc. 18829). Action July 21.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, postponed hearing now set for July 27 to date to be set at further prehearing conference Sept. 24 (Docs. 17916-7). Action July 16.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, on request of applicant changed certain procedural dates and rescheduled hearing for Aug. 6 (Doc. 18529). Action July 17.

■ Chief Hearing Examiner Arthur A. Gladstone, Pittston, Pa.—FM proceeding granted petition by Broadcast Bureau and extended through July 28 time to respond to P.A.L. Broadcasters Inc.'s petition for leave to amend (Doc. 17885). Action July 21.

Call letter actions

■ Cape Cod Broadcasting Co., Hyannis, Mass. Granted WQRC(FM).

■ W.R.R. Inc., Roseburg, Ore. Granted KR5B (FM).

Call letter applications

■ Russell Shaffer, Boulder, Colo. Requests KBOV (FM).

■ Bethany Broadcasting Co., Thompson, Ga. Requests WTHO-FM.

■ Oxford Hills Radio Communications, Norway, Me. Requests WNWY-FM.

■ Pemberton Broadcasting Co., Grenada, Miss. Requests WRIL(FM).

■ Northwest Missouri State College, Maryville. Requests KXCX(FM).

■ Ozark Broadcasting Co., Salem, Mo. Requests KFTU(FM).

■ Lee Enterprises Inc., Billings, Mont. Requests KBMS(FM).

■ Mark Wodlinger, Henderson, Nev. Requests KILA(FM).

■ WQIZ Inc., St. George, S.C. Requests WPWR (FM).

Existing FM stations

Final actions

■ KARK-FM Little Rock, Ark.—FCC, in response to request asking what rate local station may charge candidate seeking to answer another candidate who has appeared on network, informed licensee that station may charge regular commercial rates. Action July 15.

■ KYNO-FM Fresno, Calif.—Broadcast Bureau granted license covering new FM; trans-studio-remote control location: 1060 Fulton Mall. Action July 23.

■ KLBS-FM Los Banos, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; condition. Action July 23.

■ KSFM(FM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 280 ft.; condition. Action July 21.

■ KSJO-FM San Jose, Calif.—Broadcast Bureau granted CP to install new auxiliary trans. and ant. at main trans. location to be on 92.3 mc.; ERP 3.8 kw; ant. height minus 99 ft.; granted CP to install trans. and ant.; ant. height minus 57 ft. Action July 23.

■ KAMB(FM) Merced, Calif.—Broadcast Bureau granted CP to install ant.; remote control permitted. Action July 21.

■ *WETA-FM Washington—Broadcast Bureau granted license covering new FM. Action July 23.

■ WGN-FM Panama City, Fla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ant. height 130 ft.; ERP 100 kw. Action July 16.

■ WPBF(FM) West Palm Beach, Fla.—Broadcast Bureau granted mod. of CP to change type ant. Action July 21.

■ WBTR-FM Carrollton, Ga.—Broadcast Bureau rescinded renewal of license granted June 29. Action July 23.

■ *KWMR(FM) Cedar Rapids, Iowa—Broadcast Bureau granted license covering new FM. Action July 23.

■ WICO-FM Salisbury, Md.—Broadcast Bureau granted license covering new FM. Action July 23.

■ WKNR-FM Dearborn, Mich.—Broadcast Bureau granted mod. of license covering change in name of licensee and SCA to WKNR Inc. Action July 20.

■ WMIC-FM Sandusky, Mich.—Broadcast Bureau granted CP to replace expired permit. Action July 20.

■ WCCO-FM Minneapolis — Broadcast Bureau granted license covering new FM; specify type trans. Action July 20.

■ KSRN(FM) Reno—Broadcast Bureau granted CP to install auxiliary trans. for use with main ant. to be on 104.5 mc. Action July 22.

■ *KRBM (FM) Pendleton, Ore.—Broadcast Bureau granted license covering new FM. Action July 23.

■ KPUP(FM) Kingsville, Tex.—Broadcast Bureau granted license covering new FM. Action July 23.

■ WESP(FM) Charlotte Amalie, Virgin Islands—Broadcast Bureau granted license to cover CP for new FM; studio and remote control; Bluebeards hotel, Charlotte Amalie, V.I. Action July 23.

■ KXII-FM Seattle—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 52 kw; ant. height 1180 ft.; remote control permitted. Action July 20.

■ KTAC-FM Tacoma, Wash.—Broadcast Bureau granted CP to change trans. and studio location: 2000 Tacoma Mall, Tacoma; make changes in ant. system. Action July 23.

Call letter applications

■ *KEBS-FM, San Diego State College, San Diego. Requests *KPBS-FM.

■ WDOV-FM, Dover Broadcasting Co., Dover, Del. Requests WDSO(FM).

■ WERE-FM, GCC Communications of Cleveland. Requests WGCL(FM).

■ WSPD-FM, Susquehanna Broadcasting Co., Toledo, Ohio. Requests WTLQ(FM).

■ WAZL-FM, Hazleton Broadcasting Co., Hazleton, Pa. Requests WVCD(FM).

■ KCTA-FM, Broadcasting Corp. of the Southwest, Sinton, Tex. Requests KOUL(FM).

Call letter actions

■ WIQT-FM, Chemung County Radio Inc., Horseheads, N.Y. Granted WQIX(FM).

■ WWMS-FM, Williams County Broadcasting System Inc., Bryan, Ohio. Granted WWMS(FM).

■ WAEB-FM, Rustcom Industries Inc., Allentown, Pa. Granted WXKW(FM).

■ WBYO-FM, Boyertown Broadcasting Co., Boyertown, Pa. Granted WBYO(FM).

■ KLOL-FM, Rusk Corp., Houston. Granted KLOL(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and their co-venting auxiliaries: KLSU(AM) White Castle; KNOE-FM Monroe; KPFL-AM-FM Lafayette; KREB(FM) Monroe; all Louisiana; KXEN(AM) Festus-St. Louis, Mo.; WANA(AM) Anniston, Ala.; WMOP(AM) Ocala, Fla.; WNAU(AM) New Albany, Miss.; WNNC(AM) Newton, N.C.; WOOF(AM) Dothan, Ala.; WSLI-AM-FM Jackson, Miss.; WYZE Atlanta, and WMPI(FM) Scottsburg, Ind. Action July 23.

Other actions, all services

■ FCC denied petitions filed by Black Efforts for Soul in Television (BEST), and by Hampton Roads Television Corp. and Community Broadcasting of Boston Inc., jointly, asking for reconsideration of FCC's Jan. 15, 1970, policy statement on comparative broadcast hearings involving new applicant's challenge to licensee seeking renewal. Citizens Communications Center (CCC), William D. Wright, and Albert H. Kramer joined BEST in asking for reconsideration. Action July 8.

■ FCC adopted notice of inquiry and notice of proposed rulemaking for possible amendment of its rule on network affiliation agreements to explore ways by which UHF stations, particularly those in markets having two VHF stations, can obtain increased access to network programs. Action July 22.

CATV

Final actions

■ Kokomo and Howard county, both Indiana—FCC granted petition by Telecable Corp., CATV operator at Kokomo and Howard county, for waiver of hearing requirements of rules. Telecable has been authorized to carry distant signals of Indiana stations WTTV (ch. 4), and *WTTU-TV (ch. 30), both Bloomington, Ind., and *WFYI-TV (ch. 20) Indianapolis. Action July 22.

■ Richmond, Ind.—FCC authorized Clearview Cable of Richmond Inc. to commence operation of CATV system at Richmond. Action July 22.

(Continued on page 64)

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.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Sales

Talley stations, Illinois and Iowa seek two salesmen. Top income for producers. Must be honest, reliable. Send resume, photo, references. Litchfield, Illinois. Box G-215, BROADCASTING.

You're good . . . but stymied! If that's you . . . and you can really sell, send your complete resume and photo to this top-rated Phoenix radio station. We are a good sized, departmentalized station that allows a sales rep to concentrate in just one area. If you're satisfied with \$1,000.00 a month, you're not our man. If you're energetic, organized, fluent and determined to make a much better than average living . . . we have the means to satisfy your demands. Box H-35, BROADCASTING. An equal opportunity employer.

\$1,000 per month in commission and salary to salesman-newsman, midwest city of 6,000. Resume, photo. Box H-81, BROADCASTING.

Wanted salesman for large suburban FM market. We need a man who can sell FM radio in one of Illinois' richest counties. The sky is the limit money-wise. If you can sell you'll make more than the boss. Prove you can sell and you're on our payroll. Send resume, and track record. Box H-86, BROADCASTING.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Our sales manager has graduated to station manager. Need hard driving salesmanager capable of management and ownership soon. We're expanding. Full details first letter. No phone calls. Contact Davis, KWIK, Pocatello, Idaho.

Once-in-a-lifetime sales opportunity. Opportunity for ambitious, experienced salesman to get in on the ground floor with Florida's hottest radio station. Radio sales experience helpful but not required. \$10,000 annual salary plus generous commission and fringe benefits. Send resume to WAPE Radio, Prudential Building, Jacksonville, Florida 32207.

WTF-AM-FM in Tiffin, Ohio has an opening for a full-time advertising sales executive. Please send complete resume, picture etc. to 185 S. Washington St., Tiffin, Ohio 44883.

Announcers

We're a long established station with new facilities in western Pennsylvania, small market and are looking for an experienced all-around announcer with a first class license who will fit our MOR format. Please send resume and 7/2 tape. Box F-206, BROADCASTING.

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

Top morning air personality for major NY market adult station. Must have good voice, intelligence, imagination; ability to hold and build audience; able to deliver "live" air-sell. Family man preferred, sober, and reliable. Want a man looking to put down roots with a growing organization. Personal interview will be arranged later. Send full particulars and full half-hour air check to Box G-243, BROADCASTING.

One of America's top contemporaries in major market needs heavy jock for evening slot. Rush air check, resume, and salary requirements. This is top forty with one of most famous call letters in industry. Box G-261, BROADCASTING.

We're looking for a guy with training and maybe 3 to 6 months experience. He will be an addition to our announcing staff and frankly, he will be starting at the bottom (around \$80.00 per week), but he will be working with a top notch staff in a way-above average small market station. If he does the job, the raises will come regularly and there is plenty of room to advance. Send complete resume for full details. Box H-1, BROADCASTING.

Announcers continued

All-around man, announcing and production. Need experienced up-tempo MOR personality with play-by-play ability. Ideal working conditions in modern studios. Number one AM in expanding county near large eastern metro market. Good salary and fringe benefits. Box H-61, BROADCASTING.

If a #1 rated station, a professional staff and lots of hard work with good pay mean anything to you, then we've got something to talk about. We want a 1st phone staff announcer with several good years experience who can handle modern top 40 and some news. Contact: Manager, KOKX, Keokuk, Iowa 52632.

Unusually good smaller market station needs morning drive personality to gather local news, conduct interviews, produce "actualities", and do bright, informative morning show. This station has been responsible for developing several nationally known heavyweights. Must be bright, aggressive, stable, articulate and mature. Contact Buddy Deane. KOTN, Pine Bluff, Arkansas.

WBBQ AM/FM, Augusta, Georgia, 30903, is accepting applications for the morning show. 24 hour personality contemporary station with top equipment and working conditions. Solid number one for nine years. A friendly professional operation. Send tape and resume to Harley Drew, Box 1443.

Announcer—1st engineer with some production experience. Good medium small market near Carolina coast. Call or write Manager, WGAI, Elizabeth City, North Carolina 919-335-4371 during business hours.

This damned yankee manager wants southern voiced dj with 3rd, who digs modern country music for 50 KW stereo operation in midwest. Exclusive sound in market. Plush studios and gear. Contact Bud Sunkel, WIAI, Danville, Illinois.

Experienced morning man with housewife appeal and first phone. Bright soft contemporary format. Professional staff. Leading area station. Salary open. Send resume, photo—tape to Jerry Peterson, WLPO AM FM, Ivy Way Lane, La Salle, Illinois 61301 or call 815-223-3100.

C & W announcer with first ticket, no maintenance, call Mr. Van, WLVP Radio, Franklin, N.J., 201-827-6500.

Technical

Chief engineer for midwest AM directional, Class C FM. New studios, good equipment. Send resume to Box H-34, BROADCASTING.

Chief engineer, AM-FM multi-station chain. Excellent salary, paid hospitalization and advancement opportunities. Box H-84, BROADCASTING.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

Wanted, qualified, reliable technician to assume duties at four (4) tower daytimer, remote. Prefer man that could handle short board shift. Top salary and benefits, ideal working conditions, pleasant college community. Call or write, WJIL, P.O. Box 235, Jacksonville, Illinois 62650, (217) 245-5119.

Chief engineer, full responsibility. 5000 watts non-directional days. 1000 watts directional nights. Mid-west medium market. Good money for right man. Call 812-425-2221.

News

Morning newsmen with first phone. Must be mature. Must project. Immediate opening in medium-large upstate New York market. Box H-9, BROADCASTING.

Outstanding news opportunity for experienced, authoritative Newscaster-Editor with administrative ability. Qualified applicant should contact this stable operation immediately. Quality benefits and life. Send all material to: P.O. Box 31696, Omaha, Nebr. 68131.

Programing, Production, Others

Sports personality—Major market station looking for an experienced sportscaster. Requirement number one is being an "Extrovert". Other requirements will include ability to produce a top rated sports program that will cover all sports activities. Send complete resume to Box G-200, BROADCASTING.

Professional basketball play by play top rated station in top 30 market with heavy sports involvement seeks top caliber sports director to originate network broadcasts, do daily sports show as well as cover other top-flight sporting events year round. Send tape, resume airmail to Box G-209, BROADCASTING.

Program director for modern country music station in southeast. Must be sound citizen and know radio. Five figure salary plus many added benefits. Send resume, air check of show and station. Box G-229, BROADCASTING.

We're looking for quite a man—he's experienced, mature; he'll be our production manager and pull three-hour mid-day air shift; he'll be interested and involved with our city. We're group-owned, network-affiliated. MOR, major Florida market. Send air check/production samples, complete resume to Box G-270, BROADCASTING.

Production manager. Our production expert leaving after ten great years of service. Can you fill his shoes? Modern plant, studios, production aids, services. Experience in writing, preparing, producing all commercials, station promotion, spec tapes. Some air work. Send resume with tape of recent productions to Playground of Michigan, WHFB, Box 608, Benton Harbor, Michigan 49022.

3 exceptional opportunities for program director at well established regional MOR NBC affiliated station in Mississippi's fast-growing capitol city. Require on the air and program experience in competitive market. Contact Monroe Looney, WJDX, Jackson, Miss.

Traffic director, experienced, for high volume contemporary station in beautiful medium market. Contact Burt Levine, WROV, Roanoke, Va.

Situations Wanted Management

General manager radio—seeking challenge. Success based on hard work, dedication, and honesty. 12 years experience, 10 in management. Presently employed, can give excellent references . . . there must be a need somewhere. Box G-172, BROADCASTING.

Take charge guy in top 25 with outstanding sales success. Enthusiastic station manager seeks exciting growth opportunity. Exceptional background in finance. Family, 33, degree. Will consider all areas. Box G-180, BROADCASTING.

Thoroughly experienced-young-aggressive broadcaster seeks return to small or medium size market. Currently managing major market FM'er. All areas considered. Write Box G-216, BROADCASTING.

Any organization is no stronger than it's leader. If it's leadership you need find a mature, experienced, pro. Write Box G-276, BROADCASTING. Medium market/east of the Mississippi. Salary secondary to liberal profit sharing and stock option.

19 years experience . . . salesman . . . sales mgr. . . general mgr. Prefer Utah, Colorado, Oregon, Washington . . . small or medium market . . . have managed markets from 15,000 to 600,000 . . . Hard working go getter runs a tight but pleasant atmosphere ship . . . \$20,000.00 plus fringe benefits to start . . . Write Box H-12, BROADCASTING.

If you own FM in top 35 or 40 market and want to be major factor, considered progressive rock? Presently managing just that. Desire change. Prefer southwest. Only stable broadcasters considered. No desperation situations please. I'm top-rated in top 20 market. Profit sharing? Box H-41, BROADCASTING.

Production-Manager, small market desires same medium market. Heavy directing experience. Box H-69, BROADCASTING.

General Manager, up through the ranks, hard worker, early 30's, honest and loyal, medium market, preferably Ohio, ideal man for absentee owner. Box H-106, BROADCASTING.

Sales

After ten years in broadcasting I have a complete knowledge of all aspects, but my greatest ability is selling. If you have a station in a major market or good size medium market and can offer growth and an income in the middle to high teens please write. I will call you upon receipt of your letter. Married, family, college and I have had broadcast management experience. Box H-30, BROADCASTING.

Salesman, mature adult, single, wish to travel to sell your radio or TV product. Salary plus commission. Former radio man and sales. Box H-66, BROADCASTING.

Announcers

Experienced disc jockey, newscaster. Female. Creative, versatile, dependable, tight board. Third endorsed. Northeast preferred. Box G-153, BROADCASTING.

Beginner, will relocate, third phone, limited experience. Anxious to work in radio, fast to accept criticism. Box G-195, BROADCASTING.

D J copywriter, third, 27, experienced professional looking for rocker with future. Box G-210, BROADCASTING.

Versatile. Dependable. 5 years experience. Play-by-play, all sports, jazz, MOR, Classical DJ. All shifts. Excellent references, 3rd endorsed. Box G-211, BROADCASTING.

Beginner . . . 3rd endorsed/broadcast grad/Negro/ relocate/owns car/available for more training/seeking first break, in radio. Box G-219, BROADCASTING.

News and sports announcer looking for sports reporting position. Box G-264, BROADCASTING.

Combo-jock, news, experienced directionals FM, construction maintenance—South or Northeast. Box G-273, BROADCASTING.

Would I lie? Personality, good news, good production. Top 40 or Progressive Rock. Married. Third. Box G-278, BROADCASTING.

First, MOR, New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

Combo 1st phone d.i., seeks announcer-sales position. 9 years experience, all phases. Age 29. \$650 minimum. Phone (405) 947-3776 or write Paul Kelly, Box H-11, BROADCASTING.

Disc jockey 5 yrs. experience. Top 40—MOR—TV. Draft exempt, 3rd, no floater, willing worker. Box H-13, BROADCASTING.

Pro personality seeks move. Major market only—MOR. Box H-36, BROADCASTING.

Heavy Pipes—7 years experience—26—married—draft exempt. Box H-37, BROADCASTING.

Experienced announcer, with personality and ambition. Broadcast degree. Third endorsed. Mid twenties, married, mature, stable, aggressive . . . good on production. Easy to listen to voice. Seeking permanent home in MOR radio or radio/TV with opportunity to advance with your station. Box H-38, BROADCASTING.

Wanted: Pacific Northwest, by announcer with eight years experience. Current up-tempo MOR, stable, dependable, friendly, talented, excellent production. Desire permanent position. 30 days notice to present employer preferred. Box H-42, BROADCASTING.

1st phone announcer, experienced, professionally trained, Michigan area, prefer Detroit area. Box H-43, BROADCASTING.

Disc jockey? News caster? I'm an Army veteran. Experienced, dependable, creative, and versatile. Very authoritative on the news. Have a third endorsed, run a tight board, married, and ready to settle down. Write Box H-44, BROADCASTING.

Experienced rock and MOR announcer, third phone; currently working medium sized East Coast market; seeking a progressive station, will move anywhere in the states. Box H-46, BROADCASTING.

1st phone, country-music personality. Experienced, mature voice, knows country music. Married, stable, good references. No Eastern or small markets, please. Resume and tape available at Box H-47, BROADCASTING.

Ebony radio personality with ability will serve you with top forty, jazz, rock or MOR. Good news delivery, eager learner, draft free, will relocate. Box H-53, BROADCASTING.

At last! The chance you've been waiting for! Miss Jennifer Hale! Young, beautiful, ambitious, talented, modest. Had own program in NYC area, which was written, directed and performed by self. 3rd endorsed, finest references and tape. Is my big chance yours? Box H-56, BROADCASTING.

Announcers continued

Experienced DJ/newscaster. Creative, dependable, versatile, authoritative, aggressive, tight board. Graduate broadcasting school. Best references. Box H-57, BROADCASTING.

Top 40 DJ . . . experienced . . . third . . . veteran . . . Box H-59, BROADCASTING.

Ten year pro. Heavy on news—talk—play-by-play—(212) 945-3057. Box H-64, BROADCASTING.

Avail immediately recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales and promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box H-65, BROADCASTING.

College graduate. Broadcasting school graduate. Intelligent and imaginative personality. Experienced. Seeking news or DJ position. Box H-67, BROADCASTING.

Young ambitious announcer with first phone and very good knowledge of popular music wanting opportunity in the midwest. Top 40 experience and a radio school graduate. Draft exempt! Write Box H-68, BROADCASTING.

Available now . . . draft free, first phone with some experience wants rock or MOR, no screamer—prefer Penn.-N.Y.-Ohio location. Box H-72, BROADCASTING.

1st phone announcer, newsmen, 3 years experience radio and TV. 5 years photography experience, prefer TV in Rocky Mountain states. Reply Box H-73, BROADCASTING.

Young British, experienced, good production, tight board, N.Y.C. School grad—anywhere. Tape, photo, resume available. Box H-76, BROADCASTING.

Have first. 4 years experience. Desire 6-mid or mid-6 top 40 in southwest market. Box H-77, BROADCASTING.

Announcer/newsmen/production. Tight board. East coast. Willing worker. Box H-78, BROADCASTING.

1st ticket, top 40 up tempo MOR, college graduate, tight, creative. Box H-89, BROADCASTING.

Announcer, beginner, anxious to get started, will relocate, fully trained, 3rd. Box H-90, BROADCASTING.

Salasman-announcer-first phone. Single, mature adult. Want challenge as manager with stable station. Know all formats. New York preferred or close by, for interview. Box H-91, BROADCASTING.

Color me a female bargain, if the price is right! Looking for radio or advertising agency work in Pittsburgh only. Ingenious copywriter! Voice specialist! (Tapes to prove it). 7 years experience radio. 1 year television. Some ad agency work. Any takers? Box H-92, BROADCASTING.

7 yrs. exp. Last 5 as P.D., maj. mkt., C&W. Mild climate pref. Box H-93, BROADCASTING, or 301-488-6951.

1st phone announcer looking for fresh air in the west. Preferably Colo., Calif., Wash., Ore. 8 years exp., 4 years in top eastern market. Excellent voice with proven track record. Versatile: Free form to good music. For tape and resume contact Box H-94, BROADCASTING.

First phone rock jock. Beginner. Military completed. Relocate. Box H-95, BROADCASTING.

Young, personable family man, any format, tight board, 3rd class. Box H-96, BROADCASTING.

Experienced sports director . . . baseball, basketball, football play-by-play. Box H-98, BROADCASTING.

Morning man with 1st phone looking for right move. Preferably west. 9 years exp. Major markets only need apply. For tape and resume contact me. Box H-99, BROADCASTING.

Attention Boston: First phone seeks part time nights, weekends. Great on news, production, D.J. Commercial experience top-40/MOR. Box H-101, BROADCASTING.

Contemporary DJ. Experienced, 3rd endorsed. Broadcasting college grad. Military completed, 26, rock oriented from beginning. Available immediately. Box H-102, BROADCASTING.

Black P.D. or operations manager. 6 yrs. experience, 1st phone fast pace, college, draft exempt, married. RB's with low ratings. Answer now. Box H-103, BROADCASTING.

Disc jockey, six months experience, knows rock, progressive rock, MOR, and country. Third. Voice characterizations. Knows sports. Anywhere continental United States. Call 212 Ft 7-5149.

Announcers continued

Versatile D.J. FCC third class endorsed. 212-HO 5-8400.

Desire Wisconsin or Minnesota location! 12 years experience! Can fit in with any type format. Have also done news, and sales! Contact: Richard P. Hoff, 202 North 11th. Street, Eau Claire, Wisc. 54701.

Announcer—limited experience. Third phone. Nineteen years old—permanent military deferment. Will relocate. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609/962-8452.

Experience counts, right??? Need a talk master? On the phone or in the studio a straight talker, for person to person radio. Music too? Call collect, (212) 297-5136. Inform your listeners, build an audience now! Call today!

Exciting, young personality DJ—3rd endorsed C&W/Soul/Rock—will relocate. Digs music. Please check me out. Denny Turner, 214 Avenue H, St. Louis, Mo. 63125, call 314-638-5286 or 618-337-4956.

First phone, Bill Wade graduate, E.B.I. grad. Disc jockey, news, sports, married, vet, no children, William Smith, 4757 Clairemont Mesa Blvd., San Diego, California, 714-279-6818; will relocate.

First phone, available August 1st, MOR, C&W. Currently working as summer relief in broadcasting. Seeks permanent position. Broadcast school graduate plus some college. 26, married. Call Del Wipf 605-352-2381.

1st class engineer announcer, no maintenance. College grad, some experience, typist, Thomas Owens, 2615 DeKalb, Aet. 210, Norristown, Pa.

Beginner. Career minded, wants break. 3rd phone, 25, married, draft exempt, bsct. school. Bob Cooper, 136 Atchison Ave., Whiting, Ind. 46394.

First phone—Don Martin Graduate. Prefer progressive AM/FM rock in western states or Canada. Walt Judnich, 347 Chester Ave., Glendale, Calif. 91203, (213) 241-9623.

MOR young, eager d.i. of tomorrow. FCC 3rd endorsed. College station experience. Sales ability. Tape-picture-resume upon request. Salary secondary. Professional experience desired. Mike Gale, 6566 Airoso Avenue, San Diego, California 92120.

1st phone, radar, combo, draft exempt, broadcast school grad, Radio or TV. Will relocate. Vito Lanzillo, 3 Stendish Rd., Hull, Mass. (617) 925-1460.

1st phone, broadcasting school grad, single, 26, no draft, likes the South, up-tempo MOR to heavy sound. Jim Le Toureau, 402 Shepard Terrace, Madison, Wisconsin 53705, 608-238-0307.

Limited experience, college grad, broadcast school grad, 3rd ticket seeks permanent position in New England. Reginald Humphrey, 85 Old Post Road, Cronton, N.Y. 10520.

I, the Red Baron; alias Athelro Phumpherdinck, the Rotten Poet; Charles Fondue, Fondue the Magician, one of the greatest chefs of all times; Hol-Tsook-Tsoo, Chinese Philosopher; am free. The Red Baron, who pens new songs, re-words old songs and reads so dramatically that he enralls his women listeners. One can not afford not to have this affable, great MOR personality on your station. Simply call the Red Baron, 215-295-0667 in Pa.

Announcer, Negro—second class ticket—mature voice, no regionalism—broadcast school—tight board—experienced. Sam Fields, 1316 Masselin Ave., Los Angeles, California 90019.

Package deal available: experienced up-tempo announcer with first phone . . . two years experience in top 20 market . . . presently working. Also . . . top flight newsmen with two years experience in writing and announcing news . . . 3rd endorsed presently working in top 20 market. Both ambitious stable family men for a combined \$375.00 per week. Write: Occupant . . . 500 Main Street, Farmington, Connecticut . . . or call: 203-677-0664.

Technical

Chief or assistant, experienced directionals, FM, excellent construction, maintenance—South or Northeast. Box G-272, BROADCASTING.

Experienced first phone technician available immediately. Married, draft exempt, car. West, Midwest preferred. Box H-3, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box H-8, BROADCASTING.

Chief engineer/maintenance with 20 years tech. experience in AM, FM Klustron transmitters, and all phases of broadcast work, family man in 40's seeking permanent position, will relocate. Box H-45, BROADCASTING.

Situations Wanted

Technical continued

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box H-83, BROADCASTING.

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer for station on the move. Box H-104, BROADCASTING.

Can't afford vacation this year. But would like change of scene. 1st phone experienced all phases AM-FM-TV, would like three weeks work this summer in Northeast. 413-786-2083.

Experienced engineer looking for position of responsibility at small-medium market station anywhere. Please call (216) 688-2395.

News

News director seeks opportunity. 12 years radio/TV, presently in midwest. Box G-181, BROADCASTING.

Professionalism, experience, maturity, dependability, what you're seeking? You've found it! Tired of eastern metropolitan rat race. Desire return west coast. 20-yr. news chief, interviewer, writer & MOR announcer. Children grown, just 2 of us. Temperate habits. Rural community okay. Salary important but secondary. At least 15 yrs. solid broadcasting ahead, want to do it in congenial atmosphere. Will accept some supervisory/training responsibility. Box H-39, BROADCASTING.

1st phone newsman/engineer seeking small mid-west or western market. Seven months experience in large Eastern market. Want to get back home. J. Shackelford, 49 Galileo Ave., Providence, R.I., 401-272-7654.

Programing, Production, Others

Need somebody you can depend on? College grad, married, draft exempt, last year and a half in major market. Programing, production, copywriting, music, first phone, excellent references. Make best offer first contact. Box G-242, BROADCASTING.

Last two stations I helped make "Station of the Year". Always the number one show. 20 years experience programming, promotion, sales and talk. Background in public relations and organizational management. Want Rocky Mountain states. Available August 15th. Box H-6, BROADCASTING.

Lift programing load for good, reliable, responsibility. Mature (41) 15 year talent wants move from major market tv staff to smaller radio programing, ND, or manager, AT post. Let's cut red tape and talk. Box H-10, BROADCASTING.

#1: Nose for news, voice to match needs work! Box H-16, BROADCASTING.

#2: Mind for matters, Nose for news, wants microphone! Box H-17, BROADCASTING.

#3: Copy, typing, traffic, production, receptionist, talented—wants boss! Box H-18, BROADCASTING.

#4: World minded, local minded, job minded, need microphone! Box H-19, BROADCASTING.

#5: Split personality—your own Huntley & Brinkley! Mel Box H-20, BROADCASTING.

#6: Copy, production, traffic, blue eyes! Gal wants boss! Box H-21, BROADCASTING.

#7: News minded, public affairs minded, microphone needed. Yours? Box H-22, BROADCASTING.

#8: Women come second, news comes first—hire me! Box H-23, BROADCASTING.

#9: Copy, operations, traffic too—experienced gal needs you! Box H-24, BROADCASTING.

#10: How did Cronkite start? Hire me, find out! Box H-25, BROADCASTING.

#11: Small copywriter, great talent in production—all yours! Box H-26, BROADCASTING.

#12: One year experience, worship Cronkite, need your newsroom! Box H-27, BROADCASTING.

#13: Cuddly copywriter. Great production voice just for you! Box H-28, BROADCASTING.

#14: Preceding paid by cuddly copywriter and newsless newsman. Box H-29, BROADCASTING.

"Creator of 'All Format' format seeking to pgm. same for 18-40 audience." Box H-51, BROADCASTING.

Programing, Production, Others

continued

Chief engineer wants move to programing and sports, strong play-by-play. Experienced all phases automation. Some sales/news experience. Family, college, draft exempt. State salary. Box H-55, BROADCASTING.

Producer-Director, 8 years experience, B.A., color, effects seeks medium market. Now production manager small market. Box H-70, BROADCASTING.

Pro writer—many credits—employed . . . seeking New England . . . college STD, House or fan, P.R. Box H-75, BROADCASTING.

New Orleans market a must! experienced in program direction, music direction, announcing, production, public affairs discussion program, radio traffic, copy writing, public service programing. Young, intelligent, energetic. Strong female voice. Third phone. Able to learn any job. Confidence and speed essential. Send phone number. Box H-79, BROADCASTING.

Top ten morning man. Young with full creative background as top 20 market MOR PD—excellent production, writing, etc. Will work hard for some sharp people. Box H-88, BROADCASTING.

Producer-Announcer-TV kids personality. 746-26 Ave. North, St. Petersburg, Florida 33704. Resume available.

Producer/director, 26, family. Talented, creative, resume available. I'm looking for career position with growth. B13-896-7473.

Television Help Wanted

Technical

Maintenance engineer. Experienced in all phases, AM-TV-FM transmitters, video tape, color cameras live/film, construction, etc. Top salary to qualified person. Retirement plan, medical and other benefits. Major Eastern network. Equal opportunity employer. Box H-48, BROADCASTING.

Immediate opening . . . experienced TV transmitter engineer . . . Salary to \$180 per week, depending upon experience. Contact W. G. Alliss, C.E., KCRG Stations, Cedar Rapids, Iowa.

University owned non-commercial station needs first phone technician. TV transmitter experience desirable. Write or call William Leutz, WBGU-TV, Bowling Green, Ohio. Bowling Green State University, an equal opportunity employer will give consideration for employment without regard to race, color, creed or national origin.

Experienced television engineers wanted for transmitter and studio maintenance. Good starting salary and excellent fringe benefits. Contact C. A. Perkins, P.O. Box B187, Jackson, Miss. 39204. An equal opportunity employer.

Large Midwest university has an opportunity for two experienced broadcast technicians with 1st class Radio Telephone licenses. You'll operate and maintain all types of equipment for closed circuit t.v. and radio in two communications departments. One position involves supervisory responsibilities. Top salary and benefits. Send salary history and resume to Jeff Latterell, Personnel Dept., Rm. 16, Morrill Hall, University of Minnesota, Mpls., Minn. 55455. An equal opportunity employer.

News

Investigative Reporter—The man we seek must be experienced in quietly digging out the facts and then willing to swear to their validity. He will be a member of an award-winning news department, but will work independently of the day to day operation. Special assignment work only. Upper-Midwest top 50 market. Top salary to right man. Send salary requirements, references and full resume with application letter. Write Box G-237, BROADCASTING.

TV news director for CBS affiliate in North Central market. Director's responsibilities include administration of department, anchorman for 6 and 11 p.m. newscasts, production of documentaries and moderator for public service programs. Starting salary \$15,000-\$20,000. Station dominant in market . . . No. 1 news rating . . . excellent opportunity with listed company interested in further development of news facilities. Only experienced department heads considered. Forward complete resume, tape and references to Box G-244, BROADCASTING.

TV newsman. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer. Send picture and resume. Box G-266, BROADCASTING.

News continued

Experienced reporter—photographer for south Florida TV station. Require journalism degree or comparable experience. Complete resume and salary requirements 1st letter. Box H-54, BROADCASTING.

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-105, BROADCASTING.

Programing, Production, Others

Producer-Director for major Alabama PTV production center feeding state ETV network. Minimum requirements include some experience and Bachelors degree or Masters without experience. An equal opportunity employer. Auburn Television, Auburn University, Auburn, Alabama 36830.

Television

Situations Wanted Management

Thoroughly seasoned professional offers a multitude of broadcast skills. Personal sales at agency or local level. Cost-conscious administrator, accustomed to limited budgets; experienced film buyer; knowledgeable from initial application to on-the-air; creditable on-camera performance; first-phone. Married, presently employed. Excellent industry references. Box G-253, BROADCASTING.

Broadcaster wants television management, television sales or cable television opportunity. Employed as general manager of Ohio radio stations. Solid broadcast background including ownership. Married with family. 33 years of age. No financial or personal problems. No floater. Can stand rigid investigation. Box G-267, BROADCASTING.

Program or operations manager with excellent organizational and administrative skills, seeks position in medium size market. A take charge individual with broad television, promotion and advertising experience. Will furnish excellent references. Box H-33, BROADCASTING.

Immediately available totally experienced television/radio general manager/general sales manager. Single, 41, no location preference. References and employment background furnished upon request. Box H-82, BROADCASTING.

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

Sales

Sales executive TV film with major company. Desire change to aggressive creative company within TV industry. Young, experienced, Box H-85, BROADCASTING.

Technical

Experienced studio operator 1st phone—desires similar position, preferably in metropolitan area. Dedicated, full character references furnished. Prefer East—will relocate anywhere. Box G-217, BROADCASTING.

Top 50 TV chief would like to relocate in smaller market where a more active participation in departmental activities could occur. E.T.V. and radio will receive equal consideration. References. Box G-221, BROADCASTING.

Transmitter maintenance and construction, two years experience, all phases. Willing to learn and work hard. P.O. Box 5355, San Diego 92105.

NEWS

TV anchorman . . . Extensive background in broadcast journalism. Currently managing editor of prime time newscasts. Shoot and edit film. Will accept major TV anchor slot with writing duties. Box G-161, BROADCASTING.

Street reporter: Black, excellent background, master's degree—journalism. Box G-205, BROADCASTING.

News and documentary writer-producer seeking challenging position with aggressive news or programming department. I come with awards, major market experience, M.A., and family. Box G-222, BROADCASTING.

Young experienced producer—lots of ambition—seeks general reporting, east coast market. College grad, good writer, female. Box H-2, BROADCASTING.

News continued

Dependable, versatile pro . . . news or sports . . . anchor or reporter. Box H-4, BROADCASTING.

Fourteen years experience major markets, New York city on-the-street news reporter, looking for TV or radio news position. Will relocate anywhere. Prefer east. Box H-15, BROADCASTING.

News director. Top-notch anchorman, efficient, experienced news manager. Imaginative, creative production, both media. Outstanding record in community affairs, special events, documentaries. Finest references, VTR, resume available on request. Box H-52, BROADCASTING.

Anchorman, street reporter, news director . . . 25, married, available immediately. College grad, draft exempt. Experienced in all phases of television news operation. Box H-60, BROADCASTING.

Pro TV-Journalist . . . employed, including 50 kw. Wishes general assignment TV reporting. Shoot/write film. Major credits. References. Box H-74, BROADCASTING.

Our outstanding TV news anchor has tremendous sports background. Wants to return to field. We want to help. Has exceptional play-by-play ability. Excellent air personality and appearance. Expensive but worth it. Tell him job and pay. Box H-80, BROADCASTING.

Programing, Production, Others

Experienced assistant-director, heavy on news, in top 10 market looking for directorship in smaller market. Write Box G-225, BROADCASTING or call 703-573-2086 mornings.

Recent broadcasting graduate, B.A., seeks first job in the industry. Draft deferment. AEP member. Hard worker, creative, efficient. Specialties—programming and production. Box H-7, BROADCASTING.

Director 9 yrs. experience wants challenging position with a growing co., not just a job. Complete experience in all facets of production. Top references, personal interview can be arranged. You may be the company I'm looking for. Let's talk. Box H-14, BROADCASTING.

Top notch program director looking for new challenge, good administrator, works well with people, good work record, broad television and advertising experience with excellent references. Box H-32, BROADCASTING.

Young kiddie show host-producer. Box H-58, BROADCASTING.

Young director (26). Wants to work! Needs challenge and responsibility with progressive broadcaster where atmosphere is conducive to practical creativity. Can and will produce. B.A. in RTF. Ready now! Tape and resume available. Married. Box H-62, BROADCASTING.

Artist available soon. TV and graphic art, photography and set design. Versed in sales promotion, production and color compatibility. Honest references, samples available now! Box H-100, BROADCASTING.

Wanted To Buy

Equipment

FM need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: New 1 KW CP needs all equipment . . . used but clean. Immediate cash. Box G-239, BROADCASTING.

One Gates model 6095 FM 10 watt exciter. Marvin L. Fiedler, KCOR, 411 Durango St., San Antonio, Texas 78204.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" .50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

For Sale: Two tower A.R.I. phasor and cabinet (pictures on request) \$500.00. 123' self supporting tower, dismantled 4 sections. \$700.00 Nems-Clark two tower phase monitor type 108E \$500.00 all in excellent condition. Box G-223, BROADCASTING.

Jampro FM antenna. Six bays horizontal plus six bays vertical. One damaged vertical element. \$1,500.00 KBRG, 133 Geary, San Francisco.

FOR SALE

Equipment continued

Automation Equipment: Station gone live, brand new Schafer CU-8 control unit, 4-Metrotech play-backs forward and reverse wind, 1 audio clock, 3-McCarta tape carousels, 3-McCarta tape single plays, 1-Metrotech logger. Must sell. Assume monthly payments of \$589.54. Balance approximately \$23,000. KOAD Radio, Jack Rivers, 15279 Hanford-Armona Road, Lemoore, Calif. 93245, (209) 582-9056.

2 Schafar 800 automation systems available in 45 days. Stereo. Now on air. Inspection invited. Any configuration. 5 Ampex recorders and 25 Hz ocs. and filters, audio clocks, 8 playbacks, 2 program loggers, 6 carousels. All or part. Great for "Hit Parade '70". Lease available for cash. Before you buy any automation, call us. 5 years experience with all formats. We'll tell you the truth, what you can and can't do. Music and installation available. Call or write WAJR, 3101 N. Federal Hwy., Ft. Lauderdale, Florida, 305-564-7613.

Flying saucer. Great sales tool for remotes; promotion device for fairs. Real ground-effect machine that anyone can fly safely, driver's body movement controls speed and direction. Fiberglass construction, 7'6" in diameter, powered by 6 h.p. 4-cycle engine. Used only at remotes for two summers, very good condition. Saucer, retaining wall, 2-wheel transport trailer, \$900 FOB. Call or write Bob Bell, CE, WSBT, 300 West Jefferson, South Bend, Ind. 46601. 219-233-3141.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Ampex model 600/601 users, noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mt. View, Calif. 94040. 408-739-9740.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronics Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Color videotape recorders for sale. Four IVC Model 860. Almost new, excellent condition. Cost, \$7,800 each. Make a reasonable offer. Phone 904-354-2806.

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GE color film island complete with Eastman multiplexer and spindle dual slide projector, excellent condition, used less than 100 hours, has not been in service for last 9 months. Contact Howard Zuckerman, National Teleproductions, 5261 North Tacoma Ave., Indianapolis. 317-257-1581.

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Ampex Model PD-10 magnetic tape duplicator, master and three slaves, complete with head assemblies, console mounted, high quality precision instrument for the professional user who requires the finest. Slightly used, in perfect condition. Shipping arrangements no problem. \$1,950 complete. Write or wire Diocesan Office for Radio & Television, Catholic Diocese, Box 296, New Leipzig, North Dakota 58562.

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MISCELLANEOUS

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"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 2634B, San Francisco 94126.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 2634B, San Francisco 94126.

FCC news releases . . . We can make them available to you. Will mail daily to your office. Chittenden Press Service, 1067 National Press Building, Washington, D.C. 20004, (202) 737-4434.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Miscellaneous continued

Deejay Manual—A collection of one-liner comedy pieces for sparkling D.J.s. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26 Street, Brooklyn, N.Y. 11229.

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Just getting started? Need help with your audition tape? Send tape and \$5.00 for professional critique. Profound Productions, Box 1745, Washington, D.C. 20013.

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Elkins*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

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A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida 904-398-9600.

See our display ad under instruction on page 62. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

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Sought for Eastern and Midwest FM applications. Investment required. Send complete personal and professional history.

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WLW, Cincinnati, Ohio, 50,000 watts NBC, contemporary MOR, is seeking an all-night format personality. Please send resume and air checks of show, news and live spot delivery.

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Experienced reader/writer . . . professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to

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New ownership offers opportunity on 50kw station for "pros" with top flight credentials. Forward resumes and tapes to:

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Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam, Salary \$9,600 annually, round trip travel expenses paid, minimum 2 year contract.

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\$25.00 buys a copy of mine, plus instructions for use in your market, interview format in amendment form. Meets and exceeds FCC Primer requirements. My attorney's comment: "sensational!" Commission granted C.P. 16 days after submission.
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For Sale Stations

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Attractive suburban fulltime AM currently profitable with gross revenues over \$200,000. Will consider cash or terms. Principals only.

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Single-station small market. Well established, grosses over \$100,000; can go higher. About \$105,000 down, plus terms and lease. Principals only.

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**SOUTHERN CALIFORNIA
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

For Sale Stations

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West	major	TV	2.2MM	nego	East	profitable	CATV	500M	nego



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(Continued from page 57)

■ Lake George, N.Y.—FCC granted Champlain Cablevision Inc. a waiver of hearing requirements of rules and authorization to import distant signals of WOR-TV Ind., WPXI-TV and WNEV-TV all New York, and either CBFT(TV) or CFCF(TV) both Montreal, if additional U.S. UHF station is also carried. Action July 24.

■ Dayton, Wash.—FCC denied motion filed by Touchet Valley Television Inc., operator of CATV system in Dayton, for stay of hearing scheduled for July 28, on order directing Touchet Valley to show cause why it should not cease and desist from violation of rules in failing to provide carriage and non-duplication benefits to KNDU-TV, Richland, Wash. (Doc. 18825). Action July 27.

Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Coshocton and Cambridge, both Ohio (Tower Communications Systems Corp., Tower Antennas Inc. and TV Cable System Inc.), point to point Microwave Stations and CATV proceedings, designated Hearing Examiner Forest L. McClenning as presiding officer; and scheduled prehearing conference for Sept. 1 and hearing for Sept. 29 (Docs. 18917-8). Action July 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Williamstown, W. Va. and Marietta, Ohio (Ohio Valley Cable Corp.), CATV proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; and scheduled prehearing conference for Aug 31 and hearing for Sept. 28 (Doc. 18919). Action July 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Wilkes-Barre, Pa. (Service Electric Cable TV Inc.), CATV proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; and scheduled prehearing conference for Sept. 1 and hearing for Sept. 29 (Doc. 18923). Action July 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Bryan, Tex. (Community Cablevision Corp.), CATV proceeding, designated Hearing Examiner Millard F. French as presiding officer; and scheduled prehearing conference for Sept. 1 and hearing for Sept. 29 (Doc. 18922). Action July 20.

■ Hearing Examiner David I. Kraushaar in Whitehall township, North Whitehall township, and South Whitehall township, all Pa. (Parkland Cable TV Inc.), CATV proceeding, ordered interrogatories submitted by Parkland Cable TV Inc. to the intervenor, WBRE-TV Inc., all irrelevant and need not be answered; set certain procedural dates and scheduled hearing for Aug. 18 (Doc. 18872). Action July 21.

■ Hearing Examiner Jay A. Kyle in Milton and Freewater, both Oregon (Twin Village Cable Co.), CATV proceeding, rescheduled evidentiary hearing for July 30 (Doc. 18701). Action July 16.

Translator actions

■ Broadcast Bureau granted renewal of licenses for following VHF translators: W05AC Tryon and Columbus, both North Carolina and Landrum, S.C.; W05AE Sylva; W05AF Cherokee; W06AD Spruce Pine; W08AN Bryson City, all North Carolina; W11AF portion of Spartanburg, S.C.; W12AQ Black Mountain; W12AR Waynesville and Hazelwood, both North Carolina. Action July 16.

■ Broadcast Bureau granted licenses covering changes in following VHF and UHF translators: K09GH Allison rural area, K10DO Chromo rural area, K07BV Oursay, all Colorado; K08AK, K13AU Port Orford, Ore.; K07BR, K72AN Durango, Colo.; K02DX, K04DT, K03CM, Staley and Goeder, Colo. Action July 23.

■ K70AX Pinedale, Wyo.—Broadcast Bureau granted CP to change type trans. and increase output power to 20 w in UHF translator station. Action July 17.

■ K08FC Plain and Lake Wenatchee area, Wash.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator station. Action July 17.

■ K06GO Kermit, Tex.—Broadcast Bureau granted license covering new VHF translator station. Action July 17.

■ K13JO North Bend and Empire, both Oregon—Broadcast Bureau granted CP to add amplifier to operate on 5 w to VHF translator station. Action July 17.

■ K80AK La Grande, Ore.—Broadcast Bureau granted CP to change type trans. and increase output power to 20 w. Action July 17.

■ W02AF Sylva, Dillsboro and Cullowhee, all North Carolina—Broadcast Bureau granted license covering changes in VHF translator station. Action July 17.

■ K05CO Smoky Valley, Nev.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator station. Action July 17.

■ K02FJ Overton, Nev.—Broadcast Bureau granted CP to replace expired permit for new translator. Action July 21.

■ K70AY Lovelock, Nev.—Broadcast Bureau granted CP to replace expired permit for new UHF translator station. Action July 17.

■ near McCook, Neb.—Broadcast Bureau granted CP for new VHF translator to serve McCook, operating on ch. 13 by rebroadcasting KLNE-TV Lexington, Neb. Action July 15.

■ K72DO O'Neill, Neb.—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF translator station. Action July 17.

■ K08EV, K10AA Baker, Mont.—Broadcast Bureau granted CPs to change trans. location of VHF translator stations to S 18-TS 7N R6E, Baker, Mont., and to make changes in ant. system. Action July 14.

■ K02FD Crookston, Red Lake area, Fisher area, Angus and Euclid area, all Minnesota—Broadcast Bureau granted CP to specify principal community as Crookston, Minn., change trans. location to 3 miles west of Crookston, Minn.; change type trans.; increase output power to 5 w and make changes in ant. system. Action July 17.

Ownership changes

Applications

■ WYNR-AM-FM Brunswick, Ga.—Seek transfers of control of Southland Radio Inc. from Denver T. Brannen (55% before, none after) to James L. Wiggins (45% before, 100% after). Consideration: \$110,000. Principals: Mr. Wiggins owns construction firm and has land developing interests. Ann. July 16.

■ WIRL-TV Peoria, Ill.—Seeks assignment of license from Mid America Media Inc. to Forward of Illinois Inc. \$2,750,000. Sellers: Burrell L. Small, president (7,036 shares of 10,500 shares issued), Mrs. Grace Small (364 7/12 shares). Mr. Small is president of Mid America Audio-Video, Mid America Broadcasting Inc., Mid America Radio Inc. and Radio Rockford Inc. He is president of Kankakee TV Cable Co. and has real estate and banking interests. Mrs. Small is assistant secretary of Kankakee TV Cable Co. She has newspaper and real estate interests and owns farm land with Mr. Small. Buyers: John C. Sturtevant, chairman of the board, et al. Mr. Sturtevant is publisher of Record Herald Co., and president of real estate firm. Forward Communications Corp. owns wholly or through subsidiaries WMTV (TV) Madison, Wis., KCAU-TV Sioux City, Iowa, WKAU(AM) and WVLE-FM both Kaukauna, Wis., WTRF-TV-FM Wheeling, W.Va., KVGB(AM) Great Bend, Kan., WSAU-AM-TV and WIFC-FM both Madison, Wis. Ann. July 14.

■ WGA(AM) Elizabeth City, N.C.—Seeks assignment of license from WGA1 Radio Co. to Smiles of Elizabeth for \$185,000. Sellers: C. Alden Baker, president et al. Buyers: Derwood H. Godwin, president (30%), Norman J. Suttles (35%), Richard W. Surlis, John Ingraham and Aubrey W. Aycock (10% each), et al. Messrs. Godwin, Suttles, Surlis and Aycock have interests in WSMY(AM) Weldon, N.C. Messrs. Godwin, Suttles and Ingraham have interests in WFBS(AM) Spring Lake, N.C. and WISP(AM) Kinston, N.C. Messrs. Godwin and Suttles have interests in WRNC(AM) Raleigh, N.C. and WPVA(AM) Colonial Heights-Petersburg, Va. Mr. Godwin owns building and realty company and apartments. Mr. Suttles is owner of management and bookkeeping firm. Mr. Ingraham has building and shopping center interests and is majority owner of John Ingraham & Associates. Ann. July 9.

■ WPME(AM) Punxsutawney, Pa.—Seeks transfer of control of Punxsutawney Broadcasting Co. from Mrs. Iris Ruth Pruett (68% before, none after), executrix of estate of Sheridan W. Pruett, to Charles M. Erhard Jr. (28% before, 87.5% after) and Joseph A. Pelletier (4% before, 12.5% after). Consideration: \$85,000. Mr. Erhard is partner of WSGB(AM) Sutton, W.Va. The corporation is purchasing Mrs. Pruett's stock and holding it as treasury stock.

■ WARV(AM) Warwick-East Greenwich, R.I.—Seeks assignment of license from Cranston-Warwick Radio Inc. to Sconnix Radio Enterprises Inc. for \$120,000 subject to adjustments of ordinary operating expenses at closing. Sellers: James B. Smith Jr., president and majority stockholder of Radio Newark Inc., licensee of WNRK(AM), Newark, Del. Buyers: Scott R. McQueen, president, treasurer (43.4%), Theodore E. Nixon, vice president, secretary (39.1%), et al. Mr. McQueen is president of Sconnix Enterprises Inc. which owns 39.44% of WRLM-TV Lebanon, N.H. and 26% of WCVR(AM) Randolph, Vt. Mr. McQueen works as an announcer and in management of WCVR. Mr. Nixon is manager of Central Vermont Radio Corp. Ann. July 9.

■ WFHG(AM) Bristol, Va. and WKAZ-AM-FM Charleston and WKQY(AM) Bluefield, both West Virginia.—Seeks transfer of negative control from the late W. C. Nininger (8 1/3% before, none after) to W. L. Nininger, executor of estate of W. C. Nininger (41 2/3% before, 50% after). No consideration. Ann. July 16.

Actions

■ KVON(AM) Napa, Calif.—Broadcast Bureau granted assignment of license from KVON Inc. to

Young Radio Inc. Consideration: \$530,250. Sellers: Arthur C. Youngberg Jr., president, et al. Buyers: Thomas L. Young, president and controlling stockholder, et al. Mr. Young is vice president and general manager of Blackhawk Broadcasting Co. which owns KAUS-AM-TV Austin, Minn., and KWWL-TV Waterloo-Cedar Rapids, Iowa. Action July 24.

■ KCSJ(AM) and KOAA-TV Pueblo, Colo.—Broadcast Bureau granted transfers of control of Sangre De Cristo Broadcasting Corp. from William M. White Jr. (25.64% before, none after) to Helen T. White (none before, 25.64% after). Consideration: \$173,465. Principals: Mrs. White is chairman of board of Minnequa Bank of Pueblo, First National Bank of Alamosa, Bank of Aspen, First National Bank of Salida and First National Bank of Durango, all Colorado. Action July 16.

■ WSUX(AM) Seaford, Del.—Broadcast Bureau granted assignment of license from Elizabeth and W. Courtney Evans to International Air Inc. for \$100,000. Sellers: Elizabeth and W. Courtney Evans (jointly, 100%). Buyers: International Underwriters, 100%. Stock voted by Andrew Foltz Jr., 24.44% owner of Underwriters. Action July 17.

■ WYZE(AM) Atlanta—Broadcast Bureau granted assignment of license from Atlanta Broadcasting Inc. to Atlanta Communications Inc. for \$500,000. Sellers: Roy V. Harris, president, et al. Buyers: George Johnston III, president, Lathrop W. Smith Jr., vice president-treasurer, and George W. Barber Jr., vice president-secretary (each 33 1/3%). Mr. Johnston is general manager and owns future interest in 40% of WJLD(AM) Home-wood and WJLN(FM) Birmingham, both Alabama. Mr. Smith owns 24% of industrial power products representatives. Mr. Barber owns advertising firm, 90% of transportation firm and is vice president of dairy products concerns. Action July 23.

■ WCTU-TV Charlotte, N.C.—FCC granted assignment of license from Emil F. Kratt, receiver, to Turner Broadcasting of North Carolina Inc. for \$1,225 million. Principals of Turner: R. E. Turner, president-treasurer (92.5%), and Milton Ledet, vice president (7.5%). Mr. Ledet is sales manager of WJRI-TV Atlanta. Mr. Turner is president (3.44%) and votes additional 44% of stock of Turner Communications Inc., licensee of WJRI-TV Atlanta and WGOW(AM) Chattanooga. WMBR(AM) Jacksonville, Fla. and WTMA-AM-FM Charleston, S.C. Action July 27.

■ WQMS(FM) Hamilton, Ohio—Broadcast Bureau granted assignment of license from Deluxe Enterprises Inc. to Trinity Broadcasting Corp. for \$230,000. Sellers: Bernard Zinn and Detroit Bank & Trust Co., co-executors of estate of Nicholas C. Timko, sole owner, deceased. Sellers also own WBF(AM) Detroit. Buyers: Joseph Ninowski, president (33 1/3%) and Bernard F. Zinn and The Detroit Bank & Trust Co., co-executors of Nicholas Timko estate (jointly 66 2/3%). Mr. Ninowski owns 17% of cutting tool company, 20% of insurance firm and 15% of food concern. Application to increase Joseph Ninowski's interest from 33 1/3% to 100% is pending FCC approval. Action July 20.

■ WNOR-AM-FM Norfolk, Va. — Broadcast Bureau granted transfer of control of Virginia State Network Inc. from Texas State Network Inc. (100% before, none after) to Arnold Malkan (none before, 90% after) and Stanley E. Wilson (none before, 10% after). Consideration: \$160,000. Principals: Arnold Malkan, chairman of board, and Stanley Wilson, president, both of Texas State Network Inc. Mr. Malkan owns 79% of KFJZ(AM) and 100% of KFJZ-FM, both Fort Worth, and 100% of KEYS(AM) Corpus Christi, all Texas. Mr. Wilson owns 10% of KFJZ(AM) Fort Worth. Action July 10.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through July 28. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italic*.

■ El Cerrito, Calif.—El Cerrito Video Systems Inc. has requested a franchise.

■ Rio Dell, Calif.—Two firms have applied for franchises. H B Cable TV, Eureka, Calif. and Redwood Cablevision, division of Storer Cable TV Inc., Thousand Oaks, Calif. (multiple-CATV owner) are the applicants.

■ Blackfoot, Idaho—A franchise has been granted to Bingham Cable Television. The new firm will post a \$10,000 performance bond with the city.

■ Dunkirk, N.Y.—Victor C. Aiello of Ridgway, Pa., has been awarded a 10-year franchise, retroactive to Dec. 2, 1969. The Aiello concern will pay Dunkirk 5% of gross receipts. There will be a \$5 monthly charge and no installation fee.

Elmer Snow could sit for a poster to depict the typical broadcaster. Or lawyer, or banker, for that matter.

But his employees at WTTV (TV) Bloomington-Indianapolis feel his performance and leadership in community affairs and daily station operation better qualifies him to be representative of what they consider today's "conscientious broadcaster."

Such suggestions of flattery impress Mr. Snow very little. As general manager of the broadcast division of Sarkes Tarzian Inc. he is more concerned with the hard practical realities of finding new ways to continually improve programs and service while still preserving the efficiencies necessary to produce a profitable return on investment. It is a challenge he addresses conscientiously, his associates add.

In addition to WTTV, Mr. Snow's division responsibilities include WATI (AM) Indianapolis, WPTA (TV) Roanoke-Fort Wayne, Ind., and WPTH (FM) Fort Wayne. Two other Tarzian stations, however, WTTs (AM) and WTTV-FM Bloomington, Ind., report directly to the company's founder, Sarkes Tarzian, who operates from Bloomington.

Though the Tarzian firm turns out such broadcast equipment as color TV cameras and automated switching gear, Mr. Snow is careful to explain that the stations under his supervision are definitely not test laboratories.

"That conveys the impression we experiment," he says, "and we sure don't. We do use most of the equipment built by our sister division, but we expect the same kind of performance, finished product and ready to go, as we would if using anybody else's equipment."

About a year and a half ago WTTV began making use of the Tarzian computer and automated its billing operations. The invoicing system now completely reconciles itself and has helped in substantially cutting down the lag time in accounts receivable. During its evolution, Mr. Snow and his aides often consulted with the Television Bureau of Advertising, which also has been working on the ways data processing can help cure TV's paperwork problems. The system now is also used at WPTA.

WTTV functions with the Tarzian automated master control system too. Except for local live shows, all other switching is completely automated.

"We couldn't get along without it at this point," Mr. Snow explains, "considering the volume of business running through this independent station today. TV is a flood of constantly changing bits and pieces now and the only really efficient way to handle them is through automated switching and billing. More important, these techniques demand a higher order of care and exactness in everything else we do, which is as it

An engineer who made his mark in management

should be in station operation anyway."

Mr. Snow examines program policies with the same analytical eye. It is quite obvious to him that in highly competitive TV markets today you survive best by counter-programing. Both WTTV and WPTA, for example, pit strong entertainment shows against the 11 p.m. news of the other stations in their markets. WTTV airs its news at 10:30 instead, WPTA both earlier and later.

Mr. Snow's attention to excising anything of questionable taste is described as bordering on the meticulous. So is his insistence that the variety of views and opinions on the air, controversial and otherwise, shall be balanced. For this reason, he says, the stations do not presently editorialize.

WTTV regularly airs a report to the

Week's Profile



Elmer Charles Snow — general manager, WTTV(TV) Bloomington-Indianapolis, and general manager of Sarkes Tarzian Broadcast Division, responsible not only for WTTV but also WATI(AM) Indianapolis, WPTA(TV) Roanoke-Fort Wayne, Ind., and WPTH(FM) Fort Wayne; b. May 10, 1925, Belfast, Me.; engineering supervisor, WABI-AM-TV Bangor, Me.; 1949-56; chief engineer, WAST(TV) Albany, N. Y.; 1957-63; joined Tarzian's broadcast division in May 1965 as director of engineering, becoming general manager in January 1968; m. Gloria Faulkinham of Belfast Dec. 26, 1947; children—Robert, 22, Rebecca, 21 and Carol 17.

people by Indiana's governor and supplies half-hour tape copies to many other TV stations in the state. Mr. Snow also is pleased with the success of all of the station's various forum and interview shows as well as the weekly program on WTTV produced by members of the black community.

These assorted public-service ventures mix with his role as secretary-treasurer of the Indiana Broadcasters Association and chairman of its legislative committee. This past year he has spearheaded a concerted drive to get all station operators in the state more deeply involved with government at every level and to get to know their local representatives more personally. "When the state legislature meets every two years and starts to thrash out new laws it is too late then to begin," he notes.

There is no such thing as AM or FM to Mr. Snow. Radio is radio, he feels, and each station must study the needs of its particular market and find its niche. For this reason, daytimer WATI (AM) is finding its good-music format works best in Indianapolis while 24-hour stereo WPTH (FM) is doing well with more emphasis upon the on-air personality and his particular middle-of-the-road music.

Mr. Snow grew up in the small Maine seacoast town of Belfast, poking into the back end of the family's round-topped Philco table radio, hoping to figure out what made it work while listening to all the adventure serials of that day. He was active in his high school's radio club, got his amateur license in 1940 and was DX-ing with his rig December 7, 1941, when the American Radio Relay League broke into most bands to tell of Pearl Harbor and instruct all hams to get off the air.

Too young to be drafted in World War II's beginning, Mr. Snow enlisted in 1942 at 17 and ended up a communications sergeant in an Army tank battalion in Europe. After the war he studied engineering at the University of Maine before entering broadcasting.

An engineering supervisor at WABI (AM) Bangor, Me., he helped get WABI-TV on the air in a single month when the TV freeze was lifted in the early 1950's. In 1956 he was hired as chief engineer to get WAGM-TV Presque Isle, Me., on the air, a job that entailed much managing too. Then he helped WAST (TV) Albany, N.Y., convert from UHF to its present VHF assignment.

Mr. Snow relishes hard work, sticking with a job until it's done. He tells new help: "If you're not happy and eager to come to work each morning, you're in the wrong business."

It's the kind of philosophy that makes any rock-bound Maine grandson of a sea captain right at home in Hoosierland.

The prime issue in prime time

President Nixon's decision to open his evening news conference last Thursday to live broadcast coverage is certain to add a fresh element to the hearings that the Senate Communications Subcommittee is to conduct this week into the application of the fairness doctrine to political appearances on television. The news conference, which White House sources freely admitted was timed for peak-audience attraction in the West, where the President was sojourning, can only agitate the argument that was already raging.

The question, of course, is whether frequent use of television by the President, especially in prime time, entitles his opponents to a reasonable measure of television exposure of their views. This is the question that Frank Stanton has answered for CBS by giving the Democrats 25 minutes of prime time for the first of at least four programs. The Democrats' choice of their paid chairman, Larry O'Brien, as their spokesman on the program and of a general attack on the Nixon record as the subject of the show led in turn to Republican demands for time to answer the Democrats. Thus the specifications were clearly drawn for an endless circle of political maneuvering.

The trouble here is that broadcasters in the first instance are making the mistake of automatically opening their facilities to the President whenever he wants to go on the air. There is nothing in the Communications Act that directs the whole broadcast system to drop everything else and run to the White House at the President's every nod. Indeed the act could logically be read to suggest the exact opposite. Is it in the public interest to deprive the people of other network programs while the President is on the air? Not everyone is all that fascinated by the President's—any President's—every word.

To be sure, the President is the world's most newsworthy figure, but that does not mean that everything he says is first-magnitude news or that he has the authority to decide when he will be presented on all networks in full text. The press, print and broadcast, must be left in the charge of its editors.

It has been repeatedly suggested through many administrations that for routine appearances by a President a system of rotation of live coverage should be worked out among the networks. In principle that suggestion is still good. To it we would now add that the publicly subsidized noncommercial television system ought to be considered as the standard forum for such use.

There are times, of course, when the importance of a presidential statement merits the simultaneous attention of the whole country—a declaration of war, for example, or, more to be desired, an announcement of peace. On lesser occasions broadcasters must decide how much coverage to give him. That choice may be hard, but whoever said the practice of journalism was easy?

Not by bread (or cereal) alone

Now they're making jokes about dry cereals and how most of them are lacking in nutritive values.

It is getting so that nothing that is grown, compounded, manufactured and then advertised is honest, healthy or uncontaminated. This is all the more remarkable because Americans, with each new generation, grow taller, stronger, healthier and brighter than their forebears.

The consumer crescendo rises each election year, but never before has it been at such a high pitch, with a big

assist from Nader's whiz kids and tax-exempt foundation money. This may explain why Senator Frank Moss (D-Utah), the man who gave us the discriminatory anticigarette-advertising snow job, is now after the proprietary people just in time for the upcoming elections in his state.

As for the so-called "junk-cereal" complaint, we go along with the cereal makers who say that no single food can supply all of the nutrition an adult, let alone a growing child, needs. To us, it's still a great way to start the day.

It would be refreshing if some one would just once come out in favor of a commodity list, or better yet, a product list by brand names, and say, "These are good for you." The closest it ever comes to this is through The Advertising Council, which works with Uncle Sam in furtherance of campaigns in which government needs, of all things, advertising help. The self-supporting council, once a year, gets an accolade from government for the voluntary advertisers and agencies and for the literally billions of listener-viewer-reader impressions. The big-name board of directors comes to Washington to get a pat on the back from whatever President happens to be in office—perhaps at a rose garden pass-through at the White House.

Maybe some day someone will be bold enough to admit that all those Advertising Council campaigns wouldn't be possible if those cereals, analgesics, bleaches, cigarettes, and other major businesses didn't underwrite it all through their advertising on the air and in print.

A better idea

The New York board of estimate has awarded two cable-television franchises of 20 years duration in Manhattan. As our story elsewhere in this issue explains, the grant raises interesting questions of federal and local jurisdiction.

But quite apart from those, it sets a precedent that the U.S. government would be well advised to follow in the issuance of broadcast licenses. Now that broadcasters are paying what amounts to franchise fees, why not give them license periods of reasonable duration? If a 20-year term is reasonable for cable, it is equally reasonable for AM, FM or TV on the air.



Drawn for BROADCASTING by Sid Hix

"Buck, we're going to miss all this—the milling herds, the wind-swept prairie, the residuals. . ."



It should have a lot of brain to it.

And heart.

And spirit.

And trust.

You don't believe (and believe in) Galen Fromme because he smashes a lot of words on your ear. You somehow get the feeling he has thought about what he's sharing with you.

Your feeling is right.

Galen puts in about 80 minutes behind his microphone each day. But he puts in 12 hours a day behind those 80 minutes. So Galen's thinking/talking ratio is very high.

And that is part of what makes a great radio station great.

Some stations worry a lot these days about what they call their SOUND. They tinker. Super-think. Pull stunts. And repeat, repeat their top, top tunes, tunes, loud, loud, loud!

Often the effect is more noise than sound.

We prefer not to get uptight about our sound. In fact we'd rather you consider it our personality. A 24-hour-a-day impression made up of individual traits. Hopefully each one genuine and fresh, no matter when you happen to join us.

Did you ever try to define your own personality? It is very hard. Specifics are best.

Item: Jack Lacy. He plays **Blood Sweat & Tears** and **Mama Cass**. But he plays **Moonlight Serenade** and **Andy Williams**, too. Variety is the spice of our music.

Item: Morning. A zestful time for some people. Double distilled, dismal for others. Ted Steele somehow gets us all together every day. It's a knack.

Item: Relentlessness. We don't believe in waiting for Baltimore to come to us. We question and question to find out what's happening. And when we discover what's happening is not healthy we let you know. Like when we sounded off on air pollution.

We think radio should be more than just mouth.

Item: Sports. Frankly we consider our teams platinum-plated natural resources. We promise always to be accurate when we report them. But maybe more than neutral.

All those items are part of our personality.

So is 50,000 watts.

(A watt was important to James of the same name because he was the first person to define one, as—"a force equal to the power in a circuit in which a current of one ampere flows across a potential difference of one volt." Clear?)

A watt is important to us because it defines the strength of the signal we broadcast. 50,000 watts is the most power a commercial radio station may have.

It gives us the ability to reach some four million people. It also gives us a pretty big responsibility.

Because every one of those four million people is a person. Like you. And you want to be entertained. But with taste. Informed. But with truth. Served. But not patronized.

That's what we are trying to do.

If we reach you with a personality you can enjoy, that's as close as a radio station can get—to a friend.

And who wants a friend that's all mouth?

WBAL Radio 11 Baltimore

We talk to you like a person.

We talk to you like a person.

NBC Affiliate. Call 301-467-3000 or contact McGavren-Guild PGW Inc.
In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario



**Further proof...
sound has never
been in better shape!**

RE55 OMNIDIRECTIONAL
DYNAMIC
MICROPHONE

ⓔ There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For the microphone is even more rugged than the 655... long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a fawn beige Micomatte finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year *unconditional* guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

ELECTRO-VOICE, INC., Dept. 801BR, 660 Cecil St., Buchanan, Michigan 49107

high fidelity systems and speakers • tuners, amplifiers, receivers • public address loudspeakers
• microphones • phono cartridges and styli • aerospace and defense electronics

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