



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CONCORDIA
MOOREHEAD, MINNE
9/24

At last a transfusion at the FCC with Burch, Wells. p19
Does FTC need a drastic overhaul from top to bottom? p22
\$91-million media merger is eyed in Dallas. p30
SPECIAL REPORT: Any ceiling on program cost? p61

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THESE ARE SOME OF THE 343 TOP QUALITY COLUMBIA FEATURES THAT HAVE NEVER BEEN SHOWN ON NETWORK TELEVISION

... From Here to Eternity, The Eddy Duchin Story, The Key, Full Of Life, The Last Angry Man, Operation Mad Ball, Middle Of The Night, Bell, Book and Candle, All The Kings Men, On The Waterfront, The Caine Mutiny, Born Yesterday, The Last Hurrah, They Came To Cordura, All The Young Men, Fire Down Below, Member Of The Wedding, The Man From Laramie, Jeanne Eagels, Miss Sadie Thompson, Phffft!, The Harder They Fall, The Long Grey Line, The Four Poster, The Juggler, The Wild One, It Should Happen To You, My Sister Eileen, The Strange One, Abandon Ship, The Solid Gold Cadillac, Salome, It Happened One Night, Lost Horizon, Mr. Smith Goes To Washington.

THESE ARE SOME OF THE STATIONS WHO WILL SOON BE SHOWING THEM IN THEIR MARKETS

... WOR-TV New York, WABC-TV New York, KTTV Los Angeles, KABC-TV Los Angeles, WPHL-TV Philadelphia, WFIL-TV Philadelphia, WHDH-TV Boston, WNAC-TV Boston, CKLW-TV Detroit, KGO-TV San Francisco, KEMO-TV San Francisco, KTVU San Francisco, WTTG Washington, D.C., WKBF-TV Cleveland, WUAB-TV Cleveland, WPGH-TV Pittsburgh, WTAE-TV Pittsburgh, KDTV Dallas, WFAA-TV Dallas, WHCT Hartford, WNHC-TV New Haven, KDNL-TV St. Louis, WXIX-TV Cincinnati, WATL-TV Atlanta, WLBW-TV Miami, KCRA-TV Sacramento, KVVV Houston, WGR-TV Buffalo, WKBW-TV Buffalo, WISN-TV Milwaukee, WSWO-TV Dayton, WTRF-TV Wheeling, WBNS-TV Columbia, WCTU-TV Charlotte, WKZO-TV Grand Rapids, WVUE New Orleans, KCIT Kansas City.

Jeanne Sexton's make the winning move



Blair man helped her in the game game.

Jeanne Sexton does a lot of last minute Christmas shopping. As a time buyer at Harvey and Carlson, she's snowed under from Thanksgiving on with last minute changes for her client, Milton Bradley. In the game business things happen fast. And when they do, Jeanne has to react quickly and revise her spot schedules market by market to adjust to local sales situations.

Fortunately, Jeanne has some Christmas help. From Dick Wallace. Her Blair man. Dick's not just a good Samaritan... he's a good salesman. He knows the real work begins after the sale is made. When schedule changes become necessary, he handles countless phone calls and mountains of paperwork. And he sticks close to Jeanne so station traffic and merchandising departments can react to Bradley's needs for top impact spots and marketing support.

It's all part of the game. When Bradley wins, the station wins. And that's how John Blair & Company stays number one in the representative business.

If you play to win, call your Blair man.



BLAIR TELEVISION



In the Dallas-Ft. Worth Market... KRLD-TV delivers more in PRIME TIME*...

17.5% more Homes than the second station.

12.4% more Women than the second station.

9.9% more Men than the second station.

30.5% more Teens than the second station.

32.9% more Children than the second station.

Contact your H-R representative for a most efficient prime time schedule on KRLD-TV, the station that delivers more.

* Feb./March '69 ARB
Television Audience Estimates. Average Quarter-Hour, 6:30 PM-10:00 PM, Sunday thru Saturday

KRLD-TV



represented nationally by  HR

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Wrecking crew

FCC is said to be considering opening up one-to-customer rulemaking to require divestiture of stations by existing licensees. In present form, proposal would only bar broadcasters now owning full-time station from acquiring another full-time outlet in same market. New wrinkle would result in no broadcaster owning more than one station per market. Commission will consider matter in general discussion of rulemaking, now scheduled for Sept. 30.

If commission moves toward expanding proposal, it would issue further notice of proposed rulemaking and probably hold oral argument on subject. One idea on which commission would invite comment, reportedly, is suggestion of Commissioner Robert E. Lee to permit owners to come within one-station-per-market limit by trading off properties among themselves.

Taking over?

There may be TNT in upcoming plan to move authority for spectrum allocations into executive branch. FCC would be given blocks of space marked for categories of use (broadcast, common carrier, land mobile, etc.). It would decide which applicants within each service got frequencies. Proposal could be instituted by presidential order which would become law in 60 days if not voted down by Congress.

Reassignment of authority from FCC is incubating with changes in telecommunications command at White House. Acting director of telecommunications management has been named to sit in for James D. O'Connell who retires at month's end (story, page 20). But permanent successor is expected to be Abbott M. Washburn, now number-two man on U.S. delegation to Intelsat conference and one-time deputy director of USIA.

Other ways

With AT&T insistent on rate changes that would boost its annual radio-TV revenues to about \$90 million, up 26% (BROADCASTING, Sept. 8), smaller microwave companies show signs of moving in to take over parts of service now provided by AT&T—and TV networks not only are receptive but are encouraging them. It is estimated TV networks alone are paying AT&T \$43 million to \$44 million now, would pay about \$63 million under new plan—rise of about 45% as against 26% gain in total AT&T take. Network sources don't pretend it

will be easy to find replacement services but some say it is imperative. One spoke of "a consortium of networks" developing own distribution facilities if all else fails.

It is estimated that over 100 stations already receive TV network programs by non AT&T facilities, mostly in markets remote from AT&T main lines. And for most part, AT&T's first competition is expected to come around edges rather than in heart of its service where breakdown could black out big sectors of networks. One company is known to be interested in feeding affiliates in four Southeastern states. But possibility of main-line replacement is not ruled out. For instance, MCI New York-West has applied to FCC for New York-Chicago microwave link that, according to spokesmen, does not envision TV program transmission now but may eventually.

It didn't take

One part of Chief Justice Warren E. Burger's background ignored in his biographies is that, in manner of speaking, he used to be broadcaster. FCC records show that chief justice, native of St. Paul, Minn., was director and owned about 7% of Stevens Point Broadcasting Co. in 1950, when it acquired WSPT(AM) Stevens Point, Wis. In 1958, two years after he was appointed to U.S. Court of Appeals for District of Columbia, he transferred stock to his wife. She in turn divided shares between two Burger children in 1966. All company stockholders sold out to Sentry Corp., which acquired Stevens Point (WSPT-AM-FM) in June 1968 for \$462,000.

Why it failed

Even before proposed merger of MCA Inc. and Firestone Tire & Rubber Co. was dropped last week (see page 66-A), California financial community was reporting that deal was in trouble. Tip-off to cancellation of merger came last month with important modification of original agreement. Firestone, which was to issue debt securities for MCA, decided to substitute preferred stock. According to financial insiders, some mutual funds and institutions with stock interests in Firestone felt merger would dilute value of company.

Indication of how anxious MCA is to merge with fresh money supply is that agreement with Firestone came only three months after MCA's proposed merger with Westinghouse Electric Corp. was mutually abandoned due to

opposition by Justice Department (BROADCASTING, April 28, July 21). MCA is suffering cash-flow decline due to disappointing returns from movies.

Breathing spell

Senate Subcommittee on Administrative Practice and Procedure, which has launched probe of regulatory agencies (BROADCASTING, Sept. 15), will probably not get to FCC until early next year. Subcommittee, under chairmanship of Senator Edward Kennedy (D-Mass.), is caught up in controversy surrounding Federal Trade Commission—debate that was fueled last week by American Bar Association's highly critical report on FTC (see page 22).

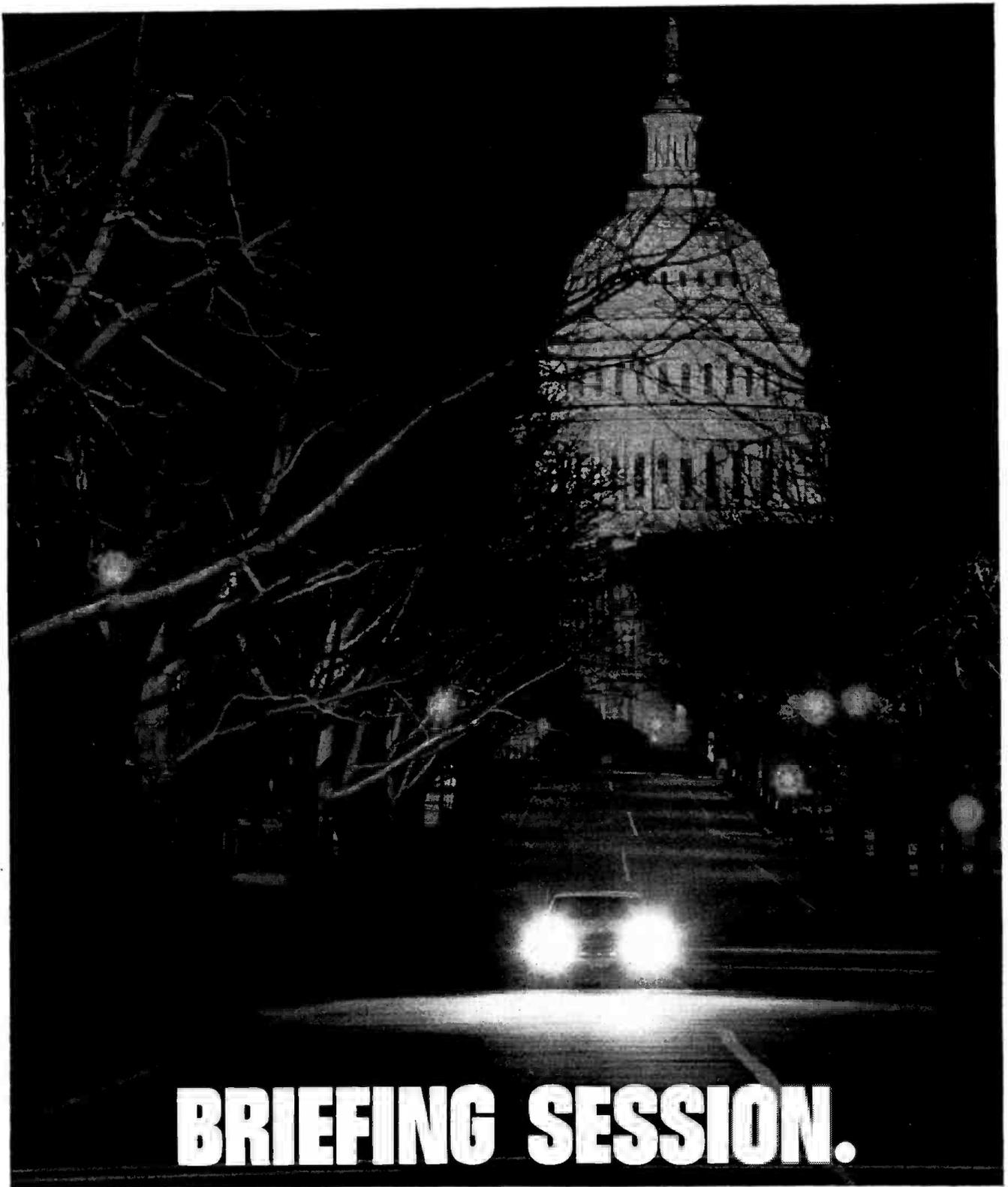
Subcommittee is not specific about its plans for FCC, but its interest in that agency is obviously high. Also, there is growing feeling on Capitol Hill that commission is ripe for investigation.

Putting some back

Same Bell System that is asking more money for its TV network delivery system (see above) is spending more for TV advertising. Its long-lines department, New York, which had been exclusive print advertiser until it ventured into TV three years ago, is expected to spend record budget of estimated \$6.5 million in TV during 1969-70. This amounts to about 65% of long-lines' \$10-million expenditures, and covers participations in daytime and evening network shows and full sponsorship of one-hour *It Couldn't Be Done* on NBC-TV next April 2. Special deals with such "impossible" projects as building of Panama Canal, Golden Gate Bridge and Boulder Dam. Agency for long-lines is N. W. Ayer & Son, New York.

No hands

First NBC on-air use of computer to cue and control network feeds with local cut-ins is to be tested tomorrow (Sept. 23) during half-hour of *Today* show on KRON-TV San Francisco. Computer, located at NBC's Pacific Coast operating point in Burbank, Calif., will start up and stop film projection and tape roll by initiation of pulse transmitted to KRON-TV. In switch-over from network to local, station's pre-set switching system will be in control and automatically switch back to network feed at predetermined time. In segment selected (8-8:30 a.m. local time), there are several local co-op spots and station-break period at 8:25, all triggered by Burbank computer.



BRIEFING SESSION.

There's one anytime anybody in Washington wants one. Anytime. WTOP Radio offers the news nonstop, dawn to dawn.

It's the most thorough, most up-to-date news available anywhere.

That's just the way the most news-conscious city in the world wants it.

**WTOP RADIO
NONSTOP NEWS**

A Post-Newsweek Station

Most broadcasters appear warmed by nominations of Dean Burch and Robert Wells as FCC chairman and commissioner, respectively, but their reception at Senate confirmation hearings next month may be frosty. See . . .

At last a transfusion at the FCC . . . 19

Beleaguered Federal Trade Commission takes more lumps as Nixon-appointed Federal Bar Association study group takes agency to task for senior staff incompetence, penchant for trivia. Shake-up is probable. See . . .

Does FTC need a drastic overhaul? . . . 22

Media marriage plans are revealed by Times Mirror Co. ('Los Angeles Times') and Times Herald Printing Co. ('Dallas Times Herald' and KRLD-AM-FM-TV). Mirror would issue stock to Herald worth estimated \$91 million. See . . .

Major merger eyed in Dallas . . . 30

FCC Commissioner Nicholas Johnson, appearing on CBS's 'Face the Nation,' proves hard man to pin down as newsmen try in vain to crystallize his charges of news management, suppression at network levels. See . . .

Suddenly Johnson turns up everywhere . . . 38

Corinthian Broadcasting's Charles Tower and Time-Life's Andrew Murtha tell Institute of Broadcasting Financial Management conference that new ASCAP contract may yield \$53 million bonus to broadcasters over 10 years. See . . .

ASCAP contract detailed at IBFM . . . 43

WKY Television System Inc., seeking FCC approval of \$4.4 million purchase of KTVH(TV) Wichita-Hutchinson, Kan., before contract expires Dec. 31, asks commission to substitute oral argument for hearing on transfer. See . . .

FCC urged to speed KTVH(TV) sale . . . 44

Threat of competing applications for AM's materializes as predominantly Negro group in Miami indicates it will file for WWOK(AM) there early next year. Group protests shift from Negro-oriented to country and western format. See . . .

Strike action may face a Miami AM . . . 47

With new TV season barely off ground, three networks vie for ratings supremacy, with conflicting claims made on who came out on top in New York Nielsens. Indications are fall derby will prove close race. See . . .

A new season stirs the old claims . . . 50

Study of network nighttime TV production costs points to invariably increasing expenses surprising number of long-lived and profitable shows. Older series continue as mainstay of network prime-time fare. See . . .

Any ceiling ever on program costs? . . . 61

Wall Street analyst forecasts long-range 10% annual earnings increase for broadcasting, despite 'unresolved questions' including cigarette advertising, license-renewal policy, CATV's future and inflated economy. See . . .

A bullish view of broadcast issues . . . 66A

Departments

AT DEADLINE	9	PROGRAMING	50
BROADCAST ADVERTISING	22	SPECIAL REPORT	61
CHANGING HANDS	34	WEEK'S PROFILE	85
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	12		
EDITORIALS	86		
EQUIPMENT & ENGINEERING	66		
FATES & FORTUNES	66D		
FOCUS ON FINANCE	66A		
FOR THE RECORD	69		
LEAD STORY	19		
THE MEDIA	30		
MONDAY MEMO	14		
OPEN MIKE	13		



Broadcasting

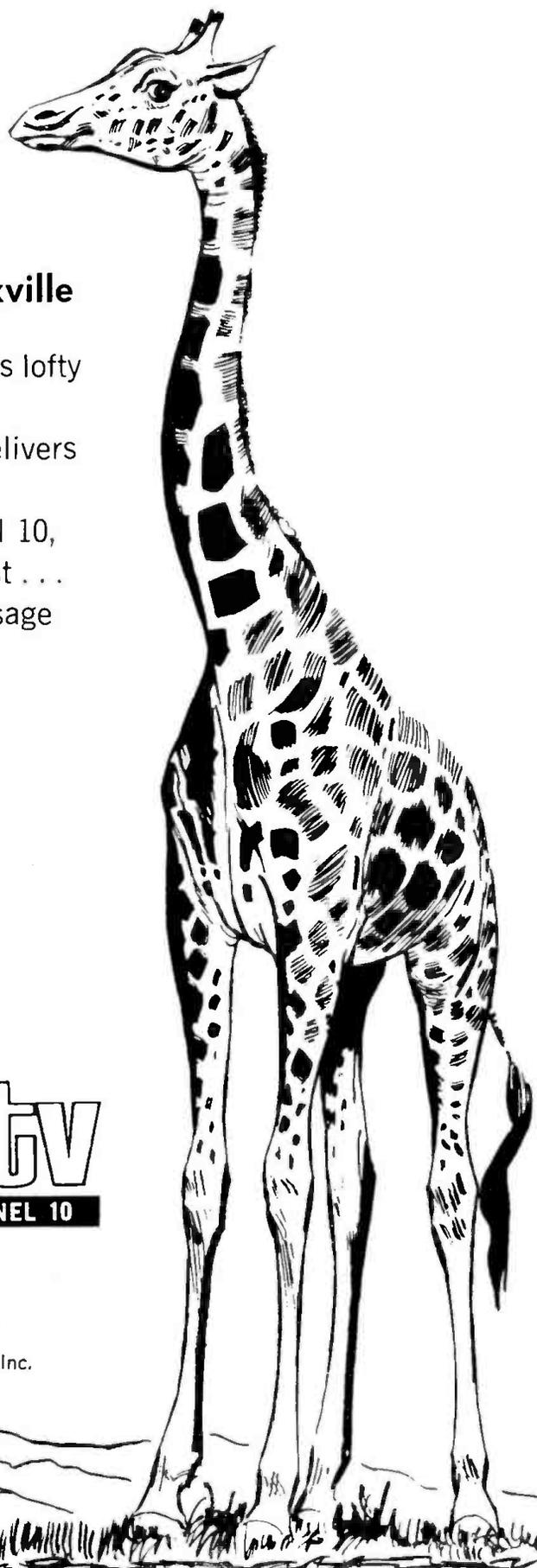
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The **TALL** one in Knoxville

... with TOWER POWER! From its lofty 1,751 foot tower and a powerful 316,000 watt signal, WBIR-TV delivers Knoxville area homes the way advertisers like it! Use Channel 10, the tallest tower in the Southeast ... and make your advertising message REACH OUT!



A CBS AFFILIATE

wbir-tv

KNOXVILLE, TENN. CHANNEL 10



A Multimedia Station

Represented by Avery-Knodel, Inc.

Ask rate boost rejection

Three major networks and National Association of Broadcasters petitioned FCC Friday (Sept. 19) to reject or suspend and set for hearing new, and higher, tariff that AT&T has filed for providing program transmission services. Tariff is to become effective Oct. 1.

ABC, CBS and NBC, in joint petition, urged rejection on ground that tariff proposals violate agreement that AT&T and its customers reached in connection with commission study of carrier's rates. Networks also allege that AT&T has failed to provide adequate justification of many provisions, as required by commission rules. Networks say that, as alternative to rejecting tariff provisions, commission should suspend them for at least three months provided by law, and hold hearing to determine their lawfulness.

Commission on its own initiative last week rejected radio provisions of tariff on ground AT&T had not provided sufficient reasons for changes (see page 49). As result, petitions of networks and NAB were directed to video portions of tariff.

Networks and NAB argued proposed increases would impose severe burden on networks and stations. Networks noted that under new tariffs radio and television broadcasters would pay AT&T 90 million, 35% more than \$67 million they do now. Networks note that proposed increase is equivalent of 33% of total profits for national networks last year—and that ABC has suffered multimillion dollar losses annually in recent years in radio and television network operations.

Takes marbles out

Federal Trade Commission Friday (Sept. 19) said Campbell Soup Co. has agreed to take marbles out of its soup during filming of TV commercials. In consent order accepted by FTC, Campbell and its agency, BBDO, are prohibited from using false advertising to sell soup or any other food product.

Commission said order doesn't constitute admission of law violation, but this informal manner of settling disputed cases is type that American Bar Association study group told President Nixon has been too heavily relied upon. ABA's comments were part of over-all scathing attack on trade commission for dealing in trivia (see page 22).

FTC charged that TV ads showed bowl of Campbell soup that was apparently diluted and purports to show

abundance of solid ingredients in product. In fact, it said, clear glass marbles were placed in bowl to prevent solid ingredients from sinking. These ads, commission claimed, were false and deceptive because they failed to disclose that marbles were used.

Sees law banning pay TV

Representative Emanuel Celler (D-N.Y.) expressed hope Friday (Sept. 19) that Congress will pass law prohibiting pay TV.

At New York news conference called by National Association of Theater Owners, congressman — long-time foe of pay TV—said: "If you push hard enough, tickle enough toes, bend enough elbows, we can defeat pay television."

Representative Celler said he considers pay TV menace to free television, and argued that FCC had overstepped its bounds in authorizing service.

Hearings before House Commerce Committee on bills aimed at prohibiting pay TV are now scheduled for Sept. 30 (see page 48).

Now Pa! Mall bows out

American Brands Inc., whose Pa! Mall commercial in NBC-TV's opening *Debbie Reynolds Show* brought complaint from Miss Reynolds (see page 23), notified NBC Friday (Sept. 19) it was cancelling its sponsorship in show. effective immediately.

American Brands, through BBDO, both New York, has alternate half hour in show (two minutes one week, one minute following week). Network said late Friday it was discussing future of show with Filmways Inc., production company. Other sponsors in show include Hunt Foods, Warner-Lambert and Breck, among others.

American Brands was company that took full-page advertisement in *New York Times* to protest newspaper's policy against accepting cigarette advertising unless it contains health warning.

Resolution of American Brands contractual status was not known Friday night with spokesmen indicating this was among details yet to be worked out.

Eases court curbs

Tight new restrictions on broadcast and photographic coverage in or near U.S. Federal Bldg., Chicago, that resulted in arrests of about dozen newsmen there Thursday morning (see page 58) have

been eased slightly by Chief Judge William J. Campbell of U.S. District Court there. Judge Campbell, who announced new curbs earlier in week, said rules now will allow cameras and broadcast gear within building at certain specific locations.

Modified order, however, still forbids such coverage within judicial areas of building, in lobby, on plaza outside or on surrounding sidewalks. Question remains just how stations will cover plaza demonstrations expected this week coincident with trial of eight protest leaders during Democratic Convention.

New financing for Visual

Four insurance companies acquired \$2 million in 8.5%, 15-year senior notes with detachable warrants in new financing arrangement with Visual Electronics Corp., New York.

In deal reported Friday (Sept. 19), Visual said it arranged for interim financing through banks—since commitment of three or four insurance companies involved payments deferred into early 1970—and funds were paid at closing of deal. Companies are Northwestern National Life Insurance Co., Minneapolis; Monumental Life Insurance Co. and Baltimore Life Insurance Co., both Baltimore, and Volunteer State Life Insurance Co., Chattanooga.

Visual manufactures and distributes TV-radio equipment for broadcasting and other fields, and is listed on American Stock Exchange.

'R', 'X' not for home

Senator John L. McClellan (D-Ark.) is preparing questionnaire to be sent to National Association of Broadcasters, National Cable Television Association, major networks and all U. S. television stations, asking whether they plan to show films rated by motion-picture industry as unacceptable for viewing by minors.

In statement prepared for delivery on Senate floor today (Sept. 22.), Senator McClellan made his own position clear:

"Since there is no effective method to restrict minors' access to programs on television, there is a legitimate public interest in what films are made available for performance on television. . . . No programs performed on television should be harmful to children."

Senator McClellan said he has sent another questionnaire to motion picture producers and Motion Picture Association asking whether they plan to sell to television films rated unsuitable for

minors (that is, those rated "R"—not be viewed by persons under 16 unless accompanied by parent or guardian—and "X"—not to be viewed under any circumstances by persons under 16, or 18 in some cases).

He denied that film and television industries can handle matter by "elimination of a few lines of dialogue or the deletion of a few minutes of film," since "the classification of films today is apparently being made on the basis of the overall impact or theme of a film."

Senator said he plans to report back to Congress on results of survey, at which time, he said, "the Congress may . . . consider whether any legislative action would be necessary."

POW wives homeward bound

Citing disappointment at failure to get information they hoped for, wives of four U.S. pilots missing in North Vietnam flew back to Texas from Paris Friday (Sept. 19). WFAA-TV Dallas picked up transportation tab for Dallas-Ft. Worth women who flew to Paris peace talks to speak with North Vietnamese delegation privately. Wives asked whereabouts of downed flyer-husbands who have been missing in action for from eight months to four years. Women were promised, however, that they would hear in private letters from enemy delegation as to condition of their husbands if in prison camps.

Accompanying women were Murphy Martin, director of special projects at WFAA-TV and Mel Couch, researcher and cameraman for station.

MGM sees \$25 million loss

Metro-Goldwyn-Mayer has advised shareholders that its loss for fiscal year ended last Aug. 31 will be "at least \$25 million," though company had estimated last May it expected to lose \$19 million during period.

In letter to stockholders made public Friday (Sept. 19), Board Chairman Edgar Broufran and President Louis F. Polk Jr. said that in order to put MGM on sound financial basis, it would be necessary to take additional write-downs of films and properties. They repeated previous prediction that MGM would return to profitable operations in fiscal 1970.

Letter to shareholders also said MGM management is making no recommendations as to whether or not stockholders should tender their shares in response to latest offer of industrialist Kirk Kerkorian (BROADCASTING, Sept. 15).

In earlier tender offer, through his Tracy Investment Co., Las Vegas, Mr. Kerkorian bought 1,263,950 shares of MGM stock (about 24%) at \$35 per share. His latest tender offer, which expires tomorrow (Sept. 23), seeks to

Week's Headliners



Mr. Serrao

Mr. Sullivan

John A. Serrao named president of United Artists Corp. coincident with establishment of U-A headquarters in New York. (see page 35).

John Van Buren Sullivan, VP-corporate relations, Metromedia Inc., since last November, named president and chief executive officer of Metromedia publishing division, effective Sept. 29. Mr. Sullivan started with WNEW(AM) New York in 1942 as promotion director, subsequently advanced in sales positions, becoming VP in 1958, and general manager in 1959, and in 1965 when Metromedia radio division was organized, he was elected president. Publishing division has theater magazine, *Playbill*, and concert magazine, *Bravo*, and also printing facilities.

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

secure 620,000 additional shares at \$42 per share. If bid is successful, Mr. Kerkorian's holdings will amount to 33% of MGM's outstanding stock.

Time buying shops open

Sam B. Vitt, senior vice president and executive director of media-programing department at Ted Bates & Co., New York, announced Friday (Sept. 19) that he has resigned from agency and is organizing his own independent media-buying service in New York. Mr. Vitt, who joined Bates in 1964 as vice president in media department, said he would announce details of new organization "at a later date."

Meanwhile, earlier in week, formation of Media Corp. of America, New York, headed by Albert B. Shepard, was announced.

Associated with Mr. Shepard, who was vice president of Time Buying Service Inc. is John Reidy, also former executive with TBS.

And, S. C. (Bud) Sawyer, vice president and media director, Ted Bates & Co., New York, has resigned to open his own media-buying and planning

organization. Mr. Sawyer intends to offer agencies and advertisers planning and placement services.

Stability threatened

WHDH Inc. on Friday (Sept. 19) raised question as to whether FCC decision stripping its WHDH-TV Boston of its license and awarding channel 5 to competing applicant threatens stability of broadcasting industry and endangers cause of independent broadcasting in U.S.

WHDH posed question in brief it filed in U.S. Court of Appeals for District of Columbia, in its appeal from commission decision. Commission granted application of Boston Broadcasters Inc., one of three applicants seeking to oust WHDH, principally on grounds of diversification of media interests and integration of ownership and management (BROADCASTING, Jan. 27).

WHDH answers its question, in part, by reference to Commissioner Nicholas Johnson's concurring opinion in case. WHDH noted he said decision represented "interesting experiment which will be watched carefully by many," and added: "nor is the significance of this case limited to the impact on media ownership in Boston."

New MEM toiletries

New line of higher-priced men's toiletries will be introduced by MEM Co., Northvale, N.J., with help of broadcast advertising. Plans are being completed at Cunningham & Walsh, New York, which also handles advertising for company's English leather and English leather line. New, yet unnamed product will go into two test markets this fall. Budget of about \$1 million is set for later national introduction. All media, including TV and radio, will be used to support new line.

Establishes U.S. firm

Freemantle International Inc., New York, after 21 years of producing and distributing programs for international TV market, announced Friday (Sept. 19) formation of Freemantle Corp., New York, which will devote itself exclusively to sales and production in U.S.

U.S. company is distributing *Gallop-ing Gourmet*, cooking series, in 92 markets, and is offering *Woobinda—Animal Doctor*, 39 half-hours filmed in color on location in Australia. Both series have been sold and distributed abroad through Freemantle International, as is *Romper Room*, among 63 U.S.-produced syndicated shows handled by that firm. Paul Talbot is president of both domestic and international firms.



WIIC-TV First in news

IN THE NATION

National Headliners Club Award for
"Consistently Outstanding Newscasting"

IN PENNSYLVANIA

Pennsylvania Associated
Press Broadcasters Award
for the "State's Top TV News Operation"

IN PITTSBURGH

Golden Quill Awards for
"Spot News Reporting"

There's a reason why TV11 News is First.
See your Blair TV representative.

SWITCH TO 11 WIIC-TV
NBC IN PITTSBURGH

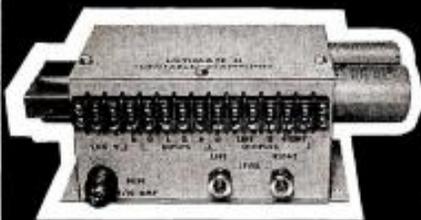


Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

Q R K

Announces a
Break Thru!!

AN EQUALIZED
PRE-AMPLIFIER
WITH HEAD ROOM!



That's right, QRK, now offers a line of mono and stereo equalized pre-amplifiers, which can achieve +10 dbm output without distorting or clipping. Normally, the output of a pre-amplifier is only -20 dbm, but with loud passages, "head room" is required!! Only with the QRK "Ultimate" pre-amplifiers, can you be sure of true reproduction of your loud passages. Other features -0.1% distortion; -75 db noise; built-in rumble filter; self contained power supply; balanced output transformer.

Contact the QRK Plant or your CCA Area Representative for details:

QRK

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PRODUCTS, INC.

1568 NORTH SIERRA VISTA, FRESNO,
CALIFORNIA 93703 • Phone: 209 251-4213

Subsidiary of

CCA ELECTRONICS CORP.
716 JERSEY AVENUE, GLOUCESTER CITY,
NEW JERSEY 08030 • Phone: 609 456-1716

Datebook®

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

September

Sept. 22-24—Workshop for antenna site engineering, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Sept. 23—FCC newsmaker luncheon, *International Radio & Television Society*, Waldorf-Astoria, New York.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*, Statler-Hilton hotel, Detroit.

Sept. 23-27—1969 International conference of *Radio-Television News Directors Association*. Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual *National Broadcast Editorial Conference*, Statler-Hilton hotel, Detroit.

Sept. 24—Meeting of Advertising Club of Los Angeles, Regency Room, Sheraton-West hotel, Los Angeles.

Sept. 24—Semi-annual West Coast membership meeting of ASCAP, Ambassador hotel, Los Angeles.

Sept. 24-25—CBS Radio 16th annual affiliates convention, Waldorf Astoria hotel, New York.

Sept. 25—*Association of National Advertisers* workshop, Plaza hotel, New York.

Sept. 25-29—Annual fall management conference, *Intermarket Association of Advertising Agencies*, Chatham Bars Inn, Chatham, Mass.

Sept. 25-Oct. 1—Semi-annual management *Corinthian Broadcasting Corp.*, Bankers Trust Co., New York.

Sept. 26-28—Joint meeting of *North Carolina, South Carolina, Georgia and Florida Associations of Broadcasters*, officers and members, Hound Ears lodge, Blowing Rock, N. C.

Sept. 26-27—Meeting of *Tennessee Cable Television Association*, Howard Johnson's motor inn, Gatlinburg.

Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*, Rodeway Inn, Salt Lake City.

Sept. 27—*American Advertising Federation*, district 15, conference, Speakers include: Ralph Carson, Carson/Roberts/Inc.; Golden West Broadcasters attorney Harry Warner: six-man panel on key legislative issues, Newporter inn, Newport, Calif.

Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*, Holiday Inn, Grand Island.

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

Sept. 29-30—Annual convention of *New*

■Indicates first or revised listing.

Combined workshop-management conference sessions, *Radio Advertising Bureau*

Sept. 29-30—Sheraton Palace, San Francisco.

Oct. 2-3—Mariott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

Jersey Broadcasters Association, Shelburne hotel, Atlantic City.

October

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

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

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

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

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

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

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

Oct. 6-8—*UPI Editors and Publishers Conference*, Walter Cronkite will be among those making major addresses, Hamilton, Bermuda.

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

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

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

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

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

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

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

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

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

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

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

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

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Burch endorsement

EDITOR: As a lawyer and a former licensee of several radio facilities, I hasten to write to congratulate you on your editorial about Dean Burch [BROADCASTING, Sept. 8]. I had the occasion to serve with Dean Burch as a member of a commission created by the Twentieth Century Fund to closely examine the rising costs of broadcasting in political campaigns.

My colleagues on the commission were Newton Minow [former FCC chairman], Dean Burch, Alexander Heard [former chancellor of Vanderbilt University] and Thomas Corcoran [lawyer and former advisor to President Franklin D. Roosevelt]. In this connection I had an opportunity to work closely with Dean Burch and I fully agree with your characterization of him as "an able lawyer, bright enough to learn quickly, and tough-minded enough to handle those whose motives seem to be to intimidate and destroy."

I would add one characteristic which struck me immediately upon working with Dean Burch. He is extremely judicious and fair-minded and I believe the public, licensees and the FCC will benefit from his appointment.
—Robert Price, president, Price Management Corp., New York.

Call for 'meal' ticket

EDITOR: Regarding your article on special TV rates for politicians (BROADCASTING, Sept. 8) it should be noted that television is not alone as a "natural companion" to politics (and politicians). Most politicians, it is believed, sustain their vital functions mainly through a process known as eating, even as do lowlier mortals. During the five-week period prior to general elections, reduced-rate "provisions" (in the sense of food items) should be purchasable by all legally qualified congressional candidates in usable quantities or segments—including, of course, plenty of "prime" steak—at 30% of the regular prices charged by grocers.

Many persons, including concerned broadcasters, (and who knows—perhaps even concerned grocers) will no doubt conclude with me that unless positive steps are taken to feed our politicians at bonus rates, with bipartisan support, we may find that their ability to reach voters electronically is no longer a miracle, but a physical impossibility due to their undernourishment.—Harold B. Rothrock, 905 Playford Lane, Silver Spring, Md.

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Our job is to take your station apart, piece by piece . . . to find out what makes it tick on the air and tell you how to fix whatever isn't ticking!

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Does it work? . . . Well, some of our clients have retained an association with us for seven years and they are noted for getting a fair return on their investments.

We'd like to tell you about our company. Just call, we'll come . . . no obligation, of course.

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New rules are required for retailers' commercials

Two problems the retailer faces when he timidly approaches the big national tube are concept and cost. Unfortunately, he doesn't usually approach them in that order and, therefore, he sometimes has an unfortunate experience.

The most unfortunate thing about it is that he has had a similar experience with newspapers—he doesn't know whether it's really working or not. Most retailers agree that their newspaper advertising is not always effective. Most will say that no single ad really pays for itself in profits unless it is in terms of unique sale.

But the cumulation of advertising seems to work for sales while a lack of it appears to work for decline. And that is what retailers know about newspaper advertising; the rest is really just a matter of details, of miscellaneous non-relevant knowledge like page position, type faces, swash logos, etc.

The retailer knows about the same information for television, but he does not give TV the same benefit of doubt. When he approaches television, it is often with a sense of defiance: "Yeah, prove to me you work!" Then he says: "But you have to work on my terms. You have to work in the same way the newspaper I've been doing business with works, even though I'm not sure how well it works for me."

He applies newspaper "techniques" to television. He looks around for a source which can produce a one-minute TV commercial for him for \$300 because he can often get a few hundred-line newspaper ads produced for close to that figure. He wants to show products in order to support the various segments of this "ad" he is doing by filling in "the white space." He then pro-rates expenditures and frequencies and creative structure according to department.

In no time at all he is off TV, not because even these sorry efforts failed—but because they didn't prove they had worked.

The trouble with many retailers is that they examine only what retailers do. And retailers, not having used much TV, don't do it very well.

So the entertainment medium is approached like the news medium; the linear 60-second commercial is broken up like the browsing unit of a full page in a newspaper where people can find what they are interested in, read it,

search some more, and finally encompass the whole at their own pace.

But some retailers lately have become convinced of the lack of wisdom in this non-rational approach.

A few years ago we introduced a TV commercial for Barney's men's clothing store that featured a cleaning woman who did a lot of cleaning.

She cleaned the pockets of Barney's compared to previous retail advertisers' TV production expenditures running in the 20-grand class. She then cleaned up a number of awards including the International Broadcasting Award. But most of all, she cleaned up for Barney's. The store realized that after a few months, TV was to be a permanent part of its advertising plans. And, since then, five or six Barney's TV commercials have been produced and none for peanuts.

Barney's began with us when the need arose for a proper concept of TV as a medium. The concept was simple. We would entertain on a natural entertainment medium. We would prepare a commercial which could compete with the top products of top national advertisers because we had no choice in the living room. And we would target the commercial to one basic point about Barney's: its selections.

We wanted people to come away saying: "Now I've seen with my own eyes—Barney's is really like that, just like I've been hearing on radio and reading in the paper." Television had the extra dimension to cement that belief—and it worked.

Obviously, commercials don't have to be expensive to be good or men-

tion products to be successful. There are techniques which create inexpensive commercials, even when done to their ultimate. And there are techniques of presentation which would provide both excitement, message continuity, store imagery and still be able to range over many products.

One such technique I can visualize is the application of our Jack Jay and Roger Day radio commercials for Barney's to a TV task. That is, have two bright, light and "good image" spokesmen who, in a very candid and newsworthy presentation, move in and out of the store spotting values or unusual items the way items appear in the home.

Jack Byrne, executive vice president of our agency and creative director in the New York office, has devised a number of similar "mini show" and "news show" concepts for clients such as National Shoes, Bonus Gifts Coupons, and Fortunoff jewelry stores. They lend themselves to particular application on the part of the retailer or for that matter any advertiser who has something big, complicated, and multifaceted to sell.

The retailer who starts with the concept and content and lets the cost simply be a measure of "as little as required to do the job right" will have a 100% better chance of enjoying a happy and continuing experience with the TV medium.

The retailer who doesn't do this, but tries to do a backroom commercial with a newspaper point of view, is doomed to failure.

And for the good of the business and of television, we wish he'd stay out of it.



Morris (Marty) Cohen has worked in the advertising agency field for 17 years, remaining with the same organization through various corporate agency mergers. He began in 1952 with the Emil Mogul Co., New York, as a TV production assistant and is now TV commercial supervisor and business manager for the New York office of Griswold-Eshleman Co., a successor agency to Mogul. Mr. Cohen has studied in New York at Manhattan College, the School of Radio Technique and the TV Workshop.

WMAL-TV ranks Frederick Douglass with Jefferson, Washington and Lincoln. In an editorial urging Congress to make his home a national monument, this man who was born a slave was described as "probably the greatest black leader in American history."

WMAL-TV takes a stand on a lot of things. It's a station with a

conscience. A sense of responsibility. And guts.

WMAL-TV editorials put facts on the line. They step on toes and egos. They pinpoint who is or isn't doing a good job. They talk about touchy subjects. Like sex education and taxing church profits.

WMAL-TV talks to Washington about anything and everything that

concerns people today. And people listen.

When you want to talk to Washington, talk to WMAL-TV.

WMAL-TV abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Righter & Parsons, Inc.

WMAL-TV puts him in his place.



"A man's reach should exceed his grasp."

The need to surpass oneself, to strive always for that elusive thing called excellence, is felt in broadcasting, too.

But there is this difference.

When one man yields to self-satisfaction, it is a private failure. When a broadcaster does so, he fails a public of millions.

If he is to fulfill his responsibility, the broadcaster can never be satisfied with his existing techniques and ideas. While refining them, he must continually seek new ways to enrich and inform his audience. He must take the risk of questioning, unsettling, even angering it.

Goaded by the desire for excellence, the broadcaster helps keep the community alive to the new thinking of the times. And thus tastes success.

But despite this success, he cannot rest content.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIC
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

A
MAN'S
REACH
SHOULD
EXCEED
HIS
GRASP

ROBERT BROWNING

Emerson

WNHC-TV / New Haven-Hartford

"... reflects a forward-looking, community-minded enterprise."

Abe Ribicoff, U.S. Senator.

"If it were not for your rational and positive approach in the form of editorials and newscasting, the citizens of this state would certainly suffer a great deal from lack of tangible human education."

Fred G. Adams, Special Assistant to the President, University of Connecticut and Chairman, Connecticut Commission on Human Rights and Opportunities.

WLYH-TV / Lancaster-Lebanon

"Lancaster City-County Human Relations Committee would like to commend you and your organization for the objectivity and restraint shown in handling local news during the recent disturbances in Lancaster ..."

J. W. deGroot, Jr., Lancaster City-County Human Relations Committee.

"Your editorial support ... was very much appreciated. It came at a most appropriate time, when understanding of all the circumstances of the unfortunate incident were at a low state and hostility ran high."

Keith Spaulding, President, Franklin and Marshall College.

WFBG-TV / Altoona-Johnstown

"I would like to call your attention to the film on the Detroit riots which your organization provided for our use without any costs. It is one of our most valuable training aids."

State Police Captain Clifford Yahner, Commander at Hollidaysburg Post.

"The patient's morale has improved. He is 100% surprised and 200% grateful upon receiving the first tape with a message from his favorite mother. And a second tape from a special young lady had him sitting on top of the world."

Bill Garman, 620th Tactical Control Squadron, VIETNAM.

WNBF-TV / Binghamton

"I wish to express my appreciation for the effective cooperation which you gave in publicizing the United States District Court's directive for claims to be filed by people who had been overcharged for certain drugs."

Louis J. Lefkowitz, Attorney General, State of New York.

"The mass impact of television is of paramount importance to hospitals if they are to place their problems and services before the public. This was done during last week, and I think very effectively."

M. C. Stith, Administrator, Charles S. Wilson Memorial Hospital.

KFRE-TV / Fresno

"... heartily commend you on your positive approach to the problems of drug abuse."

John Finlator, Associate Director, United States Department of Justice, Bureau of Narcotics and Dangerous Drugs.

"KFRE Stations are to be commended for their efforts in developing community awareness of the dangers of drug use."

Charles B. Wilkinson, Special Consultant to the President—The White House.

WFIL-TV / Philadelphia

"Mr. Richardson Dilworth has forwarded copy of the Worldland Workshop describing your pioneer television experiment in reading for three-year old children. In view of your service for twenty-five years to thousands of children in the Philadelphia area via the WFIL SCHOOLHOUSE and OPERATION ALPHABET produced in cooperation with the public and parochial schools, it venture into educational television is no surprise to us."

Mark R. Shedd, Superintendent of Schools, Philadelphia.

"The people of New Jersey as well as Pennsylvania have benefited greatly from the well-balanced programming of WFIL and especially from your extensive, in-depth coverage of current events."

Richard J. Hughes, Governor, State of New Jersey.

**involve
-ment**



Triangle Stations....of course!

At last a transfusion at the FCC

Tone of regulation is expected to change with Burch at top and Wells as member

That small but influential sector of Washington vitally concerned with communications matters last week received the word it had been expecting for weeks. A tough-minded old Washington hand from out of the West is to be the new chairman of the FCC, and a booster-type broadcaster from the prairies is to join him as a member of the commission.

Broadcast-industry representatives, worried about the increasingly tough stand of the commission as it is now composed, appeared to receive the White House announcement with some satisfaction. President Nixon's nominations of 41-year-old Dean Burch of Tucson, Ariz., a former chairman of the Republican National Committee, to replace Rosel H. Hyde as FCC chairman, and 50-year-old Robert G. Wells, a Republican from Garden City, Kan., to succeed James J. Wadsworth were interpreted to signal a sympathetic attitude.

But on Capitol Hill, where the Senate must pass on the nominations, the official silence was deafening. Most senators and their aides declined to comment publicly, but privately some made no secret of their misgivings. Some Republicans as well as Democrats seemed concerned about Mr. Burch's partisan political background and Mr. Wells's broadcast interests.

As a result, although no serious effort to deny confirmation to either nominee was forecast, the questioning that Mr. Burch and Mr. Wells will undergo at the confirmation hearing to be held by the Senate Commerce Committee is expected to be sharper than customary at such proceedings. As an aide to one influential Democrat on the committee put it: "The senator will want to ask some questions; you can be sure of that." The hearing had not been scheduled as of late last week, but it is expected to be held by the middle of next month.

Perhaps because of a sensitivity to this Senate attitude, Mr. Burch steered clear of reporters during a visit to



Mr. Burch, leaving Tucson, Ariz., carries desk ornament.

Washington last week to begin house-hunting. He visited members of his state's congressional delegation and paid a courtesy call on Mr. Hyde at the FCC, but he was not submitting to interviews with newsmen.

During a layover on his flight to Washington, he told reporters in Chicago that he was "very gratified and excited" at his nomination, but he declined to discuss anything bearing on the FCC. He said he would express his views on commission matters at the Senate hearing.

Mr. Wells, who does not expect to visit Washington until the hearing, similarly expressed pleasure at the appointment, from his home in Garden City, and turned aside questions on commission matters. "It would be presumptuous of me to express views before the Senate hearing," he said.

Ammunition for a host of tough questions is available for those Senate Commerce Committee members who wish to use it. The bill introduced by Senator John O. Pastore (D-R. I.), chairman of the Commerce Committee's Communications Subcommittee, to afford broadcasters protection against competing applications at license-renewal time might be a subject for discussion. The commission itself is expected to express opposition to the measure when Senator Pastore resumes hearings on it.

In addition, the commission is immersed in a number of controversial issues—its proposals to bar broadcasters owning one full-time station from acquiring another in the same market, and to prohibit networks from owning or controlling more than 50% of their prime-time programming, among them.

The senators might also ask the nominees their views on the regulation of CATV, on the establishment of a domestic-satellite system, and on the allocation of the spectrum as between broadcasters and land-mobile radio. Mr. Wells, particularly, might be asked his views on a matter of growing contro-

versy within the commission, that of concentration of control of mass media; Mr. Wells has interests in five AM and FM stations that are controlled by a newspaper-broadcast group.

The nominees could not be expected to be well-versed in all such complex matters, but their attitudes on them would be of interest to the senators—as well as to broadcasters.

The importance of these issues and the controversies they have generated in the commission and out of it have served to focus a considerable amount of interest on the nominations of Mr. Burch and Mr. Wells. Both the *New York Times* and the *Washington Post* editorially questioned Mr. Burch's qualification to be FCC chairman even before the nomination was formally announced.

But President Nixon's nomination of Mr. Burch, to a term ending June 30, 1976, is seen by some as an effort on the part of the White House to place a take-charge man at the commission's helm. Mr. Burch, a lawyer who has a reputation as a political conservative, was administrative assistant to Senator Barry Goldwater (R-Ariz.) from 1955 to 1959 and, after the senator won his party's presidential nomination in 1964, was named to head the Republican National Committee. He was forced out of that job by Republican moderates following Mr. Goldwater's defeat. But he is one of the most politically experienced men ever to be named to the commission—a factor some familiar with the commission's operations regard as highly in his favor.

Those who know Mr. Burch say his reputation as a conservative should not be relied on as a guide to how he would function as chairman of the FCC. They do not, however, hazard any guess as to how he would deal with any of the major issues before the agency.

They describe him, variously, as "sharp," "articulate," and a "no-nonsense guy," who will sound out opinion but not hesitate to put the Burch stamp on the commission. Chairman Hyde, who is retiring after 45 years in government, 41 with the commission and its predecessor agency, the Federal Radio Commission, has had more than his share of difficulties in policy disputes with Democrats Kenneth A. Cox and Nicholas Johnson.

Indeed, Commissioner Johnson has increasingly attracted considerable attention, both in the press and on television (see page 38) by his attacks on broadcasters and his frequently expressed scorn for the commission, which he called "the captive" of the industry it is assigned to regulate.

In Mr. Wells, President Nixon is placing a broadcaster-oriented man on



Mr. Wells

the commission as he promised to do in his campaign for the Presidency last fall. "I think somebody who knows something about the business ought to be on the FCC," he said, when asked by a *KLZ-TV* Denver interviewer last

Plummer becomes acting OTM chief

William E. Plummer, associate director for frequency management, Office of Telecommunications Management, has been named acting chief of OTM as of Oct. 1 when the present director, James D. O'Connell, retires.

Mr. Plummer, a native of Maryland and a 1929 graduate of Johns Hopkins University, Baltimore, served as a colonel in the Army Signal Corps during World War II and has been involved in frequency management for the Executive Office of the President since 1951. He was named associate director in 1965. From 1953 to 1964 he was chairman of the Intergovernmental Radio Allocations Committee.

Mr. O'Connell, who was also special telecommunications adviser to the President, was appointed to his post in 1964. He is a graduate of the U.S. Military Academy at West Point, N.Y., and was retired in 1959 as chief signal officer of the Army with the rank of lieutenant general. He served also as a vice president of General Telephone & Electronics Laboratories, and as private communications-electronics consultant.

year if he would name a commercial broadcaster to the commission (BROADCASTING, Oct. 7, 1968).

Mr. Wells has been in broadcasting since 1936 and is an officer and minority stockholder in *KIUL(AM)* Garden City, *KBUR-AM-FM* Burlington and *KMCD(AM)* Fairfield, both Iowa, and *KFKA(AM)* Greeley, Colo. The stations are principally owned by Publishing Enterprises, which owns newspapers in Kansas and Iowa, as well as four other AM and FM stations in which Mr. Wells has no interest.

He is also a member of the National Association of Broadcasters radio code board.

Mr. Wells, who will have to dispose of his broadcast holdings to accept appointment to the remainder of Mr. Wadsworth's term, which expires June 30, 1971, will be moving into an entirely different world in taking the government post.

But he brings to it a reputation for enthusiasm and energy. Besides his broadcast interests, he owns real estate and hardware and variety stores in Garden City. And in 1955 his civic activities won him a state Junior Chamber of Commerce award as an outstanding young man.

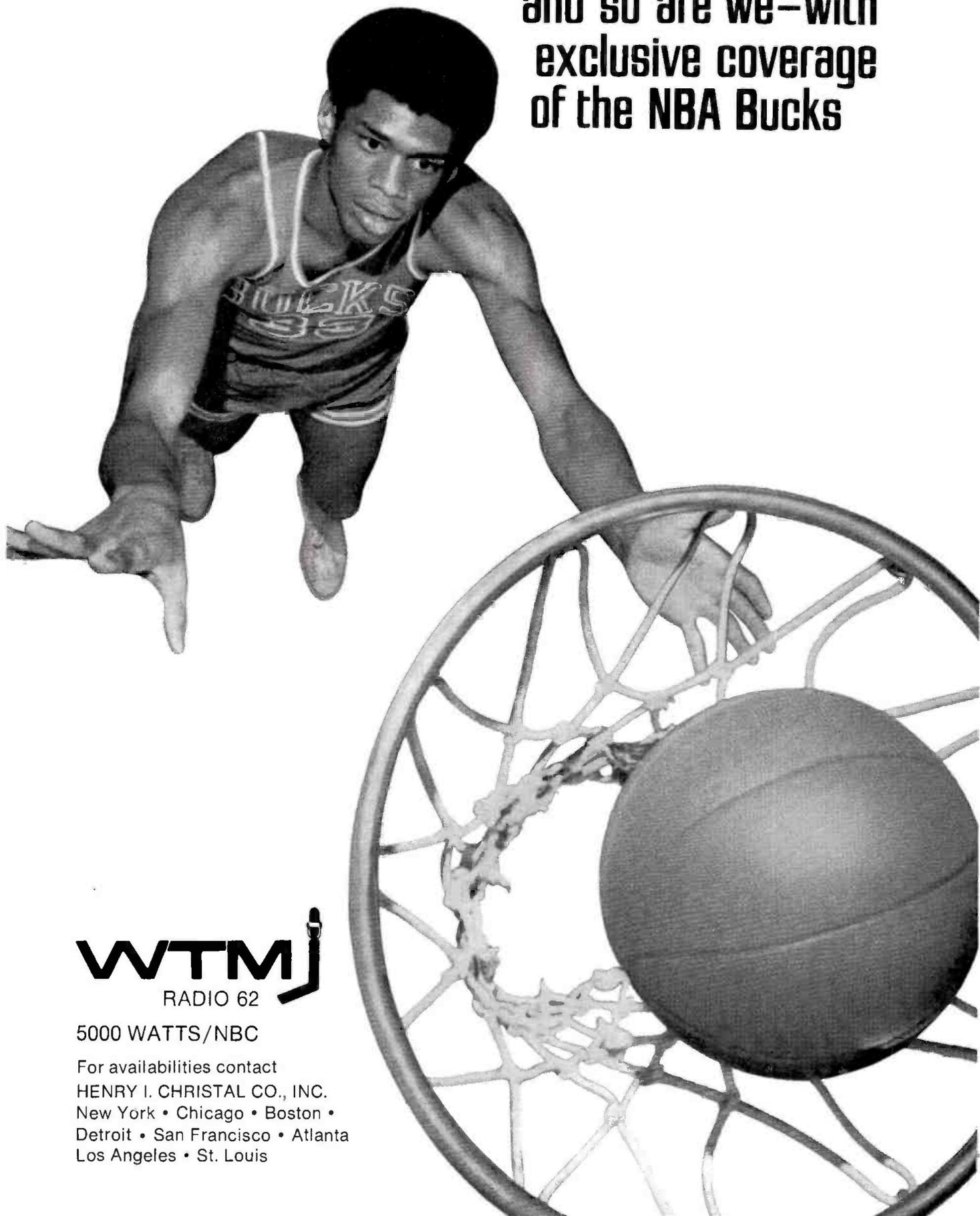
Mr. Wadsworth, who is to be named to the U.S. delegation to the international conference on satellite communications, is believed to have been interested for some time in returning to diplomatic service. He represented the U.S. in the United Nations for eight years during the Eisenhower administration, the last year as ambassador. In his new post he will serve as special assistant to the delegation chief, William Scranton, with the personal rank of ambassador.

Although President Nixon has had the unusual opportunity for a President of naming two members of his party to the commission so early in his administration, the Democrats retain their 4-to-3 majority. Commissioner Robert E. Lee is the only hold-over Republican. Barring resignations, the President will not be able to name a fourth Republican until the expiration of Commissioner Cox's term, on June 30.

In the meantime, Mr. Burch will "thoroughly enjoy" his new job. He was assured of that on Thursday by Chairman Hyde, who had spent all day Monday being briefed on Stanford Research Institute's report on land-mobile problems, all day Tuesday in a meeting with AT&T representatives on the carrier's rates, and all day Wednesday in a meeting with the commission—and who could not spend more than 10 minutes with Mr. Burch because he had to dash out of the FCC building to another meeting.

Alcindor is what's up in Milwaukee

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exclusive coverage
of the NBA Bucks**



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Does FTC need a drastic overhaul?

Bar association study group reports that it does, citing lack of leadership, penchant for trivia

The Federal Trade Commission received last week one of those innumerable roastings in its 55-year history—but this one could change the course of the agency.

A special study group of the American Bar Association formed at the behest of President Richard M. Nixon ripped into the FTC's performance in the fields of consumer protection and antitrust activity. The agency was found to be hamstrung in its efforts to implement its potentially potent enforcement powers, particularly in matters of deceptive advertising and mergers. The group attributed the agency's performance to a lack of effective leadership and a penchant for indulging in the trivial.

The onus of this morass was placed, by inference, on the shoulders of Chairman Paul Rand Dixon who was mentioned but once by name in the report. Chairman Dixon was said not to be one of the commissioners who appeared before the study group to assert that "control by the FTC of its own mission, goals and priorities continues to be a most perplexing and largely unsolved problem." "It will require an outstanding chairman to lead the way" toward revision and expansion of present trade commission programs, the group said.

The opportunity to select such a chairman may be President Nixon's this week. Commissioner James M. Nicholson is completing his term of office Sept. 25. Widely circulated reports, unconfirmed by the White House as of last Thursday (Sept. 18), have Caspar W. Weinberger, California director of finance, a front runner for the chairmanship. Mr. Dixon, a Democrat, who serves as chairman at the pleasure of the President, is expected to step down and complete his term as a commissioner until 1974.

If Mr. Weinberger is offered the post and chooses to accept it, he will have to have, according to the ABA study group, "executive ability, knowledge of the tasks Congress has entrusted to the agency, and sufficient strength and independence to resist pressures from Congress, the executive branch, or the business community that tend to cripple

effective performance by the FTC." It is important to appoint to this position someone "not previously affiliated with it," the group urged.

What has tended to cripple the trade commission in the past is a lack of effective direction and a failure to establish goals and priorities, the group maintained. The ABA group claimed that necessary guidance to the commission's staff has not been given and that the management of the flow of the agency's work has not been conducted in an efficient and expeditious manner.

The commission has been wracked by dissension, the group charged, and while it is not inappropriate for individual commissioners to express publicly their "deeply held views . . . there does come a point at which bitter public statements reflecting disunity among commissioners begin to affect the performance of any agency."

The group did not point to examples, but Commissioner Philip Elman and Chairman Dixon have sparred repeatedly during the summer in public hearings over what course the agency should take in the performance of its duties (BROADCASTING, Sept. 15).

Also under fire in the ABA report were the voluntary-assurances-of-com-

pliance and informal-correction-actions programs, which have no force of law and which accorded with Chairman Dixon's "let us reason together" philosophy in policing deceptive business practices. The group charged that the commission has failed to follow up the promises errant manufacturers make to the agency.

Chairman Dixon has repeatedly stressed during appropriations hearings that the commission's budget was insufficient to do the tasks required of it. But the ABA group said that mismanagement of its funds—a greater interest accorded chinchillas than TV commercials—sapped the agency's performance.

A special staff committee should be set up to review the current backlog of pending cases and to recommend closing those files of "marginal significance," the ABA group said. More authority should be delegated to the commission's staff and the commission itself should avoid "excessive reliance on formal case-by-case enforcement."

Its complaints have been heard many times before. But the group urged that "it should be the last of the long series of committees and groups which have earnestly insisted that drastic changes were essential to recreate the FTC in its intended image. The case for change is plain. What is required is that the changes now be made, and in depth. Further temporizing is indefensible."

The ABA study group was formed last April. President Nixon asked that a professional appraisal of the trade commission be undertaken to determine its efforts in the field of consumer protection, in its enforcement of the antitrust laws and of the allocation of its resources between the two areas.

The group—composed of 16 lawyers and economists, and headed by Miles W. Kirkpatrick, chairman of the ABA Section of Antitrust Law—finished its task by the requested deadline of Sept. 15. The report is not yet an official position of the ABA, but is expected to be brought before the association's board of governors for consideration next month.

Not all members of the study group concurred fully with its findings. John D. French, former legal assistant on the



Chairman Dixon

commission's staff, said that the report "should constitute the last clear chance of the FTC to avoid major legislative surgery." The commission's record as a prosecutor has been poor, he said, and should the report not be implemented, the commission's prosecutorial work should be transferred to the Department of Justice. The commission would then perform as a trade regulation court, commentator and rulemaker, Mr. French suggested.

A harsher line was taken by Richard A. Posner, former general counsel of the President's Task Force on Communications Policy. Mr. Posner charged, in a lengthy dissenting statement, that the study group had failed to question the basic assumptions underlying the entire range of the FTC's activities.

It was Mr. Posner's view that a vigorous antimonopoly policy should be "the cornerstone of consumer protection," and that a system of public and private judicial remedies for antitrust violations predated the creation of the agency. "The pertinent question is not whether antitrust policy is a good thing, but why it was thought desirable to supplement the existing antitrust institutions with an administrative agency," currently in a state of "crisis, self-doubt and self-criticism" and "virtually paralyzed by internal dissension."

Mr. Posner rapped the air of optimism that pervades the study group's report by noting that "the commission has done so badly continuously over so long a period of time that it is difficult any longer to regard its failings as accidental or remediable. It is scandalous to allow so dubious an enterprise to continue to wax in size and power."

Mr. Posner's views were not shared by the majority, however. The commission can perform "a valuable service in bringing the administrative process to bear on difficult and complex problems," the group asserted. But its findings indicated strongly that the agency was more concerned with fur-garment labeling than with TV advertising copy.

Much of the commission's \$16,900,000 budget and 1,154 employees were devoted to investigations into labeling in textiles and furs, the group found. Nearly 40% of the investigations opened by the agency are in that area; by contrast, investigations opened in deceptive practices dropped from a high of 899 in 1961 to a low of 192 in 1969. In investigations completed by the textiles and furs bureau have remained almost constant over an eight-year period; those completed by the deceptive practices bureau were down from an average of about 800 per year from 1961-1963 to a little over 500 per year in the period of 1967-1969.

Assurances of voluntary compliance (a promise not to continue a practice

Debbie douses fire over Pall Mall spot

The apparent crisis over a cigarette commercial in the first episode of the new *Debbie Reynolds Show* on NBC-TV Sept. 16 (8-8:30 p.m.) was quickly settled last week with a telegram from Miss Reynolds Thursday (Sept. 18).

Miss Reynolds had complained by wire the day before that the placement of a Pall Mall (American Brands) commercial breached a verbal agreement she had with the network that precluded use of cigarette advertising during her show, and she announced she would cease production as of Thursday, after completion of the 10th episode.

In a second telegram Thursday to Mort Werner, NBC-TV vice president for programs and talent, Miss Reynolds said she would perform her obligations and continue production, having received an explanation from NBC on the impossibility of the removal of the

found objectionable by the commission) were down from 224 in 1963 to 174 in 1969 for the deceptive practices bureau. The ABA group also found that in the last five years only 44 cases or an average of about 9 per year "from the entire agency were certified to the Department of Justice for penalty or enforcement proceedings for noncompliance with a cease-and-desist order."

With respect to the agency's enforcement policy, the group charged that the "de-emphasis of formal enforcement has gone too far. It is extraordinary that the FTC issued less than 200 formal complaints in three of the four years between 1965 and 1968, and a total of only 123 in 1968." And it charged further that "for an agency employing over 400 lawyers, and charged with responsibility for enforcement of statutes in important and developing areas of law, to initiate a grand total of 23 contested cases in a year is disturbing."

The ABA group concluded that "with such an obvious disinclination by the FTC to proceed formally, we fear that the business community may cease to take seriously the guides, rules and other administrative pronouncements by the FTC, and also may cease to take seriously the statutes the FTC is empowered to enforce."

The commission further hasn't paid much attention to mergers, the ABA group discovered. Total expenditures in merger enforcement in 1969 were placed at \$1.4 million or about 9% of the agency's budget. By contrast, the agency spent over \$1 million in 1959

cigarette commercial because of prior contractual commitments. The purpose of her complaint, she said, was "to accomplish an adjustment on program commercials so as to have American Brands products (other than cigarettes) displayed, as I was led to believe would be the case before the filming of the first program. I was especially concerned because of the the number of children viewing the early-time slot program."

Miss Reynolds said any publicity on her first telegram was without her authority.

It was "intended only for NBC's consideration," she said.

Another of NBC's stars in new shows this season, Andy Williams, also objected earlier this year to cigarette commercials being placed in his show (Saturday, 7:30-8:30 p.m.). The network compromised by agreeing to insert an anticigarette commercial at the end of the program.

for such enforcement, or about 16.9% of its budget. The textiles and fur bureau fared better over the 10-year period. In 1959 9.3% of the agency's budget was devoted in this area; that sum rose to about \$1.7 million in 1969 or 11% of the total budget.

Broadcasters concerned about the commission's TV-advertising monitoring program need have little worry, according to the ABA group. The program is currently limited to examination of ads on "national television" usually of scripts broadcast during the first week of each month, which are submitted to the agency by the three networks.

The group found that although vast material is accumulated dealing with national and local magazine advertising, national and regional radio scripts, regional television and local newspaper advertising, "no personnel have been assigned to screen this material." The group noted parenthetically that some staff attorneys ask two or three part-time undergraduate law students hired for the purpose to clip ads for a particular product from written materials submitted to the commission by TV-radio stations. "This obviously does not qualify as a monitoring program," it said.

"National TV does affect a great number of consumers," the group said. "However, the ghetto frauds which the FTC believes numerous [such as bait-and-switch schemes] usually appear in those local media that the FTC entirely ignores." The agency cannot mount an effective campaign "unless it monitors all interstate media with adequate per-

sonnel," the group maintained.

The ABA study group further noted that the commission has assigned 12 lawyers to investigate among other practices, cigarette advertising and labeling, and ad campaigns dealing with gasoline additives. "The predictable result is that investigations, once initiated, disappear from public view and surface, if at all, many years later," the group said. The prospect of investigations getting lost at a lower staff level was rampant, the group found. It cited the agency's investigation of false advertising of analgesic drugs, which has been going on since 1955, at a time when more than 100 employees are on the staff of the

textiles and fur bureau.

The agency has further failed to look into the questions of the evolving role of new techniques of advertising on buying patterns, "the incidence and effectiveness of subliminal or motivational advertising, or the extent to which advertising has been directed toward establishing artificial product differentiation in the minds of consumers," the group charged. "Moreover the FTC determines the 'meaning' of advertisements and their impact on consumers without the benefit of empirical surveys conducted by advertising and marketing experts."

The group said its comments regard-

ing the agency's performance in this area would also apply to the FTC's investigations into games-of-chance and misuse of audience rating claims by broadcasters.

The monitoring program could get a new lease on life if certain suggestions of the bar group are followed. It recommended that the agency set up special task force offices in either eight or 10 major urban areas to check on "consumer abuse." Special staff personnel in these offices would review local radio and TV scripts for false advertising, to determine whether sellers may be taking "oppressive" advantage of the public.

Agency co-op on computers

40 firms to finance AAAA study

that might be boom or bust for data bank

The American Association of Advertising Agencies is venturing into the computer age on a scale that may range from consultative service all the way to eventual creation of a marketing data bank serving agencies and perhaps also tying into computer systems of advertisers, media sales organizations and the government.

Or, as another alternative, it may all come to nothing.

Leaders apparently do not expect that to happen, but they recognize it as a possibility and also say that, even if it does not happen, the computer program may take forms not now envisioned.

A feasibility study to help answer some of these questions—such as whether, how far and how—is to be launched in a few weeks under AAAA auspices with the financial backing of more than 40 agencies. A company is expected to be chosen this week to make the study, which is expected to take about three months.

AAAA officials said virtually all basic decisions on the proposed service must await completion of the feasibility study. They indicated that, assuming a service is launched, it might start modestly, perhaps consisting at first of an expert or experts, on staff or as consultants, who would advise agencies on computer problems in the marketing area.

The "ultimate result," they said, might be a marketing data bank stocked with noncompetitive data—census figures, marketing data, rates, media information of all kinds—to which agencies would have access by direct line.

Plans for the feasibility study and some details of the scope of the venture were revealed by Herbert Zeltner, senior vice president of Needham,

Harper & Steers and chairman of AAAA's special committee on electronic data processing, at a seminar in New York last Wednesday (Sept. 17). The seminar was sponsored by the Bu-

Smith-Corona ponders plans for radio-TV

The Smith-Corona Marchant Division of the SCM Corp., New York, has selected its new ad agency and is contemplating a major move into broadcast advertising. Smith-Corona, with the help of newly appointed Richard K. Manoff Inc., is "very seriously considering" television—both spot and network—and radio. Last year it bought participations in college football broadcasts on ABC-TV.

The appointment of the Manoff agency to the \$3.5-million account was announced last week. Smith-Corona had inspected four other New York agencies before settling on Manoff: Cunningham & Walsh, Daniel & Charles, Lois Holland Callaway, and Delehanty, Kurnit & Geller. Smith-Corona left D'Arcy Advertising Co., New York, reportedly because of management changes at the agency.

A spokesman for Smith-Corona said last week that it is almost certain that the company will not promote its office machines with the kind of quality TV that its principle competitor, Xerox Corp. is noted for. He describes Smith-Corona's objective as "to move more products."

At present, Smith-Corona is expected to pursue parent and teen-age markets for the division's portable typewriters.

reau of Advertising of the American Newspaper Publishers Association, the AAAA, the Association of National Advertisers, the Audit Bureau of Circulations and the Advertising Research Foundation.

Mr. Zeltner said an AAAA survey of agencies found "surprisingly widespread current involvement" in computers in agency media and research departments, but also showed "a remarkable lack of consensus about areas of future joint development."

He warned that "until the feasibility study is completed we must keep in mind the possibility that nothing may come of it all or it may evolve in a form much different than we envision today. But even at worst, we will have thoroughly, deliberately and professionally assessed the whole matter of the computer and its impact on agency marketing services."

On a more optimistic note, he said that "if more than two-score advertising agencies" can work together on the current project, they "may well represent the nucleus of a future unit of even broader scope. Intelligently conceived and soundly executed, it could begin to link up with systems created by groups of advertisers, media sales organizations and the government."

New media planner

Media Department Inc., New York, has been formed to provide agencies, advertisers and creative groups with media/marketing planning and placement services. Ken Keoughan is president of the new firm. He was formerly vice president and media director of Kelly, Nason Inc., New York. Media Department Inc. is located at 322 East 44th Street, New York 10017.

& Beautiful



& Beautiful is television's most exciting first in a decade. The first all black "soul" hour special ever to be offered in syndication. Starring an unmatched roster of black star talent. Produced, directed, choreographed by blacks, with special music composed and conducted by a black. Each in the forefront of "now" creative leaders. Easy to understand why it was sold to Johnson Products Co. in **25** major markets *before production*.

& Beautiful captures on videotape the driving beat, throb, pace, feel of today's dynamic sounds. This Hollywood Video Center production is one you must have in your own market. Call for a screening. Don't risk losing dollars and audience.

nt — talent plus. Special guest star DELLA REESE, 's added to her success as a singer with her own s (taped at HVC). Featuring WILT CHAMBERLAIN, ketball great, now scoring in a new role as a gifted ic. JERRY BUTLER, gold-disc winner. REDD X, whose night club is Los Angeles' favorite laugh dquarters. LITTLE DION, incredible junior soul er-dancer. L'ETTA M'BULU, from Africa, one of the t electrifying singers of all time. WILSON PICKETT, icialist in winning gold records. THE BLOSSOMS, really lit a fire on the Feliciano Special. THE TS 103rd ST. BAND, persistent chart leaders. ducer-director MARK WARREN of "Laugh In." Con- tor H. B. BARNUM, who arranges and produces rds for Sinatra, Nancy Wilson, Lou Rawls, O. C. th. DONALD MCKAYLE, whose choreography will o you. And writer CAL WILSON, now recognized as of our leading playwrights and novelists.

Hollywood Video Center, RICHARD GOTTLIEB, cutive producer and MARILYN HOHMANN, associate ducer.

& Beautiful



WESTERN VIDEO INDUSTRIES, INC.

RICHARD DINSMORE, Vice President, Program Sales

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(213) 466-2141

Seminar stresses radio youth market

Schwartz says advertisers who ignore radio will be out 'in the cold'

Radio is the best way to reach the youth market, and advertisers who do not realize it will "find themselves in the cold," Walter A. Schwartz, president of ABC Radio network, said last week.

Speaking at a Corporate Seminars Inc. "How to Sell the Youth Market" seminar in New York Wednesday (Sept. 17), he said that radio has a great interest in the youth market, but that "unfortunately, a great many advertisers are not going after this market with anything approaching the same degree of enthusiasm. When they should be on fire, they are not even lukewarm about [it]."

He also said that "network radio [formerly] wasn't paying much attention to the developing youth market, even while many of their affiliated stations were. The results were that stations divorced themselves from the network. For years, network radio persisted in maintaining an over-35 image, and each year they interred more and more of their audience."

Mr. Schwartz was one of many speakers, considered specialists in the youth market, who spoke at the two-day seminar.

Russ Barnard, assistant to the vice president of marketing, and Bruce Lundvall, vice president of merchandising, Columbia Records, both cited the major role radio plays in promoting the sale of records to the young.

Mr. Lundvall said the company has 50 field-promotion managers calling on radio stations throughout the country to promote new records. He said they mostly visit top-40 stations, and the new underground FM stations, which play a good number of albums.

In the area of publicity, he said that a one-shot guest appearance by a singer on a network television show helps a great deal to sell records. He added that, of course, a major artist who has a continuing weekly series sells "a great number of records."

He pointed out that about 80% of the singles issued each year "fail commercially." However, he said, these records serve as tests for the albums, which have a much higher rate of profitability. He also said that the bulk of the advertising to promote records is done on radio because "the content is what the youngsters are accustomed to hearing."

Mr. Barnard stresses that the music

the youngsters listen to changes rapidly. He suggested that advertisers who use music in their advertising should design commercials as to permit new music to be dubbed in when listening patterns of the youngsters change.

Jacqueline Brandwynne, president of Jacqueline Brandwynne Associates, New York, said that advertisers should try to create "an emotional environment," because youth today is an emotional group. She also said that the advertising that appeals to 30- and 40-year-olds will not appeal to younger people and cited the use of celebrities in commercials as another example of youngsters not reacting.

Robert M. Stelzer, president of Student Marketing Institute Inc., said there are "four distinct youth markets—child, teen, collegian and young adult."

He said the ages between four and nine made up the children's market, and added: "There is no media of any consequence, other than television, to reach the child market."

To reach the teen market, Mr. Stelzer said, advertisers make a big mistake when they "try to talk 'teenage-y' to teens. Cuteness turns them off." He said that in the 10-16 age group, the catalyst is acceptance by their peers.

Collegians, he said, can be reached by allowing them participation in their decisions, focusing on the present, personalism—open honesty in word and action; and pleasure—based on the conviction that "chaste is waste."

The young-adult market, he said, consists of white and blue-collar workers from 18 to 25. He added, that although "some are still in their teens, they do not like or want to be treated as teen-agers."

He told the seminar not to think of the youth market, but to think instead of the segment of that market they wished to reach.



Mr. Schwartz

Retail spot-TV use downplayed by B&B

Agency says spending can't match dollar input of national advertisers

A Benton & Bowles look at retail use of spot television concludes that "the true extent of the local retailer's increased use of spot TV has been exaggerated."

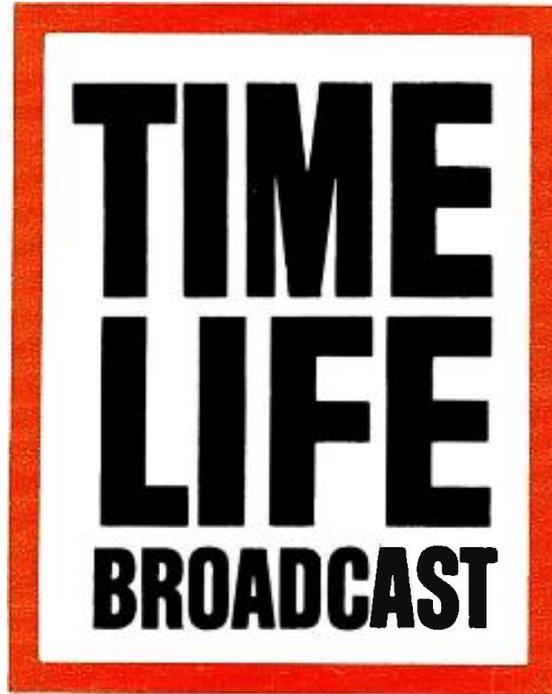
B&B's media and programing department said last week it conducted a study of what changes were taking place in "local spot-TV sales" because of reports of "dramatic increases" in the number of department stores and local retailers using spot TV (along with shifts from newspaper to TV use) and "because of the effect these additional advertising dollars could have on availabilities and rates" (BROADCASTING, Sept. 1).

The agency published a summary in its "Impressions," a commentary issued by the B&B department.

The agency said that "many of the articles which have recently appeared in the trade press have indicated that the local retailer's use of television is increasing at a phenomenal rate and will ultimately become a dominant force in the spot-TV market." The research of industry sources shows that "while the local advertiser has increased his use of the medium, this is only significant relative to the percent increase over previous years, not in terms of absolute dollars in the marketplace."

The report recognized that the rate of growth of local retailer's spot-TV spending has been "noteworthy from year to year," but it said "this growth has barely paralleled the national advertiser's increasing use of the medium. The trend noted in local spot-TV sales since 1961 indicates that the local advertiser's increased spending rate has been matched by the national advertiser's percentage increase in the medium."

B&B said local retail expenditures in the medium by current indications ought to continue to increase "in the foreseeable future" at about the same rate evidenced to date, but not rapidly enough "to upset the spot-TV rate structure. In other words," the report said, "the retailer's increased use of spot TV will be an evolutionary, rather than revolutionary, growth." Local retail should continue to represent about 30% of total spot revenues, the report said, and it was noted that any major retailer shift from print to TV would logically be initiated by the "larger, more sophisticated merchandisers." Such chains as Sears, Roebuck, Penney and Woolworth are the type of retail ad-



major voices and integral parts of

-  **7** **Denver**
KLZ-TV-AM/FM 
-  **10** **San Diego**
KOGO-TV-AM/FM 
-  **23** **Bakersfield**
KERO-TV 
-  **6** **Indianapolis**
WFBM-TV-AM/FM 
-  **8** **Grand Rapids**
WOOD-TV-AM/FM 

vertiser to watch for significant trends, it was indicated.

Although B&B did not provide documentation of its findings, the Television Bureau of Advertising and the Radio Advertising Bureau have reported dramatic gains in the use of broadcast by department and food store chains.

In response to inquiries last week, RAB said that retailer use of radio on the local level (largely department stores, variety chains, discount houses, etc.) has increased more than 200% over the past two years.

TVB spokesmen questioned B&B's assertion of no discernible shift of department store advertising from newspapers to TV. They cited measured department store linage in 52 markets showing some declines in the past two years as contrasted to a significant increase in the number of TV commercials of department stores over that period.

Linage in the first eight months of 1969 fell 5.8% from the level for the same period in 1967 and increased but 1% over the period in 1968. The number of TV commercials placed by department-store retail types in 1967 amounted to 3,981 a week, TVB said, as contrasted with 6,643 commercials each week only one year later. There were 309 different stores identified with these commercials in 1967, 360 in 1968. This would appear to coincide with B&B's finding of no big increase in the number of stores using TV, but, said TVB spokesmen, "this is of especial favorable interest to TV in that the figures show that generally the same stores are beefing up their rate of TV spending."

TVB spokesmen said that retailer use of local TV "exploded" in 1968 and

that this explosion "continues in 1969, though, of course, at a lesser growth rate." The use of national spot by retailers does not show easily in TVB compilations, as virtually all of this placement is considered local TV advertising. But in network TV, Sears, Roebuck spent over \$1.2 million in the first half of 1969 compared to \$924,200 in the full year of 1968 and \$137,200 in all of 1967; Woolworth spent \$536,900 in first-half 1969 compared to no network use in either 1967 or 1968, while such retail chains as Rexall is using considerably more network TV in 1969 as are such restaurant chains as McDonald's, Howard Johnson, Holiday Inns and Kentucky Fried Chicken.

Newspapers protest Tarzian discounts

Two Bloomington, Ind., newspapers last week asked the FCC to request group-owner Sarkes Tarzian Inc. to terminate advertising practices involving Tarzian's Bloomington newspaper and three broadcasting stations that allegedly violate commission rules.

The commonly owned *Daily Herald-Telephone* and *Sunday Herald-Times* charged that Tarzian sells advertising in its *Bloomington Courier-Tribune* in a combination-rate scheme whereby advertisers are given certificates worth half the cost of the advertising. The certificates can be used to pay for advertising on Tarzian's Bloomington stations, WTTV(TV) and WTTs-AM-FM, according to the complaint.

The two newspapers said they had written to Tarzian protesting the alleged practices and were advised that they were being "discussed with our Washington counsel." Subsequently, the

newspapers said, Tarzian made it clear that the combination rates would be continued.

In arguing that Tarzian's practice violated FCC principles, the newspapers pointed to a case involving WFLI Inc., in which the commission said, "The limited monopoly granted by a broadcasting license cannot be used by the licensee to gain a competitive advantage with respect to any transaction or matter other than the operation of the licensed facility within the specified terms of the license."

The newspapers noted that Tarzian's three Bloomington stations are the only commercial outlets licensed to that community.

Should Tarzian refuse to terminate its combination-rate advertising, the newspapers said, they would file a formal petition for a cease and desist order with the commission.

Counsel for Tarzian indicated that the licensee's practice violated no FCC rules and would continue.

Maine broadcasters say politicians should pay

The House and Senate bills to provide reduced-rate television time for congressional candidates during election campaigns prompted a quick thumbs-down resolution from the Maine Association of Broadcasters.

In a message to Maine's two senators and two representatives—all of whom are listed as co-sponsors of the bills—the association protested what it called "the discriminatory and unfair principle" on which the bill is based.

"While [we agree] that the present licensees of the [FCC] do not own the channels," the association said, "neither

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 7, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 7	Total dollars week ended Sept. 7	1969 total minutes	1969 total dollars
	Week ended Sept. 7	Cume Jan. 1-Sept. 7	Week ended Sept. 7	Cume Jan. 1-Sept. 7	Week ended Sept. 7	Cume Jan. 1-Sept. 7				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 118.8	\$ 3,933.9	\$ 336.0	\$ 12,326.5	93	\$ 454.8	3,064	\$ 16,362.3
Monday-Friday 10 a.m.-6 p.m.	1,465.7	50,855.7	2,422.2	95,643.2	1,659.6	77,130.6	879	5,547.5	31,956	223,629.5
Saturday-Sunday Sign-on-6 p.m.	730.4	30,985.3	835.3	35,424.2	1,152.2	22,662.3	315	2,717.9	10,082	89,071.8
Monday-Saturday 5 p.m.-7:30 p.m.	220.0	11,086.3	483.6	23,349.1	731.6	21,205.9	87	1,435.2	3,338	55,641.3
Sunday 6 p.m.-7:30 p.m.	59.5	4,874.7	137.1	7,151.0	163.0	6,446.4	21	359.6	755	18,472.1
Monday-Sunday 7:30-11 p.m.	3,684.9	165,415.0	5,055.6	223,703.4	4,733.5	220,872.1	439	13,474.0	15,633	609,990.5
Monday-Sunday 11 p.m.-Sign-off	382.1	13,976.3	758.1	4,853.7	1,134.5	17,684.1	140	2,274.7	3,150	36,514.1
Total	\$6,542.6	\$277,295.2	\$9,810.7	\$394,058.5	\$9,910.4	\$378,327.9	1,924	\$26,263.7	67,928	\$1,049,631.6

do the members of Congress or candidates for Congress own the channels, and members and candidates for Congress have no more right to appropriate and confiscate the time of TV stations, which is all they have to sell, than they do to demand discounts from other agencies licensed by the federal government, such as, demanding reduced rates for interstate transportation on airlines or trains."

Copies of the resolution went to Maine Senators Edmund Muskie (D) and Margaret Chase Smith (R), and Maine Representatives Peter Kyros (D) and William Hathaway (D).

The principal television campaigning bills (S. 2876 and H. R. 13720) were introduced two weeks ago (BROADCASTING, Sept. 15).

Seminar is advised on ads aimed at Negroes

Before you can "tell it like it is," you had better make sure just whom you are telling it to, advertisers to the Negro market were advised last week.

Raymond League, president of Zebra Associates, New York, a newly formed advertising agency, told a Thursday (Sept. 18) seminar in New York on the "\$30-billion Negro market," that they "must use the language of the Negro" but "not talk down to him." He said nothing is less effective and more embarrassing than for a white person to couch his advertising message in stereotyped expressions that he thinks are associated with the Negro. "When the white person uses that language," he said, "it is no longer the language of the Negro."

Speaking about integrated television commercials, Mr. League cautioned that advertisers should not use a Negro in a commercial just to have him in the picture. He said the Negro should be seen participating in some activity "that is meaningful to him." He also said that "to show a black man and a white man on the 16th tee of an exclusive golf club does not impress the Negro viewer, because he knows that's not telling it like it is."

Mr. League, who was the featured speaker on "Advertising and the Negro Market," also said that most television commercials are created to appeal to whites, and that they show situations familiar to white people. He called for more commercials that show Negroes.

Net TV sales ahead 21%

Leading National Advertisers Inc. reported last week that August 1969 combined network TV revenue jumped by 21% over August 1968 to \$105,294,700, while January-through-August billing gained by 10.6% to \$1,025,680,800.

Business briefly:

BP Oil Corp., New York, will start its first campaign in the U.S. for BP home heating. Aimed at male home owners, one-minute radio spots will be heard exclusively during morning and evening drive-time and in sports programming. **Dancer-Fitzgerald-Sample**, New York, is agency.

Florists' Transworld Delivery Association, Detroit, through **Post-Keys-Gardner Inc.**, Chicago, has purchased a schedule on ABC Radio's Contemporary and Information Networks, covering the major holidays from Thanksgiving through Mother's Day. The association has also purchased half sponsorship of NBC-TV's special, *Hans Brinker*, to be shown Dec. 14, 7-9 p.m. (NYT). **Timex Watches**, through **Warwick & Legler**, both New York, is the sponsor for the other half of the special.

General Mills, Minneapolis, through **Needham, Harper and Steers**, Chicago, will advertise **Betty Crocker Caramel Apple Layer Cake Mix** and **Caramel Apple Creamy Frosting Mix**, using TV beginning Oct 6 to help introduce the products.

Hanes Corp., knitwear division, **Winston-Salem, N.C.**, through **Cargill, Wilson & Acree**, Richmond, Va., will sponsor *The Mike Douglas Christmas Special*, in 75 major markets during prime time Dec. 8-10. The one-hour special will be produced by **Group W Productions**, Philadelphia.

Nalley's Fine Foods, Tacoma, Wash., division of **W. R. Grace & Co.**, through **Carson/Roberts/Inc.**, Los Angeles, is starting fall advertising of its heat-and-serve line of canned foods via essentially TV and radio spots in the Pacific Northwest, Colorado, Los Angeles, and Northern California. Basic campaigns in all markets will run 10 weeks.

Netherland Flower - Bulb Institute, through **Warwick & Legler**, both New York, has entered TV with a spot cam-

paign in six markets.

Shields to Florida ■ **Chuck Shields**, president of **Chuck Shields Advertising Inc.**, Atlanta, has dissolved the agency and opened a new one at 2617 Jewel Road, Belleair Bluffs, Largo, Fla.

Reverse field ■ **Baker/Smith Inc.**, New York, changes its name back to its former **E. W. Baker Inc.** Offices remain at 1750 Buhl building, Detroit.

Also in advertising:

More of McMahon ■ **Ed McMahon**, NBC-TV's *Tonight Show* announcer and daytime program personality, has signed a three-year contract with **Uncle Ben's Inc.**, rice manufacturer, a wholly owned subsidiary of **Mars Inc.**, Houston. Mr. McMahon will be Uncle Ben's spokesman on NBC's *Today* and *Tonight* shows and part of an increased advertising program in newspapers and national magazines.

Hughes picks rep ■ **Hughes Sports Network**, New York, has selected the **Eschen Co.**, Los Angeles, as its sales representatives for eleven western states. Eschen will be selling **Hughes' 10 weeks of Notre Dame Football**, 14 weeks of the **AFL/NFL Films' This Week In Pro Football** and regional telecasts of **NCAA College Basketball** starting in January.

Rep appointments:

- **KMEG-TV** Sioux City, Iowa: **Avery-Knodel**, New York.
- **KXLR(AM)** Little Rock, Ark., and **KHVH(AM)** Honolulu: **Robert E. Eastman & Co.**, New York.
- **WBIG(AM)** Greensboro, N. C.; **Alan Torbet Associates**, New York.
- **KDOT-AM-FM** Scottsdale, **KENT(AM)** Prescott, all Arizona, and **KIFM(FM)** Bakersfield, Calif.: **J. A. Lucas Co.**, Los Angeles.
- **WPTS(AM)** Pittston, Pa.: **AAA Representatives**, New York.

B&B has own studio for creative 'forum'

One of the features on the top floor of **Benton & Bowles'** new offices at 909 Third Avenue, New York, is a large television studio, equipped with two black-and-white cameras and a control room with two **Ampex** one-inch Videotape recorders, a directors' console and audio equipment.

The agency has no intention of producing its own commercials for on-air use.

A spokesman reported last week at a public showing of the new facilities the agency will use the studio for expe-

perimentation and cost control.

Benton & Bowles Vice President **Gordon Webber** would like the studio to serve as the center for a "continuing open creative forum." "We want to invite the best creative filmmakers in the business . . . to participate continually . . . as guest speakers at seminars and screenings of their work," he said, "not just for our own people, but for everyone in the business who is truly interested in creative innovation in the 70's."

Mr. Webber predicted the demise of the 60-second commercial and the rise of shorter lengths down to eight seconds, along with increased use of a mixture of techniques.

Major merger eyed in Dallas

\$91-million deal would give Times Mirror Co. control of Times Herald's KRLD-AM-FM-TV

In the face of recent governmental resistance to the union of large business interests, particularly when communications media are involved, the Times Mirror Co., publisher of *The Los Angeles Times*, the world's largest newspaper in volume of editorial and advertising content, and Times Herald Printing Co., publisher of the *Dallas Times Herald* and licensee of two radio stations and one TV outlet, last week agreed to merge. The deal would involve an issuance of stock by Times Mirror with a current market price of an estimated \$91 million.

Times Mirror does not own any radio and television properties. It did, however, own KTTV(TV) Los Angeles before selling the station to Metro-media Inc. in 1963 for \$10.5 million, \$8 million cash and \$2.5 million in notes. The merger, if effected, would give Times Mirror ownership of KRLD-AM-FM-TV Dallas-Ft. Worth. The stations are CBS affiliates.

Although no indication was given by the merging companies as to how much of the \$91 million worth of stock was paid for the broadcast properties, industry estimates place the value of the stations at \$30 million.

Dr. Franklin D. Murphy, chairman of Times Mirror, and James F. Chambers Jr., president and publisher of the *Dallas Times Herald*, made the merger announcement. Under terms of the proposed merger, already approved by the directors of both companies, Times Mirror will issue a new series of 1.8-million shares of convertible preferred stock to Times Herald shareholders in exchange for the assets of the Texas company. Each share will carry a 70-cent annual dividend and will be convertible into 1.111 shares of Times Mirror common stock. In all a total of 1,999,800 common shares of Times Mirror stock will be reserved for conversion.

Besides the approval by the boards of directors of both corporations, the merger is subject to approval by the shareholders of the Times Herald Printing Co., consent of the FCC, and receipt of a favorable tax ruling. Ac-

cording to Times Mirror chairman Franklin Murphy, if the merger is approved on all accounts, the incumbent management of Times Herald would be retained and would continue to independently formulate newspaper and broadcast editorial and programing policies.

Times Mirror recently was involved in and lost an antitrust suit with the federal government. In March 1965, the U.S. Department of Justice instituted an action challenging Times Mirror's 1964 acquisition of the Sun Co., publisher of the *San Bernardino (Calif.) Sun-Telegram*. After a lengthy

Capital Cities asks OK for sale of Huntington AM

Capital Cities Broadcasting Corp. last week announced it is selling WSAZ(AM) Huntington, W. Va., to the Stoner Co.'s of Des Moines, Iowa, for \$920,000, subject to FCC approval.

The sale is being made to comply with the commission's rule limiting to seven the number of AM's under common ownership. Capital Cities last month reached an agreement in principle to acquire WCRP-AM-FM Philadelphia from Rust Craft Broadcasting for a price estimated to be in excess of \$1 million (BROADCASTING, Aug. 11). In addition to WSAZ, Capital Cities owns six AM stations, five FM's and six TV's.

The Stoner Co.'s owns KSO(AM), Des Moines, and Stoner Outdoor Advertising in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. It also owns Universal Schools, Dallas, and its Washington division, the National School of Conservation. Universal provides correspondence courses in market research for women and offers courses in insurance adjusting. The National School of Conservation is also a correspondence school. Thomas Stoner is president of the Stoner Co.'s.

WSAZ is full time on 930 kc with 5 kw day and 1 kw night. The broker was LaRue Media Brokers Inc., New York.

trial, a U.S. district court ruled in 1967 that the acquisition tended to lessen competition in the daily newspaper field in the Southern California county of San Bernardino. The court found Times Mirror in violation of Section 7 of the Clayton Act and ordered divestiture of the Sun Co. Last January, ownership of the San Bernardino newspaper publishing company was transferred to the Gannett Co., Rochester, N.Y., for \$17.7-million cash payment to Times Mirror.

The Los Angeles Times, which contributed about 45% of Times Mirror's consolidated revenues of more than \$350 million in 1968, has the largest weekday circulation and one of the largest Sunday circulations among standard-size metropolitan newspapers in America. For 14 consecutive years it has been the world leader in advertising volume, publishing more than 112 million lines during 1968—equivalent, it's claimed, to more than 46,000 full pages in the newspaper.

In addition to the *Los Angeles Times*, Times Mirror also publishes the *Orange Coast (Calif.) Daily Pilot*, a community newspaper. Times Mirror and its subsidiaries also conduct diversified business operations that include the publication of soft-cover and hard-cover books—including Bibles, law, medical, art books and dictionaries—road maps and travel aids, aeronautical charts and flight publications. The company further has interests in commercial printing, bookbinding, the manufacture of paper, lumber, plywood, slide rules and related instruments, and owns income-producing real estate.

The Los Angeles Times-Washington Post News Service, formed in 1962, has some 200 clients. General Features Corp., acquired in 1967, distributes about 89 newspaper features and complements the Los Angeles Times Syndicate, which was founded in 1950 and serves about 1,100 clients. Popular Science Publishing Co., acquired in 1967, publishes *Popular Science Monthly*, and *Outdoor Life*. New American Library Inc., acquired in 1960, is one of the largest publishers of soft-cover books, publishing under the imprints of Signet, Signet Classics and Mentor. World Publishing Co., which became a wholly owned subsidiary in 1967, is one of the leading publishers of the King James version of the Bible.

Times Mirror embarked upon a long-range program of diversification in 1960. The company was incorporated in California in 1884. The *Los Angeles*

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More young women than any of the seven other variety/talk shows (including the late night network strips). Fifty percent more than the next leading show of the thirty syndicated strips in the market.

45,000 YOUNG MEN (18-49)

More young men than any but one of the thirty syndicated strips and within ten percent of the variety/talk leader (who enjoys a seven year network head start).

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One-third more than the next leading variety/talk strip (network or local). One-quarter more young people than any of the thirty syndicated strips in the market.

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Now you can evaluate participating spots with greater confidence than ever before.

Beginning this season, ARB exclusively reports "pure" program audience averages . . . not an audience estimate based on a time period, but audience estimates based on regularly scheduled programs *regardless of length*.

One-time pre-emptions and times when stations are off the air during a survey are automatically eliminated and won't dilute data. And, audience estimates are based on the actual number of ¼-hours the regular program runs (i.e., overtime on sports events, variable-length movies).

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Through the combined resources of ARB and Control Data Corporation, the most advanced systems design and modern computers have been employed to produce an unprecedented audience research service.

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- inclusion of Area of Dominant Influence data for all markets.

ARB's television market report service for the 70's is fully documented and explained in a special folder, *YOURTOWN 1969-70*. If you haven't received a copy already or need additional copies, write: American Research Bureau, 4320 Amundale Road, Beltsville, Maryland.

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Complete audience demographics are provided for spot buying and selling in a separate section of ARB reports. All station break spot offerings can be evaluated quickly . . . in the total survey area, in the metro, and in the Area of Dominant Influence. Titles of programs are provided for reference.

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ARB surveys will be conducted three times a year . . . in the fall and at midseason, plus a May survey for summer planning. The Summer Measurement Index, a comparative report which highlights summer viewing estimates and previous survey estimates, will include data on every market. ADI data will also be included in all regular reports for the first time.



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Times was founded in 1881. Times Mirror is listed on the New York Stock Exchange.

Beyond owning and operating the *Dallas Times Herald* and the three broadcast stations, Times Herald Printing Co. also owns newspaper enterprises and shoppers enterprises, a subsidiary that does offset printing and publishes suburban-area shopping guides. The current circulation for *The Dallas Times Herald* is 219,000 daily and 262,000 Sundays, as compared to the *Los Angeles Times* daily circulation of 975,000, and a Sunday circulation of 1.3 million. Times Herald put KRLD(AM) on the air in 1926, KRLD-FM in 1948 and KRLD-TV in 1955. The company is privately owned.

KKOG-TV goes dark

Julian F. Myers, president and principal stockholder in New Horizons Broadcasting Corp., KKOG-TV Ventura, Calif., last week applied to the Federal Communications Commission for temporary suspension of broadcasting operations. Mr. Myers is negotiating for refinancing of the financially-troubled UHF station (BROADCASTING, Sept. 1). KKOG-TV went off the air on Sept. 13. The New Horizon outlet went on the air Dec. 14, 1968 (BROADCASTING, Dec. 23, 1968).

Storer's Philadelphia sale is given FCC nod

The \$5.7 million sale of Storer Broadcasting Co.'s WIBG(AM) Philadelphia to Buckley Broadcasting Corp. was approved last week by the FCC.

Storer will retain WIBG(FM) Philadelphia, but has granted Buckley Broadcasting a two-year option to buy the FM station if Storer decides to sell it. However, the Miami-based group broadcaster plans to apply for a change in WIBG-FM's call letters. George B. Storer is board chairman of the company, which also owns WJBK-AM-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WSBK-TV Boston; WGBS-AM and WJHR(FM) Miami; WHN(AM) New York, and KGBS-AM-FM Los Angeles.

In addition, Storer is a group operator of CATV systems with a total of about 25,000 subscribers and owns 86.1% of Northeast Airlines. The company has also signed with Ticket Reservations Systems Inc., New York (which sells and distributes tickets by computer), as an exclusive affiliate in Boston and Detroit-Toledo, Ohio, with options for four other major markets (BROADCASTING, Sept. 1).

Chairman of the board of Buckley

Broadcasting is Richard D. Buckley, who has controlling interest in KGIL(AM) San Fernando, KKHI-AM-FM San Francisco, both California; KOL-AM-FM Seattle, and WWTC(AM) Minneapolis-St. Paul. He is sole owner of WDRC-AM-FM Hartford, Conn.

The vote on the WIBG sale was 4-to-2, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting and Commissioner Kenneth A. Cox abstaining from voting.

WIBG(AM) is full time on 990 kc with 50 kw day and 10 kw night. It was founded in 1924 and acquired by Storer in 1957.

Changing Hands

Announced:

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

- KRLD-AM-FM-TV Dallas: Sold with the *Dallas Times Herald* by the Times Herald Printing Co. to the Times Mirror Co. in a stock transaction aggregating about \$91 million (see page 44).

- WSAZ(AM) Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. to the Stoner Companies for \$920,000 (see page 30).

- WJMS(AM) and construction permit for FM (call letters not yet assigned), Ironwood, Mich.: Sold by William L. Johnson to Charles K. Heath and W. Donald Roberts Jr. for about \$350,000. Mr. Heath is former newscaster for WMAQ-TV Chicago and has a CP for a new FM at Rhinelander, Wis. Mr. Johnson is with a radio-television representative firm. WJMS is full time on 590 kc with 5 kw. The FM station has a CP for operation on 99.7 mc with 51 kw and an antenna height of 620 feet above average terrain. Broker: J. D. Stebbins Co., Lake Forest, Ill.

- WXVA(AM) and WZFM(FM) Charles Town, W. Va.: Sold by Arthur W. Arundel to John P. Luce for \$250,000. Mr. Arundel owns WAVA-AM-FM Arlington, Va. (Washington), and the Loudoun (Va.) *Times-Mirror*. Mr. Luce is an electronics engineer with the National Aeronautics and Space Administration's Goddard Space Center, Greenbelt, Md. WXVA is a day-timer on 1550 kc with 5 kw. WZFM is on 98.3 mc with 3 kw and an antenna height of 110 feet above average terrain. Broker: William T. Stubblefield Co., Aldie, Va.

- WXOX(AM) Bay City, Mich.: Sold by Patrick J. Trahan and others to Philip W. Agree and Edwin Schreiber for \$200,000. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc., both Sturgis, Mich. Mr. Agree owns a furniture manufacturing firm, and has 80% interest in a mechanical contract-

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ing company and a trailer park. Mr. Schreiber owns 20% of an investment company and 10% of an electrical supplies firm and an industrial-sales company. Wxox is a daytimer on 1250 kc with 1 kw.

▪ **KRNY-AM-FM** Kearney, Neb.: Sold by John W. Payne and others to W. O. Corrick and Charles Barber for \$185,000. Buyers own **KICX(AM)** McCook, Neb. KRNY is a daytimer on 1460 kc with 5 kw. KRNY-FM is on 98.9 mc with 40 kw and an antenna height of 1,010 feet above average terrain. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 69).

▪ **WIBG(AM)** Philadelphia: Sold by Storer Broadcasting Co. to Richard D. Buckley and others for \$5.7 million (see page 34).

▪ **WSTU(AM)** Stuart, Fla.: Sold by Lester M. Combs to Harvey L. Glascock Jr. for \$347,500. Mr. Combs will retain **WMCF(FM)** Stuart. Mr. Glascock, former chairman of Metromedia Music and former vice president and general manager of Metromedia's **WNEW-AM-FM** New York, is a consultant for Field Broadcasting Co., licensee of **WPEN-AM-FM** Philadelphia. WTSU is full time on 1450 kc with 250 w.

UA appoints Serrao, confirms Detroit buy

The establishment of a corporate headquarters in New York for United Artists Broadcasting Corp. and the appointment of John A. Serrao as its president were announced last week by David V. Picker, president of United Artists Corp. Mr. Serrao joined UA Broadcasting nearly two years ago and has been vice president and general manager.

Other UA executives promoted to key posts in United Broadcasting Corp. are William A. Schwartz, vice president; Joseph J. Jacobs, vice president and counsel; Willard C. Wiseman, vice president and director of engineering, and Mauro A. Sardi, vice president and treasurer.

UA also announced last week that it has entered into an agreement with United Broadcasting Corp. and Richard Eaton, UBC's sole owner, to purchase **WJMY(TV)** Allen Park (Detroit) Mich. ("Closed Circuit," Sept. 8). The transaction, involving an estimated \$925,000, is subject to FCC approval.

United Artists Broadcasting owns and operates channel 43 **WUAB-TV** Lorain-Cleveland and holds a construction permit for channel 20 **KUAB-TV**

Houston. It also has an agreement to acquire a controlling interest in Ponce Television Corp., owner and operator of channel 7 **WRK-TV** Ponce, P.R., subject to FCC approval.

KVVV-TV to be dark, 90 days to refinance

KVVV-TV Houston-Galveston, Tex., has gone dark and will remain off the air for 90 days. The channel 16 UHF station was officially granted permission by the FCC to go silent Aug. 26 in order "to refinance itself," a station spokesman said.

Although the books show operation of the station to be flowing smoothly, the actual running expenses have caused the licensee, TVUE Associates Inc., to accrue cash losses, it was reported.

The owners of KVVV-TV also had an application for a new UHF station in Kansas City, Mo., which they plan to drop.

WHNB-TV fails to stop Hamden translator bid

RKO General Inc. last week was given a construction permit for a new 100-w TV translator station to serve Hamden, Conn., rebroadcasting the signal of

RKO General's **WHCT-TV** New Britain, Conn.

In making the channel 83 grant, the FCC simultaneously denied a petition by **WHNB-TV** New Britain which opposed the translator application on the grounds that RKO General also had a pending application to expand **WHCT-TV**'s coverage area.

The commission said Hamden is within **WHCT-TV**'s present predicted grade B contour, and that the translator and primary station applications would be considered separately. The grant of the translator is subject, however, to the outcome of a pending civil action against General Tire and Rubber Co.—RKO's parent corporation—and its subsidiaries and to the outcome of proceedings involving the renewal of RKO General's **KHJ(AM)** Los Angeles.

Storer may move

Storer Broadcasting Co. is considering moving its headquarters back to Detroit, but the company has made no final decision on the matter. Bill Michaels, the group's president, said the move was being contemplated because Storer had major radio-TV operations in Detroit, Toledo, Ohio, Cleveland and Milwaukee.

Storer moved its headquarters from Detroit in 1954 to Miami Beach, Fla.

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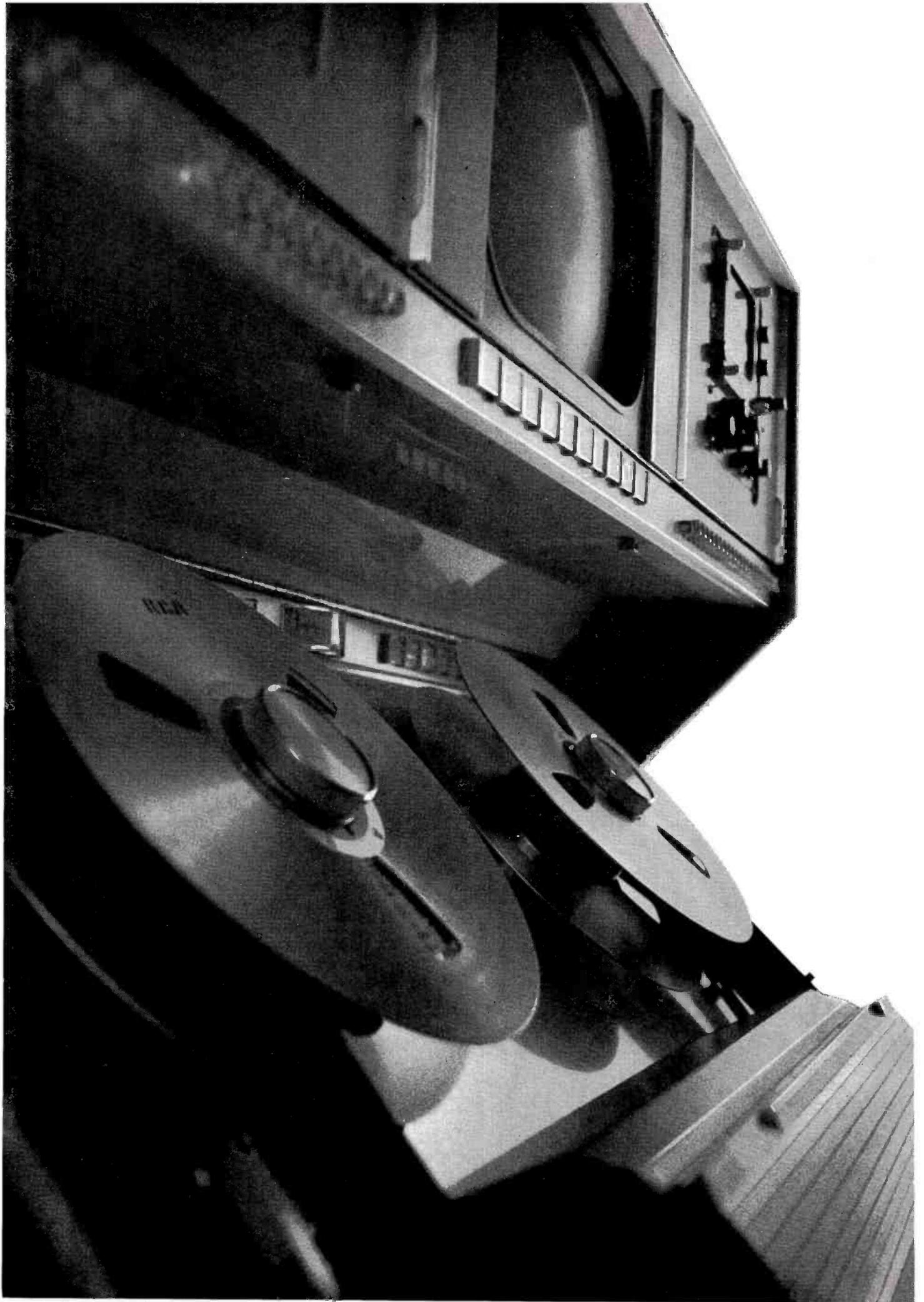
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Suddenly Johnson turns up everywhere

In two network shows and joint-committee hearing he calls television sick, broadcasters rapists

FCC Commissioner Nicholas Johnson had unprecedented opportunities last week to air his favorite laments. He started the week on CBS-TV's *Face the Nation* with a rousing condemnation of broadcasting, broadcasters and broadcast regulation. He played a variation on the theme two days later in an appearance before a joint subcommittee of Congress and repeated it last Friday night on an ABC-TV special. Accounts of his performances follow, the first about his interview on CBS.

A couple of CBS-TV newsmen, apparently feeling their personal reputations were at stake, last week tried to pin down FCC Commissioner Nicholas Johnson on his charges that TV network officials keep from television exposure "anything" they find inconsistent with their personal views. They had little success.

With time running out on CBS's *Face the Nation*, on Sunday (Sept. 14), CBS's George Herman, a note of exasperation in his voice, said, "every time I mention a specific we go off into a general."

Mr. Herman, his colleague, Mike Wallace, and Richard Burgheim of *Time Magazine* made up the panel.

Before they got into the question of alleged news suppression, they moved through territory the commissioner had repeatedly traversed before.

Commissioner Johnson suggested at one point that the broadcasting industry is almost beyond government control. Its political power, he said "is, in my judgment, unsurpassed by that of any other industry in America today."

And in some of his roughest talk yet, he expressed outrage at the notion that broadcasters should charge politicians for air time in campaigns. He said broadcasters are making private profit from public property "in exchange" for operating in the public interest.

Charging public officials for trying to reach their constituents, he said, "is kind of like a criminal stealing a woman's wedding band after he's raped her." He said the networks should make prime time available during campaigns for "a discussion of public issues and candidates."

The questioning got into a controversial area in which the commissioner personally is involved. Mr. Wallace asked the commissioner if he had ever "been consulted by or offered encouragement to any specific group," that is

trying to oust an incumbent licensee. The commissioner has been accused by counsel for KRON-FM-TV San Francisco, whose license-renewal applications have been set for hearing, of engaging in improper off-the-record contacts with parties involved in the case (BROADCASTING, Aug. 25).

The commissioner initially said it would be "inappropriate for a commissioner to represent . . . any party before the commission during a hearing," but that he tries to see all those who want to see him "when it is appropriate." When Mr. Wallace persisted, the commissioner said, "the fair answer is no, to the extent that you are asking have I done anything more than I would have done . . . for industry representatives or any other American citizen."

Commissioner Johnson managed to convey a warning to President Nixon on his then-impending nomination of Dean Burch—billed as a conservative because of his close association with Senator Barry Goldwater (R-Ariz.)—as chairman of the FCC. The commissioner indicated he was certain the President is aware of the difficulties he said President Eisenhower encountered

Loevinger is offered as answer to Johnson

FCC Commissioner Nicholas Johnson has in recent months gained more and more exposure on the very media he criticizes to the growing dismay of some broadcasters who have felt that his remarks should not stand unchallenged. Last week, the Louisiana Broadcasters Association stepped up and asked two of the networks to provide time for an industry spokesman to answer the commissioner.

The association directed its request to ABC and CBS, in response to Mr. Johnson's appearances on *The Dick Cavett Show* and *Face the Nation*. The case for reply time was pegged on the very FCC rules once contested vehemently in the courts by broadcasters—the personal-attack rules that were upheld earlier this year by the Supreme Court.

According to the Louisiana broadcasters, Commissioner Johnson's remarks on the two programs "seem to us to constitute an 'attack' on the 'hon-

esty, character, integrity or like personal qualities of an identified group.' As such, they clearly fall under the personal-attack rules of the fairness doctrine."

Mr. Johnson's appearance on the Cavett show last month (BROADCASTING, Sept. 1) was marked not only by sharp criticism of broadcast programming, but also by warnings of the pervasive influence of the media and of the alleged dangers inherent in the industry's size and political clout.

In his *Face the Nation* appearance (see above), Mr. Johnson commented, in another quote cited by the Louisiana group as a basis for their complaint, that for broadcasters to accept money for political advertising "is kind of like a criminal stealing a woman's wedding band after he has raped her."

The broadcasters association came armed with a suggested spokesman to respond to the commissioner: former FCC Commissioner Lee Loevinger, who addressed the Louisiana broadcasters earlier this month. In his speech, Mr. Loevinger said television needs a defender to respond to what he charac-

terized as irresponsible and snobbish criticism (BROADCASTING, Sept. 15).

Officials of both CBS and ABC reported late last week that they were "studying" the request, and it was apparent—though they did not say so—that this rated as one of the touchiest fairness-doctrine problems they have lately confronted.

There appeared to be several problems common to both CBS and ABC. For instance, there was some question as to a choice of a spokesman for the "other side." Although nobody questioned Mr. Loevinger's competence as a protagonist, there appeared to be divergent views—at least unofficially—about whether he could be regarded as "the representative of the broadcasting industry." Aside from that, it was noted that Mr. Johnson's criticism on both CBS and ABC covered areas that in some cases could best be answered by totally different representatives.

Added to these problems was one more, recognized by most authorities and defined by one as "the embarrassment of broadcasters at trying to deal publicly with a broadcasting issue."

in the 1950's as a result of the ex-parte scandals involving some of his FCC appointments, and is "mindful of the . . . outrage on the part of many Americans at the seeming business domination of the regulatory commissions."

If the President makes appointments that serve principally the interests of broadcasters, the commissioner added, "we can assume he is doing so mindful of the tremendous political price that he will pay for such an appointment."

But it was the question of alleged television-network censorship that generated most of the heat during the half hour. The peg was a *TV Guide* article in which the commissioner had first made the charge, and the response, in the same magazine, by CBS News President Richard S. Salant (*BROADCASTING*, Sept. 15).

Mr. Wallace referred to a Salant statement that CBS management, to Mr. Salant's knowledge, had never instructed the news department to cover or not to cover a story. The commissioner replied by asking if Mr. Wallace was familiar with an "inter-office memorandum" from CBS management to the news department on how to handle coverage of the CBS-owned New York Yankees.

Mr. Wallace said he was not. If he had been, he might have replied that the memorandum in question was not from CBS management but was an internal WCBS(AM) New York news-department note telling the station's news writers to report the scores of Yankee games with dispatch. The memorandum was written in May 1968 after WCBS was almost a half-hour late reporting a Yankee night game.

The Yankees, the memorandum noted, are owned by CBS. The memorandum was rescinded after a report of it appeared in *Variety*. CBS last week said the memorandum had been written without the knowledge of either CBS corporate management or CBS News.

After that exchange, the probe for information floundered. Mr. Wallace pressed the commissioner for examples when, he and other CBS newsmen were instructed to distort or suppress news. "You know what you're calling us when you say that," said Mr. Wallace of the charge of news suppression.

The commissioner assured his questioners he wasn't calling them anything—that he would rather have them making the decisions on how much time to devote to evening news.

When Mr. Wallace protested that the commissioner had not been talking about time, the commissioner interrupted to insist that that was indeed the basis of his complaint. "One of the ways you can censor is by putting on so much tasteless gruel, by keeping America asleep, when important issues



Nicholas Johnson's quote of the week came during his appearance on Face the Nation. Here is what he said, in part, in answer to a question about political broadcasting: "In my judgment it is absolutely preposterous that in an industry that is earning, many stations well in excess of 100% return on depreciated capital investment, an industry that is using public property, the air waves, an industry that is permitted to make private profit from the use of public property only in exchange for the use of that public property that has an obligation to put on some public-service programming and is doing very little of it; for that industry to hold up the elected public officials and make them pay to get time from public property in order to permit the people of this country to hear from their elected public officials, it's, you know, the rationing of time and then charging for them, it's kind of like a criminal stealing a woman's wedding band after he's raped her, you know."

need to be discussed, when the American people need to have information."

The commissioner said he was basing his remarks on comments of TV newsmen who declined to be identified and on books by the late Edward R. Murrow of CBS, former CBS News President Fred Friendly, and Robert MacNeil, former NBC newsman.

But Mr. Herman said he wasn't quoting the newsmen "in exactly the direction they were moving." Mr. Murrow talked about programming, "but he didn't criticize the content of our news-

casts," he said. Mr. Herman, a veteran CBS newsman, had worked for Mr. Murrow on a number of programs.

Pressed again by Mr. Wallace for specifics to back up the charge that network officials keep off the screen anything they find inconsistent with their drive for corporate profits or their personal philosophies, Commissioner Johnson returned to a theme he has played frequently in recent months—CBS's cancellation of the Smothers brothers program. That action, he said, was based on "nothing but personal predilection."

As the program was nearing its conclusion, Mr. Herman lamented what he felt was the commissioner's elusiveness. Finally, he cited some of the subjects the commissioner in the *TV Guide* article said or implied the networks had failed to cover—the hazards of cigarette smoking, cyclamates (artificial sweeteners) and miners' "black lung" disease.

"I've done stories on the air on each of these things," he said. What, he wondered, noting that only 20 seconds of the program remained, had he done wrong.

Commissioner Johnson said he would be "happy to discuss the cigarette story with you in gruesome detail," but Mr. Herman never found out what, if anything, he had done wrong. The commissioner ran out the clock with a discussion of the broadcasters' court fight to oppose the FCC-imposed requirement that they balance cigarette spots with anticigarette spots. There was not a word about Mr. Herman's stories.

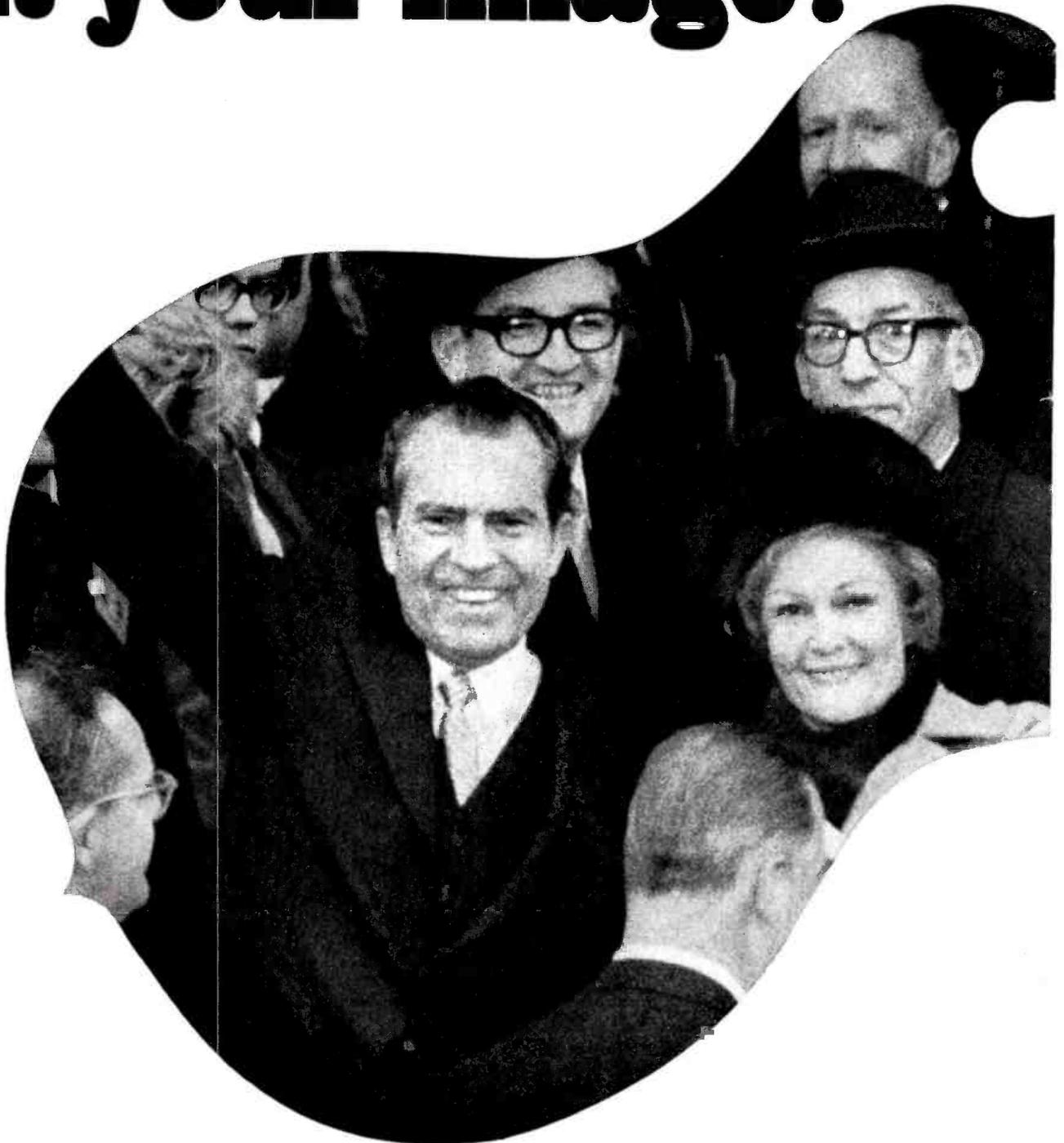
The Johnson version of policy making

FCC Commissioner Nicholas Johnson re-ran some of his views—that television should provide free time to political candidates and that policy in most fields is set by "a small group of men"—in a special program taped for presentation on ABC-TV last Friday night (Sept. 19, 8-9 p.m. EDT).

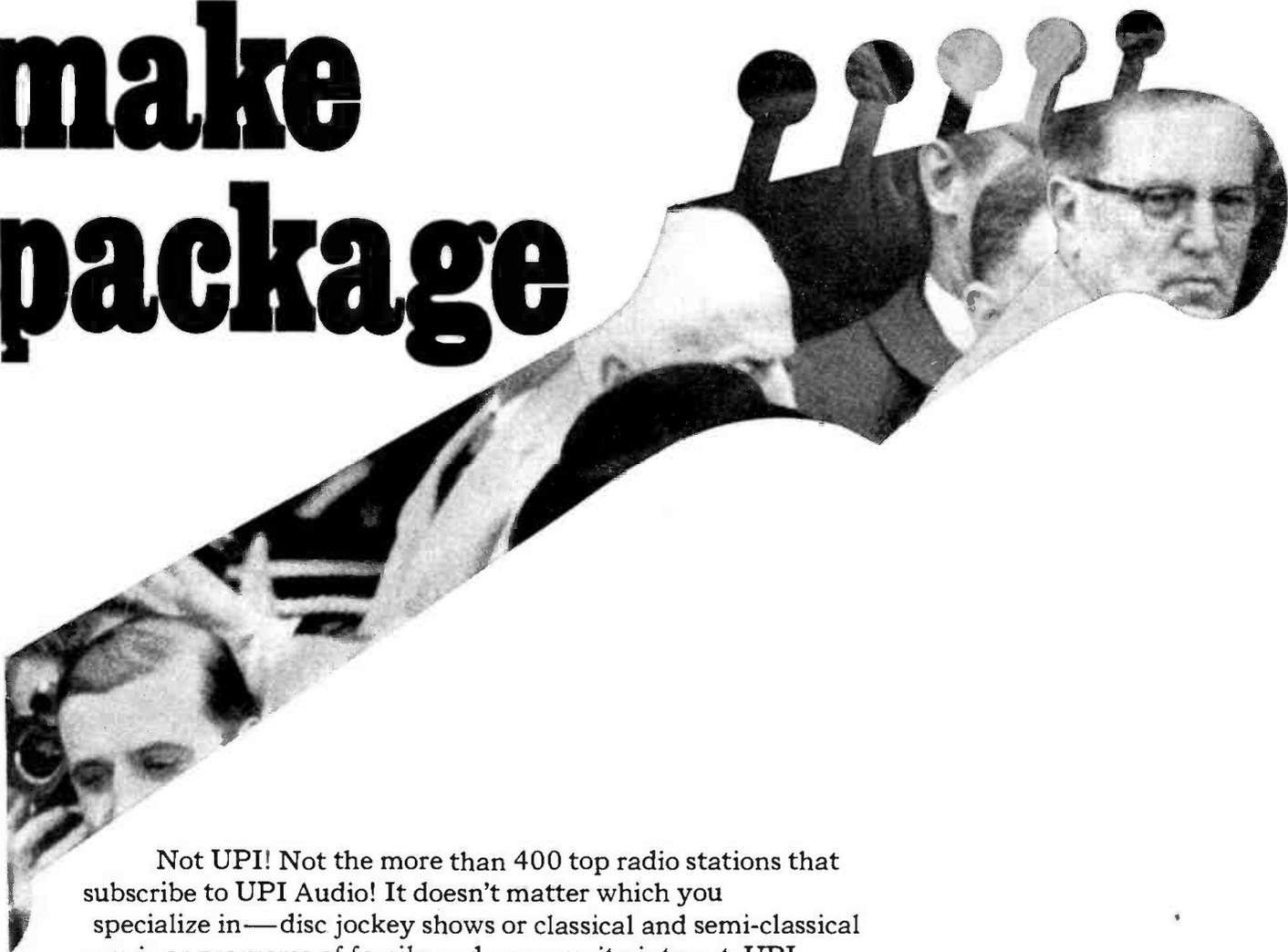
Mr. Johnson was one of a number of officials who appeared in *A Matter of Conscience: Ethics in Government*. A transcript of the program was obtained from ABC-TV last Thursday.

In a discussion of the costs of political campaigning, Commissioner Johnson—presented by narrator William H. Lawrence of ABC News as speaking "as an individual, not for the FCC"—said, in part: "Of course television time ought to be provided free to candidates. There's obviously no question about that in my mind whatsoever. I think it's absolutely preposterous that the American people should give this very valuable public resource to corporations, to profit maximize, and then

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as we had proposals before Congress a year or so ago, tax the American people back so that with their money they can buy back from the broadcasters a sufficient amount of time so that they can hear a little bit from their candidates about some of the public issues of the day."

Senator Philip A. Hart (D-Mich.), also on the program, explained his current bill to reduce TV rates for congressional campaigns (BROADCASTING, Sept. 15). Later, in a discussion of lobbying and conflicts of interest, Commissioner Johnson said in part:

"We're taught in school that governmental policies are made by the President or by the Congress or by the executive branch. In fact, in most areas of our life, the policy is made by a small group of men that does not include the larger body of Congress; it does not include the President of the United States.

"Take the broadcasting field for example. Here the policies are essentially made by the FCC; the subcommittees of Congress and the staffs involved with appropriations for the FCC and with general authority for policies in this area, the subcommittees of the Senate Commerce Committee and of the House Commerce Committee; the industry leaders, the individuals who head the largest companies; the trade associations like the National Association of Broadcasters; the very powerful trade press, including especially BROADCASTING Magazine; the lawyers who specialize in this area, in this case the Federal Communications Bar Association; public-relations firms, lobbyists, Washington vice presidents and so forth.

"This is a relatively small group and what's true in broadcasting is also true with regard to oil import quotas, maritime subsidies, defense contracting and so forth. There's a small group of in-

dividuals, many of whom are profiting mightily at public expense as a result of the bestowal of favors by government or the award of government contracts, who in fact make policy in these areas."

Johnson runs into questions on Hill

He's called by Proxmire when he gives his version of Pastore antistrike bill

FCC Commissioner Nicholas Johnson encountered some cordial but spirited questioning of his positions on major broadcast issues last week during testimony before the joint Senate-House Subcommittee on Economy in Government. The commissioner's primary interrogator, not previously prominent either among critics or defenders of the industry, was Senator William Proxmire (D-Wis.).

The morning's topic was "economic analysis and efficiency" at the FCC, and the commissioner covered that subject in a statement that emphasized the need for greater policy planning and economic analysis at the FCC in order that the agency might better deal with problems such as spectrum management and industry organization. And, in what he characterized as a digression from statements about "economic performance" to comments about "human performance," Mr. Johnson said:

"Television is not the only sick influence in our society, but it is one of the most significant ones. It leaves half of the American people dead in the water each evening. . . . Well, if the regulatory commissions—which believe themselves to be servants of the industries they are supposed to regulate—

don't even do a good job of serving industry one can be sure they do an even worse job of serving human life. . . . It may be a subject outside the direct jurisdiction of this subcommittee, but I hope you will give some attention to the quality of American life as well as its quantity."

Once the questioning of Mr. Johnson got going, however, both economic and human performance factors took a back seat to consideration of current broadcast issues. Thus, the commissioner—who was invited to testify, according to a subcommittee staff member, because he has been "more articulate than some" on the problems of economy in government—found himself in the middle of dialogue with Senator Proxmire and Representative Barber B. Conable (D-N.Y.) on the Pastore bill that would require the FCC to find a licensee disqualified before putting the facility up for rival bids. Some excerpts follow:

Representative Conable: Do you have any suggestions for ways in which the basic [Communications] Act should be amended. . . .?

Mr. Johnson: No, sir. I just think the basic act ought to be enforced. . . . I would advocate no erosion of present legislation as the broadcasters are now urging upon you.

Representative Conable: Is this erosion embodied in some particular bill that is before the Congress at this time?

Mr. Johnson: There is a general interest on the part of the broadcasting industry in changing those provisions of the act which provide for the public responsiveness and responsibility of the industry. . . . The broadcasters are now urging legislation that re-provides, in effect, that no one can contest a broadcaster's license unless the FCC has first found that he is unfit to hold that license. . . .

Senator Proxmire: You are referring

NAB panels will discuss credit and collection

Fourteen broadcasters have been named to serve as panelists in a workshop on credits and collections, to be held at each of the six fall conferences of the National Association of Broadcasters.

According to NAB, each workshop will center around a panel of three broadcasters. One will represent a small-market radio manager who is a one-man sales force, credit manager and collection agency. Another will be a manager in a medium-to-large market, who has some sales and collection personnel and some means of checking credit standing. The third will be from the home office of a group broadcasting firm, with supervisory responsibility

over stations in the field. Each broadcaster will discuss credit and collection problems as they apply to his particular assignment.

The panelists and the conferences they will attend are as follows:

Chicago (Oct. 23-24): Arlie Davison, general and sales manager, WLIH-FM New London, Conn.; Robert Kriehoff, general manager, WOC-AM-FM-TV Davenport, Iowa; Joseph Laskowski, business manager, Triangle Publications, Philadelphia.

Boston (Oct. 27-28): J. Gordon Keyworth, president, general manager and chief engineer, WPNH(AM) Plymouth, N. H.; Mr. Laskowski, and Stanley Lyons, vice president-general manager, WAGM-AM-TV Presque Isle, Me.

Atlanta (Oct. 30-31): Arch Harrison Jr., president, general and commercial

manager, WJMA(AM) Orange, Va.; Mr. Laskowski, and Albert Sanders, WMAZ-AM-FM-TV Macon, Ga.

Dallas (Nov. 13-14): Jerry Green, treasurer, Harriscope Broadcasting Corp., Los Angeles; George Morey, president, general and commercial manager, KCTX(AM) Childress, Tex., and Robert L. Snyder, secretary-treasurer, KCBF-AM-TV Lubbock, Tex.

Denver (Nov. 17-18): George Allen, president, general and commercial manager, KLGA(AM) Algona, Iowa; Mr. Greene, and Evans Nord, general manager, KELO-AM-FM-TV Sioux Falls, S. D.

Portland, Ore. (Nov. 20-21): Ancil Payne, vice president-general manager, KGW-AM-FM-TV Portland, Ore.; Mr. Greene, and Robert W. Saxvik, vice president-general manager, KBAR(AM) Burley, Idaho.

to the Pastore bill?

Mr. Johnson: Some have so characterized it.

Senator Proxmire: That is what it is. . . . I have a copy of the bill here [reads part of the bill]. It is hard for me to see that that does represent much of a change from the policy that has been followed in the last 35 years. I would still think that if the Pastore bill passes, and whether it passes or not, it would still be perfectly proper and desirable and, I think, the continued practice of the FCC, to require the licensee to demonstrate on the basis of his record that he has served the public interest. . . . I can't see that the Pastore bill would give the station in perpetuity to a broadcaster unless that broadcaster can meet high public standards. . . . You are a very able fellow, so I would like to hear your response to that.

Mr. Johnson: It would be rather extraordinary, I think, that the broadcasters would expend the tremendous amount of time and money that they have on this issue, in fact, it would not change the situation at all. I think, in fact, it . . . changes it quite dramatically. . . . What that bill prescribes . . . is that the FCC would be dependent upon, after this were passed, an examination of the filing made with it by the station. That is like saying whether or not you are going to be re-elected is going to be determined by somebody's evaluation of what you file with some election commission about how great a guy you are.

Senator Proxmire: There is one other argument that I have heard from TV broadcasters . . . and it seems to me to carry some weight. It is true that this is a highly lucrative business, but it is also true that it does require a substantial investment, especially if they do a really good job. Wouldn't this tend to decrease the capacity of a TV license to provide the kind of service that is desirable over a period of years if there is a good chance that he is going to lose it, even if he works hard and does a conscientious job?

Mr. Johnson: There are two answers to that. The first is that as a practical matter, the performance of the stations that have been challenged has been markedly improved, rather than the opposite. . . . The second is that we are talking about an almost statistically insignificant number of stations actually losing licenses. . . . Even if two or three a year were to lose licenses and responsibility were to be transferred, what you are saying is that there are those in broadcasting who do not feel they are in the upper 99% of the broadcasting industry. I would say that if a man really fears that he cannot meet that kind of rigorous standard, then it probably doesn't hurt him to be a little frightened. I think the responsible broadcast-

ers in this country—and there are responsible broadcasters in this country—they are not afraid of the FCC. . . .

[This is a] question of political power, and I think it ought to be addressed as such. . . . Last year, nearly \$60 million had to be raised in this country to get more time from these guys to let those who were running for office talk to the people of this country about the issues and about their candidacies. I say this is wrong. I say you gentlemen should not be in a position where you must be beholden to the broadcaster . . . where notwithstanding your desire to do the right thing, you cannot engender the animosity of the broadcasters in your state or your district without standing a very substantial risk of losing the next election. I say that is a danger to the democracy of this country, and I say that is a very serious problem.

This [Pastore] bill is symptomatic of it, and the actions of the FCC are symptomatic of it, and the kind of appointments the President of the United States is going to make to this commission are symptomatic of it.

Senator Proxmire: You say they have this power, I think, really, they are in a position where they really can't wield the kind of intimidating power you are talking about. . . . In at least some of the elections that I have run in, six, some of the TV broadcasters would be unhappy with me, but the newspapers have cut me up and done me a lot of harm, I think, and I have lost some votes because of what they have done. They may have every right to do it. But the TV stations have never done this. It seems to me that the experience I have had tends to refute the terrible power which you imply that the TV broadcasters have.

Affiliates gather in N.Y. for CBS Radio convention

The CBS Radio affiliates will hold their 16th annual convention on Wednesday and Thursday (Sept. 24 and 25) at the Waldorf-Astoria hotel in New York.

Speakers at the morning session on Wednesday will be Clark B. George, president, CBS Radio Division; Joseph A. Kjar, vice president and general sales manager, KSL(AM) Salt Lake City, and chairman of the convention committee, and Robert Peebles, vice president and general manager, WROW(AM) Albany, N.Y., and chairman of the affiliates association.

The network report to affiliates will be presented on Wednesday by George J. Arkedis, vice president, CBS Radio Division, and general manager, CBS Radio, and other division officials, including Sherril W. Taylor, vice president, affiliate relations; Maurie Webster, vice president, division services, and

Ben Lochridge, vice president, network sales. Richard W. Jencks, president, CBS/Broadcast Group, will speak at the luncheon on Wednesday.

The Thursday session will be devoted to talks by Robert W. Evans, vice president and general counsel, CBS Inc.; Richard S. Salant, president, CBS News, and Emerson Stone, director, radio news, CBS News.

ASCAP contract detailed at IBFM

Tower, Murtha contend broadcasters can save \$53 million on its terms

A record 280 members of the Institute of Broadcasting Financial Management, attending the association's annual convention in San Diego last week, heard Charles Tower of Corinthian Broadcasting and Andrew Murtha, formerly of Time-Life, forecast a \$53-million bonus to broadcasters over the next 10 years on the new ASCAP contract. The contract was termed by the IBFM membership as the "best possible one under the circumstances."

Deadline for TV stations to return signed copies of their new music contract is Oct. 6, Mr. Murtha said. But the deadline for electing deduction methods and filing reports for rebates has been extended from that date to Nov. 20 ("Closed Circuit," Sept. 15).

Notices to that effect were to be sent to stations over the past weekend by Mr. Tower, chairman of the All-Industry TV stations Music License Committee, which negotiated the contract with the American Society of Composers, Authors and Publishers (BROADCASTING, Aug. 26, 1968, et seq.).

According to Mr. Murtha, the committee also planned to urge stations to sign the contracts and return them to ASCAP by the Oct. 6 deadline. And Mr. Tower said the committee has estimated that over the next 10 years, assuming a 6% annual growth in revenues, stations will pay ASCAP some \$53 million less under the new contract than they would pay under the one it replaces. The savings will be larger if industry revenue growth exceeds 6% a year; less if it should fall below 6%.

Since the new contract has been given court approval, Mr. Murtha said stations refusing to sign it would have to choose between (1) operating without an ASCAP license and thus risking copyright-infringement suits, and (2) going to court in quest of a better deal than the contract provides.

Either option, most authorities agree, could be risky. Stations going to court would face the possibility of spending

as much money and time as the committee has spent—almost eight years in time alone—with no assurance that they would get a better deal.

The court—the U.S. Southern District Court in New York—is involved because the contract was negotiated in settlement of a fee-fixing lawsuit brought by the committee under provisions of a consent decree governing ASCAP's operations. In the suit and ensuing negotiations the committee was supported by 350 to 360 stations. Some 320 of them, or about 90%, informally approved the contract in the process of having the court terminate the suit seven weeks ago (BROADCASTING, Aug. 4). In similar negotiations in the past, stations generally have elected to accept the negotiating committee's recommendation and sign up.

As Mr. Murtha explained to the IBFM membership, deferment of the deadline for choosing deduction methods and filing rebate claims from Oct. 6 to Nov. 20 gives stations—provided their signed contracts are in by Oct. 6—a little over six extra weeks to decide which deduction system suits them better and to prepare the reports on which rebate claims are based.

Their ASCAP payments are based on revenues after specified deductions, and the new contract provides that each station may either itemize its deductions or take an optional standard deduction, he said. After a station makes its decision, however, it can change systems only once prior to 1974, once at the beginning of 1974 and once during the 1974-77 period.

Retroactivity provisions in the new contract are expected to mean rebates for most stations—some estimates range up to 95% of the stations—for all of 1968 and the first nine months of 1969.

The old base rate for the commercial fee was 2.05% of revenues after deductions, Mr. Murtha said. The new rate is 2% on revenues after deductions up to the industry-wide revenue average for 1964-65 and 1% on revenues above that average.

In the recomputation of monthly payments looking toward rebates for 1968 and the first nine months of 1969, 80% of revenues after deductions will be subject to the 2% rate and the other 20% will be subject to the 1% rate.

Mr. Tower further confirmed that the committee was working on a procedural manual to give stations a detailed analysis of the contract's terms and how the ASCAP forms are to be filled out ("Closed Circuit," Sept. 15). Once the manual is published, possibly by Oct. 1, the committee will be dissolved, he said.

Mr. Tower asserted that a new all-industry committee will be formed to "supervise" the ASCAP contract.

FCC urged to speed KTVH(TV) sale

Oklahoma firm objects to hearing, rejects mass media control as issue

WKY Television System Inc., facing a Dec. 31, 1969, deadline in its effort to acquire KTVH(TV) Wichita-Hutchinson, Kan., from the Minneapolis Star & Tribune Co., has asked the FCC to reconsider its decision to hold a hearing on the proposed transfer and to set it for oral argument instead.

WKY, in a petition for special relief, last week also asked the commission to eliminate one of the issues it specified in the hearing, on the ground that it is illegal and improper. It said the commission could resolve the remaining issues on the basis of information in the transfer application and the petition itself.

WKY's principal contention in requesting speedy consideration is that the mere act of designating the proposed transfer for hearing "constitutes a denial of the application." WKY said that, as a practical matter, such a proceeding could not be concluded before the sales contract expires on Dec. 31, and the Minneapolis Star & Tribune, which stands to gain \$4.4 million from the proposed sale, has advised WKY that it will not agree to an extension of the contract.

Thus, said WKY, it is seeking special

relief "as a matter of elemental justice." It noted that the commission has had the application under consideration for nine months—it was filed on Jan. 17—before acting on it.

The hearing order created considerable stir in the industry not only because of the importance of the media interests involved but because of the novelty of some of the issues. It is one of those that WKY is asking the commission to eliminate.

The issue is a determination of which of the two parties can be expected to serve better the programming needs of the Wichita-Hutchinson area on the basis of various criteria, including their past broadcast records and respective programming dollar expenditures as a percentage of gross revenue and net income.

WKY said the issue is "both illegal and improper" since its only purpose can be to provide a basis for selecting the buyer over the seller as the licensee, if the findings favor the former. WKY cited a section of the Communications Act prohibiting the commission from disposing of a license in a transfer case "to a person other than the proposed transferee."

WKY also said an issue looking to investigation of the role of trust agreements in the operation of WKY's parent corporation, the Oklahoma Publishing Co., involves a question better suited to a rulemaking proceeding than a transfer case. WKY said the implications and complications of a commission "attempt to outlaw the use of trust agreements which have been widely used in this country since colonial times . . . stagger the imagination."

A related issue is whether WKY failed to file trust agreements or their abstracts. WKY said that it has only been since June 17, 1968, "when the commission clarified" the pertinent rules, that licensees have understood they were to file such documents. In any case, it said, the beneficiaries of the voting trust that controls the company have been reported to the commission since 1951, when the trust was established.

A principal issue involves the question of whether the sale would result in an undue concentration of control of mass media, regionally or in the Wichita-Hutchinson area. WKY contended that the only "relevant markets," in either a political or economic sense, are the KTVH(TV) coverage area and the state of Kansas. And since neither WKY nor its

'Responsibility' goes with broadcast freedom

Ward L. Quaal, president of WGN Continental Broadcasting Co., last week told the members of the Institute of Broadcasting Financial Management meeting in San Diego that with freedom of expression in broadcasting and other media of communications and advertising, broadcasters must exercise responsibility.

"This means total integrity in advertising messages," he said, "and the broadcasting of news and editorials by those qualified to prepare and to present them." Mr. Quaal further asserted that "we can have no duplication of the 1968 political convention 'hijinks,' where certain network pundits tried to 'nominate' Nelson Rockefeller over Richard Nixon in Miami Beach and later, in Chicago, tried to 'nominate' Edward Kennedy over Hubert Humphrey."

Mr. Quaal said that "this is irresponsible broadcasting and harms the image of the industry in the halls of Congress. Broadcasting must remain free and we, who are its stewards, must realize the profound responsibility that is ours."

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parent corporation now competes significantly in those markets, WKY said, grant of the transfer application would not reduce the number of voices competing in those markets, and no concentration would result.

WKY owns WKY-AM-TV Oklahoma City and KTVT-TV Fort Worth-Dallas and KHTV-TV Houston, both Texas, as well as WTVT-TV Tampa-St. Petersburg, Fla., and WVTM-TV Milwaukee. The parent corporation owns Oklahoma's two largest newspapers.

Accordingly, WKY said, the commission appears to consider the "linearly connected states of Texas, Oklahoma and Kansas" as the relevant market.

But, WKY said that no present definition of regions in the U.S. supports that hypothesis.

At best, WKY added, it would be a region "especially constructed by the commission for the purposes of this case."

The commission also dealt in its order with the media holdings of Minneapolis Star & Tribune Co. and its principal, The John Cowles family. These interests, the commission said, reach an audience of 27 million people. But, WKY said, in explaining the reason for its discussion of this aspect of the case, "we become hopelessly mired in perplexity when search for their [the

Cowles interests'] relevance here."

WKY also disclosed it had arranged new financing to meet a question of financial qualification. WKY, which had planned to use a bank loan of \$3.6 million, said it instead will borrow \$4 million from its parent corporation. The loan will carry 6% interest payable semiannually, but the principal will be repaid only "if there are profits permitting WKY to make such repayments without impairing its operating capital."

The commission had added the issue because of concern over whether the repayment proposed under the original financing arrangement would weaken WKY's capital structure.

CATV's with ads now number 98

NCTA survey reveals to what extent cable systems originate programing

A CATV system in Greensboro, N.C., with 6,000 subscribers is originating 12 hours of TV programing daily and although the cost is about \$5,000 a month, it hopes to break even soon—by selling advertising.

A cable TV system in Weatherford, Okla., with barely 575 subscribers is programing a 15-minute newscast at 7:30 a.m. and earning \$150 a month from alternating sponsors.

Those CATV systems, Jefferson-Carolina Corp. in Greensboro, and Oklahoma Cable Systems Inc. in Weatherford, are two examples of the 98 CATV systems that accept advertising on locally originated programs. That number was reported by the National Cable TV Association last week following a survey of cablecasting activities by the nation's 2,300 cable systems.

NCTA reported 329 of 1,048 respondents to its questionnaire originate programs other than automated weather-scan, time, temperature, news ticker or stock ticker reports.

According to the NCTA survey, 586 systems provide mechanical originations, primarily a weather channel. Eighty-two systems, it said, provide a news ticker service.

Of the 329 systems that cablecast, 201 originate live programs, 195 use video tape, 162 use slides, 139 film and 120 use their weather-scan camera. The average cablecast runs to 14 hours a week, almost all in black and white but with 14 originating color.

Advertising on CATV is not limited to sponsorship of locally originated programs; of the 183 systems that said they accept advertising, 138 use the weather channel, 18 the news ticker, 10 wire service display and 98 spots in conjunction with program originations.

Those that accept advertising on program originations charge an average

of \$6 per minute or \$36.44 a program, the NCTA survey showed. Advertising with display cards runs about \$14 a week, and on news ticker, \$38.66 per week.

In Greensboro the CATV system programs a single channel from 4 p.m. to 4 a.m. daily, according to Jack W. Gourley, regional manager, and Larry Caudle, manager. The first two hours are children's programs, mostly cartoons, followed by a half-hour sports,

Nielsen ratings base to cover 67% of U.S.

Nielsen *MNA* ratings will be based on 70 markets rather than 30 markets effective with the Sept. 26 publication covering the week of Sept. 15-21.

ABC-TV and NBC-TV have signed contracts with the A. C. Nielsen Co. for the new service, which will cover approximately 67% of U.S. TV households. The 30-market base reflected viewing in approximately 50% of U.S. TV households in the multi-network area ratings.

Daytime ratings will continue to exclude Pacific Time Zone markets, and will be based on 62 markets for about 56% of the households. The old service used 27 markets for about 42% coverage.

Each market selected for the 70 base contains affiliates of all three networks, with each affiliate comparable with others in the market—that is, all UHF's or all VHF's. The markets are not the top 70, but are selected according to the availability of three-network service.

The 50-week ratings will continue to cover the time period and not individual programs.

and three-and-a-half hours of various local activities (fashions, arts and crafts, insurance questions and answers, gardening, city council). At 10 p.m., the Greensboro system begins showing movies. Five different movies are run for the next six hours for those who, according to Mr. Gourley, "are fed up" with the late-night talk shows transmitted by the networks. His audience, he said, consists principally of late night mill and factory workers, as well as other "night people."

Greensboro's local origination channel has been operating since August 1968 and the staff consists of six full-time, multipurpose personnel. In addition to five local stations (three network affiliates and two UHF independents), and the local origination channel, the Greensboro CATV also carries weather and time, news and stock market services.

Jefferson-Carolina Corp., owner of the Greensboro system, is a joint venture of the Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTM-TV) Charlotte, N.C.) and Carolina Telephone Co., now owned by United Utilities Corp., an independent telephone holding company, with multiple CATV ownership which, it has announced, it is preparing to dispose of because of difficulties it has had with the FCC.

The Weatherford cable system has been running the 15-minute morning news show for about a year, using a Southwestern Oklahoma University student to gather and report the news on camera. The five-day-a-week newscast has two sponsors, each of whom pays \$70 a month, according to Leon Eldridge, manager of the Gencoe Inc. system. Gencoe, a multiple CATV owner, is a subsidiary of Livingston Oil Co., Tulsa, Okla. Mr. Eldridge also reported that the Weatherford system also sells two display cards on its weather channel at \$1 a day.

Plans for increasing the hours of local origination programs are underway, Mr. Eldridge said.

Strike action may face a Miami AM

New owner acquired station in May and changed Negro-oriented format to C&W

A preponderantly Negro group of Miami business and civic leaders plans to file a competing application for wwoK (AM) Miami when the station's license comes up for renewal early next year, the *Miami Herald* reported last Wednesday (Sept. 17).

The *Herald* account said that the group, headed by two Miami city commissioners, Maurice Ferre and Mrs. Athalie Range, filed an informal complaint with the FCC last December protesting the sale of wwoK (formerly WAME[AM]) to Mission East Co., principally owned by Jack Roth. The sale of the station was approved last May. Its renewal comes up in February.

Since changing hands the station adopted a country-and-western-music format. It was formerly Negro oriented.

Mr. Ferre reportedly will put up half of the estimated \$3,000 filing expenses, with the remainder divided among the other principals in the group. Besides Mrs. Range, these are said to include a municipal judge, a publisher, and a grocer.

Mr. Roth purchased the station for \$1 million from WAME Broadcasting Co. last December. He also sold WRIZ (AM) Coral Gables, Fla., and switched the call letters of his wwoK (AM) Charlotte, N.C., and WAME. Besides wwoK, Mr. Roth owns KONO (AM) and KITY- (FM), both San Antonio, Tex., and has an application pending for a new Miami FM station.

None of the principals in the rival group could be reached by phone by BROADCASTING as of last Thursday (Sept. 18). The contemplated strike application is believed to be the first for an AM station in recent years.

Mr. Roth told BROADCASTING that the intended competing application "comes as a surprise to our company," adding that "We have no intentions of rolling over and saying 'come and get it'."

FCC records reflect that after the group protested the sale of wwoK in December, Mission East's application for the station was amended to include the results of a survey conducted by Mr. Roth polling community tastes in programming.

The survey purportedly showed that, among whites polled, 60% said they liked country-and-western music, while 39% did not. Only 26% of those Negroes questioned said they liked C&W, while 72% did not. A 56% majority of all those polled indicated they liked C&W, according to the survey.

However, Mission East promised to augment its news and public-affairs

staff and expand its public-affairs programming. It argued that religious and listener call-in programs formerly provided by WAME were abundantly available on other Miami stations, adding that "Mission East proposes to treat local issues and needs of concern to various segments of the community, including the Negro community."

"It is amazing to find that a competing application is even thought of being tendered against our company," Mr. Roth said last week. "We have not had an opportunity in the few short weeks we have owned the station to exercise our complete plethora of talents for the ears of the citizens in the Miami market place."

Mission East took over operation of wwoK June 20.

More on cable and copyright

McClellan is told NAB and TV program owners are carrying on talks

Capitol Hill action on cable television came to a standstill last week, as the Senate Copyright Subcommittee continued work on its omnibus copyright bill and the House Communications Subcommittee looked toward next week's pay-TV hearings before the parent Commerce Committee (see page 48). The only ripples were letters to the Senate subcommittee from Vincent T. Wasilewski, president of the National Association of Broadcasters, and Louis Nizer, New York lawyer representing copyright owners, in which they outlined the status of the cable controversy as seen by broadcast and copyright interests.

Mr. Wasilewski reported that although negotiations between NAB and NCTA on copyright and regulatory matters have failed (BROADCASTING, Sept. 8), "our discussions with representatives of the copyright owners are proceeding amicably." The copyright representative's letter, in turn, said that further talks with the broadcasters are scheduled for next week.

Mr. Nizer, speaking for producers and distributors of television programs, denied that their two years of talks with cable interests had produced no progress, as Frederick Ford, president of the National Cable Television Association, had contended in a letter to the

subcommittee (BROADCASTING, Sept. 15). "On the contrary," Mr. Nizer said, "we met in May of this year with the NCTA negotiating committee (Mr. Ford, incidentally, was not present) and definite progress was made . . . It was after this meeting, however, that the staffs of the NAB and NCTA, without our knowledge and without any participation by copyright owners, purported to resolve this extremely important question of copyright policy."

In those negotiations, Mr. Nizer said, NCTA took a tougher stand on copyright than any it had offered previously, prompting the copyright owners to seek further talks with the cable association. "Apparently the NCTA has not seen fit to renew copyright discussions with the copyright owners," Mr. Nizer said.

He urged the subcommittee to give "legislative recognition . . . to the principle of copyright protection for those who create the programs on which broadcasters and cable systems alike depend . . . protection in the case of CATV, as well as broadcasting." Mr. Nizer also suggested that the copyright issue ought once again to be separated from the communications issues, which he said are "infinitely more technical and complex." The subcommittee chairman, Senator John L. McClellan (D-Ark.), at one time announced his intention to separate the two, on the condition that NAB and NCTA arrive at an agreement. When their talks collapsed, the subcommittee staff members made it known that the two would be combined again in the copyright bill now being drafted.

Much of Mr. Wasilewski's letter was devoted to a blow-by-blow account of the collapse of negotiations, as reported to him by the NAB negotiating subcommittee. As the NAB president stated it, "the NCTA . . . has cut off negotiations, taking the position that the staff proposal was really an agreement which could be modified only to the extent that NCTA concluded it was to its advantage."

Mr. Wasilewski reported that Robert Beisswenger, chairman of the NCTA negotiating committee, told the NAB prior to the final negotiating session that it was time to consider "gut issues." One of these, the letter said, was that "NCTA would not countenance any departure from the staff proposal that all CATV systems, wherever located, be permitted to import enough distant signals so that each would carry three network stations and three independent stations . . . if there were not at least that number of local stations." When NAB settled upon a less generous proposal for small and medium markets, and presented it to NCTA at their final meeting, according to Mr. Wasilewski, "Mr. Beisswenger announced that . . . having heard our proposals, the discus-

sions between our two organizations were terminated. At this point, the NCTA committee left the room."

The NAB president also said: "I must agree with Mr. Ford's statement in his recent letter to you that there is no likelihood of an agreement between our two organizations in the foreseeable future."

It is on that premise that the copy-right subcommittee has decided to report out as soon as possible, without further talks or hearings, a long-awaited copyright bill with CATV provisions. The first formal congressional battleground for broadcasters and cable interests is thus expected to be the House, where Communications Subcommittee Chairman Torbert H. Macdonald has promised CATV hearings "as soon as practicable."

WLBT gets ready to enter main event

It abandons court appeal of ruling that its channel will be put up for grabs

The WLBT(TV) Jackson, Miss., legal wrangle may be nearing the end of its first long phase.

Lamar Life Broadcasting Co., the licensee, said last week it will not seek Supreme Court review of an appeals court decision that reversed the FCC order renewing the station's license.

The commission has not yet decided whether it will seek review of the decision. But commission attorneys are understood to have said privately they would recommend against such action.

If the judicial review string does in fact run out, the commission would be obliged to follow the order of the U.S. Court of Appeals for the District of Columbia and open up WLBT's frequency—channel 3—to new applicants. One competing application was tendered in March, three months before the court's decision was issued. It was submitted by a racially mixed group called Civic Communications Inc.

Lamar Life's decision not to seek further judicial review represents a change of mind. Two weeks ago, the licensee's attorney filed a motion in the appeals court asking it to stay its order and declaring that Lamar Life would file a petition for certiorari in the Supreme Court.

Last week, Lamar Life's attorneys appeared in court again, this time to file a brief pleading withdrawing the motion for stay and informing the court their client had instructed them not to file for certiorari.

WLBT has been struggling to hold on

to its license since 1964, when the United Church of Christ urged the commission to hold a hearing on the station's renewal application. The church charged the station had discriminated in its programming against the large Negro audience in its area and had failed to observe the fairness doctrine in dealing with civil-rights matters.

The commission rejected the request for a hearing but granted the station a one-year license renewal. But the court of appeals, acting on an appeal by the church, directed the commission to hold a full-scale hearing.

The commission conducted the hearing, renewed the license again, this time for a full three-year term—and was reversed by the court again, in scathing language, last June (BROADCASTING, June 30).

The two court decisions overruling the commission were written by Judge Warren E. Burger, now chief justice of the U.S.

So sweeping was the language of the second Burger opinion in its criticisms of the commission's handling of the case that it appeared to some that the court itself was denying WLBT a renewal of license.

However, the two judges who had joined Judge Burger in the opinion explained in a subsequent court order that that had not been its point. Judges Carl McGowan and Edward Allen Tamm said the opinion was aimed at directing the commission to proceed with a hearing in which it could choose from among new applicants who is best qualified to operate on the channel. The court said Lamar Life was not disqualified from filing a new application for the facility.

APRTA board ponders license-renewal threats

News executives at the annual meeting of the Associated Press Radio-Television Association board of directors, held last Monday (Sept. 15) in New York, called for the news media to close ranks during a time they described as "one of the most critical facing the profession."

APRTA's Board President, Ted McDowell, news and public affairs manager of WMAL-AM-FM-TV Washington, said, "station owners face license renewals with what Senator Pastore calls 'the Sword of Damocles' over their heads." Wes Gallagher, AP general manager, said it was not only the broadcast media that faced this threat, but the print media as well.

Officers elected at the session were Thomas Powell of WDAU-TV Scranton, Pa., who succeeds Mr. McDowell; John Day of WHDH-AM-FM-TV Boston, as

House group delays pay-TV proceedings

House Commerce Committee hearings on pay TV originally scheduled to open tomorrow (Sept. 23), have been postponed for one week to Sept. 30 because of the press of other committee business.

Among the witnesses that had been scheduled prior to the postponement were the FCC commissioners; National Association of Broadcasters President Vincent T. Wasilewski; Solomon Sagall, president of Teleglobe Pay TV System Inc. and Joseph Wright, board chairman of Zenith Radio Corp.

Mutual strikes out on ABC network plea

Mutual Broadcasting Co. has lost its latest bid to block ABC's operation of its four specialized radio networks. The FCC rejected requests that it reconsider its order authorizing continued operation of the networks and rescind an earlier waiver granted to ABC permitting experimental operation of them (BROADCASTING, June 16).

Also denied was Mutual's request that the commission set aside its May 28 action granting regular license renewals to ABC's KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco.

Mutual had claimed that there were "inconsistencies" between the commission's 1967 order authorizing experimentation with the networks and its order last May approving their continued operation. But the commission said the alleged discrepancies stemmed from a misinterpretation of its orders, and that purported ABC violations were either

eastern district vice president; Eddie Barker, KRLD-TV Dallas, re-elected vice president for the southern district; Thad Sandstrom of WIBW-TV Topeka, Kan., elected vice president for the central district; Richard Smiley of KXXL(AM) Bozeman, Mont., elected vice president for the western district.

Tom Frawley of Cox Broadcasting's Washington bureau, told of the results of a performance study by APTRA. He said one finding indicated an immediate and vital need for a change in the format and delivery system of the news reports to AP broadcast members.

Robert Eunson, AP's assistant general manager in charge of broadcast operations, reported on a multimillion-dollar program AP has underway to improve the delivery system. First phases of the system are to go into operation early next year, according to AP. Though details of the move were not disclosed by Mr. Eunson, it was learned that AP plans to utilize a computerized system to deliver the news.

unfounded or else "minor infractions."

As to Mutual's request that the FCC be more definite in instructing ABC to limit its AM affiliations, the commission said ABC had conformed with its policy, noting it had sent cancellation notices to 49 of its presently affiliated stations (BROADCASTING, June 30).

Observing that the four-network service was still in the experimental stage, the commission said ABC was bringing network news and commentary to the audiences of hundreds of stations throughout the country who heretofore never had such service. It added that it did not intend to impede ABC's operation barring "overriding public-interest considerations."

Radio line increases off, NAB to ask hearings

The FCC has rejected the tariffs under which AT&T proposed to increase line charges for AM and FM broadcast service as of Oct. 1, but the tariffs may be resubmitted.

Tariffs under which AT&T proposes to increase video rates by Oct. 1 were not affected by the commission's action. The major networks, the National Association of Broadcasters and individual broadcasters were preparing petitions last week urging the commission to suspend both the video and audio tariffs and to hold hearings on these. The petitions were scheduled to be filed Friday (Sept. 19).

The tariffs will boost AT&T's revenues from video service by \$14 million, to \$90.6 million, and from audio, by \$3.5 million, to \$21 million, based on expected business in 1971.

The commission, in a letter from Common Carrier Bureau Chief Bernard Strassburg, said AT&T had failed to provide reasons for the changes in the transmission rates for radio and justification for the increased charges, as required by the agency's rules.

Mr. Strassburg noted, for example, that the company offered no reason or justification for proposing to eliminate monthly contract service on less than a 24-hour basis. Other examples cited included failure to give reasons for offering a clock-hour schedule in the occasional service, the discontinuance of early morning service rates, and the offering of local channels on a flat-rate basis only.

AT&T may refile the rejected tariffs within 30 days if it remedies the alleged defects by providing the required explanations and justifications.

Delanair buys UMC

Delanair Inc., New York, a leisure-time company, has signed contracts to acquire control of UMC Broadcasting Corp., New York, which has applica-

tions pending before the FCC for channel 47 in Jacksonville, channel 27 in Tallahassee and channel 53 in West Beach, all in Florida.

The change in ownership is being submitted to the FCC, with the name of the applicant to be revised to Delanair Broadcasting Corp. A spokesman for Delanair said an application also will be filed at the FCC for channel 21 in Florence, S.C., and channel 54 in Augusta, Ga.

William Richter, chairman of Delanair Inc., a publicly held company backed by mutual funds and other investors, reported that his organization

is prepared to move into each market with a starting capital of \$1 million. He said Delanair would explore subscription TV for its proposed Jacksonville station.

Delanair has named Ira Kamen, inventor and executive, as president of its broadcast subsidiary and Daniel J. Riesner, electronics executive and financial consultant, as secretary and treasurer.

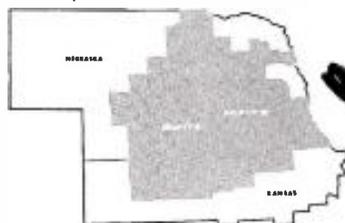
Both Mr. Richter and Gerald Cohen, president of Delanair, are executives with D. H. Blair Securities Corp., New York, an investment banking firm operating there.



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Mixed reviews pour in on '69 season

'Room 222' looks like first winner,
'Cosby' gets generally warm notices

Two networks, NBC-TV and ABC-TV, presented the first of their new 1969-70 season shows last week, drawing occasional praise from the critics. Generally the reviews were unenthusiastic although two of the shows inspired applause. CBS-TV will unveil its first new show tomorrow night (Tuesday Sept. 23).

The nearest thing to acclaim was registered by ABC-TV's *Room 222* (Wednesday 8:30-9 p.m.) a public-school theme reminiscent of *Mr. Novak*. Several of the professional gadflies found it the best, so far, of the new shows.

Opening the week were NBC's *Bill Cosby Show* (Sunday 8:30-9 p.m.) and *The Bold Ones* (Sunday 10-11 p.m.). The evaluation of *Cosby's* curtain-raiser varied from "beautiful and brilliant" to "going nowhere" but was generally warm. The new medical drama, *The Bold Ones*, got a less charitable greeting

but some praise for the effort.

NBC's *My World and Welcome to It* (Monday 7:30-8 p.m.) is planned as a bit of Thurberesque whimsy. The print critics were mixed in their views of how well it succeeded. Most liked it, found it delightful, warm, witty, funny and original, but there were some reservations that it might appeal more to critics than to the TV public.

Here's Debbie, with Debbie Reynolds, (NBC-TV Tuesday 8-8:30 p.m.) was generally compared with *I Love Lucy*. The barbs were sharp and frequent.

The prophets of doom were several among the reviewers on ABC's *Courtship of Eddie's Father* (Wednesday 8-8:30 p.m.) but at least one found it fun.

Then Came Bronson (NBC-TV, Wednesday 10-11 p.m.) was found promising by some, confusing by others. It was called a rarity, an achievement

with an emotional impact.

NBC aired the new *Bracken's World* Friday (10-11 p.m.) and *The Andy Williams Show* Saturday (7:30-8:30). Two of ABC's new shows *The Survivors* and *Love American Style* will start Monday Sept. 29 (9-10 and 10-11 p.m. respectively). The rest of the ABC schedule runs this week including the new shows: *The Music Scene* (7:30-8:15) and *The New People* (8:15-9) tonight (Monday); *Movie of the Week* (8:30-10 p.m.) and *Marcus Welby, M.D.* (10-11 p.m.) on Tuesday; *The Brady Bunch* (8-8:30 p.m.), *Mr. Deeds* (8:30-9 p.m.) and *Jimmy Durante Presents the Lennon Sisters* (10-11 p.m.), all on Friday.

CBS's schedule includes these new shows: *The Governor and J.J.* (Tuesday 9:30-10 p.m.), *Medical Center* (Wednesday 9-10 p.m.), *Jim Nabors* (Thursday 8-9 p.m.), *Get Smart* (Friday 7:30-8 p.m.) and *When in Rome*

New crop stirs up same old claims

Who's on top is favorite guessing game
in New York after first Niensens are in

The season has barely started—NBC-TV launched all of its new programs last week and ABC-TV introduced eight of its new shows—and the networks already have conflicting claims on who came out on top in the New York ratings. Nationals weren't available.

On Sunday, Sept. 14, CBS-TV programmed two specials, *Archie and His Pals* (7:30-8 p.m.) and *Make Room for Granddaddy* (8-9 p.m.) against NBC's new episode of *Walt Disney* (7:30-8:30) and the new *Bill Cosby Show* (8:30-9) and ABC's *Land of the Giants* repeat, (7:30-8), and *FBI* new programming (8-9).

New York Arbitrons put CBS's *Archie* ahead with a 16.6 to NBC's 5.9 and ABC's 9.7 for that half-hour, while *Make Room For Granddaddy* won its hour with a 20.4 to NBC's 17.2 and ABC's 12.9.

New York Niensens put *Archie* and *Granddaddy* in the lead, until 8:30, but then NBC's *Cosby* inched ahead of *Granddaddy* by about one rating point. For the rest of the evening, NBC's *Bonanza* and a new show, *The Bold Ones*, scored highly over ABC's movie, "The Endless Summer," and a CBS broadcast of a preseason professional football game.

Monday and Tuesday nights went as could be expected—NBC's new programming, playing opposite reruns on the other two networks, was attracting the early samplers. New shows included *My World and Welcome to It*, Monday (7:30-8), and *The Debbie Reynolds Show*, (Tuesday, 8-8:30). *Laugh-in* opened its new season with a rating comparable to those it received all last year—33.5, with a 51 share.

Wednesday night ABC pulled a

good number of the New York viewers to *The Flying Nun* (7:30-8) and two new shows, *The Courtship of Eddie's Father* (8-8:30) and *Room 222*, which was the highest-rated program all evening with a 27.3, 41 share. NBC took the lead at 9 p.m. with a *Kraft Music Hall* special, although ABC's movie, "Who's Got the Action", was not far behind for the first hour. NBC's new program, *Then Came Bronson* widened the lead at 10 p.m.

Here is how the New York Niensens looked through last Wednesday night:

Sunday, Sept. 14

7:30-8 p.m.	Rating	Share
ABC— <i>Land of the Giants</i>	6.4	11
CBS— <i>Archie</i>	15.9	31
NBC— <i>Disney</i>	15.7	31
8-8:30 p.m.		
ABC— <i>The FBI</i>	11.3	18

(7:30-8 p.m.) and *The Leslie Uggams* 28). Here is how some of the critics viewed the first of the new shows.

Bill Cosby Show (NBC-TV, Sunday, 8:30 p.m. EDT).

"... The test will be whether his winning personality can sustain an item of hokey Hollywood trivia..." Jack Gould, *New York Times*.

"... looked as though he was going nowhere..." Bob Williams, *New York Post*.

"... A pleasant star in a merely so-so script." Ben Gross, *New York Daily News*.

"... pleasantly low-key..." Harry Harris, *Philadelphia Inquirer*.

"... a beautiful and brilliant start..." Percy Shain, *Boston Globe*.

"... gentle chuckles instead of belly laughs." Lawrence Laurent, *Washington Post*.

"... innocuously funny..." Ron Powers, *Chicago Sun-Times*.

"Except for an innocuous ending, his effort was well worth waiting for." Russ

Marabito, *Chicago Today*.

"... as warm, wonderful and funny as one could have wished." Norman Mark, *Chicago Daily News*.

"... not off and running yet. Just jogging, nice and easy." Donald Freeman, *The San Diego Union*.

"It's warm and human and funny and rather wonderful." Cecil Smith, *The Los Angeles Times*.

"Another winner." Allen Rich, *Hollywood Citizen-News*.

"Low key comedy wears well. This is low key." Dwight Newton, *San Francisco Examiner*.

"... charming demonstration that a half-hour of gentleness is more effective than 60-minutes of boldness." Terrence O'Flaherty, *San Francisco Chronicle*.

"... minted freshly of the most spontaneously inventive imagination on television." Morton Moss, *Los Angeles Herald-Examiner*.

"It left this viewer with a warm glow." Walter Saunders, *Rocky Mountain (Denver) News*.

The Bold Ones (NBC-TV, Sunday, 10 p.m. EDT).

"... a ready-made drama, but well done..." Jack Gould, *New York Times*.

"... an ambitious project..." Ben Gross, *New York Daily News*.

"... The actors merely reacted to the realistic machinery, which might be put to better use in some hospital, the sooner the better..." Bob Williams, *New York Post*.



"... reasonably engrossing drama..." Harry Harris, *Philadelphia Inquirer*.

"... essentially a threadbare idea..." Percy Shain, *Boston Globe*.

"... superficially explored the ethical problems created by new surgical implant techniques... well played." Lawrence Laurent, *Washington Post*.

"God help us." Terrence O'Flaherty, *San Francisco Chronicle*.

"A slick, sterile, sickbay computed to a formula that the TV patient never dies." Dwight Newton, *San Francisco Examiner*.

"... not likely to equal the past glory of those two pre-computer era doctors, Messrs. Kildare and Casey." Allen Rich, *Hollywood Citizen-News*.

"The trouble is the instruments upstage the actors." Cecil Smith, *The Los Angeles Times*.

"Drama would have been better served if the scene hadn't so often resembled an up-to-date version of Faust's laboratory." Morton Moss, *Los Angeles*



	Rating	Share		Rating	Share		Rating	Share
CBS— <i>Danny Thomas special</i>	22.4	36	NBC— <i>Laugh-In</i>	37.2	56	ABC— <i>NYPD</i>	4.9	8
NBC— <i>Disney</i>	19.1	31	9-9:30 p.m.			CBS— <i>Doris Day</i>	10.9	18
8:30-9 p.m.			ABC— <i>Outcasts</i>	5.7	8	NBC— <i>Tuesday Movie</i>	24.7	41
ABC— <i>FBI (P)</i>	12.1	19	CBS— <i>Mayberry RFD</i>	15.9	24	10-10:30 p.m.		
CBS— <i>Danny Thomas special</i>	22.0	34	NBC— <i>Monday Movie</i>	23.6	35	ABC— <i>Dick Cavett</i>	6.1	10
NBC— <i>Cosby</i>	23.2	36	9:30-10 p.m.			CBS— <i>60 Minutes</i>	12.5	21
9-9:30 p.m.			ABC— <i>Outcasts</i>	6.2	9	NBC— <i>Tuesday Movie</i>	26.1	44
ABC— <i>Movie (P)</i>	16.7	25	CBS— <i>Family Affair</i>	16.3	24	10:30-11 p.m.		
CBS— <i>Football</i>	10.4	16	NBC— <i>Monday Movie</i>	24.3	35	ABC— <i>Dick Cavett</i>	6.8	12
NBC— <i>Bonanza</i>	26.2	39	10-10:30 p.m.			CBS— <i>60 Minutes</i>	10.3	19
9:30-10 p.m.			ABC— <i>Dick Cavett</i>	3.4	5	NBC— <i>Tuesday Movie</i>	27.0	49
ABC— <i>Movie</i>	17.1	25	CBS— <i>Football Special</i>	11.0	17			
CBS— <i>Football</i>	8.9	13	NBC— <i>Monday Movie</i>	28.1	44			
NBC— <i>Bonanza</i>	27.5	41	10:30-11 p.m.					
10-10:30 p.m.			ABC— <i>Dick Cavett</i>	3.2	6			
ABC— <i>Movie</i>	13.8	22	CBS— <i>Football Special</i>	8.9	16			
CBS— <i>Football</i>	9.0	14	NBC— <i>Monday Movie</i>	26.9	47			
NBC— <i>Bold Ones</i>	26.6	42						
10:30-11 p.m.								
ABC— <i>Movie</i>	10.8	19						
CBS— <i>Football</i>	7.7	13						
NBC— <i>Bold Ones</i>	27.7	48						
Monday, Sept. 15			Tuesday, Sept. 16			Wednesday, Sept. 17		
7:30-8 p.m.			7:30-8 p.m.			7:30-8 p.m.		
ABC— <i>Avengers</i>	8.0	14	ABC— <i>Mod Squad</i>	7.6	15	ABC— <i>Flying Nun</i>	12.9	24
CBS— <i>Gunsmoke</i>	11.2	20	CBS— <i>Lancer</i>	8.0	16	CBS— <i>Dionne Warwick Special</i>	13.8	26
NBC— <i>My World</i>	20.6	37	NBC— <i>Jeannie</i>	18.9	38	NBC— <i>Virginian</i>	10.2	19
8-8:30 p.m.			8-8:30 p.m.			8-8:30 p.m.		
ABC— <i>Avengers</i>	8.1	13	ABC— <i>Mod Squad</i>	9.7	18	ABC— <i>Courtship of Eddie's Father</i>	17.8	29
CBS— <i>Gunsmoke</i>	11.8	18	CBS— <i>Lancer</i>	10.1	18	CBS— <i>Dionne Warwick</i>	14.2	23
NBC— <i>Laugh-In</i>	29.8	47	NBC— <i>Debbie</i>	23.2	42	NBC— <i>Virginian</i>	11.1	18
8:30-9 p.m.			8:30-9 p.m.			8:30-9 p.m.		
ABC— <i>Will Sonnett</i>	6.9	10	ABC— <i>Gospel Special</i>	3.4	6	ABC— <i>Room 222</i>	27.3	41
CBS— <i>Lucy</i>	10.5	16	CBS— <i>Liberace</i>	13.0	22	CBS— <i>Good Guys</i>	9.0	13
			NBC— <i>Julia</i>	27.7	46	NBC— <i>Virginian</i>	11.1	17
			9-9:30 p.m.			9-10 p.m.		
			ABC— <i>Gospel Special</i>	4.1	7	ABC— <i>Movie</i>	17.3	26
			CBS— <i>Liberace</i>	12.7	21	CBS— <i>Local News Special</i>	5.8	9
			NBC— <i>Tuesday Movie</i>	24.9	40	NBC— <i>Kraft Music Hall</i>	19.6	30
			9:30-10 p.m.			10-11 p.m.		
						ABC— <i>Movie</i>	13.2	22
						CBS— <i>Hawaii 5-0</i>	6.9	11
						NBC— <i>Then Came Bronson</i>	23.6	39

Herald-Examiner.

"... the life and death struggle in a hospital, a subject that has become stale with age." Russ Marabito, *Chicago Today*.

"... as effective as a dull scalpel." Norman Mark, *Chicago Daily News*.

My World and Welcome To It (NBC-TV, Monday, 7:30 EDT).

"... admirers of James Thurber could only wince..." Jack Gould, *New York Times*.

"... a delightful change from what we've been accustomed to..." Kay Gardella, *New York Daily News*.

"... a joy and a treasure..." Percy Shain, *Boston Globe*.

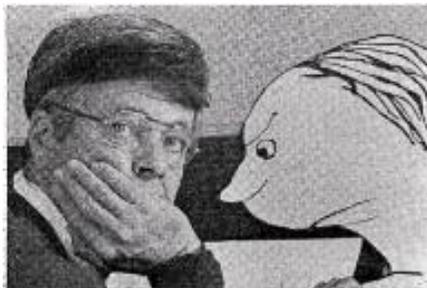
"... it's warm, it's witty and it's a sophisticated cut above the best of the TV network situation comedies..." Bob Williams, *New York Post*.

"... I've got an uneasy feeling... it is not long for TV." Bernie Harrison, *Washington Evening Star*.

"... does capture some of Thurber's world... will have a small and fervent collection of followers." Lawrence Laurent, *Washington Post*.

"... most importantly, it's funny..." Harry Harris, *Philadelphia Inquirer*.

"... among the most tolerable of the



new season." Ron Powers, *Chicago Sun-Times*.

"About the most you can say... is that it's different." Russ Marabito, *Chicago Today*.

"... tried to appeal to all parts of the TV audience and failed." Norman

Mark, *Chicago Daily News*.

"I have a dark feeling that it will get old pretty fast." Clarence Petersen, *Chicago Tribune*.

"... may take time to catch on." Frank Judge, *Detroit News*.

"... a daddy, fresh piece of comedy." Pete Rahn, *St. Louis Globe-Democrat*.

"A heavy-handed go at fragile fantasy." Dwight Newton, *San Francisco Examiner*.

"... should attract the youngsters... parents may find the offbeat sophistication... to their liking." Allen Rich, *Hollywood Citizen-News*.

"... premiere episode was a delightful improvement over every TV attempt of domesticity I have seen." Terrence O'Flaherty, *San Francisco Chronicle*.

"Flashes of Thurber emerged but the strain was heavy, the whimsy plodding. I am fearful." Donald Freeman, *The San Diego Union*.

"... a genuine original in the redundant world of television." Cecil Smith, *The Los Angeles Times*.

Here's Debbie (NBC-TV, Tuesdays, 8 p.m. EDT).

"... appears destined to fail" in effort to become another "*I Love Lucy*." Jack Gould, *New York Times*.

"... isn't quite in Lucy's class as yet..." Percy Shain, *Boston Globe*.

"... a poor Lucille Ball imitation..." Kay Gardella, *New York Daily News*.

"... unfortunately mirthless..." Bob William, *New York Post*.

"... imitates Lucy... shopworn material... just might become a hit..." Lawrence Laurent, *Washington Post*.

"... I Love Lucy type of chaos," *Washington Daily News*.

"... sheer fluff and a vaulting bore." Bernie Harrison, *Washington Evening Star*.

"... a few laughs, but mighty few..." Harry Harris, *Philadelphia Inquirer*.

"... thin and outdated." Mary Wood, *Cincinnati Post & Times-Star*.



"... a mini-skirted younger Lucy and that is not at all bad." Bettelou Peterson, *Detroit Free Press*.

"... first episode... was, in a word, lousy." Clarence Petersen, *Chicago Tribune*.

"... if you like a fashion show disguised as a situation comedy, you'll love [her]." Norman Mark, *Chicago Daily News*.

"A 'Lucy' she isn't, but she is still a pretty good slapstick comedienne whose antics should please." Pete Rahn, *St. Louis Globe-Democrat*.

"... biggest bomb to hit an unsuspecting populace since Hiroshima." Wade H. Mosby, *Milwaukee Journal*.

"... an awfully bad television show." Cy Rice, *Milwaukee Sentinel*.

"... going to be up to the material furnished the star." Allen Rich, *Hollywood Citizen-News*.

"If the people creating the show know what goes, their motto will be down with decorum and hurray for the pratfall." Morton Moss, *Los Angeles Herald-Examiner*.

"A new, highly skilled female contortionist has come to challenge Lucy, the pratfall queen." Dwight Newton, *San Francisco Examiner*.

"... caviling aside, the series does seem to be plowing very old terrain." Donald Freeman, *The San Diego Union*.

"Debbie with Debbie Reynolds is '*I Love Lucy*' revisited—but is that bad?" Cecil Smith, *The Los Angeles Times*.

Room 222 (ABC-TV, Wednesdays, 8:30 p.m. EDT).

"... looks like a winner..." Percy Shain, *Boston Globe*.

"... up to now, this is by far the best of the fictional 'education' programs." Ben Gross, *New York Daily News*.

"... holds a measure of promise..." Jack Gould, *New York Times*.

"... promising..." Bob Williams, *New York Post*.

"... is an attempt to treat secondary education with a proper amount of respect. This is the finest effort of all." Lawrence Laurent, *Washington Post*.

"... it's an aware effort and... will be trying to make a solid point or two..." Bernie Harrison, *Washington Evening Star*.

"... hinted at the unabashed use of relevancy as a commercial attraction."

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Ron Powers, *Chicago Sun-Times*.

"Wednesday's best by far was *Room 222*." Clarence Petersen, *Chicago Tribune*.

"... seemed to have some idea what it wanted to do, and then didn't do it." Norman Mark, *Chicago Daily News*.

"... a sense of the flow of life, of genuine benings swept by ..." Cecil Smith, *Los Angeles Times*.

Courtship of Eddie's Father (ABC-TV, Wednesdays, 8 p.m. EDT).

"... an example of TV benumbed ..." Jack Gould, *New York Times*.

"... one-note comedy. ..." Percy Chain, *Boston Globe*.

"... I couldn't believe a word of it. ..." Ben Gross, *New York Daily News*.

"... what, again? Bob Williams, *New York Post*.

"... I give this one no chance."



Bernie Harrison, *Washington Evening Star*.

"... half an hour of tired cliches."

Russ Marabito, *Chicago Today*.

"Formula or not, the show was fun."

Clarence Petersen, *Chicago Tribune*.

"... standard stuff ... except the way it is done." Cecil Smith, *Los Angeles Times*.

Then Came Bronson (NBC-TV, Wednesdays, 10 p.m. EDT).

"Offered an interesting lesson on group therapy. ..." Ben Gross, *New York Daily News*.

"... is, at least, different. ..." Percy Shain, *Boston Globe*.

"... it will take time to learn what 'Then Came Bronson' is all about." Jack Gould, *New York Times*.

"... carried an emotional wallop. ..." Donald Freeman, *The San Diego Union*.

"... provided a promising premiere from the standpoints of script and acting and mainly avoided the opportuni-



ties for embarrassment." Morton Moss, *Los Angeles Herald-Examiner*.

"... a rarity, an achievement, something of value." Don Page, *The Los Angeles Times*.

"... I didn't like the movie plot or the opening installment. ..." Bernie Harrison, *Washington Evening Star*.

"... the best of the three [Wednesday night debuts]." Russ Marabito, *Chicago Today*.

"... might be one of the hits of the 1969-70 season." Norman Mark, *Chicago Daily News*.

"... done in good taste. ..." Clarence Petersen, *Chicago Tribune*.

Public access to media disputed by CBS's Jencks

An advocate of a legal right of access to the media by the public defended his thesis Wednesday (Sept. 17) under questioning by Richard W. Jencks, president of the CBS Broadcast Group, and James Reston, vice president of the *New York Times*, on National Educational Television's *News in Perspective* (9-10 p.m. NYT).

Jerome A. Barron, professor at George Washington University law school, maintained that interpreting the first Amendment as "freedom of the pub-

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lisher, freedom of the broadcast network, freedom of the licensee leaves an awful lot of people whose interests are not being considered." He supported the establishment of a legal procedure to insure a person the opportunity to speak—a basically conservative proposition, he said, merely trying to make the 18th-century institutions work.

Mr. Jencks discounted the idea of a lack of access—"never before has the press in this country been so eager to present and report variant and dissident views"—and suggested that an analysis of media content should be made before such a change is even proposed.

Messrs. Jencks and Reston primarily criticized the system for the possibility of government control of the media through the courts. Mr. Reston agreed that there is a right of access, but not

that it should be enforced by law. "If we are not fair," Mr. Reston noted, "the public will find out, and we will be in trouble ourselves."

Mr. Jencks felt that the media could be relied on more than judges who would try to impose editorial standards through the right of access.

Mr. Barron saw the basic problem as "not one so much of multiplying the number of private outlets because they all represent the same business bias. . . . What you have to insist on is not that a lot of people own it, but that there be some legal device for diversity."

Mr. Reston countered: "Anything that you do, in my view, that would weaken the press's capacity to probe into the action of executive power—this to me is desperately dangerous for our country, and I would oppose it with everything I have."

Court insists on 'malice' proof

Appellate panel reverses libel judgment against Metromedia for newscasts

A U.S. appeals court last week handed down a decision indicating that the First Amendment affords broadcasters a generous measure of protection against libel suits.

The decision reversed a federal district court judgment in which Metromedia Inc. faced payment of \$275,000 in compensatory and punitive damages in a suit brought by the distributor of nudist magazines in Philadelphia.

The U.S. Court of Appeals for the Third Circuit, in Philadelphia, said that under the First Amendment the standard proving "actual malice" applied to the case and that the evidence failed to support this. Judge Collins J. Seitz, writing for a unanimous three-judge court, said the lower court should have granted Metromedia's request for a directed verdict.

George Rosenbloom, who brought the suit, charged that his reputation had been injured as a result of two series of newscasts by Metromedia's WIP(AM) Philadelphia in the fall of 1963. One series dealt with Mr. Rosenbloom's arrest on charges of possessing obscene literature; the other, with reports of a law suit he and others had brought to enjoin the allegedly illegal arrests and defamatory statements.

The jury hearing the case awarded Mr. Rosenbloom \$25,000 in compensatory and \$750,000 in punitive damages. The district judge reduced the latter amount to \$250,000.

Judge Seitz said the alleged libel in the first series was in the failure to use the word "allegedly" in certain places in the broadcast. In the second series, he said, an implication that Mr. Rosen-

bloom and his co-plaintiffs sought to stop all obscenity raids in Philadelphia was not justified. He also said the word "allegedly" had been omitted before "smut distributors" in one broadcast.

But Judge Seitz who noted that the First Amendment was no less applicable to the case because a broadcast station rather than a newspaper was involved, said the plaintiff could not recover damages unless he proved the attacked statement were made "with 'actual malice'— either with knowledge it was false or with reckless disregard of whether it was false or not." This is the test devised by the Supreme Court in a case involving the *New York Times* (Times vs. Sullivan).

And Judge Seitz said broadcast stations should not be held to an unrealistic standard of accuracy in such cases.

He said the broadcasts under attack not only concerned subject matter of public interest, but they involved the broadcast of "hot news" items—news summaries on the hour and half hour and ranging in length from 90 seconds to 10 minutes.

The value of these broadcasts is in conveying the latest news as fast as possible, so that the public is informed of news items of possible immediate concern, he said, adding: "It is not realistic to require thorough research or verification of each individual item under these conditions." He added, however, that the need for constitutional protection is less apparent in cases involving documentaries or feature stories "where time is available to attempt to verify questionable material."

Judge Seitz held that the district

court made "an unduly narrow evaluation of the function of the newscasts" when it held that the case was not one in which "a newsworthy incident occurs spontaneously and a news purveyor must rely on eyewitness accounts subject to the vicissitudes of human perception."

He said that approach "in effect imposes a duty on the broadcaster to be 'right' except in the most limited circumstances and therein lies its vice when judged by First Amendment standards." Judge Seitz also rejected the district court's view that the First Amendment is not applicable because Mr. Rosenbloom is not a "public figure."

The district court found evidence of malice under Pennsylvania law. But Judge Seitz said the evidence did not meet "federal standards."

One episode in which Mr. Rosenbloom attempted to contact the station after it began broadcasting news of his arrest was dismissed by Judge Seitz as lacking in sufficient substance and clarity to meet the standard required to show malice.

The district court had cited Metro-media's failure to confront Mr. Rosenbloom personally about the matter and to examine the magazines to determine whether they were obscene as evidence of "a reckless disregard for a person in no position to make himself heard." But Judge Seitz said the burden the lower court would impose "is not constitutionally permissible."

The opinion also rejected the district court's conclusion that the "highly inflammatory references (girlie-book peddlers and smut distributors)" in the second series of newscasts under attack constituted evidence of a reckless disregard of Mr. Rosenbloom's rights.

"It is difficult to see how characterizing them [the broadcasts] as inflammatory tends to prove the requisite awareness of their probable falsity," Judge Seitz said.

Morgan due at ABC after 2-year PBL stint

Edward P. Morgan returns to ABC News Oct. 6 as a Washington correspondent after a two-year leave as senior correspondent for the Public Broadcast Laboratory.

ABC News announced last week that Mr. Morgan had signed a contract to provide news and commentary for the American Information Radio Network Monday through Friday, and commentaries three times a week for the Daily Electronic Feed, ABC News film syndication service. He will also be available, ABC said, for assignments on the *ABC-TV Evening News with Frank Reynolds and Howard K. Smith*, where he would be working under the former



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director of PBL, Av Westin, now the producer of the evening news.

Mr. Morgan was with ABC News for 13 years before taking leave to work at PBL. The PBL project ended in May after two years of providing Sunday night programs for noncommercial television under a Ford Foundation grant.

Networks discover error in 50-50 data

NBC says it did not use PR firm to keep producers out of 50-50 proceeding

Many of the statistical tables that CBS and NBC filed in connection with the FCC to buttress their opposition to the commission's proposed rule to limit network ownership or control of programming appear to be in error. There is no indication yet of the size or shape of the error involved; but its discovery opens the possibility that some of the statistical information on which the networks relied may backfire.

CBS and NBC informed the commission of the error in pleading last week. They submitted a letter from the Arthur D. Little Co., the Cambridge, Mass., research organization which compiled the information for them, that attributed the problem to what it said was faulty instructions from the American Research Bureau on the use of information it provided for the tables that are now in question.

NBC, in addition, denied a suggestion that film producers—whom the proposals were aimed at aiding—did not participate in the four-and-a-half-year-old proceeding because they had been persuaded not to by a public relations firm retained by the networks. But NBC said that the television networks had informed the producers directly of their opposition to the commission proposal.

NBC had presented nine producers with an analysis of the proposed rule that indicated it would hurt them as well as the networks. But the network had suggested that the producers present their own views to the commission.

The pleadings constituted additional comments filed in place of rebuttal arguments the networks agreed to forego during the oral argument the commission held on July 22 and 23. At issue were the commission's 50-50 proposal, so-called because its principal element would prohibit networks from owning or controlling more than 50% of their prime-time programming, and an alternative proposal advanced by Westinghouse Broadcasting Co. Both are

based on the assumption the networks have too tight a grip on the program-production market and are aimed at stimulating competition in that market.

William A. Krebs, vice president of Arthur D. Little Co., in a letter to counsel for CBS and NBC, said as many as 24 of the 98 tables in the ADL report which was filed with the commission in April may be in error. All are based on information in ARB's sweep survey for the period February-March 1958 and February-March 1968. The Little report was the second filed in the proceeding; the first was submitted in March 1966 (BROADCASTING, March 7, 1966).

Mr. Krebs said that in rechecking ARB data, Little discovered that it had not been coded as ARB had indicated it would be—that, "contrary to our understanding," the ARB tapes on which the information was contained used the same four-digit code number to describe more than one program. The result, he said, was that data for some network programs were tabulated as nonnetwork and vice versa. He said Little had not yet been able to determine the extent of the error or its ultimate effect on the tables involved. He said it would take "at least several weeks" to recheck the data and prepare new tables.

When asked for comment, ARB, in a statement attributed to Charles F. Crichton, vice president and general manager, said that Little "has not made ARB aware of any problems it had in using our data."

Many of the tables involved support the networks' argument that neither of the proposals under consideration is needed to open up the program-production market. They appear to show that sales opportunities of independent producers are good and getting better, that the amount of time available for non-network programming and the amount of such programming being carried, by independents and affiliates, are on the rise.

Little began its review after an attorney for WBC, John D. Lane, during the oral argument, questioned the figure in one of the tables for nonnetwork programming in 1968. The table compares the amount of network and nonnetwork programming carried by affiliates in 1958 and 1968, and the work done in reviewing the underlying data, Mr. Krebs said, indicates it overstates the amount of nonnetwork programming for 1968.

Despite these problems, CBS and NBC in their comments continued to hammer away at the proposals to restrict networks' operation in programming. CBS attacked both the 50-50 and WBC proposals as unnecessary and counterproductive, while NBC concentrated on the WBC plan, calling it unworkable in terms of its objective of

Editorial pickups are sincerest form of flattery

WTIC-AM-FM-TV Hartford, Conn., editorials are not only being praised by the Connecticut press, but are being picked up and printed by the newspapers. The reason, an editorial in *The Middletown Press* noted, is that the broadcast editorials "are soundly researched, well-presented and confidently expressed. One may or may not agree with every position taken, but the homework has been done and that itself is refreshing."

The stations' editorials are written by Leonard J. Patricelli, president of licensee Broadcast-Plaza Inc.

WTIC-AM-FM-TV have been editorializing since May. The first editorial, on the destruction of the English language by campus radicals, was printed in the *Congressional Record*. One editorial, reproduced in *The Waterbury Republican*, warned of law-and-order candidates who propose no solutions to crime in the streets. Another, reprinted in Spanish in the *Hartford Times*, pleaded for tolerance in the wake of rioting in Hartford's black and Puerto Rican neighborhoods. The editorial on the riots had been broadcast in English and Spanish on the stations Sept. 4 and 5.

filling some prime time with independently produced high-cost, high quality syndicated programs. Both avoided use of the now-questioned Little tables.

The WBC proposal would prohibit stations in any of the top-50 markets containing three stations from taking more than three hours of network programming, other than news, between 7 and 11 p.m. The commission proposal, besides its 50-50 provision, would bar networks from engaging in syndication, except the foreign distribution of programs they produce, and from gaining subsidiary rights in independently produced programs.

ABC is opposing the 50-50 proposal but not WBC's alternative; ABC considers it the "least of all possible evils." The network joined with CBS and NBC in sponsoring the first Little report, but not the second, whose data was used by CBS and NBC in opposing both plans. The commission asked for comments on the WBC plan after reopening the rulemaking proceeding last year (Sept. 23, 1968).

CBS, while opposing any form of the WBC plan, said the commission "under no circumstances" should adopt a so-called "all-network variant." This would bar affected stations from taking programs from any network, even those with which they are not affiliated, during the time that would be barred to

network programing.

CBS noted that the one-network "variant", while prohibiting a network from providing affiliates with a full evening schedule, would permit them to compete with other suppliers in meeting the programing needs of other stations in the affected markets.

The lack of producer involvement in the rulemaking proceeding has been something of an embarrassment to the commission, particularly in view of the paucity of support the proposal has drawn from other quarters.

But it was Commissioner Kenneth A. Cox, during the oral argument, who suggested that the producers had not participated because "Mr. Schechter went around persuading them not to." Abe Schechter is a New York public-relations representative whom the networks hired four years ago in connection with their opposition to the proposed 50-50 rule.

But NBC said last week he had been retained only "to acquaint various civic, educational, cultural, fraternal and similar groups with the effects of the proposed rule," after it was issued. NBC said that he was not authorized to dissuade anyone from testifying and that his "mission did not include producers, advertisers, or broadcasters." The networks terminated Mr. Schechter's services more than three years ago.

NBC, in stating that the networks' contacted the producers directly did not provide the arguments advanced by CBS or ABC, other than that all three networks presented "the network position on the proposed rule." The other two did not comment on their relations with the producers in their comments last week. But officials of both CBS and ABC recalled that those networks had presented their views to some or all the producers, at least informally.

NBC supplied copies of its analysis of the proposed rule that it sent to the producers, the letter of transmittal and a covering letter sent with a copy of the first Little report. In the documents, NBC urged the producers to send their views to the commission, regardless of whether or not they agreed with the network.

"Our purpose in summarizing the rule and our own opinions," NBC said in its analysis of the proposal, "is to stimulate you to think about it in the light of your own experience and interest, rather than ours." But NBC also invited the producers to contact David D. Adams, then NBC's senior executive vice president, or Thomas E. Ervin, then the vice president and general attorney, for further information. Both are now executive vice presidents.

The analysis reflected NBC's view

that the 50-50 proposal would adversely affect independent producers. NBC pointed out that it would remove the networks as customers for the producers' product for a major share of the evening schedule, and argued that advertisers were not likely to emerge as replacement buyers.

The analysis also said a ban on network interests in programs and on network syndication activities would be "reflected" in the price networks could pay for independent productions. It added that the present pattern of doing business, in which subsidiary rights are obtained in return for financing assistance, aids small producers by enabling them to obtain financing at no cost.

NBC sent the material on the proposal to MGM, Mirisch-Rich, William Morris, MCA, Walt Disney, Sheldon Leonard, Hubbell Robinson, Danny Thomas, and George Schaefer.

Party conventions to turn telegenic?

Democrats' expert says nominating events must be modernized

A veteran of six Democratic national conventions, who served in capacities from radio director to executive manager, told a special Democratic party commission on convention rules last week that "gavel-to-gavel coverage by live television has outlived its usefulness."

J. Leonard Reinsch, president of Cox Broadcasting Co., a group broadcaster with multiple CATV holdings, recommended that party officials meet with the major networks to consider limiting live coverage of the convention to major events only. He stressed, however, that "as a television and radio executive I expect news media to maintain their right to determine what they will cover

as news."

Mr. Reinsch was in charge of three Democratic national conventions (1954, 1960 and 1964) and was chief consultant on media relations at the 1968 convention.

In discussing his ideas for a more efficient convention, Mr. Reinsch suggested that the percentage of convention time devoted to "meaningful" political activity be increased.

Mr. Reinsch also urged the Democratic party to drastically reduce the number of delegates and alternates (from 1968's 2,500 to no more than 1,500 voting delegates and 500 alternates), hold pre-convention meetings with media representatives a year in advance "so there is complete understanding of the ground rules," and eliminate "excessive interludes of meaningless ritual" such as the nomination of favorite-son candidates.

Speaking of the size of conventions, Mr. Reinsch stated that as the convention is now organized "no city in the United States has the multiple facilities necessary to host the 1972 Democratic convention."

For the 1972 convention, Mr. Reinsch proposed that the Democrats meet in late June or early July to "enable [Democratic] candidates to build their campaign staffs and develop campaign strategy."

He also recommended that the total time for nominating and seconding speeches for the presidential nominations be limited to 10 minutes and those for the vice-presidential nominations to five minutes and that demonstrations be banned.

Group to cater to youth

The Albert Fisher Production Group, New York, has been formed by Albert Fisher and Michael Collyer, partners, to produce youth-oriented television programs and feature films. The first TV project is a half-hour game program *Double Cross*. The Fisher Group is located at 41 West 72d Street, New York 10023.

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Arrests follow Chicago court ban

Bar to radio-TV occurs
before trial this week
of eight protest leaders

Several Chicago radio and TV station newsmen were arrested on contempt of court charges last Thursday (Sept. 18) as they tested a new order by judges of the U.S. district court there prohibiting use of electronic news gear or cameras in or around the U.S. federal building there, which houses the courts.

The confrontations followed a ruling announced Wednesday by district court chief judge William J. Campbell in anticipation of the court trial this week of eight protest leaders indicted last year by a federal grand jury following the disorders surrounding the Democratic national convention in Chicago. Among those tagged by the police in the lobby or just outside the federal building Thursday were Michael Rollins, WCFL(AM) Chicago; Arvid Carlson, cameraman, WGN-TV Chicago; Len Walter, WBBM(AM) Chicago; Del Hall, CBS-TV cameraman; John Lawrence, CBS Radio; Stanhope Gould, CBS producer, and Walden Wright, WFLD-TV Chicago. WGN-TV said Mr. Carlson was

released when it was learned he had shot no film.

Local reports said as many as a dozen newsmen were arrested but their identities were not all known. Most of the arrests occurred when a local legal researcher, Sherman Skolnick, attempted to hold a news conference in the building lobby.

Mr. Skolnick said he had just filed suit against the new court news-coverage order in behalf of listeners and viewers on the grounds "one of the great and important public functions of the electronic-news gatherers is to keep lazy judges diligent, crooked judges honest, by robust and persistent spot-news coverage of events in and about the court house."

Mr. Skolnick has been prominent in several cases recently against what he considers to be corruption in public office, especially the judiciary.

Speaking for the district court judges, Judge Campbell has announced that the rules, adopted Monday but not disclosed until mid-week, would bar photographic, radio and TV news equipment from anywhere in or near the court building at 219 South Dearborn Street in the Chicago Loop. Until now broadcasters and newspaper photographers were allowed to use interior alcoves and certain corridor areas, the lobby, sidewalks and the 21st floor newsroom.

Now, under the new order, press re-

porters can phone stories to their papers from the press room but a radio or TV reporter cannot, according to broadcasters' interpretation of the ruling. The ruling is expected to be a topic for exploration this week in Detroit at the annual meeting of the Radio-Television News Directors Association.

Judge Campbell in September 1968 empaneled the federal grand jury that subsequently issued the initial indictments arising out of the Democratic convention disorders. The September grand jury is still in session and additional indictments may ensue. The eight alleged convention protest leaders are to stand trial in Chicago beginning this week in U.S. district court. Tight security is to be enforced.

The court news-coverage ruling is seen as a move that will prevent the accused riot conspirators from holding news conferences during court recesses. It also would prevent pictorial and broadcast coverage of sidewalk protesting by such as the Black Panthers.

CBS subsequently also reported that its news teams were released when the U.S. commissioner determined there was confusion about whether they had actually been on federal ground outside the building at time of arrest. The CBS News men had been accompanied to the site by two attorneys from the Chicago law office of Newton Minow, local CBS counsel.

The play isn't always the thing

TV network programing heads, production executives
exchanges ta'es of frustration at Hollywood forum

Changes of perplexing dimensions are hitting the Hollywood television film producers—majors as well as independents. The producers don't know whether to cry for help, give up, or kick back.

A forum in Hollywood last week, which brought to town and together the programing heads of the three television networks, exposed clearly the consternation of the film-production community. Mort Werner, vice president in charge of programs and talent for NBC-TV; Mike Dann, senior vice president, programs, CBS-TV; and Martin Starger, vice president in charge of programing, ABC-TV; went west from New York and, under the auspices of the Hollywood Radio and Television Society, sat in tribune at a fashionable hotel in Beverly Hills. Attending them were key executives from every film production house in town—an overflow crowd of some 370 in all (the society's biggest ever), including the managers of local advertising agencies and local TV

and radio stations.

From such respected industry statesmen as 20th Century Fox TV's William Self, Screen Gems' Harry Ackerman and the Writers Guild of America's Christopher Knopf (essentially the format for the session, which was a luncheon meeting, was for selective pro-

professionals to ask the network programing professionals, hopefully, professional questions) came an outpouring of the production community's concerns, some direct reflections of the troubles loose in the land.

Veteran comedy producer Harry Ackerman, a vice president and executive producer for Screen Gems, laid bare what appears to be one of the greatest fears in Hollywood in this time of fluctuating attitudes and practices. Referring to the major investigation into the effects of televised violence that Senator John O. Pastore (D-R.I.)



L-r: Messrs. Werner, Dann and Starger.

A backdown on TV violence

Commission withdraws claim medium causes aggression in children

The National Commission on the Causes and Prevention of Violence mulled over a draft statement on TV last week and, after making some changes, is preparing to put it out this week.

Among the changes is one that, it's understood, in essence withdraws any implication that TV violence is a central factor in aggression among children. The statement, however, still finds that TV violence is an element in inculcating among children a warped sense of the use of violence to settle differences, especially in youngsters from disadvantaged homes where there is little or no supervision (BROADCASTING, Sept. 15).

It still also calls for the deletion of violence in children's programs and recommends that general programs containing scenes of strong violence be scheduled in the late hours of the day when, presumably, children are not watching TV.

The commission also calls for a general reduction in the level of violence in all TV programming and states that it has

found no significant diminution of violence on TV between the past season and the one before, notwithstanding claims by the TV networks that they had reduced this type of program fare.

The violence commission calls for continued and more active research by the TV networks into the effects of violence in TV programs on children and adults.

It also expresses the hope that public broadcasting might provide more responsible programs for children.

Only nine of the commission's 13 members attended last week's meeting in Washington, which also considered a draft report on political assassinations.

The commission was established by former President Lyndon B. Johnson last year following the assassinations of Senator Robert F. Kennedy and, earlier, of the Reverend Martin Luther King. Dr. Milton S. Eisenhower, president-emeritus of Johns Hopkins University, Baltimore, is chairman.

To follow the TV statement in about a month are two task force reports, one on the entertainment media, principally TV, prepared by Dr. Sandra Ball of the University of Michigan.

The other is to be on news media, by Robert K. Baker, former Department of Justice attorney. Dr. Ball's report is said to be critical of TV; Mr. Baker's, not so harsh about TV news coverage.

New free speech kit offered by TIO

The Television Information Office distributed to stations last week materials and suggestions for adapting a TIO newspaper ad for use on television to advance the concepts of free speech, free press and free television.

TIO officials credited the idea to KSL-TV Salt Lake City. The station, according to TIO Director Roy Danish, took TIO's print ad—which featured quotations by prominent figures on the importance of free speech and a free press—and “cut it up,” using the quotations in individual slides for on-air presentation. On KSL-TV the slides were presented as ID's or promos, singly or in pairs, with copy read by a booth announcer.

“The purpose,” Mr. Danish said, “is important: to inform viewers of the value of free speech, free press and free television. The technique is simple and effective.”

The TIO mailing enclosed type for seven slides; suggestions for laying out slide art; audio copy for 20-, 30- and 60-second spots, and audio copy for eight-to-15-second ID's.

“This technique lends itself to flexible treatment,” Mr. Danish told stations. “We're certain you can adapt it to conditions in your community. And

started earlier this year (BROADCASTING, March 10), Mr. Ackerman asked whether the networks “are going to knuckle under to Pastore and impose a new dark age of censorship over television.” In essence he wanted to know whether television's freedom of expression was going to be further repressed because of political pressure from Washington.

Both Mr. Werner and Mr. Dann hastened to assure Mr. Ackerman that there has been no “knuckling under” to Senator Pastore. Mr. Werner explained that “events that took place in our lifetime in the past two years caused a re-evaluation of material that was going on television.” But he made clear that there was “no concerted drive” to censor creative people and that the effect of the re-evaluation was to eliminate “certain areas of violence.”

Mr. Dann dismissed the fear of accentuated censorship as “nonsense.” Outside the area of violence, he contended, “television must and is becoming more permissive all the time.” Still there was restlessness in the room, particularly when Mr. Dann added that the de-emphasis of violence is sure to be continued until a definitive determination is made that social change and not primarily television is what's

causing all the violence in our society.

Bill Self, president of 20th Century Fox Television, wanted a status report on the employment of the black actor in television. Mr. Dann, again making the reply, termed the use of Negro performers in front of the camera as an “explosive change” in the business. “I think it's the rare exception where we don't see if there is more than one person either in a commercial or a drama that the other person isn't other than white,” he said.

Yet here, too, the audience was left with a disturbing feeling that the change was not played out and there was a lot more to come. Mr. Dann said that “the great challenge for the industry” was to find work for blacks and others behind the camera in production and in technical jobs and to “prove that minority groups have things besides rhythm.”

The changes that have enveloped Hollywood are challenging the very existence of some companies. Even a giant such as 20th Century Fox is greatly concerned because the networks are giving firm commitments for series to established television stars, thus, in effect, shutting out production companies. Cited as examples were NBC and its associations with Bill Cosby.

“This policy is very frustrating to production companies in that we're not in a position to offer a major piece of talent 26 weeks firm, observed Mr. Self. “How do we get in the act?” Mr. Self asked.

Even more plaintive and urgent was the question of David Charnay, board chairman and president of Four Star International. Mr. Charnay wanted to know how an independent production company can survive when the industry's trend seems to be toward big stars and big packages tide together by big talent agencies. Mr. Dann was at his most biting form in replying.

“I have a feeling that you should discuss this with a management consultant,” he said. “I didn't mean to be flip,” he went on, “but what you're really saying is what are you going to do to stay in business. I mean, I'm trying to figure out what I'm going to do to keep my job. So I think we both have a problem but we're going to have to solve it independently.”

The answer generated the biggest laugh of the afternoon. It didn't, however, do much to reassure the Hollywood TV-makers that they'll be able to ride out the winds of change without being blown away or at least be considerably disheveled.

because we believe it is vitally necessary for the industry to present its story to the public, we urge you to make use of this material in whatever form you can."

The print ad was placed by the TIO as a full page in the *Washington Post* last March 24, timed with the opening of the 1969 National Association of Broadcasters convention in Washington, and TIO also made mats of it available to stations (BROADCASTING, March 31).

A hard look at urban Negro

WFBM-TV Indianapolis has produced another documentary about the problems of the urban Negro—but it is a documentary with a difference. The four-part series, *The Negro in Indianapolis*, was backed up by thorough research into Negro and white attitudes toward the areas of greatest concern to Indianapolis Negroes—the public schools, employment opportunities and neighborhood environment.

WFBM-TV, the Time-Life Broadcast-owned outlet in Indianapolis, was said to have felt that Indianapolis, for a major American city, had enjoyed a good record of racial calm during a decade of nationwide tension and turmoil. The problem, the station believed, was that the very tranquility Indianapolis had experienced would lull all concerned into complacency and that leaders of both races might slacken their efforts to resolve the serious and chronic problems that still remain. The station also feared that current efforts to find solutions to Negro problems, however well intended, might be misdirected.

Thus the WFBM stations (WFBM-AM-FM-TV), in an effort to get hard facts on the problems in its community, commissioned a Cedar Rapids, Iowa, research organization, Frank N. Magid Associates, to conduct a study of race relations in Indianapolis. Some 450 Negro and 400 white households were interviewed by the Magid firm.

The results of the Magid survey also were the basis of the WFBM-TV four-part documentary series. The first part of the series, a 30-minute report on Negro and white attitudes in Indianapolis, was televised last Thursday (Sept. 18). The remaining programs in *The Negro in Indianapolis* series cover "His Schools" (Oct. 16), "His Neighborhood" (Nov. 18), and "His Job" (Dec. 18).

The Magid study found, among other things, that Negroes interviewed responded differently to Negro and white interviewers on subjects involving a good deal of racial tension, and that whites sometimes tend to be oblivious to problems that are of the utmost con-

Wolper, 'Journal' join in women's special

David L. Wolper Productions and the *Ladies' Home Journal* will work jointly on the production of a series of television specials devoted to women. The first special is scheduled for early 1970.

John Mack Carter, president of Downes Publishing, publisher of the *Ladies' Home Journal*, said the magazine would produce a special issue tied into the content of the TV special and timed for simultaneous release. Both organizations are currently working on the theme, which will be either 60 or 90 minutes in length.



Messrs. Wolper (l) and Carter

cern to Negroes, such as employment. The study also found that Negroes have relatively little interest in police relations and protection compared to their concern over housing, employment, and the quality of schools in their neighborhoods.

The series being aired by WFBM-TV is being written and produced by Jim Hetherington and is narrated by Howard Caldwell, WFBM-TV news editor.

Los Angeles outlets win spot-news awards

The Radio and Television News Directors Association has announced the 1969 winners of the awards for excellence in broadcast journalism. KFWB (AM) and KNBC (TV) both Los Angeles, won U.S. awards for spot news coverage.

The Edward R. Murrow Award for TV documentaries went to KNXT (TV) Los Angeles and the Murrow Award for radio documentaries went to WMAL-AM-FM Washington. Awards in the editorial category went to WDSU-TV New Orleans and WVOX (AM) New Rochelle, N.Y.

Canadian awards for spot news coverage went to CBUT-TV Vancouver, B.C., and CHML (AM) Hamilton, Ont. CFRN-TV Edmonton, Alberta, and CJVI (AM) Victoria, B.C., won Canadian documentary awards.

The RTNDA conference, being held Sept. 23-27 at the Detroit Statler-Hilton, will focus on the problems of the cities and campuses.

TV production firm set

Gardner Communications Inc., Miami, has formed a new television production company. Robert Gardner, formerly station manager of WAJA-TV Miami, and Max M. Everett, vice president of creative sales of H-R Television Inc., are president and vice president respectively. The company will be at 266 Northeast 70th Street, Miami 33138.

Program notes:

Because it's there ■ The television rights to *The Conquest of Everest*, a color-film record of the ascent of Mount Everest in 1953, have been acquired by four CBS-owned television stations, it was announced last week. The 78-minute documentary film, not previously shown on TV, will be available for broadcast, starting in 1970, on WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia. CBS obtained the TV rights from Tripod Distribution Inc., New York. The film was produced by Countryman Films for United Artists Corp. The film concerns the climb to the 29,000-foot peak in the Himalayas by Sir Edmund Hillary and the late Tensing Norkay, his guide, and a group of British mountain climbers and Nepalese porters.

Black enterprise ■ Westinghouse Broadcasting Co. has signed Jack Jordan, a black American who has established himself as a film maker in Sweden, to write and produce a television documentary on black involvement in the U.S. economy. The one-hour program, *A Piece of the Action*, will be carried on WBC-TV stations during the 1969-70 season.

Cine-Vox's new studios ■ Cine-Vox Productions Inc. reports it has opened new studio facilities in New York for its own radio programs and for rental to outside producers and advertising agencies. Cine-Vox produces and distributes *The Ralph Emery Show*, *The Jerry Marshall Show* and *The Dick De Freitas Show*.

Michelangelo in export ■ CBS Enterprises has received international distribution rights to the award-winning *The Secret of Michelangelo: Every Man's Dream* from Capital Cities Broadcasting Corp. The hour program was telecast in the U.S. on ABC-TV on Dec. 5, 1968, and was rebroadcast by that network last April 6.

Any ceiling ever on program costs?

A study of 'Bonanza,' NBC's long-running hit, tracks the forces causing steady escalation

Why does nighttime programming on network television cost as much as it does? How much more does it cost to produce prime-time product today than it did 10 years ago? Why does it cost more?

What better time to ask and attempt to answer such questions than the start of a new season—the 22d annual network-TV nighttime schedule? BROADCASTING conducted a study of nighttime production costs in 1959-60 and compared them with production costs projected for 1969-70. The *Bonanza* series was used as the sample for close inspection. The familiar western started as a color-filmed hour a decade ago. Last week (Sept. 14) *Bonanza*, now acknowledged as a pioneer program, embarked on its 11th season on NBC-TV.

So as network television's new prime-time schedule unfolds, and with *Bonanza*

as principal illustration, a number of conclusions—not all of them directly related to costs—can be drawn about the nature of prime-time product over the last 10 seasons:

- Nighttime product on network television is expensive and perennially more expensive because it requires many highly specialized ingredients, and the demand of the viewing audience is for ever-more-sophisticated production qualities.

- The cost of nighttime film production has about doubled in the last decade.

Generally, the biggest increases were for the costs of labor, talent, materials and facilities, with labor perhaps the single most persistently escalating item.

- While the attention, as always, is on the new shows—24 productions being introduced on the three networks

this season—the long-running series are the real sinew of the network prime-time schedule.

- Contrary to popular opinion, a surprisingly large number of television presentations—many more, for instance, than in legitimate theater on Broadway—enjoy exceptional longevity and profitability.

Documenting the last two stated conclusions first, BROADCASTING found a total of 73 network presentations (excluding feature film and news programs) will occupy prime-time periods in the 1969-70 season. Of this aggregate, 21 programs—led by *Ed Sullivan*, and with *Bonanza* a prominent fifth—currently are engaged in runs of five seasons or longer (see box, page 65). By most accountings all of these are solid, unequivocal hits.

In addition, not charted, are five series that are entering their fourth season of presentation this month: *That Girl*, *The Dating Game*, *Dragnet 1970*, *A Family Affair*, *Mission: Impossible*. In terms of audience acceptance these shows also are successful and if some have not yet achieved profitability, their growing stockpile of first-run product indicates profits for the future.

Another nine shows are starting their third season in network prime time this month. They are: *Ironside*, *Mannix*, *The High Chaparral*, *It Takes a Thief*, *Rowan and Martin's Laugh-In*, *The Carol Burnett Show*, *The Flying Nun*, *Kraft Music Hall*, *Newlywed Game*. The third season is particularly significant. The feeling in the industry is that three seasons on the network air in prime time marks the threshold to riches and lasting fame.

Thus a total of 35 prime-time network series, nearly half of all the entertainment product made specifically for nighttime television at the start of the current season, have achieved success (some spectacularly) or are on the verge of it. This despite what they individually may have cost to produce and in the face of a mortality rate in premiere seasons that is devastating.

Going into this study, BROADCASTING knew, of course, that to come back



Lorne Green, star; David Dortort, creator

season after season, a series has to generate compelling audience loyalty and stamp a particular time slot as its own domain. The study shows that probably more than any other long running program currently on network TV, *Bonanza* has consistently commanded a commanding audience share. Ever since it moved out of its starting 7:30-8:30 p.m., Saturday slot (against CBS-TV's *Perry Mason* and ABC-TV's, first, *Dick Clark Show* and, then, *Roaring 20's* series), *Bonanza* has won its time period by average percentage share of audience for 31 consecutive calendar quarters (see table, page 63). Beginning with the fourth quarter of 1961, when it shifted to Sunday nights at 9 p.m., *Bonanza* has ripped through such competition as *Jack Benny*, *G.E. Theater*, *Real McCoys*, *Judy Garland*, *Celebrity Game*, *Brenner*, *Living Doll*, *Joey Bishop*, *For the People*, *Twilight Zone*, *Garry Moore*, *Smothers Brothers* (all on CBS-TV), *Lawrence Welk*, *Bus Stop*, *Hollywood Special*, *Sunday Movie*, *Arrest and Trial* (all on ABC-TV).

The high marks were registered in 1964 and 1965. During that two-season period, *Bonanza*, with such weak to fair lead-ins as *Grindl*, *Bill Dana* and *Branded*, regularly grabbed from 51% to 58% shares of audiences.

The domestic popularity of most shows can almost always be translated into popularity in foreign markets. Here is where some of the tremendous cumulative cost of producing first-run

prime-time network product can begin to be recouped.

From the start *Bonanza* proved highly popular overseas. It was distributed in England within one season after its U.S. debut.

Currently, *Bonanza* is being seen in foreign markets ranging from Abu Dhabi to Zambia; Ethiopia to the Leeward Islands; in all 89 markets (see box, page 64). The series has been and is dubbed in six foreign languages. In markets where it's not dubbed and a national language other than English is spoken, the series is presented with subtitles.

The spinoff effects of such overwhelming popularity around the world includes a bonanza in merchandising royalties. This is another way of justifying and, indeed, necessitating, high production costs.

A total of 25 manufacturers and merchandisers currently are creating, distributing and selling products that are related to the *Bonanza* series or its characters (see box, page 65). The items range from cookbooks to bedspreads.

The key to such a program success is people. Some 10 years ago, *Bonanza* started as a network series with a crew of 34 and an NBC-TV staff of seven. This is about the size of the crew and staff it takes to turn out the series today. Seven members of the original crew have stayed with the show over its 10-season run, going on 11. They are

David Dortort, executive producer; Earl Hedrick, art director; Marvin Coil, film director; Grace Gregory, set decorator; Dwight Thompson, second prop man; Mike Semenario, company grip, and Dario Piazza, men's costumer.

Highly skilled people account for the longevity of *Bonanza*. They also account for its increasing cost. In the 10 completed seasons of production, here are some of the changes in union wage scales per hour (figures are straight-time wages plus fringe benefits, less governmental fringes): cameraman from \$14.73 to \$19.86; cableman from \$3.42 to \$5.24; lamp operator from \$3.28 to \$5.05; grip from \$3.39 to \$5.20; driver from \$2.94 to \$4.61; key make-up artist from \$5.57 to \$8.01, and prop master from \$4.43 to \$6.54.

Bonanza's below-the-line budget for its first season, 1959-60, was about \$77,000. In 1969-70 total below-the-line costs for each episode in the series are almost \$114,000, or some \$37,000 more than 11 seasons ago. Contributing significantly to this below-the-line rise in costs were individual consistent craft union increments.

According to the NBC study, union increases amounted to about 10% every two years. Cumulatively these increments accounted for nearly 60% of over-all below-the-line increases since 1959-60.

In no other area is the rising tide of production costs more evident than in the production of pilots. The pilot film for *Bonanza*, filmed from April 6-16, 1959, was budgeted at \$152,715. The pilot, entitled "A Rose For Lotta," actually cost \$190,630.50.

For the 1959-60 season, \$150,000 to \$175,000 was the usual expenditure for an hour filmed pilot. The *Bonanza* pilot's high cost was the result of re-dubbing and re-shooting required because there was dissatisfaction with the original film. In all about \$10,000 was spent to reformat the series, a not too

The difference a decade makes

A* budget comparison—*Bonanza I* vs. *Bonanza II**

1969-70		Above-the-line		1959-60	
\$ 22,990 Supervision.....			\$ 6,300	
55,885 Cast.....			18,000	
7,750 Script.....			4,700	
5,850 Music.....			5,000	
5,530 Miscellaneous.....			2,700	
\$ 98,005	Total			36,700	
<hr/>					
		Below-the-line			
\$ 3,053 Production Staff.....			\$ 2,154	
5,379 Camera.....			,333	
7,196 Extras.....			1,507	
6,869 Set Operations.....			3,200	
6,276 Electrical.....			3,558	
4,479 Scenery.....			5,248	
6,310 Sound.....			3,924	
4,199 Makeup, Wardrobe, Hairdressing.....			2,137	
5,722 Set Dressing & Props.....			3,247	
8,704 Editing.....			3,691	
17,314 Film & Lab., Titles, Optical.....			19,620	
1,511 General Transportation.....			750	
13,550 Stage & Studio Facilities.....			9,500	
6,463 Locations.....			4,895	
9,891 Payroll Fringe Benefits.....			4,923	
6,614 Miscellaneous.....			6,613	
\$113,530	Total			Total \$ 77,300	
\$211,535	Grand total			Grand total \$114,000	

* Average weekly budget

How much it has cost to film TV's biggest hour

Bonanza's progress report

Season	No. of Original Episodes	Average Cost of Shows
1959-60	31*	\$110,052
1960-61	34	107,151
1961-62	34	109,400
1962-63	34	119,800
1963-64	34	128,300
1964-65	34	133,500
1965-66	34	149,500
1966-67	34	163,000
1967-68	33	181,600
1968-69	30	188,900
1969-70	28	**211,500

* Not including pilot ** Estimate

unusual occurrence in TV production. Fenton Coe, then NBC-TV director, film production, now divisional vice president, film production, says the same pilot filmed today would cost no less than \$400,000.

Then, too, *Bonanza* was the first regularly scheduled hour to be filmed in color. According to NBC, color was budgeted to add about \$20,000 to each production of *Bonanza*. Laboratory costs alone are said to have added \$10,000 to over-all costs. One-hour shows at that time were being filmed on a five-day shooting schedule. The *Bonanza* staff allotted six days. The extra day was in consideration of the color problem. It worked out to about an hour a day being used for color.

In the first season, the sixth *Bonanza* episode to go on the air—a show entitled “Paiute War”—cost \$139,000, more than any other single program in the series (the pilot excluded) during 1959-60. The “Paiute War” episode did all it could to stage the real thing—50 Indians and 50 cavalry actors and extras were used and the production involved three days of shooting on location. This episode encompassed both the biggest cast and most costly stunts. The cheapest episode produced in that season cost \$98,197.88.

By the conclusion of the seventh episode of the first season, *Bonanza* was averaging \$121,000 per episode, a total considerably over budget. But by the end of the 32d episode of that same

season—production hurdles cleared—the series was averaging \$110,052 per episode, not including the pilot cost and costs for live music.

The first episode to go on the air after the pilot was entitled “Mr. Henry Comstock” and it starred Jack Carson. Top guest actors on *Bonanza* were getting \$7,500 per performance, far more than any comparable filmed hour was paying. Generally the top salary for guest at that time was between \$3,500 and \$4,000. In sharp contrast, guests on *Bonanza* now receive \$4,000 per performance. The difference in 1959-60 was that *Bonanza* wanted to generate interest and attract attention so the show's policy was to pay more than any other production for big-name talent. Some of the highly rated performers who appeared on *Bonanza* that first season and who commanded top wages were Ida Lupino, Howard Duff, Lloyd Nolan, Barry Sullivan, Yvonne DeCarlo, Jack Carson, Jane Greer, Ruth Roman, Cameron Mitchell.

During the first season, *Bonanza* was paying a little more than was average for the time for scripts. The show's top rate in 1959-60 was \$2,500 per hour script. By its third season, *Bonanza* was paying a high of \$3,000. Subsequently the scale went up to \$3,000 and reached \$3,500 by the eighth season. Now the top price for a script is \$4,500.

Almost from the start, *Bonanza* was an intelligently budgeted series. Being a network in-house production—it's produced by NBC Productions—*Bonanza* is under, perhaps, more judicious control than series produced by outside companies, and probably has been kept from excess more regularly than most. Yet *Bonanza's* overseers, executives such as Fenton Coe, never attempted by penury to keep the cost of the series down. Except where the show went over budget for an extended period, economy was the hoped-for practice but not the mandate.

The only season when an over budget resulted was with *Bonanza's* ninth season, 1967-68. That was when the average cost per episode was more than \$181,000, a jump per show of some \$18,000 over the previous year (see table, page 62). *Bonanza's* first season came in under budget and its second and third seasons cost less per episode than did 1959-60. When *Bonanza* in 1961-62 switched from 7:30-8:30 Saturday nights under such various sponsors as RCA and Lucky Strike to 9-10 Sunday nights under the sponsorship of Chevrolet, it turned the profit corner. In its fourth season, *Bonanza* began recouping losses of the first two seasons.

From the start, the show did well in foreign markets. That's probably why

'Bonanza's' ratings—quarter-by-quarter

Season	Quarter	Bonanza Rating*	Bonanza Share*	CBS Rating*	CBS Share*	ABC Rating*	ABC Share*
1959	4	19.9	32	27.2	44	10.7	18
1960	1	22.7	34	27.8	42	11.9	18
	2	17.8	34	22.2	43	8.9	17
	3	14.8	36	17.5	43	6.5	16
	4	23.7	39	25.3	41	11.5	19
1961	1	25.8	39	25.1	38	14.1	22
	2	20.3	38	21.4	40	10.6	21
	3	13.7	33	17.4	39	8.2	20
	4	29.5	46	17.8	28	13.5	21
1962	1	31.7	47	18.4	27	13.3	20
	2	26.4	43	16.3	26	17.8	30
	3	22.5	42	13.6	26	14.2	27
	4	28.5	44	17.3	27	14.9	23
1963	1	30.1	44	18.5	27	17.3	25
	2	28.6	49	16.2	28	10.9	20
	3	23.1	42	14.6	29	14.1	26
	4	34.2	52	14.2	22	15.9	24
1964	1	39.7	58	11.8	17	14.5	21
	2	33.1	57	11.0	19	10.3	18
	3	28.4	52	11.4	24	12.4	24
	4	34.6	51	13.7	20	17.7	29
1965	1	37.7	54	9.7	14	20.0	32
	2	33.7	58	9.8	17	14.3	27
	3	25.3	48	12.4	23	15.2	30
	4	32.0	49	16.8	26	18.1	32
1966	1	31.9	47	17.3	25	20.6	34
	2	27.6	47	16.0	27	15.8	30
	3	22.3	42	13.4	25	13.9	27
	4	31.7	50	11.9	18	20.8	32
1967	1	28.1	41	20.0	30	21.0	31
	2	23.4	39	20.6	34	15.4	26
	3	23.1	42	14.6	26	16.7	31
	4	25.9	38	21.7	32	20.3	30
1968	1	25.2	37	22.7	33	19.1	28
	2	23.6	40	19.6	33	13.0	22
	3	22.0	39	17.6	32	15.0	27
	4	25.4	38	22.1	33	19.2	29
1969	1	28.1	42	20.4	31	18.8	28
	2	23.0	39	15.9	27	16.4	28

* Averages.



NBC's Fenton Coe

it was renewed after the first season despite being trounced by CBS-TV's *Perry Mason*.

Going into 1969-70, its 11th season, *Bonanza* is budgeted at about \$211,500. Its below-the-line cost of some \$114,000 is thought to be less than the average for other TV hour films. The difference in total below-the-line cost from 1959-60 to 1969-70 is a modest \$37,000.

Besides union increments, previously mentioned, there were substantial increases in facilities and materials. The cost of lumber, for example, is estimated to have increased about 80% over the last decade. The cost of coffee (the production pays for coffee-break refreshments) has gone up from \$250 per episode to \$400. Animals, livestock and wranglers cost \$1,315 in 1959-60; today almost \$2,000 is expended for the same items.

Throughout the series, NBC has rented studio and stage space from Paramount Pictures in Hollywood. In the first season the Paramount facilities fee was \$9,500. This season the charge for the same facilities (two stages and a western street) is \$13,550, an increase of \$4,000 per episode.

Bonanza's above-the-line cost has risen from \$36,700 in 1959-60 to \$98,000 in 1969-70, nearly a 200% increase. There's no secret why above-the-line costs have skyrocketed. Lorne Greene, Dan Blocker and Michael Landon, virtually unknown then, received \$1,250 each for each episode in *Bonanza's* first season. This season they have reached a pinnacle in TV series history. The Messrs. Greene, Blocker and Landon now are paid \$14,000 each per episode. In aggregate \$42,000, or nearly half, of *Bonanza's* weekly above-the-line budget is allocated to three actors.

Mitigating this somewhat is the aver-

age budget for guest performers which has decreased from \$6,000 per episode in the first season to \$3,000 per episode this season. Also to be considered is the departure after the sixth season of Pernell Roberts, one of the continuing stars of the series. There's no question that if Mr. Roberts had remained with the series (he left voluntarily), his salary would be on a par with his co-stars. Instead, a new actor, David Canary, was brought in to replace Mr. Roberts for *Bonanza's* ninth season. It's known that Mr. Canary earns considerably less than the three longer-time residents of TV's Ponderosa ranch.

In addition to the big increase in above-the-line costs for key people, *Bonanza* now is also expending more for location filming. The series, which still has a six-day shooting schedule, is on location—off the studio lot—no less than an average of one day per episode. Again, this is sticking close to the original concept for the show but the problem is, what with urban sprawl and related ills, there are far fewer places to film near *Bonanza's* Hollywood base.

Location work, consequently, has become a bigger problem. Today the *Bonanza* crew usually must drive an hour to 90 minutes to get to a suitable location. That adds expense.

It costs between \$80,000 and \$100,-

'Bonanza's' bonanza abroad

NBC's *Bonanza* has been a hit in foreign television almost as long as in the U.S. It is now dubbed in German, French, Japanese, Portuguese, Spanish and Italian and played in these 89 countries:

Abu Dhabi, Aden, American Samoa, Antigua, Argentina, Australia, Barbados, Belgium, Bermuda, Brazil, Canada, Canary Islands, Chile, Colombia, Costa Rica, Cyprus, Czechoslovakia, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia.

Also Finland, France, Germany, Ghana, Gibraltar, Greece, Guatemala, Guam, Holland, Honduras, Hong Kong, Hungary, Indonesia, Iran, Italy, Ivory Coast, Jamaica, Japan, Kenya, Korea, Kuwait, Lebanon.

Also Leeward Islands, Liberia, Luxembourg, Malaysia, Malta, Mauritius, Mexico, Morocco, New Zealand, Nicaragua, Nigeria, Okinawa, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Rhodesia, Rumania.

Also Saudi Arabia, Sierra Leone, Singapore, Spain, Spanish Morocco, Sudan, Surinam, Syria, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Uganda, United Arab Republic, United Kingdom, Uruguay, Venezuela, Virgin Islands, West Indies, Yugoslavia, Zambia.

000 for a two-week period at a distant location such as Lake Tahoe, where the *Bonanza* company has filmed portions of the series for all but three seasons. The crew never goes to a distant location more than once a season and never for less than a two-week stay. From these two weeks, they film half of one show, a full six days of another show, and half of a third show. The bonus is in stock footage, all kinds shot such as run-throughs and river crossings to be used throughout the season.

Still, Fenton Coe believes, that except for essentially labor and cast wage increases, *Bonanza* could be produced today for maybe \$5,000 less per episode than it was in 1959-60. "We learned economies," he says. "Now it's a much easier operation."

Some other statistical dimensions of *Bonanza* are also staggering. By the end of the 1968-69 season, the series included a total of 333 completed episodes. As of Aug. 29, 1969, 344 episodes were completed. By the end of the 1969-70 season, *Bonanza* will encompass 361 color hours.

This averages about 33 episodes a season for 11 seasons, more hours per season than any other show. *Bonanza* produced 34 episodes a season for seven consecutive seasons from 1960-61 through 1967-68. It amounts to the largest backlog of color hours in the television industry. For the first three seasons of its existence, *Bonanza* was the only regularly produced filmed hour in color. Not a single *Bonanza* show has been placed in domestic syndication.

The NBC-TV executives responsible for putting *Bonanza* on the air in 1959-60 were Mr. Coe, then director, film production; Alan W. Livingston, then vice president, TV network programs, Pacific Coast; Thomas W. Sarnoff, then vice president, production and business affairs; Fred Hamilton, then director, film programs; Robert F. Lewine, then vice president, TV network programs, David Levy, then vice president, TV network programs and talent; and Jerry Stanley, then manager of film programs.

David Dortort, writer and producer of a western series, *Restless Gun*, starring John Payne and produced by Revue Productions (now Universal TV) was given the assignment to develop an hour western to be produced by California National Productions (now NBC Productions). But Mr. Dortort's creation was to be only one of three western prospects from which NBC would choose one. The others were *Laramie* and *Riverboat*, turned out by Revue.

NBC liked and bought all three westerns. Mr. Dortort wrote the parts of Little Joe and Hoss with Mike Landon and Dan Blocker in mind. He re-

High on list of durables

Only five prime-time programs on the air are enjoying greater longevity on the TV networks than *Bonanza*. In the following list, placements for 1969-70 are included in season totals. Also, feature film programs have been excluded from the list.

The Ed Sullivan Show, CBS, hour, 22 seasons; *The Red Skelton Show*, CBS, hour, 19 seasons; *The Wonderful World of Disney*¹, NBC, hour, 16 seasons; *Gunsmoke*², CBS, hour, 15 seasons; *The Lawrence Welk Show*, ABC, hour, 15 seasons; *Bonanza*, NBC, hour, 11 seasons; *My Three Sons*³, CBS, 30 minutes, 10 seasons.

Also: *Here's Lucy*⁴, CBS, 30 minutes, eight seasons; *The Beverly Hillbillies*, CBS, 30 minutes, eight seasons; *The Virginian*, NBC, 90 minutes, eight seasons; *The Jackie Gleason Show*, CBS, hour, eight seasons; *Petticoat Junction*, CBS, 30 minutes, seven seasons; *The Hollywood Palace*, ABC, hour, six seasons; *Bewitched*, ABC, 30 minutes, six seasons; *Daniel Boone*, NBC, hour, six seasons; *I Dream of Jeannie*, NBC, 30 minutes, five seasons.

Also: *The Dean Martin Show*, NBC, hour, five seasons; *Get Smart*⁵, CBS, 30 minutes, five seasons; *Hogan's Heroes*, CBS, 30 minutes, five seasons; *Green Acres*, CBS, 30 minutes, five seasons; *The FBI*, ABC, hour, five seasons.

¹—Under various titles, seven seasons on ABC-TV, nine seasons on NBC-TV.

²—First six seasons as half-hour.

³—First five seasons on ABC-TV.

⁴—Includes six seasons as *The Lucy Show*.

⁵—First four seasons on NBC-TV.

membered them from their work in the *Restless Gun* series. Lorne Greene was tabbed to play Ben Cartwright in the *Bonanza* pilot off his work in the *Wagon Train* series.

Most observers seem agreed that there has been a definite growth process in *Bonanza* over the seasons. The performers and the stories have shown an increasing sophistication. The change is from overstatement to understatement. The series now presents more adult, serious stories, a higher level of drama and sometimes comedy. The lead performers have become actors.

"The best thing about longevity," observes Mr. Dortort, "is the improvement in the series. With security we have dared to do stronger dramas."

How does one account for the phenomenal success of *Bonanza*? Again, Mr. Dortort, now executive producer of the series, has some observations: "It's the absolute simplicity of relationships. It's the ability of the audience to relate to the full, open, genuine, warm, pure, simple, father-son relationship. It's also the chemistry of our

actors working together."

How does the *Bonanza* of today compare with the *Bonanza* of 10 years ago? "It's an infinitely better show now," says Mr. Dortort. "It's better in writing, acting, in production. We've reaped all the benefits that come with experience."

NBC's Fenton Coe puts *Bonanza* in still another perspective. "In 1959-60," he recalls, "*Bonanza* was the only show NBC had going of its own on the network. It was a pivotal show. It answered affirmatively the question—can we do a house production?—one in which we're paying out all the dollars."

The dollars NBC has paid out to produce *Bonanza* exceed \$46 million so far and will total some \$52 million by the end of the season just beginning. But before the last episode of the series is played in some distant hour in the umpteenth run of domestic syndication that has not even started yet, NBC will have long since written off its original expense.

(The foregoing report was prepared and written by Morris Gelman, senior editor, Hollywood.)

The other money being made

The owners of *Bonanza* have made a sizable side business out of selling the name for use on a wide range of products. Here are the manufacturers and products now active in *Bonanza* merchandising:

Louis Marx & Co., toy rifles and guns; Eberhard Faber Toy Co., Foto Fantastiks; pencil-by-number sets, punch-out coloring sets of separate sheets; Bread Marketing Inc., Ponderosa Ranch bread flour; Aladdin Industries, lunch boxes and vacuum bottles; American Character Co., dolls, doll costumes and accessories, wagons; American Toy & Furniture Co., wood-burning sets; Arlington Hat Co., novelty hats; Artistic Creations, paint-by-number sets.

Also Creative Illustrators, comic strip; J. Halpern Co., toy gun-and-holster sets; Hassenfeld Bros., rub-on transfers, sprinkle art; Magic Wand Corp., target range; Milton Bradley Co., boxed jigsaw puzzles; Morgan Jones, Inc., bedspreads; Norwich Mills, boys' cotton knit T-shirts, pajamas; Parker Bros., boxed game; Profit Press, paperback book; RCA Victor Records, phonograph record album; Revell Inc., molded plastic hobby kits.

Also Saalfeld Publishing Co., coloring books and picture puzzles; Sawyers Inc., stereo packets; Western Printing Co., comic book; Montgomery-Ward Co., men's suede-type fabric sports shirts; Barclay Knitwear Inc., men's and boys' sweaters and knit shirts; Prentice-Hall Publishing, Ponderosa cookbook.



1. Anniversary of Light

Ninety years ago, Thomas Edison's filament in a vacuum glowed after hundreds of hours of work. Man's dream of electric light became a reality. Fifty years later, Thomas Edison re-enacted that historic moment at the dedication of Greenfield Village. Those events are the subject of a fascinating program that features many voices including those of Edison and Herbert Hoover. It's for use on light's 90th anniversary—October 21—only. Total air time is 14:30 with three one minute commercial breaks that you should be able to fill quickly.

Two free audience-ready shows



2. Village Christmas Tour

A nostalgic half-hour captures three centuries of America's Christmases. Through verbal visits to the homes of many great men in America's past, we trace the evolution of Christmas observances through what we or our parents knew as youngsters. Playing time is an uninterrupted 29:30, but the program may be sponsored.

Both programs are yours for the asking. Just drop a line on your station letterhead to: Radio and TV Department, Greenfield Village, Dearborn, Michigan 48121.

**Greenfield Village
Henry Ford Museum**

A non-profit educational institution

No color TV for moon shot

Technical problems plague its use for Apollo 12 trip

Hope that Apollo 12 astronauts will take a color-TV camera with them to the moon in November was dashed last week. James T. Raleigh, Bellcomm Inc., Washington, communications consultant to the National Aeronautics and Space Administration, said there are two major problems that have yet to be overcome.

Speaking at the annual broadcast symposium in Washington, Mr. Raleigh said that a color-TV camera would have to withstand tremendous vibrations when the lunar module settled on the moon's surface, and that there is still a question of interference between color-TV transmissions and voice and telemetry signals all on the same band.

Mr. Raleigh told engineers attending the meeting, sponsored by the group on broadcasting of the Institute of Electrical and Electronic Engineers, about technical details of the TV transmissions from the Apollo 11 mission, including the use of the black-and-white camera on the surface of the moon during the astronauts' moon walk and the color-TV camera in the command module last July (BROADCASTING, July 28). Both cameras were made by Westinghouse Electric Corp., with the color-TV camera utilizing the field-sequential color system developed by CBS.

Among other papers read at the meeting: Dr. H. F. Olson, RCA Lab-

oratories, on a loudness meter and controller that is now being field tested and John H. DeWitt Jr., former president of WSM-AM-FM-TV Nashville and now a consulting engineer, on a device to detect interference to reception from power lines.

The opening session was devoted to a group of CATV presentations, including papers by O. D. Page, Entron Inc.; Virgil D. Duncan, Technical Communications Inc.; Frank J. Ragone, Jerrold Electronics; Donald W. Levenson, Wheeling, W. Va., CATV system engineer; Archer S. Taylor, Washington consulting engineer, and B. R. Carter, CAS Manufacturing Co.

Introduced was Granger Associates' 20-kw FM transmitter, using a new, high-power final amplifier including grid line, triode and plate line, requiring only two front-panel tuning controls and a tally light fault locator. The transmitter, produced by Granger's Bauer division, sells for \$25,500.

Set makers plan UHF improvements

Representatives of manufacturers of television sets and tuners have agreed to consider ways to improve UHF reception, the National Association of Broadcasters has announced.

The announcement followed a meeting of the manufacturers' representatives with broadcast executives and NAB staff members under a program requested by the NAB board, which had urged the association to "undertake a program that would result in improved receivers at the consumer level."

graphic technology division, Eastman Kodak Co., Rochester, N.Y., will receive the Hubert T. Kalmus Gold Medal award for his efforts in developing the Eastman color reversal intermediate processing system. Dr. Albert T. Narath, director, Institute for Applied Photochemistry and Film Technology, Technical University, Berlin, will be elected to honorary membership in SMPTE in recognition of his service as a teacher and engineer. C. J. Bartelson, director of research, Macbeth Color and Photometry Group, Kollmorgen Corp., Newburgh, N.Y., was named recipient of the SMPTE journal award for his color perception and color television paper published in January 1968.

FCC gets the word on regional's power

An FCC presunrise ruling that prompted a protest from five Republican senators was stayed last week in three specific cases. WJAG(TV) Norfolk and KMMJ-(AM) Grand Island, both Nebraska, and KFAX(AM) San Francisco, each won at least temporary immunity from the ruling, which limits the power of daytime class II stations west of their clear-channel dominant stations to 500 w at 6 a.m. local time or sunrise at the I-A station.

The five senators expressed their opposition to the commission's action in a letter earlier this month to the White House (BROADCASTING, Sept. 15). They told the President that it would cause a severe cutback in radio service during morning hours—"programming at hours of maximum need concerning agriculture and related business." The senators also questioned the commission's use of the U.S.-Mexican treaty, which governs how those countries use the standard radio band, as one justification for the presunrise ruling.

The letter was signed by Senators Carl T. Curtis (R-Neb.), Roman L. Hruska (R-Neb.), Jack Miller (R-Iowa), Karl E. Mundt (R-S.D.) and George Murphy (R-Calif.).

The ruling went into effect Sept. 14 for about 25 other stations from Ohio to California.

Technical topics:

Tube installation contract ■ Gautney & Jones Communications Inc., Washington, has announced a \$25,000 contract with United States Information Agency to revise USIA's 50-kw, medium wave transmitters in Greece and Philippines for installation of modern transmitter tubes. Firm also is in broadcast consulting practice.

Price increase ■ Gates Radio Co., Quincy, Ill., last week announced a price increase averaging about three percent for its lines of AM and FM transmitters and audio equipment.

Contract awarded ■ Vikoa Construction Corp., a subsidiary of Vikoa Inc., Hoboken, N.J., has been awarded a contract to build 98 miles of system for a CATV set-up for Triangle Broadcasting Corp., Winston-Salem, N.C. Vikoa will provide all Futura amplifiers, all electronic components, as well as all wire and cable products for the system. Triangle owns WSJS-AM-FM-TV Winston-Salem.

CBS Labs head to get engineers society medal

Dr. Peter C. Goldmark president of CBS Laboratories, has been selected by the Society of Motion Picture and Television Engineers to receive the 1969 David Sarnoff Gold Medal for "outstanding contributions to the advancement of television technology in the field of aerospace, education, printing and medicine."

The presentation to Dr. Goldmark, who has been with CBS since 1936, will be made during the society's national conference in Los Angeles on Friday (Sept. 26). In addition, Howard W. Vogt, assistant director, photo-

A bullish view of broadcast issues

Moody's sees revenues continuing to rise despite uncertainties of federal controls

Though broadcast stocks may be depressed and the regulatory future murky, Wall Streeters appear confident that in the long run broadcast earnings will increase.

In substance that is the evaluation of a Wall Street analyst, Moody's Investment Service, as detailed in its weekly stock survey issued last week.

Moody's said: "Our forecast for the group [broadcast companies] over the long pull includes average yearly earnings increases of about 10% or more."

The report takes note of the market gyrations (mostly downward for broadcast stocks): "Broadcasting shares, as a group, are down 33% from their 1968 highs despite a rise in 1969 earnings that we estimate at 14%." It said that in view of this, "holders of leading network and independent broadcast stocks [group owners] have good cause to be concerned about their investments." Mentioned specifically are five group owners:

- **Capital Cities Broadcasting:** Higher profits from Fairchild Publications (acquired in May 1968) and continued strong growth in broadcast were responsible for about a 14% increase in revenues and a 26% jump in net income last year. First-quarter 1969 revenues were up 9% and earnings up 32%. Moody's looks for 1969 per-share earnings to be raised to \$1.55, allowing for conversion of the company's preferred stock.

- **Corinthian Broadcasting:** Strong growth of local sales and trend toward higher national advertising expenditures, along with the group owner's cost control program, "should produce wider profit margins," and the Moody's forecast is for about a 10% gain in per-share profits in the fiscal year ending April 30, 1970.

- **Cox Broadcasting:** Increasing revenues from broadcasting "and an aggressive acquisition program" should assure Cox a steady earnings "uptrend over the long term," the survey noted, and Moody's said it expected profits to rise "substantially in the second half this year, bringing full-year results to about \$2.60 a share."

- **Metromedia:** The investors service said the slump it had forecast in Metromedia's profits this year will stem from

"poor results from its money-losing mail-order division and several of its West Coast television and radio properties." It said TV revenues have been "flat while expenses are rising," and that it was difficult to estimate the time it will take for the changes in radio programming on the West Coast (Los Angeles and San Francisco from all-talk to music and news) to regain losses in audience. It noted also that Metromedia management expects to reach a break-even point in 1970 in its mail-order business, "but sales have been declining." Moody's said that while there has been evidence of the beginning of a "turn-around" in second-quarter profits, it still expected a sharp drop in full-year results—from \$1.75 to \$1 a share—but "we think management's forecast

Merger talks end for MCA and Firestone

The second merger proposal this year involving MCA Inc., collapsed last week when the major motion picture and TV production company and Firestone Tire & Rubber Co., Akron, Ohio, announced jointly they had terminated negotiations on a planned consolidation.

The companies reported last July they had reached an agreement in principle for Firestone to acquire MCA for about \$320 million of debentures (BROADCASTING, July 21).

No specific reason was given for the cancellation, though the announcement said "the companies determined that the best interests of their respective shareholders would not be served by the proposed transaction."

There were reports, however, that some stockholders of both companies were opposed to the merger. MCA stockholders were said to be concerned over the lack of growth prospects for the rubber industry, and Firestone shareholders reportedly were fearful that the consolidation would dilute earnings per share.

Last April a proposal to merge MCA into Westinghouse was dropped after prolonged discussions with the Justice Department's anti-trust division (BROADCASTING, April 28).

of an earnings recovery in 1970 is reasonable."

- **Taft Broadcasting:** Pointed up is Taft's diversification (motion picture-TV production, CATV, bowling center), a 17% rise in revenues and 11% in net income in the three months ended June 30. "Two of the television stations are leaders in their markets, but they have limited opportunity for additional growth," Moody's said. "The other five, however, should grow faster than the economy during the next two to five years."

Moody's found various "unresolved questions" directly affecting the industry still under debate. Among these it cited cigarette advertising, license-renewal policy and the future of "the infant community antenna television segment of the expanding communications field" plus the general economy. Of the last, it said, "if the administration's actions to reduce inflation succeed in restraining economic growth, then the broadcasters' profits could be held back, or even decline, in 1970."

Despite these uncertainties, which Moody's labeled as "near-term," the investors' service did not expect "the disposition of these problems to significantly slow the foreseeable growth of the industry." Its recommendation to investors is that they retain—for long-term appreciations—the common stock of specific independent broadcast groups.

The independents, Moody's pointed out, have a solid advertising base. The groups, it was explained, are for the most part affiliated with the networks, yet they have "considerable latitude in accepting or rejecting a network-produced program"; some 80% of their revenues come from national spot and local advertising, and "these segments are growing much faster than network billings, and should rise about 9% in 1969."

Also noted is the increasing use of TV by new advertisers, retailers in particular; color TV's effect of spurring growth in daily time spent viewing; "the low labor factor and low variable costs of television and broadcasting in general [which] give it an edge over printed matter as an advertising medium"; the trend toward the 30-second commercial with advertisers finding it as effective as the one-minute commercial and with broadcasters able to get more revenues from two 30-second ads than from a one-minute billing."

Its review of the cigarette-advertising situation is along familiar lines predicting a chain reaction of advertisers being

moved into prime-time spots vacated by cigarette advertisers and "this could make it harder to fill the nonprime-time spots. . . . Some price cutting, and profit deterioration could then take place, especially if the economy loses steam."

The report also goes into the FCC's license-renewal policy but finds that on the major question of common ownership of several media within a specific locale, the FCC's position "is not yet clear." In another overriding issue, that of FCC policies in considering applications by rivals for a license already held by a broadcaster, Moody's analysis finds that the commission has applied in a renewal proceeding, notably in the WHDH-TV Boston case, "the comparative criteria formerly used only in the awarding of initial grants."

As to attempts through legislation to

force the FCC to rule on a renewal before considering competing applications, the survey report pointed up Senator John Pastore's bill that would assure license continuity unless a clear violation of commission policy was proved and, it said "the chances for this sort of bill now seem better than ever."

Moody's warned, however, that "the increased possibility of losing a valuable property would have a depressing effect on the earnings multiple of broadcasting stocks."

In CATV Moody's saw no serious impact on TV broadcasters though "over a longer period of time, it [CATV] could well become a significant competitor," particularly if "permitted to carry commercials and to originate programs of its own, as well as to import signals from distant cities."

PKL changes name, eyes California firms

Papert, Koenig, Lois shareholders last week approved a change of the corporate name to the PKL Co.'s, and the acquisition of ACS Industries, Van Nuys, Calif., manufacturer of a new integrated circuit for use in electronic computers.

At the annual stockholders meeting in New York, Frederic Papert, chairman, who also added the title of president and chief executive officer when Norman Grulich resigned last Tuesday (Sept. 16), denied reports that his company had become totally separated from its London subsidiary, PKL Ltd. PKL Ltd. officials had explained that their company had decided to ask for a release from a number of accounts

The Broadcasting stock Index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing Sept. 18	Closing Sept. 11	Closing Sept. 4	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	52	48 $\frac{1}{2}$	46 $\frac{1}{2}$	76 $\frac{1}{2}$	45 $\frac{1}{2}$	4,796	231,407
Atlantic States Ind.		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	15 $\frac{1}{2}$	6	1,798	13,036
Capital Cities	CCB	N	27 $\frac{1}{2}$	28 $\frac{1}{2}$	28 $\frac{1}{2}$	37 $\frac{1}{2}$	26	5,804	172,669
CBS	CBS	N	43 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	59 $\frac{1}{2}$	42 $\frac{1}{2}$	25,617	1,139,957
Corinthian	CRB	N	22	21 $\frac{1}{2}$	21 $\frac{1}{2}$	37 $\frac{1}{2}$	20	3,384	71,470
Cox	COX	N	42 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	59	37	2,893	121,043
Gross Telecasting	GGG	A	15 $\frac{1}{2}$	15 $\frac{1}{2}$	15 $\frac{1}{2}$	24 $\frac{1}{2}$	15	805	12,365
Metromedia	MET	N	19 $\frac{1}{2}$	19 $\frac{1}{2}$	19 $\frac{1}{2}$	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,507	112,123
Pacific & Southern		O	17	17	18 $\frac{1}{2}$	26 $\frac{1}{2}$	13 $\frac{1}{2}$	1,635	28,280
Reeves Telecom	RBT	A	13	14 $\frac{1}{2}$	14	35 $\frac{1}{2}$	12 $\frac{1}{2}$	2,253	31,812
Scripps-Howard		O	24 $\frac{1}{2}$	24 $\frac{1}{2}$	27 $\frac{1}{2}$	31 $\frac{1}{2}$	21	2,589	64,725
Sonderling	SDB	A	32 $\frac{1}{2}$	30 $\frac{1}{2}$	32	47 $\frac{1}{2}$	30 $\frac{1}{2}$	985	32,623
Starr Broadcasting		O	9 $\frac{1}{2}$	7 $\frac{1}{2}$	8 $\frac{1}{2}$	7 $\frac{1}{2}$	6 $\frac{1}{2}$	338	2,451
Taft	TFB	N	30 $\frac{1}{2}$	31 $\frac{1}{2}$	30 $\frac{1}{2}$	43 $\frac{1}{2}$	27 $\frac{1}{2}$	3,437	106,547
							Total	61,822	\$2,140,508
Broadcasting with other major interests									
Avco	AV	N	25 $\frac{1}{2}$	27 $\frac{1}{2}$	27	49 $\frac{1}{2}$	23 $\frac{1}{2}$	12,872	349,098
Bartell Media	BMC	A	15 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	22 $\frac{1}{2}$	8 $\frac{1}{2}$	2,292	31,515
Boston Herald-Traveler		O	32	32	29	71	29	574	17,220
Chris-Craft	CCN	N	13 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	24 $\frac{1}{2}$	11 $\frac{1}{2}$	3,201	40,813
Combined Communications		A	10 $\frac{1}{2}$	10	11 $\frac{1}{2}$	11 $\frac{1}{2}$	9	1,800	18,648
Cowles Communication	CWL	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10	17 $\frac{1}{2}$	9 $\frac{1}{2}$	3,620	38,372
Fuqua	FQA	N	34 $\frac{1}{2}$	32 $\frac{1}{2}$	31	47	30 $\frac{1}{2}$	5,073	175,019
Gannett	GCI	N	37	36 $\frac{1}{2}$	38 $\frac{1}{2}$	42	33	4,738	167,536
General Tire	GY	N	18 $\frac{1}{2}$	18 $\frac{1}{2}$	18 $\frac{1}{2}$	34 $\frac{1}{2}$	17 $\frac{1}{2}$	17,914	322,452
Gray Communications		O	8 $\frac{1}{2}$	8 $\frac{1}{2}$	9	12 $\frac{1}{2}$	8 $\frac{1}{2}$	475	4,199
Lamb Communications		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	4	10	4 $\frac{1}{2}$	2,650	10,600
Lee Enterprises		O	17 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	21 $\frac{1}{2}$	15 $\frac{1}{2}$	1,957	36,400
Liberty Corp.	LC	N	18 $\frac{1}{2}$	17 $\frac{1}{2}$	17	23 $\frac{1}{2}$	14	6,743	102,831
LIN		O	10 $\frac{1}{2}$	10	9 $\frac{1}{2}$	32 $\frac{1}{2}$	7 $\frac{1}{2}$	2,174	22,827
Meredith Corp.	MDP	N	43 $\frac{1}{2}$	40 $\frac{1}{2}$	41 $\frac{1}{2}$	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,779	112,550
The Outlet Co.	OTU	N	18 $\frac{1}{2}$	19	18 $\frac{1}{2}$	30 $\frac{1}{2}$	17 $\frac{1}{2}$	1,332	24,309
Plough Inc.	PLO	N	64 $\frac{1}{2}$	61 $\frac{1}{2}$	61 $\frac{1}{2}$	72 $\frac{1}{2}$	57 $\frac{1}{2}$	7,892	493,250
Post Corp.		O	19 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	40	14 $\frac{1}{2}$	566	10,754
Rollins	ROL	N	35 $\frac{1}{2}$	36 $\frac{1}{2}$	35 $\frac{1}{2}$	39 $\frac{1}{2}$	30 $\frac{1}{2}$	7,981	287,316
Rust Craft	RUS	A	26 $\frac{1}{2}$	27 $\frac{1}{2}$	28 $\frac{1}{2}$	38 $\frac{1}{2}$	25 $\frac{1}{2}$	1,168	31,956
Storer	SBK	N	31 $\frac{1}{2}$	27 $\frac{1}{2}$	27 $\frac{1}{2}$	62	24 $\frac{1}{2}$	4,220	116,050
Time Inc.	TL	N	44 $\frac{1}{2}$	43 $\frac{1}{2}$	45 $\frac{1}{2}$	100 $\frac{1}{2}$	36 $\frac{1}{2}$	7,238	332,948
Wometco	WOM	N	18 $\frac{1}{2}$	19 $\frac{1}{2}$	20 $\frac{1}{2}$	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,683	117,922
							Total	104,942	\$2,864,576
CATV									
Ameco		A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	14 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	10,800
American TV & Commun.	ACO	O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	15 $\frac{1}{2}$	11	1,775	25,738
Cablecom-General	CCG	A	10 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	1,605	17,013
Cable Information Systems		O	2 $\frac{1}{2}$	2	3	5	2 $\frac{1}{2}$	955	3,343
Columbia Cable		O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	580	5,429
Cox Cable Communications		O	12 $\frac{1}{2}$	13	13 $\frac{1}{2}$	22	13 $\frac{1}{2}$	3,550	47,925
Cypress Communications		O	10	10	10	23	10 $\frac{1}{2}$	808	8,080
Entron		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	3	10 $\frac{1}{2}$	3 $\frac{1}{2}$	607	1,894
General Instrument Corp.	GRL	N	36 $\frac{1}{2}$	34 $\frac{1}{2}$	35 $\frac{1}{2}$	43 $\frac{1}{2}$	26	6,028	227,557
H & B American	HBA	A	14 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	5,016	70,826
Sterling Communications		O	5 $\frac{1}{2}$	6	6 $\frac{1}{2}$	10 $\frac{1}{2}$	5 $\frac{1}{2}$	500	3,125
Teleprompter	TP	A	56 $\frac{1}{2}$	56	54	70 $\frac{1}{2}$	46	1,006	54,324
Television Communications		O	11 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	2,090	25,603
Vikoa	VIK	A	24 $\frac{1}{2}$	23	21 $\frac{1}{2}$	33 $\frac{1}{2}$	20	1,795	40,388
							Total	27,515	\$542,045

in order to concentrate on other business that would be "more profitable" in the long run.

Mr. Papert also told the shareholders PKL would acquire "during the next 30 days" Cybernetic Plastic Corp., also in Van Nuys, a producer of blow-molded plastic containers. He said PKL is evaluating several other potential acquisitions.

The company's proxy statement lists Mr. Papert; Julian Koenig, chairman of the executive committee and director, and Mr. Grulich, while president, as receiving \$47,250 remuneration each for the fiscal year ended Nov. 30, 1968. Theodore C. Levenson, vice president and director, received \$45,250.

Messrs. Papert, Koenig, Levenson and Grulich—who remains a major stockholder—were reelected to the board of directors as were William Murphy and

Bernard Schlossman. John M. Dutton, appointed in July to fill a vacancy on the board, was elected to a full term.

W7 shares to earn \$1.60, name to be trimmed

Kinney National Service Inc. anticipates operating earnings for the fiscal year ending Sept. 30, 1969, of about \$28 million after taxes, or \$1.60 per share, from the combined Kinney and newly acquired Warner Bros.-Seven Arts businesses.

Steven J. Ross, Kinney president, said this projection is before making a special fiscal year-end write-down of \$25 million, after taxes, of motion picture and pre-production costs. He stressed that the write-down is solely related to motion picture and prepro-

duction costs and not to other divisions of the Warner or Kinney operations.

Mr. Ross also said that Kinney will shorten the name of Warner Bros.-Seven Arts to Warner Bros. Inc. Kinney acquired W7 on July 8, 1969.

Directors of Kinney last week declared regular quarterly dividends of 6¼ cents a share on the common stock; 22½ cents a share on the series A convertible preferred stock and \$1.06¼ a share on the \$4.25 series B convertible preferred stock.

Corinthian reports record TV revenues

Stockholders at the Corinthian Broadcasting Corp.'s annual meeting in New York last week received an optimistic outlook for the future from President-

	Stock Symbol	Ex-change	Closing Sept. 18	Closing Sept. 11	Closing Sept. 4	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	34½	33½	32½	42	25	5,863	193,479
Commonwealth United*	CUC	A	—	—	—	24½	8½	12,428	132,000
Disney	DIS	N	94	86	84½	96½	69½	4,381	370,195
Filmways	FWY	A	23½	25½	24½	38½	19½	1,244	32,145
Four Star International		O	5	4½	4½	10	3½	666	3,330
Gulf and Western	GW	N	21½	21½	22½	50½	19	16,426	386,011
Kinney National	KNS	N	25½	24½	42½	39½	19	5,940	158,895
MCA	MCA	N	22½	25½	25½	44½	23½	8,059	202,442
MGM	MGM	N	41½	41	35½	44½	25	5,801	224,789
Transamerica	TA	N	27	27½	28½	38½	23	61,869	1,732,332
Trans-Lux	TLX	A	21½	21½	22	58½	21	979	23,104
20th Century-Fox	TF	N	21½	22	19½	41½	16½	8,155	154,945
Walter Reade Organization		O	9½	9	8½	15½	8	2,083	18,747
Wrather Corp.		O	8½	7½	7½	23	8½	1,760	14,291
							Total	135,654	\$3,646,705
Service									
John Blair	BJ	N	24½	22½	21½	28½	17½	2,667	61,341
Comsat	CQ	N	48½	47½	47½	55½	41½	10,000	485,000
Creative Management		O	12½	12	14	20½	8½	1,020	13,260
Doyle Dane Bernbach		O	20½	21	21½	32½	21½	2,104	45,762
Foote, Cone & Belding	FCB	N	11½	11½	11½	15½	11	2,147	24,390
Grey Advertising		O	14½	15	14½	18½	13	1,163	17,445
Movielab	MOV	A	6½	6½	7½	14½	6½	1,407	10,018
MPO Videotronics	MPO	A	8½	9½	9½	22½	8½	548	5,129
Nielsen		O	29½	28½	29	37½	28½	5,240	157,200
Ogilvy & Mather		O	22½	20½	21½	35	17½	1,090	23,435
Papert, Koenig, Lois	PKL	A	14	14½	14½	30½	10½	723	10,303
J. Walter Thompson		O	30½	26½	27½	41	24½	2,778	73,617
Wells, Rich, Greene		O	9½	9½	9½	18	8½	1,501	14,635
							Total	32,388	\$941,535
Manufacturing									
Admiral	ADL	N	15½	15½	15½	21½	14½	5,110	77,928
Ampex	APX	N	45½	42½	41½	45½	32½	10,776	527,826
General Electric	GE	N	83½	84½	82½	98½	81	91,025	7,623,344
Magnavox	MAG	N	46½	47½	47½	56½	41	16,561	790,788
3M	MMM	N	109½	108½	106½	112½	94	54,521	5,820,117
Motorola	MOT	N	142	136½	131½	143	102½	6,148	811,536
RCA	RCA	N	40½	39½	36½	48½	35½	62,713	2,310,347
Reeves Industries	RSC	A	5½	4½	4½	10½	4½	3,443	17,628
Visual Electronics	VIS	A	10½	10½	10½	37	9½	1,326	13,260
Westinghouse	WX	N	57½	57½	58	71½	53½	38,647	2,264,714
Zenith Radio	ZE	N	41½	39½	39	58	35½	18,965	734,894
							Total	309,235	\$20,992,382
							Grand total	671,556	\$31,127,751
Standard & Poor Industrial Average			104.44	103.60	103.50				

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

Shares outstanding and capitalization as of August
* Trading temporarily suspended.

Chairman C. Wrede Petersmeyer.

He noted that the fiscal year that ended last April 30 was the ninth consecutive year of record sales and earnings and added that the first quarter of the current fiscal year, ended July 31, was marked by a 55% increase in sales and a 30% gain in earnings over the 1968 quarter. He pointed out that a

substantial contributor to the advances was its encyclopedia publishing company Standard Reference Library, which Corinthian did not acquire until last September.

Mr. Petersmeyer reported that television sales and their contribution to earnings also were higher than for any previous first fiscal quarter in the com-

pany's history. He added that during the 12 months ended Aug. 31 the company's television stations (KHOU-TV Houston, KOTV[TV] Tulsa, KXTV[TV] Sacramento, Calif., WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis) accounted for 72% of Corinthian's estimated sales and Standard Reference, 28%.

Fates & Fortunes

Broadcast advertising

William White, formerly VP and account supervisor, Young & Rubicam, New York, joins Erwin Wasey there as senior VP.

Thomas Clark and **Theodore Springer**, account group heads, and **Peter Collins**, account supervisor, elected VP's BBDO, New York.

William H. Lyman, formerly VP and creative director, J. Walter Thompson Co., New York, joins Earle Ludgin & Co. there as vice chairman and chief operating officer.

J. R. Ave, account supervisor, BBDO, New York, joins Lennen & Newell there as VP and account supervisor.

Robert Kinnen, general manager of Buffalo, N.Y., office, Rumrill-Hoyt, elected VP.

Leonard Giarraputo, executive VP, publishing division, Metromedia Inc., New York, named VP and national sales manager of Metromedia's WNEW-TV

New York.

William S. Dallmann, executive VP, Metro Radio Sales, New York, joins WSAI-AM/FM Cincinnati as general sales manager.

Fred C. McCormack Jr., director of marketing, LIN Broadcasting Corp., Nashville, joins staff of Noble-Dury & Associates, Nashville agency.

Audian H. Paxson, executive VP, White & Shuford Advertising Inc., El Paso, Tex., named president.

Everett B. Keller, senior account executive, Ogilvy & Mather, New York, appointed VP and account supervisor for Goodman Organization, Hollywood-based advertising agency.

Alan B. Levin, advertising production manager, *Holiday magazine*, Philadelphia, joins WCAU-TV there as national sales service representative.

Thoren Schroeck, with CBS TV stations national sales, New York, appointed to newly created position of

national sales manager, CBS-owned KMOX-TV St. Louis.

Neil Rockoff, with CBS Radio Spot Sales, New York, joins CBS-owned WEEI(AM) Boston as general sales manager.

John C. Boesch, with Henderson Advertising Agency, Greenville, S.C., appointed account supervisor.

Richard E. True and **Edward V. Sweeny**, with Fox and Chenoweth Inc., Denver agency, named VP's. Concurrent with appointments, corporate name of agency changes to Fox, Sweeny and True Inc.

Byron Lawrence, creative group supervisor, Harold Cabot & Co., Boston, joins Luckie & Forney, Birmingham, Ala., agency, as creative director.

Bill Hagler, general manager, WAVU(AM) and WQSB(FM) Albertville, Ala., joins WHMA-TV Anniston, Ala., as national sales manager and news director.

Don Belding, ad pioneer, succumbs to cancer



Mr. Belding

Mr. Belding entered the Los Angeles office of Lord & Thomas at the bottom of the ladder despite being 28, married and a father. He soon graduated from office boy chores to conducting house-to-house canvasses for the agency. From there he moved to copy writer and then account executive. Some 15 years after joining the agency, Mr. Belding was appointed manager of the Los Angeles

Don Belding, 74, who started a legendary advertising agency career as an office boy with Lord & Thomas Agency in 1923 and who retired in 1957 from a \$85,000-a-year position as one of the principals of Foote, Cone & Belding, died of cancer Sept. 16 in Los Angeles.

office. Retirement of Albert D. Lasker, head of Lord & Thomas, in 1942, led to the forming of Foote, Cone & Belding January 1943. Mr. Belding continued to head the Los Angeles office, while Fairfax M. Cone took over the Chicago operation and Emerson Foote became top man in New York. The agency started with \$100,000, enough only for immediate expenses, yet Mr. Belding witnessed its growth to become one of the 10 largest advertising shops in the country.

Deeply committed to civic endeavors, Mr. Belding since his retirement at age 60, has helped found the Los Angeles International Airport, was a founder and president of the board of directors of Freedoms Foundation in Valley Forge, Pa., president of Easter Seal campaign, national fund chairman of the Arthritis and Rheumatism Foundation and was president of the Crippled Children's Society of Los Angeles.

Mr. Belding is survived by his second wife, Alice; one son, Don Jr.; one daughter, Barbara; and one stepson, Harry.

Mr. Belding witnessed its growth to become one of the 10 largest advertising shops in the country.

Media



Mr. Liss

W. Va.-Steubenville, Ohio, who becomes chairman of the board. Other officers elected at IBFM annual conference (see page 43) were **Don Schomburg**, KSD-AM-TV St. Louis, VP, and **John J. Rouse**, controller, WQXI-AM-FM-TV Atlanta.

James P. Hickey Jr., general sales manager, KKHI-AM-FM San Francisco, appointed general manager.

Don Metzger, formerly sales manager and assistant manager, KGU(AM) Honolulu, named VP and general manager.

Karl Gutman, formerly director of operations, Continental CATV, systems

operating division of Vikoa Inc., Hoboken, N.J., named executive VP of Continental.

Thomas Watson, formerly with Katz Television, New York, joins ABC-TV station relations department there as regional manager for affiliated TV stations in Alabama, Connecticut, Michigan, Ohio, Pennsylvania, West Virginia and Wisconsin.

George Wallace, general sales manager, KOUN-TV Tucson, Ariz., appointed station manager.

Kenneth R. Harris, program director, WVIP-AM-FM Mount Kisco, N.Y., appointed assistant general manager. He is succeeded by **Robert Bruno**.

Dudley J. Cox, VP-finance and administration, Mutual Broadcasting System, Los Angeles, appointed controller of parent Mutual Broadcasting Corp. His headquarters will be in New York.

Richard Charles Merkle, accounting and special projects manager, WABC-TV New York, appointed business affairs manager.

Victor Ludington, station manager, WSPA-TV Spartanburg, S.C., joins KTXS-TV Sweetwater, Tex., as general manager. He succeeds **W. F. de Tournillon**, who joins KLBK-TV Lubbock, Tex. Both KTXS-TV and KLBK-TV are Grayson Enterprises stations.

Victor M. Gutt, with Post Corp., Appleton, Wis., appointed assistant corporate controller. Post Corp. holdings include both radio and TV stations.

Harold W. Dutch, WLAM(AM) Lewiston, Me., elected president of Maine Association of Broadcasters. Others elected: **David Brown**, WTVL(AM) Waterville, first VP; **Terrance Economy**, WRKD(AM) Rockland; **Norman G. Gallant**, WFAU(AM) Augusta; secretary-treasurer.

Programming

Dennis E. Doty, manager of network unit managers, ABC-TV, West Coast, appointed program executive there. He succeeds **Myles Harmon**, appointed producer of ABC-TV's *Joey Bishop Show*. **Michael S. Brockman**, production controller-estimator, ABC-TV, appointed director of production control, East Coast. He succeeds **Joseph Rowan**, who joins ABC Owned TV Stations Division, New York, as business manager. **Ralph Charell**, writer, sales development department, ABC-TV, New York, appointed to newly created post of manager of feature films.

Robert F. Kohlruist, executive producer for films and live shows, Wilding Inc., Detroit, marketing-communications subsidiary of Bell & Howell Co., elected VP and appointed manager of motion-

Scnderling changes

Jerrold Levine of S. D. Leidesdorf & Co., New York accounting firm, named treasurer of Sonderling Broadcasting Corp., succeeding **Joe Madden**, who resigns. In other SBC changes, **John W. Doubleday**, national program director of SBC and operations manager of its WOL(AM) Washington, named VP and general manager of KDIA(AM) Oakland, Calif., succeeding **Walter Conway**, who resigns. **Jerry Boulding**, operations manager of WWRL(AM) New York, adds duties of SBC national program director, and **Jim Kelsey**, program director of WOL, adds duties of manager of WOL.

picture production at Wilding's Argyle studios in Chicago.

George W. Vosburgh, director of daytime programming, East Coast, ABC-TV, joins Don Reid Productions, Hollywood, packager of TV game shows, as VP-programing.

Donald E. Klauber, executive VP of Warner Bros.-Seven Arts worldwide television operations resigns, but will be available to company in consultative capacity. **Jack L. Warner** ends his association with W7 film studio, Burbank, Calif., which he and his brothers established 57 years ago. Move follows purchase of studio by Kinney National Service Inc., New York. Mr. Warner previously sold his holdings in Warner Bros. to Seven Arts Ltd. in 1967 but remained as vice chairman of board and independent movie producer.

Jack Sterling, network and long-time New York air personality, retires to become restaurant operator in Eastchester, N.Y. He was most recently with WHN(AM).

G. Robert Gibson, formerly operations director of special events, noncommercial WVIA-TV Scranton—Wilkes-Barre, Pa., appointed director of program operations, Pennsylvania Public TV Network, Hershey, Pa.

W. E. McClenahan, general sales manager, Midwest division, Triangle Program Sales, Chicago, resigns to become president and principal stockholder of Milwaukee firm, Dreyer-Meyer Corp.

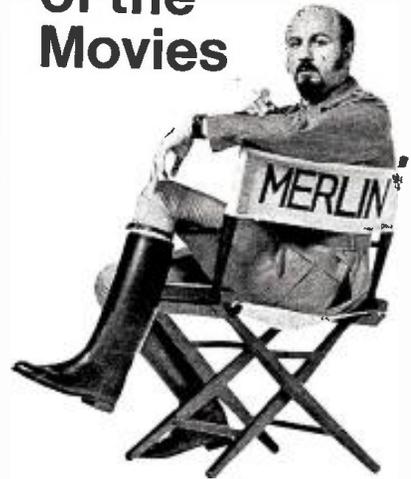
David Klahr, assistant production manager, WFIL(AM) Philadelphia, appointed program director. WFIL-AM-FM there.

News

Jim Simon, managing editor, KCBS(AM) San Francisco, appointed news director.

Tom Robertson, executive producer for special projects, Avco Broadcasting

Ask Merlin of the Movies



Grand Seer of TV Programming . . .

brought to you as a service of Metro-Goldwyn-Mayer Television.

A program executive in Florida asks:

"How long should I rest a feature film between plays to get the maximum rating each time?"

Answer

"One example is the re-play of a group of eight off-net features in New York that were scheduled between 6 and 12 months apart. It is interesting to note that of the titles involved (part of the MGM/6 list on WABC-TV) they averaged a higher rating on each successive run in the market: 8.3 on the third run, 9.0 on the fourth and 9.7 on the fifth. Key to this was the type of feature and re-scheduling between early evening and late night.

WOR-TV replayed 9 titles (from the MGM/7) within a six month period and got a rating 93% as good as the first. Again, attention to type of movie, different time period and size of market must be your guide. Let Merlin advise, but you'll have to be wise."

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

Corp., Cincinnati, appointed news director of Avco's WLW(AM) and WLWT-TV there.

Larry E. Maisel, with news department, WWL-TV New Orleans, joins WDBJ-TV Roanoke, Va., as news director.

Jim Edwards, with WOWO(AM) Fort Wayne, Ind., appointed news director.

Richard F. Mann, news director, WORD(AM) Spartanburg, S.C., joins WROV(AM) Roanoke, Va., in same capacity.

Norman Lumpkin, news director, WTLC(FM) Indianapolis, joins WSFA-TV Montgomery, Ala., as staff reporter.

R. C. Meldrim Jr., senior news editor, WMBR(AM) Jacksonville, Fla., appointed news director of WMBR's news bureaus. **Wayne Wofford**, also with WMBR, appointed news editor.

Richard T. Hickox, KOCO-TV Oklahoma City, elected president of Oklahoma AP Broadcasters Association. He succeeds **Leon Shearhart**, KWCO(AM) Chicasha.

Victor E. Fergie, news director, KCOY-TV Santa Maria, Calif., joins KLYD-TV Bakersfield, Calif., in same capacity.

Mark Edwards, newsman, WCIA-TV Champaign, Ill., joins KMOX-TV St. Louis in same capacity.

Matt Hazeltine, former member of San Francisco 49ers football team, joins KGO-TV San Francisco as sportscaster for University of California football games.

Ross Stone, director of news and public affairs, WINZ(AM) Miami, joins WOCN(AM) there as newscaster.

Jack Dempsey, news director, Malrite Broadcasting's WNYR(AM) Rochester, N.Y., appointed to newly created position of national news director for Malrite Broadcasting Co., Detroit-based group owner.

Earl J. Leclair Jr., UPI newscast communications coordinator, New York, appointed to newly created position of manager.

Promotion

Haywood Meeks, advertising and promotion manager of WMAL-TV Washington, resigns effective Oct. 15. No future plans announced.

Alan Morris, promotion-publicity manager WJZ-TV Baltimore, appointed manager, information services, for Westinghouse Broadcasting Co.'s *Mike Douglas Show*, Philadelphia. **Sherri L. Sieving**, assistant advertising and sales promotion manager, WBZ-TV Boston, joins WJZ-TV as audience promotion manager. Both are WBC stations.

Eliot D. Goldstein, sales manager, Pomeroy's Inc., Camp Hill, Pa., de-

NAB committee named

Lee R. Wallenhaupt, VP-engineering, WSJS-AM-FM-TV Winston-Salem, N.C., appointed chairman of National Association of Broadcasters' Engineering Conference Committee to be held April 5-8, 1970, in Chicago. Others appointed to committee are: **Albin R. Hillstrom**, KOOL-AM-FM-TV Phoenix; **Eldon Kanago**, KICD-AM-FM Spencer, Iowa; **Leslie S. Learned**, MBS, New York; **Richard T. Monroe**, Westinghouse Broadcasting Co., New York; **James D. Parker**, CBS-TV, New York; **Royce LaVerne Pointer**, ABC, New York; **Russell B. Pope**, Golden Empire Broadcasting Co., Chico, Calif.; **Roland R. Richardt**, WSAU-AM-FM-TV Wausau, Wis.; **William H. Trevarthen**, NBC, New York; and **Philip Whitney**, WINC(AM) Winchester, Va.

partment store, appointed information coordinator, Pennsylvania Public TV Network, Scranton, Pa.

Ed Velarde, publicity director for KABC(AM) Los Angeles, named supervisor of public relations for Goodman Organization, Hollywood-based advertising agency.

Equipment & Engineering

Glynn E. Rogers, formerly staff engineer, WAPI-TV Birmingham, Ala., joins WQXI-TV Atlanta as assistant chief engineer.

Kurt H. Oppenheimer, director of industrial engineering department, CBS-TV, New York, joins Reeves/Actron, production service of Reeves Telecom Corp. there as VP-engineering.

Charles L. Cassar, market research manager, CBS electronic video recording division, New York, appointed director, marketing services.

Lawrence J. Messenger, assistant chief engineer, noncommercial WUHY-FM-TV Philadelphia, appointed engineering director for Pennsylvania Public TV Network, Scranton.

T. R. Humphrey, formerly director of product engineering, Visual Electronics, New York, joins McMartin Industries, Omaha, as communications product manager.

William S. Lowry, with Sylvania Entertainment Products, Batavia, N.Y., operating group of Sylvania Electric Products Inc., New York, appointed general product manager of group.

Ken Palius, VP-marketing and development, Berkey Colortran, Burbank, Calif., joins Imero Fiorentino Associates

Inc., New York, lighting designers and consultants, as director of operations in new Los Angeles office.

Claude E. Gianino, PR manager, Loral Corp., Scarsdale, N.Y., joins Conrac Corp., New York equipment manufacturing firm, in same capacity.

Allied fields

William A. Porter, Washington communications attorney, becomes counsel to Dempsey and Koplovitz, Washington. Mr. Porter was partner of Robb, Porter, Kistler and Parkinson, Washington, now dissolved.

William R. Loch, news assignment editor, WTOP-TV Washington, joins BROADCASTING magazine as associate editor.

James R. Cooke, lawyer on FCC's CATV task force, joins McKenna & Wilkinson, Washington law firm, as associate.

Deaths

Haraden Pratt, former VP and chief engineer of American Cable & Radio Corp. and telecommunications advisor to Presidents Truman and Eisenhower, died Aug. 18 at his home in Pompano, Fla., of lung cancer. He was also former president of Institute of Radio Engineers and, later, director emeritus of Institute of Electrical and Electronics Engineers.

Anthony J. Koelker, 60, regional manager of broadcaster relations for Broadcast Music Inc., performing rights licensing organization, died Sept. 7 at his home in Aiken, S.C., of heart attack. He is survived by his wife and three children.

Herman H. Ridder, 61, president and director of Ridder Publications, died Sept. 15 at his home in Long Beach, Calif., after short illness. Besides owning 17 newspapers, Ridder family has part interest in WCCO-AM-FM-TV Minneapolis-St. Paul, and full ownership of WDSM-AM-TV Superior, Wis., KDSN(AM) Aberdeen, S.D., and KSSS(AM) Colorado Springs. Mr. Ridder's father, **Bernard H. Ridder**, is chairman of board. He is survived by his wife, Florence, one son and one daughter.

W. David Brown, 42, manager of sales administration for *Today* and *Tonight* shows on NBC-TV, died Sept. 15 in New York.

La Rue Heard, 24, member of WINS(AM) New York news staff, killed Sept. 13 in St. Thomas, Virgin Islands, automobile accident, while on her honeymoon. She is survived by her husband, Leroy Johnson, who was injured in accident.

As compiled by BROADCASTING, Sept. 9 through Sept. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Start authorized

■ *WCVN(TV) Covington, Ky.—Authorized program operation on ch. 54, ERP 1.74 kw vis. Ant. height above average terrain 400 ft. Action Sept. 9.

Final actions

■ Flagstaff, Ariz.—Grand Canyon Television Co. FCC granted VHF ch. 2, ERP 24.5 kw vis., 4.9 kw aur. Ant height above average terrain 1,540 ft.; ant. height above ground 284 ft. P.O. address: c/o Wendell Elliott, Box 1843, Flagstaff 86001. Estimated construction cost \$248,538; first-year operating cost \$192,000; revenue \$228,000. Geographic coordinates 34° 57' 40" north lat.; 111° 31' 00" west long. Type trans. GE TT-50-C. Type ant. GE TY-50-E. Legal counsel Wilkinson, Cragun & Barker; consulting engineer Jules Cohen & Associates, both Washington. Principals: Wendell Elliott, president (25%), Fred F. Udine (20.84%), Charles J. Saunders, vice president (15%), William B. Chamberlain (8%) et al. Mr. Elliott is former vice president-general manager and 25% stockholder of KTVG-TV Ensign, Kan. Mr. Udine owns motel. Mr. Saunders owns KCLS(AM) Flagstaff and 98% of KUPI(AM) Idaho Falls, Idaho. Mr. Chamberlain is operations manager of KAAA(AM) Kinsman, Ariz. Action Sept. 10.

■ * Pierre, S. D. — University of South Dakota. Broadcast Bureau granted VHF ch. 10 ERP 316 kw vis., 63.1 kw aur. Ant. height above average terrain 1,620 ft.; ant. height above ground 679 ft. P.O. address: c/o Martin P. Busch, University of South Dakota. Estimated construction cost \$375,409.91; first-year operating cost \$51,550; revenue none. Geographic coordinates 43° 57' 55" north lat.; 99° 36' 25" west long. Type trans. GE TT-530-D. Type ant. GE TY-70-H. Legal counsel Marcus Cohn, Washington; consulting engineer James Prusha, ETV board in South Dakota. Requests waiver of Sec. 73.685(a) of rules. Principals: Martin P. Busch, secretary, James Prusha, director of engineering and board of directors. Joseph L. Floyd is president of Mid-continental Broadcasting Co., licensee of KELO-AM-FM-TV Sioux Falls, S.D.; KPOL(AM) Los Angeles; WLOW-AM-FM Aiken, S.C., and WKOW-AM-TV Madison, Wis. Mr. Busch is director of KPSD-AM-FM-TV Vermillion, S.D. University of South Dakota in Vermillion and South Dakota State University in Brookings, both South Dakota, hold CP's for KUSD-TV and KESD-TV. Action Sept. 10.

Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, set aside examiner's Aug. 21 order; granted petition by Golden Orange Broadcasting Co. for leave to amend application to reflect change in proposed trans, site and other minor changes and accepted supplemental engineering information (Docs. 18295-300). Action Sept. 9.

Other actions

■ Review board in San Francisco, TV proceeding, Doc. 18500, dismissed exceptions of

Blanche Streeter and Albert Kihn to memorandum opinion and order issued July 9, released July 10, filed Aug. 8 by Albert Kihn. Action Sept. 12.

■ Review board in Washington, TV proceeding, Docs. 18559-63, granted request for extension of time, filed Sept. 8 by United Television Co. and United Broadcasting Co. Action Sept. 10.

■ Review board in Baton Rouge, TV proceeding, Doc. 18555, granted joint petition for extension of time to file oppositions to petitions to enlarge issues and request for immediate consideration, filed Sept. 8 by Louisiana Television Broadcasting Corp. and Southwestern Louisiana Communications Inc. Action Sept. 10.

■ Review board in Tijuana, N.M. TV proceeding, Doc. 18606, denied motion for stay, filed Sept. 10 by Radio-Television S. A., and Bay City Television Inc. Action Sept. 12.

Rulemaking action

■ FCC amended rules, table of TV assignments by replacing reserved noncommercial educational ch. 28 with reserved ch. 49 at Estherville, Iowa, and by adding reserved ch. 46 to Fort Dodge, Iowa. Action Sept. 12.

Call letter applications

■ South Colorado State College, Pueblo, Colo. Requests *KTSC(TV).

■ Rault Petroleum Corp., New Orleans, La. Requests WGNO-TV.

Call letter action

■ Apple Valley Broadcasting Inc., Kennewick, Wash. Granted KVEW(TV).

Existing TV stations

Final actions

■ WCJB(TV) Gainesville, Fla.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant., ant. height 680 ft. Action Sept. 9.

■ KCIT-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to March 10, 1970; granted mod. of CP to change tower location; change type ant.; make changes in trans. line. Action Sept. 10.

■ *WIPR-TV San Juan, P.R.—Broadcast Bureau granted mod. of CP to change type trans. Action Sept. 10.

■ KNCT(TV) Belton, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 223 kw vis., 33.4 kw. aur.; change type ant. Action Sept. 10.

Action on motion

■ Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV-

(TV)] Vikcom Broadcasting Corp. and Ultra-Casting Inc), TV proceeding, on joint request by applicants, postponed further hearing to Oct. 15, pending outcome of settlement negotiations which could obviate further hearing (Docs. 18403-4 and 18448). Action Sept. 9.

Call letter application

■ WTAf-TV. R. David Boyer, Trustee, Marion, Ind. Requests WSFD-TV.

Call letter action

■ KLTC(TV), Levin-Townsend Enterprises Inc., Henderson, Nev. Granted KHBV(TV).

Network affiliations

■ Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KAKE-TV Wichita, Kan. (KAKE-TV & Radio Inc.), Contract dated Aug. 18, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$950; compensation paid to 30% prime time.

■ KFDM-TV Beaumont, Tex. (Beaumont Television Corp.). Letter-agreement dated July 18, 1969, continues contract dated Sept. 11, 1968; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for an additional two-year period. First call right. Programs delivered to station. Network rate, \$550; compensation paid at 32% prime time.

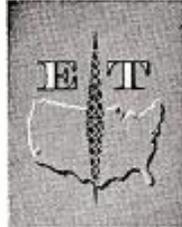
NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ WBBH-TV Fort Myers, Fla. (Broadcasting Telecasting Services Inc.). Amendment dated Aug. 5, 1969, amends contract dated Oct. 14, 1968; effective Nov. 20, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs obtained from WPTV(TV) West Palm Beach,

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,249 ¹	3	7	4,259	73	4,332 ¹
Commercial FM	1,996	0	42	2,038	151	2,189
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	±5	177	145 ²	322
Total commercial TV	617	2	64	683	161	844
Educational FM	371	0	11	382	43	425
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	14	103	13	116
Total educational TV	160	0	20	180	19	199

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Fla., and delivered to station at its expense. Network rate, \$100 for full-rate periods; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WHAG-TV Hagerstown, Md. (Regional Broadcasting Co.). Contract dated July 2, 1969; effective Nov. 1, 1969, (or as soon as station begins operating) for two years. Agreement will terminate if not in effect by Jan. 1, 1970. No first call right. Programs delivered to AT&T testboard in Washington and delivered to station at its expense. No compensation.

New AM stations

Application

■ Ashdown, Ark.—Ashdown Broadcasters Inc. Seeks 1470 kc, 500 w-D. P.O. address: Route 1, Highway 32, Ashdown 71822. Estimated construction cost \$29,370.08; first-year operating cost \$38,500; revenue \$40,000. Principals: Jimmy N. McCollum, president (25%), Donald Harms (20%), Norman W. Peacock, chairman (15%), et al. Mr. McCollum is general manager of KOKO(AM) Warrensburg, Mo. Mr. Harms is chief engineer for KDRO(AM) Sedalia, Mo. Mr. Peacock is physician and owns 25% of clinic. Ann. Sept. 11.

Start authorized

■ WEVR River Falls, Wis.—Authorized program operation on 1550 kc, 1 kw-D. Action Aug. 27.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.), AM proceeding, to formalize ruling made on record, scheduled further hearing for Oct. 6; by separate action denied motion by Somerset Valley Broadcasting Co. to remove application (Docs. 18251-3 and 18256-7). Action Sept. 8-9.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted request by What The Bible Says Inc. and extended to Sept. 17

time to file proposed findings of fact and conclusions relating to comparative issue (Docs. 17571-3). Action Sept. 9.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp., John B. Weeks), AM proceeding, granted petition by Oxbow Broadcasting, reopened record, took official notice of Oxbow's exhibit 4-A attached to petition; closed record (Docs. 17571-3). Action Sept. 9.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, pursuant to Aug. 19 evidentiary hearing, rescheduled hearing for Oct. 28 (Docs. 17722, 18395). Action Sept. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, on request of Harry D. and Robert E. Stephenson, continued hearing to Sept. 25 (Docs. 18385-6). Action Sept. 10.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted request for extension of time, filed Sept. 3 by Hudson C. Millar Jr. and James Jerdan Bullard. Action Sept. 10.

■ Review board in Baynton Beach, Fla., AM proceeding, Docs. 18310-12, granted petition for leave to amend filed June 3 by North American Broadcasting Co. Action Sept. 10.

■ Review board in Alamogordo, N.M., AM proceeding, Docs. 17624-25, granted to extent indicated and denied in all other respects, petition to enlarge issues, filed June 26 by Sierra Blanca Broadcasting Co. Action Sept. 10.

■ Review board in Lawton, Okla., AM proceeding, Docs. 18392-94, granted petition for leave to amend filed May 1 and further petition for leave to amend filed July 9 by Allan Pratt Page; granted joint petition for approval of agreement pursuant to rules filed April 24 by Howard M. McBee, Allan Pratt Page and Bill Thacker; granted petition for immediate grant without hearing

filed May 1 by Allan Pratt Page. Action Sept. 15.

Call letter applications

- Kona Coast Broadcasting Co., Kealahou, Hawaii. Requests KKON.
- Blue Ribbon Broadcasting Inc., Pittsfield, Mass. Requests WEZP.
- Monticello Broadcasting, Miss. Requests WMLC.
- Brockport Broadcasting Inc., Brockport, N.Y. Requests WADD.
- Lorain Community Broadcasting Co., Lorain, Ohio. Requests WLRB.

Existing AM stations

Application

■ WCCR Urbana, Ill.—Requests CP to increase hours of operation from D to U with nighttime on 1590 kc, 500 w, DA-N (1580 kc 250 w-D); trans. Ann. Sept. 11.

Final actions

■ Broadcast Bureau granted CP's to replace expired permits for changes for following: WTHI Terre Haute, Ind.; WDSK Cleveland, Miss. Action Sept. 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WEDC Chicago to March 1, 1970; KLEO Wichita, Kan., to Feb. 23, 1970; KFLC Lake Charles, La., to Oct. 10; WELA Elizabeth, N.J., to Feb. 19, 1970; WYRU Red Springs, N.C., to Feb. 18, 1970. Action Sept. 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WAMY Amory, Miss., to Dec. 31; WISN Milwaukee to Feb. 18, 1970. Action Sept. 11.

■ KMMJ Grand Island and WJAG Norfolk, both Nebraska, and KFAX San Francisco—FCC granted stay permitting presunrise use of full power to Oct. 31 or until decision is reached on petitions for reconsideration of commission presunrise action July 29 (Docs. 17562, 18023 and 18036). Commission order specifies presunrise operation by these stations may not commence before 6 a.m. local time or sunrise at location of co-channel class I-A station, whichever is later. Action Sept. 1.

■ WAMA Selma, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to Race Street; make changes in ant. system. Action Sept. 10.

■ WNMP Evanston, Ill.—Broadcast Bureau granted remote control. Action Sept. 10.

■ KNEI Waukon, Iowa—Broadcast Bureau granted CP to increase daytime power to 1 kw; install new trans.; conditions. Action Sept. 11.

■ WLLS Hartford, Ky.—Broadcast Bureau granted license covering new station. Action Sept. 8.

■ WXOK Baton Rouge—Broadcast Bureau granted CP to change ant.-trans. location to 0.18 mile north of Port Allen, change ant. system, delete remote control; conditions. Action Sept. 8.

■ WJMD Bethesda, Md.—Broadcast Bureau granted CP to install old trans. as auxiliary trans., at main trans. location. Action Sept. 12.

■ WMPC Lapeer, Mich.—Broadcast Bureau granted license covering increase in power. Action Sept. 9.

■ KDWB St. Paul—Broadcast Bureau granted CP to make changes in DA-D pattern and change nighttime MEOV. Action Sept. 10.

■ WGBG Greensboro, N.C.—Broadcast Bureau granted CP to change ant.-trans. location. Action Sept. 15.

■ WESC Greenville, S.C.—Broadcast Bureau granted CP to install new auxiliary trans.; increase power to 1 kw, remote control permitted from studio while using nondirectional ant. Action Sept. 10.

■ WKBL Covington, Tenn.—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Sept. 9.

■ WSTX Christiansted, V. I.—Broadcast Bureau granted remote control. Action Sept. 10.

■ WLOT Marinette, Wis.—Broadcast Bureau granted license covering new station; specify type trans.; specify studio location and re-

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note control as 1706 Main Street. Action Sept. 9.

Actions on motions

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK, continued hearing to Jan. 13, 1970, in Lexington (Doc. 18285). Action Sept. 9

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N.C. (Seaboard Broadcasting Inc.), revocation proceeding concerning WLAC, scheduled further prehearing conference for Oct. 24 (Doc. 18549). Action Sept. 8

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, P.R. (Radio Antilles Inc., Zaba Radio Corp., Arecibo Broadcasting Corp. [WMMT]), AM proceeding, rescheduled further prehearing conference for Oct. 6 (Docs. 18564, 18566, 18565). Action Sept. 10.

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Arecibo Broadcasting Corp. [WMMT] and Zaba Radio Corp.), AM proceeding, granted petition by Zaba Radio for leave to amend application to submit proof of adequate financing; for further ascertainment of community needs, and for additional trans. site photographs (Docs. 18564-6). Action Sept. 9.

Fines

■ KMRC Morgan City, La.—FCC notified of apparent liability forfeiture of \$2,000 for violation of terms of authorization and for violation of rules by beginning program transmission prior to PSA which specifies 6:00 a.m. CST on days in Oct., Nov. and Dec. 1968, and by operating at power of 500 w from 6:00 a.m. until sunrise almost every day in Oct. and Nov., 1968, and on Dec. 2 through 7, 9 through 14, and 16 and 17, 1968. KMRC was also cited for violation in that operators on duty Dec. 11, 12 and 13, 1968, made false entries in logs. Action Sept. 12.

■ KIRO Seattle—FCC ordered to pay forfeiture of \$2,500 for violation of terms of authorization and of rules by operation with nondirectional pattern of radiation prior to hours specified in license. Action Sept. 10.

Call letter applications

■ WOIB, Lester Broadcasting Corp., Saline, Mich. Requests WNRS.

■ KVOD, John B. Walton Jr., Albuquerque, N.M. Requests KDAZ.

■ WGOL, Peace Broadcasting Corp., Goldsboro, N.C. Requests WYNG.

Call letter actions

■ KRAF, Wayne A. Moreland, Reedsport, Ore. Granted KDUN.

■ KBLT, WMO Broadcasting Inc., Big Lake, Tex. Granted KWGH.

New FM stations

Applications

■ Tucson, Ariz.—Graham Broadcasting Co. Seeks 94.9 mc, 49.896 kw. Ant. height above average terrain minus 125 ft. P.O. address 10 Wayne Street, Hudson, N.H. 03051. Estimated construction cost \$2,450; first-year operating cost \$16,335; revenue \$25,375. Principals: Norman J. and Eva E. Graham (each 50%). Principals own outdoor advertising and public relations firm. Mr. Graham is on technical staff of WBZ-AM-FM Boston. Ann. Sept. 15.

■ Live Oak, Fla.—WNER Radio Inc. Seeks 98.1 mc, 27 kw. Ant. height above average terrain 176.3 ft. P.O. address 1305 East Helvenston Street. Live Oak 32060 Estimated construction cost \$2,000; first-year operating cost \$93,000; revenue \$116,000. Principals: Norman O. Protsman, president (70%), George R. Day Jr., vice president-treasurer, Ronald R. Brown, vice president (each 10%), et al. Messrs. Protsman, Day and Brown own 80%, and 10% and 10%, respectively, of WMAF(AM) Madison, Fla. Messrs. Protsman and Day own 80% and 10% of WINT(AM) Winter Haven, Fla. Mr. Protsman owns WDCF(AM) Dade City, Fla. Ann. Sept. 9.

■ Savannah, Ga.—South Atlantic Broadcasting Corp. Seeks 96.5 mc, 100 kw. Ant. height above average terrain 1,311 ft. P.O. address 718 Realty Building, Savannah 31401. Estimated construction cost \$97,343.35; first-year operating cost \$24,000; revenue \$32,000. Principals: John W. Sognier, president

(25%), and Clifford S. Lesley Jr., vice president-secretary-treasurer (75%). Mr. Sognier is attorney. Mr. Lesley is CPA and owns 12½% of real estate firm. Ann. Sept. 16.

■ *Indianapolis—Metropolitan School District of Warren Townshp. Marion county Seeks 91.1 mc, 10 w. P.O. address 9039 East 10th Street, Indianapolis 46229. Estimated construction cost \$47,209; first-year operating cost \$3,000; revenue none. Principals: C. Wayne Foster, president of board of education, et al. Ann. Sept. 3.

■ Falmouth, Mass.—Cape and Island Broadcasting Inc. Seeks 101.9 mc, 50 kw. Ant. height above average terrain 238 ft. P.O. address 141 Main Street, Falmouth 02172. Estimated construction cost \$67,596; first-year operating cost \$49,020; revenue \$45,000. Principals: Paul A. Christo, president (44%), Marshall R. Cook, vice president (3%), Olimas Management Corp. (53%). Mr. Christo owns 10% of applicant for new AM at Ridgefield, Conn. Mr. Cook is insurance agent. Olimas is equally controlled by 47 stockholders (each 2.17%). Ann. Sept. 3.

■ Mineral Wells, Tex.—Triple H. Radio Inc. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 855, Mineral Wells 76067. Estimated construction cost \$28,710; first-year operating cost \$20,000; revenue \$60,000. Principals: E. Harold Hall, president, Ralph E. Harbus, vice president, and Bill L. Hall, secretary (each 33⅓%). E. Hall owns job printing company and trailer park. Mr. Harbus is employee of air traffic control division of Federal Aeronautics Administration. B. Hall is elementary school principal. Ann. Sept. 15.

Starts authorized

■ WHEW(FM) Fort Myers, Fla.—Authorized program operation on 101.9 mc, ERP 71 kw. ant. height above average terrain 175 ft. Action Sept. 9.

■ KLEX-FM Lexington, Mo.—Authorized program operation 106.3 mc, ERP 3 kw. ant. height above average terrain 205 ft. Action Sept. 9.

■ KAWB(FM) McKinney, Tex.—Authorized program operation on 95.3 mc, ERP 3 kw. ant. height above average terrain 215 ft. Action Sept. 10.

Final actions

■ Miami—Missions East Co. Review board granted 107.5 mc, ERP 100 kw. Ant. height above average terrain 343 ft. P.O. address: c/o Jack Roth, Box 2338, San Antonio, Tex. Estimated construction cost \$174,308; first-year operating cost \$60,000; revenue \$30,000. Principals: Mission Broadcasting Co., 100%. Jack Roth, president (41.12%) votes stock for Mission. Principals own W'OK(AM) Miami, KONO(AM) and KITY(FM) both San Antonio, and WAME(AM) Charlotte, N. C. Action Sept. 12.

■ Henderson, Ky.—Futura Sound Inc. Broadcast Bureau granted 103.1 mc, ERP 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Dr. Frank R. Fults Jr., 210 5th Street, Henderson, Ky. 42420. Estimated construction cost \$17,000; first-year operating cost \$20,000; revenue \$25,000. Principals: Dr. Frank Fults Jr., president-secretary (30%), Mr. Frank R. Fults Jr., treasurer (25%), Bethel P. Brown, 2nd vice president (15%) and Dr. Willis B. Blue, 1st vice president (30%). Dr. and Mrs. Fults each own 25% of concrete molding firm and Dr. Fults is dentist. Mr. Brown is owner of radio sales and service company. Dr. Blue has medical practice. Action Sept. 8.

■ Livingston, Tex.—Polk County Broadcasting Co. Broadcast Bureau granted 92.1 mc, ERP 3 kw. Ant. height above average terrain 147 ft. P.O. address: Box 111, Livingston 77351. Estimated construction cost \$2,300; first-year operating cost \$6,000; revenue \$6,000. Principals: Harold J. Haley, sole owner. Mr. Haley owns KETX(AM) Livingston. Action Sept. 12.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, following Sept. 9 conference, examiner ruled that parties would have until Oct. 6 to file appropriate petition with review board looking toward settlement of conflicting applications and removal of applications from hearing status or, alternatively, be prepared to proceed with further hearing (Docs. 18264-5). Action Sept. 9.

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding,

scheduled prehearing conference for Sept. 16, hearing for Oct. 14; ordered parties be put on notice that examiner will grant no further continuance in proceeding unless directed to do so by review board of commission (Docs. 18582-4). Action Sept. 8.

■ Hearing Examiner Millard F. French in Murphy, N. C. and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, granted request by Cherokee Broadcasting for issuance of subpoenas and notice to take depositions; depositions shall be taken in accordance with notice filed simultaneously therewith; further ordered Cherokee Broadcasting's petition to reschedule hearing dates or alternatively to convene further prehearing conference granted, and following dates shall supersede those presently scheduled; preliminary exchange of exhibits continued to Sept. 23; final exchange of exhibits continued to Sept. 30; notification of witness continued to Oct. 7; hearing continued to Oct. 14 (Docs. 17086-7). Action Sept. 8.

■ Hearing Examiner Millard F. French in Huntington, W. Va. and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, on examiner's motion, scheduled further prehearing conference for Sept. 16 (Docs. 18439-40). Action Sept. 9.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, to formalize ruling made on record, continued hearing to Nov. 12 and continued notification of witnesses date to Oct. 29 (Docs. 18456-7). Action Sept. 8.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., Lankford Broadcasting Co., Radio 900 Inc., Trinity Towers Corp.), FM proceeding, rescheduled prehearing conference for Oct. 7 (Docs. 18636-9). Action Sept. 10.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters, Wireless of Indiana), FM proceeding, scheduled further prehearing conference for Sept. 26 (Docs. 18614-5). Action Sept. 5.

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Other actions

- Review board in Rockmart, Ga.—FM proceeding, Docs. 18314-15, granted to extent indicated and denied in all other respects petition for approval of agreement filed March 7 by Georgia Radio Inc. and Faulkner Radio Inc.; denied petition to enlarge issues filed April 3 by Broadcast Bureau. Action Sept. 12.
- Review board in Peoria, Ill., FM proceeding, Docs. 18582-84, denied motion to delete filed July 10 by Peoria Community Broadcasters Inc. Action Sept. 12.
- Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, granted motion for extension of time filed Sept. 12 by Lester H. Allen. Action Sept. 15.

Rulemaking petitions

- William J. Dunn, Lowell, Ind.—Requests amendment of rules to add ch. 296A to Lowell. Ann. Sept. 12.
- Commonwealth of Pennsylvania, Department of Public Instruction, Harrisburg, Pa.—Request amendment of rules to establish educational radio broadcast table of assignments to allocate adequate educational radio facilities to Pennsylvania and to reserve them for educational use. Ann. Sept. 12.
- WHAW Weston, W. Va.—Requests amendment of rules to assign ch. 272A to Weston. Ann. Sept. 12.

Rulemaking actions

- Andrew Kerr, Lemon Grove, Calif.—FCC denied request for amendment of table of assignments to assign ch. 297B to El Cajon, Calif. Action Sept. 4.
- McLeansboro, Ill.—FCC denied petition by Hamilton County Broadcasting Co. for rulemaking to amend table of assignments by deleting ch. 292A at West Frankfort, Ill., and assigning it to McLeansboro. Action Sept. 10.

Call letter application

- Catskill Broadcasting Corp., Ellenville, N. Y. Requests WELV-FM.

Call letter actions

- University of California, Irvine, Calif. Granted *KUCI(FM).
- Lankford Broadcasting Co., DuQuoin, Ill. Granted WQQN-FM.
- WFFM(FM) Greater Muskegon Broadcasters, Muskegon, Mich. Granted WMUS-FM.
- Bemidji State College, Bemidji, Minn. Granted *KBSB(FM).
- KCNM(FM), Radio Carlsbad Inc., Carlsbad, N. M. Granted KBAD-FM.
- Hartwick College, Oneonta, N. Y. Granted *WRHO(FM).
- WSEF-FM, Waterfalls Broadcasting Corp., Seneca Falls, N. Y. Granted WFSW-FM.
- WTAB-FM, Tabor City Broadcasting Inc., Tabor City, N. C. Granted WKSM(FM).
- Mad River Local Board of Education, Dayton, Ohio. Granted *WSMR(FM).
- WLYX(FM), KWAM Inc., Memphis, Tenn. Granted KWAM-FM.

Designated for hearing

- Birmingham, Ala.—FCC set for hearing mutually exclusive applications of Voice of Dixie Inc., Basic Communications Inc., and First Security and Exchange Co., for ch. 258. Action Sept. 12.
- North Syracuse and Syracuse, both New York—FCC designated for hearing mutually exclusive applications of WSOQ Inc. and Eastern Associates for CP's for new FM's on ch. 265. Action Sept. 10.

Existing FM stations

Application

- *KCBL-FM, Greeley, Colo.—Requests CP change trans. loc.; trans. ant.; ant.-system; change to 90.1 mc, ERP 3.036 kw. Ann. Sept. 16.

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOTN-FM Pine Bluff, Ark., to Dec. 1; WSUB-FM Groton, Conn., to March 21, 1970; KFOA(FM) Honolulu, to March 15, 1970; *WSIE(FM) Edwardsville, Ill., to Dec. 28; WCYN-FM Cynthiana, Ky., to Jan. 18, 1970; WBRK-FM Pittsfield, Mass., to March 12, 1970; WDIQ-FM Duluth, Minn., to March 20, 1970; WSJC-FM Magee, Miss., to Nov. 15; *WKTU(FM) Struthers, Ohio, to Nov. 4; KSLM-FM Salem, Ore., to Feb. 14, 1970; WKVM-FM San Juan, P. R., to Feb. 19, 1970. Actions Sept. 9.

- Broadcast Bureau granted CP's to replace expired permits for following: *WMCO(FM) New Concord, Ohio; *WDUB(FM) Granville, Ohio. Action Sept. 11.

- KMEO-FM Phoenix—Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. system, ant. height to 1560 ft. Action Sept. 10.

- KHJ-FM Los Angeles—Broadcast Bureau granted license covering installation of auxiliary ant., ant. height 2880 ft.; ERP 51 kw. Action Sept. 9.

- *WWEP-FM Wallingford, Conn.—Broadcast Bureau granted license covering new station; specify type ant. Action Sept. 8.

- WEAT-FM West Palm Beach, Fla.—Broadcast Bureau granted request for SCA on 67 kc. Action Sept. 8.

- WGCO(FM) Buford, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 12.

- WFMT(FM) Chicago—FCC denied petitions by Citizens Committee to Save WFMT, asking withdrawal of WGN Continental FM Co.'s temporary authority to operate WFMT(FM), and requesting that record on WFMT be held open until completion of commission investigations of allegations about WPIX-TV New York, controlled by WGN Continental Broadcasting Co. (Doc. 18417). Motion filed by Lorraine Perman, Harry Booth, and others, supporting petition of Citizens Committee and asking that additional examiner be assigned to hearing, was also denied. Action Sept. 10.

- WQXE(FM) Elizabethtown, Ky.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 12.

- WANG(FM) Coldwater, Mich.—Broadcast Bureau granted CP to install new trans.;

make changes in ant. system, ant. height 490 ft.; condition. Action Sept. 10.

- *WGGL-FM Houghton, Mich.—Broadcast Bureau granted request for SCA on 67 kc; granted mod. of CP to change studio trans. and ant. location; remote control permitted; ERP to 450 w; ant. height to 600 ft.; conditions. Action Sept. 8.

- KTCR-FM Minneapolis—FCC denied application by Hennepin Broadcasting Associates Inc. requesting waiver of minimum separation requirements of rules, and application for change in trans. site and facilities was returned as unacceptable for filing. Action Sept. 10.

- WSNL-FM Laurel, Miss.—Broadcast Bureau granted CP to install new trans. and ant.; ERP to 28 kw; ant. height to 165 ft.; condition. Action Sept. 8.

- KMTY-FM Clovis, N. M.—Broadcast Bureau granted mod. of CP to change trans. and ant., ant. height 230 ft.; remote control permitted; change ERP to 100 kw. Action Sept. 12.

- *WRUR(FM) Rochester, N. Y.—Broadcast Bureau granted CP to change to ch. 203 (88.5 mc); remote control permitted; install new trans.; install new ant., ant. height 120 ft., ERP 19.5 kw. Action Sept. 10.

- *WKES(FM) Chattanooga, Tenn.—Broadcast Bureau granted remote control. Action Sept. 12.

- Belton Broadcasters Inc., Belton, Tex.—Broadcast Bureau granted mod. of CP to change type ant. of FM. Action Sept. 12.

- KMSC(FM) Clear Lake City, Tex.—Broadcast Bureau granted mod. of CP to change studio and remote control location; change trans. and ant. Action Sept. 12.

- KIZZ-FM El Paso, Tex.—Broadcast Bureau granted mod. of CP to operate by remote control from studio location 470 South Glenwood, El Paso; make changes in trans. equipment; change type ant., ant. height 1160 ft., ERP 27 kw. Action Sept. 12.

- Milwaukee Board of School Directors, Milwaukee—Broadcast Bureau granted request for SCA on 42 and 67 kc to new non-commercial educational FM. Action Sept. 10.

- WPDR-FM Portage, Wis.—Broadcast Bureau granted CP to change ant. height, ant. height 300 ft. Action Sept. 10.

Actions on motions

- Hearing Examiner Basil P. Cooper in Chicago, assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., set certain procedural dates, continued evidentiary hearing to Nov. 4 (Doc. 18417). Action Sept. 4.

- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM and KRON-TV, granted petition by Albert Kihn and Blanche Streeter and extended to Sept. 24 time to file pleadings in response to documents referenced in paragraphs 1 and 2 of motion; ordered additional pleadings specified in examiner's Aug. 27 order, due Sept. 10 and 18, respectively, be filed on or before Sept. 24 and Oct. 2, respectively; continued conference to Oct. 3; scheduled further conference for Sept. 22 to hear requests to modify presently scheduled hearing schedule (Doc. 18500). Action Sept. 9.

Call letter applications

- WFMD-FM, James L. Gibbons, Frederick, Md. Requests WFFM(FM).
- WOIA-FM, Lester Broadcasting Corp., Ann Arbor, Mich. Requests WNRS-FM.
- WFOG(FM), New Hanover Broadcasting Co., Wilmington, N. C. Requests WAAV-FM.

Other actions, all services

- Office of Opinions and Review, American Broadcasting Co.'s renewal of authority to deliver network radio and television programs to Canada and Mexico, granted request by Western Telecasters Inc. (KCST-TV) and extended to Sept. 12 time for filing oppositions to petitions for reconsideration filed by ABC and Mission Cable TV Inc. (Doc. 18606). Action Sept. 10.

- FCC denied petition by Mutual Broadcasting System Inc. for reconsideration of commission action authorizing continued operation of four radio networks by ABC. Commission also turned down request that it rescind waiver granted to ABC. Action Sept. 12.

(Continued on page 84)

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Help Wanted—Management

General manager—Sales manager—single market, northeast, station well-established. Box J-130, BROADCASTING.

Wanted, manager-salesman for small market daytime near Pittsburgh. Stock options available. Box J-174, BROADCASTING.

Make midwest single, small market station go. You'll make it, too, including an interest. Box J-244, BROADCASTING.

Sales manager for AM-FM station on eastern coast of Florida. This position requires a working sales manager who will have his own list. The AM & FM are programed separately. The man selected will be responsible for selecting additional sales personnel. Call General Manager, 305-842-1538 or write Box J-256, BROADCASTING.

Columbia School of Broadcasting (not affiliated with CBS, Inc. or any other institution) is seeking 2 outstanding counselors. Work in one of our beautiful Midwest studios and earn between \$18M and \$30M a year. Will show you pay records. No teaching required—just explain professional broadcasting to prospective students. Must have outstanding broadcast background. Prefer ex-announcer salesman with drive and enthusiasm. One of our men makes \$40,000 a year! Prefer: Married, age 27 to 40. Send resume & snapshot: Wm. Anderson, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco, Calif. 94118.

Ready for management? Ownership? KWIK, Pocatello, Idaho, seeks station manager. Salary, commission, override, bonus. #1 rated station with sports, many exclusive features. 15% ownership available in two years. Complete details first letter. No phone calls. Box 2005, Pocatello.

Sales

Sales-manager. Eastern single station seeks general-sales manager. Strong community-accepted facility. Box J-133, BROADCASTING.

Salesman: Single station market . . . north of NYC . . . wants experienced salesman for general manager's position now open. Outstanding operation. Box J-143, BROADCASTING.

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity. Box J-145, BROADCASTING.

Winter soon. Florida beckons. Fulltime, MOR, network, Gulf coast, large market. Aggressive, productive salesman needed now. Excellent future potential with large, rapidly expanding company. Our man must be creative, make calls, and work with excellent group of young radio pros. Box J-152, BROADCASTING.

Salesman wanted for Central Florida growing market station. Box J-179, BROADCASTING.

You're sure selling would be easy if there weren't so many other competing stations in your small or medium market. We have a big single-station market (120,000 in area) and can guarantee more than you're now earning. MIDWEST. Send billing history to Box J-275, BROADCASTING.

Great opportunity for ambitious young salesman to learn and earn with professional contemporary leader in medium market. Send complete details to Box J-276, BROADCASTING.

If you're an aggressive, professional time salesman, we want you to sell for a Pulse-rated #1 contemporary music station on the west coast. Your references will be checked. Send resume and salary requirements to Box J-307, BROADCASTING.

Salesman for station being acquired in Idaho. Single station market. Our second station, we're growing. Good wages, ideal living in the mountains, skiing, hunting, boating. Contact John Howard, KGFW, Kearney, Nebraska, or Gale Ruff, KFLI, Mountain Home, Idaho.

Sales continued

Prestige station, prestige market, looking for ambitious young salesman with good track record. Attractive income opportunity in fabulous Monterey, California. Complete information to Robert Sherry, P. O. Box KIDD, Monterey, California.

Salesman fastest growing area N. Y. State. 60 miles NYC, salary + commission. WBNR, Beacon-Newburgh, N. Y.

Just increased our power to 5 kw non-directional from 1 kw and are having growing pains. An eager creative salesman can write his own paycheck. Our expanding market needs an aggressive salesman. Contact, Frank Zezza, Comm. Mgr., WCFR, Box 800, Springfield, Vermont.

Are you successful in your present radio sales position, but unhappy with the financial return because you can go no further in your present market? Do you see yourself in the same position 5 or maybe 10 years from now? Are you ready for a major market? If this is you, then now is the time to investigate this outstanding opportunity to become a part of a young aggressive company with 5-AM and 5-FM stations throughout Mid-America. We have an opening for an ambitious and creative young man at our top-rated Mpls.-St. Paul station, WMIN. Salary plus commission can put you far above your present income. Call 612-645-7757. David Millan.

Salesman/sportscaster to do play-by-play. Limitless potential in major market for experienced salesman. Twin city area station. Call 612-473-2359 or write Box 1370, St. Paul, Minnesota 55075.

Announcers

Rocky mountain 5 kw needs two first phones immediately. Good pay, community, benefits, crew, and equipment. Send resume and references first letter. Box J-34, BROADCASTING.

7-midnight rock jock for top 10 market. East coast grant. Outstanding opportunity for man who has what it takes to join one of the country's top rock stations. Experienced djs only. Send current tape, resume and pic to Box J-113, BROADCASTING.

MOR announcer with 1st . . . Great Lakes area . . . best working conditions . . . \$7,000.00 year to start . . . Box J-147, BROADCASTING.

One half of very successful two-man morning show open. Unusual opportunity for intelligent music host with professional production know-how, good MOR music tastes, news background helpful to interrelate with warm-humored news host. Diversified format requires professional disciplines and broad creative flexibility. Rich eastern market, real opportunity for comer or seasoned pro. Job available in mid-October. Good company benefits. Send tape, resume to Box J-148, BROADCASTING.

Central Penna. Immediate opening for experienced top-40 personality strong on production. Regular raises, paid insurance, part of group. Send tape, resume with first letter. Box J-175, BROADCASTING.

Announcer-newsman for south Texas network station. Box J-178, BROADCASTING.

Announcer for middle-music network station in Texas resort city. No tapes, please. Box J-184, BROADCASTING.

Wanted—bright, happy, fast-paced afternoon drive man for #1 rocker in south Florida medium market. Must be very strong on production. No straight time & temp man. Creativity a must in the production room. Sound like you? Send tape & resume to Box J-190, BROADCASTING.

First opening in four years at southeast Pennsylvania station. To qualify: need five years experience and good references. Short on air hours, good salary, guaranteed raises, profit sharing, fringe benefits. Box J-220, BROADCASTING.

South-central Indiana 500 watt in market of 60,000 is looking for a morning man who can communicate and be as bright as our up-tempo MOR format. Some experience necessary. Preferably one year, and a third class ticket. Send tape and complete resume to Box J-225, BROADCASTING.

Announcers continued

Penna. 10,000 watt station needs two experienced, upbeat, happy MOR announcers . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirement to Box J-246, BROADCASTING.

Illinois. Experienced announcer with first phone for solid operation. Wonderful opportunity for right man. Box J-250, BROADCASTING.

Once in a lifetime opportunity. Need top DJ for modern country station in major Southern California market. Must be able to run tight format and still project personality. Send aircheck, resume and late pix immediately to Box J-258, BROADCASTING.

Experienced, for an excellent AM-FM operation in major market. Ideal working conditions. Box J-261, BROADCASTING.

Maryland station announcer with sales and public relations experience. First ticket preferred. Box J-262, BROADCASTING.

Bright, capable, experienced deejay wanted by mid-west full-time kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proved ability, liberal fringe benefits. Include detailed experience, photo, references in resume, tape. Box J-270, BROADCASTING.

Telephone talk man. Top ten market for the communicaster on the way up! This is a big market break—don't apply unless you're tops. East Coast. Send resume and tape to Box J-298, BROADCASTING.

Nightman for progressive up-tempo MOR station. Must have experience in running a tight announce shift and production. Plenty of opportunities with this "Home-station" of a six-station group. Please send tape and resume to Operations Manager, KFOR, Lincoln, Nebraska.

Experienced announcer by AM-FM stereo station, excellent climate, top facilities, Blue Cross insurance. Salary \$550. If you live in New Mexico or adjacent state send resume and tape to KRSN, Los Alamos, N. Mex. Full opportunity employer.

Enjoy excellent salary and be a radio personality in beautiful vacationland where there are no big city problems in raising a family. No rigid big city format. You have freedom to display your talent and learn all phases of broadcasting. Combination sales and announcing. Contact: Charles B. Persons, Manager, KVBR, Brainerd, Minn 56401.

Experienced Top 100 announcer with 3rd endorsed needed immediately. Send tape to KWEW, Box 777, Hobbs, New Mexico.

Wisconsin AM/FM in Milwaukee metro area. Combo, MOR, News or sales an asset. Mature voice. Midwest background. WBKV, West Bend.

Experienced combination announcer and local news man. Good working conditions at old established 5,000 watt. Contact Greeley N. Hilton, Co-owner, WBUY Radio, Lexington, N.C.

Bilingual announcer for all French FM station. Prefer announcer or program director with heavy experience on an all French-Canadian station. Starting pay \$7,000 annually with a merit increase after first 6 months. Send tape, photograph, references and experience to WCME, Inc., Box 398, Brunswick, Maine 04011.

Announceur bilingue pour une Station Radio FM en Francais. Préférons un annonceur ou Directeur de Programme avec beaucoup d'expérience sur une station Canadienne. Salaire de \$7,000 par année avec augmentation après six mois. Envoyez un ruban, une photographie, des recommandations et votre expérience à la radio à WCME, Inc., Box 398, Brunswick, Maine 04011.

Immediate opening at WDAK, leader in Georgia's second market, first ticket for midnight to five AM, top forty, call Alan Boyd, 404-322-5447.

Group owned upstate NY AM wants announcer not afraid of work. Main job news, also air shift. Excellent fringe benefits, live-able salary. Send resume, references, tape, salary to Al Sayers, WDOS, Oneonta, N.Y. 13820.

Announcers continued

Announcer to pull board shift and assist chief with maintenance. Modern facilities, 5,000 Watt AM, stereo FM operation. Top fringe benefits include profit sharing. Wages excellent. Send resume or call Tim Grant, WDUX, Waupaca, Wis. 715-258-5528.

Top 40 personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

WFVA Fredericksburg, Va. Experienced announcer. Relaxed contemporary format with MOR approach. Must also have football, basketball play-by-play experience or exceptional potential. Send tape, include play-by-play aircheck if possible; plus full background; or phone (not collect, please) Manager or PD. (703) 373-7721.

Excellent opportunity for announcer on our FM station. Six days a week, 5 p.m. to 12:30 a.m. shift. Salary according to background and ability, maximum \$120 per week. Telephone Harry M. Thayer, WGHQ, Kingston, New York.

First phone for 5 kw DA-2 transmitter watch, experience preferred, but will train new licensee. Reply to Ronnie Hale, Chief Engineer with WHWH, Box 1350, Princeton, New Jersey 08540 or call 609-924-3600.

Mature, MOR man for mid-day 5-day week. Gentleman with something to say will start at \$150 plus. Contact Jim Mader, WIBA, Box 99, Madison, Wisconsin.

We need a young guy, preferably unmarried, for an all-night show. We're looking for someone who can be a top innovator with eyes for better things! If the show fits, send tapes and resume to Jeff Kaye, WKBW Radio, 1430 Main St., Buffalo, New York 14209. Hurry!

MOR announcer with 1st phone (no maintenance) wanted for allnight show. Ideal location in central Florida, one of nation's fastest growing and most beautiful areas. Send tape and resume to Glenn Smith, P.D., WKIS Radio, P.O. Box 1353, Orlando, Florida.

Wanted heavy contemporary disc jockey for #1 Oklahoma City, top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

University community—round the clock station is looking for a creative and talented announcer for afternoon shift. Call Tod Jeffers, WMAJ, State College, Pa.

Immediate opening—1st phone-announcer, WMIC—Sandusky, Michigan.

There's a 1st phone MOR announcer somewhere who's interested in working about 18 hours a week on the air and spending the rest of the time writing copy and working production. If this sounds like you, contact Jack Speech, WNAM, Neenah, Wisconsin.

Morning shift. Quality Cleveland, Ohio suburb station. Major market manners minus melee. Substantial future for believable announcer who puts more into his work than asked. Stability plus. More than a stepping stone. Send tape, resume to WPVL, Painesville, Ohio.

Florida gold coast, adult full time CBS, first ticket no maintenance. Ideal working conditions and crew, all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Experienced first phone, strong on production, Palm Beach market country-politan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Immediate opening. Enthusiastic, bright sounding morning announcer. Must have first phone and know MOR music. Near Albuquerque, Call 505-863-4444.

Where is all the good guys at? Beautiful north-eastern Michigan resort area looking for a do-it-all guy . . . announce, write, production, 1st phone . . . if you've got the goods we've got the job, age no barrier. Easy listening daytime . . . lots of playtime, fringe benefits. Call us collect for full info' . . . 517-362-3417.

First phone soul jock. Ideal working conditions and crew; all fringe benefits. Part of a fast growing chain. Send tape and resume to Rod O'Dell, WWNR, Beckley, West Virginia.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

Technical continued

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

First ticket engineer with little news and jock work. Progressive, bright directional rocker in Pennsylvania resort area. Start \$115.00, plus benefits. Box H-287, BROADCASTING.

Chief Engineer wanted. New England Network station. Write Box J-111, BROADCASTING.

Southeastern AM-FM-TV station offers above average salaries for experienced engineers. First class license necessary. Must have TV experience, AM-FM experience desired. Reply must be complete with references, photograph & salary requirement. Reply Box J-19, BROADCASTING.

Chief engineer. Mid-west 5kw daytimer. Solid operation. Great town. Wonderful opportunity for right man. Box J-177, BROADCASTING.

Qualified engineer for network station in South Texas. Box J-181, BROADCASTING.

Chief engineer, for AM-FM station. Directional antenna. Metropolitan area. Box J-260, BROADCASTING.

Wanted—chief engineer who knows FM stereo and audio. Must be able to understand production. Please call Sam Sherwood, WAYL-FM, Minneapolis, 612-633-9667.

First class licensed technician, strong on maintenance for 10 kw stereo station. Send resume and salary required to Mr. Patrick, WCLV, Penthouse East, Terminal Tower, Cleveland, Ohio 44113.

Ohio stations need chief engineer. Five kw directional AM—full time FM station. Strong maintenance. Must take charge of technical operations. Excellent salary. Contact Gary W. Hagerich, WCNW, Fairfield, Ohio 45014.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsmen with responsibility for developing strong local image as well as delivering principal newscasts. First phone desirable but not necessary. Send tape and resume. Completely confidential. Box J-137, BROADCASTING.

News director with authoritative voice. Background must stand investigation. Prefer over thirty years age. One of top twenty markets. Bright future. Tape, picture, send resume, Box J-160, BROADCASTING.

Wanted professional newsmen for leading midwestern contemporary station. Box J-161, BROADCASTING.

Network station has challenging local news opening. Controversial, competitive competents only. Box J-255, BROADCASTING.

Experienced newsmen immediately: opening for number 2 spot in recently expanded five-man TV-AM-FM operation. Upper midwest dominant news group. NBC affiliate. Prefer young person with 3-5 years experience, able to dig, write and deliver. New operation, fully equipped, with full benefits. Real opportunity for responsibility. Send air-check, writing samples, pix and resume. Including salary needs in first reply to Box J-309, BROADCASTING.

Attention Northern New England. News director for 5,000 watt full-time WABK, Augusta-Gardiner, Maine. Number one rated station covering several counties. Experience required. Tape and resume. Box 782, Augusta, Maine, or call PD 207-582-3303.

Top news station in Westchester County, N.Y. has opening for capable man who can dig, write, deliver. A "Home" for the right person, good pay, fine benefits including retirement, hospitalization, excellent working conditions. Five-day week. Tape and resume. WLNA, AM-FM, Box 188, Peekskill, N.Y. 10566.

News director, for WPAZ, Pottstown, Pa. a Great Scott station. Present newsmen leaving after 15 years of 1st class news reporting. Send tape and full particulars today. Box 638, Pottstown, Pa. 19464.

Aggressive news-oriented station desires experienced morning newsmen able to gather, edit, write, and air news. Full fringe benefits with company paid profit sharing. Send air check, resume, salary requirement to F. W. Ashworth, News Director, WTOB, Box 5176, Winston-Salem, N.C. 27103.

News continued

Experienced news man needed at fully equipped contemporary number one, six mobile units, two aircraft, and multiple 2-way communication units. Make this job a real challenge. Coverage area, world-wide. We go where it's happening. Call news director Terry Parker at 814-944-9458 immediately.

Programing, Production, Others

Program director-deejay-first ticket-no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to \$10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Our copywriters moving into agency ownership. Remarkable opportunity open immediately for real talent who can produce quality and quantity at dynamic contemporary station with national reputation for creative work. All details to Box J-277, BROADCASTING.

News director to assume complete administration of markets. Long rated number one news team station, number one in upstate NY. Market for 22 yrs. Group owned, rush tape, resume, salary requirements to Ken Dodd, WCVA, Geneva, N.Y. 14456. 789-1200.

Traffic director experienced for high volume contemporary station in beautiful eastern medium market, contact Burt Levine, WROV, Roanoke, Va.

Situations Wanted Management

Position programing "proven" good music format, \$15,000 618-451-7511. Box J-3, BROADCASTING.

Seeking small-medium market management. Eleven years diversified experience. Sales know-how, programing, administration. Young (31) family. Mature, trustworthy, capable. Excellent references. Prefer Southeastern opportunity. Box J-12, BROADCASTING.

Manager/sales manager small-medium market station. Mature, thoroughly experienced station operation. Top salesman, direct selling local, retail, regional. Highest industry references. Box J-73, BROADCASTING.

Top five eastern market manager, 30, married; seeks FM-stereo good music or classical AM/FM operations and programing position. 5 figures. Box J-146, BROADCASTING.

Manager — small-medium market — midwest, SW, west—14 years-first phone. Box J-194, BROADCASTING.

Somewhere in Miss.; Ala.; La.; Ark.; Texas, there is an owner who needs a creative general manager; willing to sell him stock. Top salesman, doubled present station billings, highest ratings, from last to first, promotional minded, ideas used RAB regional meetings, best references, no rush, compatibly employed, small and large market sales background, all inquiries answered. Box J-199, BROADCASTING.

Looking!!! First class radio man looking for managers position in area 400 miles from Denver, any direction. If you're looking for a dedicated, experienced, radio man with record to prove it, write Box J-207, BROADCASTING.

Twelve successful years in radio. First six years, as top announcer, Production Mgr. and P.D. last six years in building radio stations as a general mgr. Age 30. 408-259-3697 or Box J-266, BROADCASTING.

Knowledgeable, community minded general manager with diversified background in broadcasting seeks creative challenging executive career position with progressive organization. Family, college, young, imaginative, conscientious, energetic. First class ticket. Florida, Virginia, North Carolina. 12 M plus. Telephone: 215-826-3478. Box J-282, BROADCASTING.

Experienced, aggressive manager; sales oriented first phone, MS Degree. Take complete charge. 20 years all phases. Salary and percentage, available due notice. Consider AM or FM. Box J-286, BROADCASTING.

New England Manager—good! A-1 producer. Replies answered. Box J-301, BROADCASTING.

Manager or sales manager. 16 years experience. If you want creative ideas and sales action I'm the pro you've been looking for, available now! Box J-304, BROADCASTING.

Manager—top 50 market now. Need \$15-20,000, 10 years management experience including CATV. Basically heckuva good salesman during past 23 years. Can produce local, regional, national. Will consider TV. Make profitable call, 513-885-2298 evenings.

Situations Wanted

Management continued

No salary. Straight percentage. Consultant will relocate to manage your FM. 213-980-4000.

Sales

Radio Sales mgr. for upper Michigan. Twenty two years experience. Excellent record. Currently employed major market LP of Michigan. Family man. College grad. Write Box J-252, BROADCASTING.

Top flight, salesmanager or salesman, proven sales record, play by play of football, basketball, and baseball on college level. 22 years old, married, but aggressive. Full of creative sales ideas and promotions. If I'M your man we'll talk money. Box J-285, BROADCASTING.

Salesman who knows how to sell, seeks greater opportunity. Strong on ideas, organization and close. Current earnings in the high teens, and money motivates. Personal and professional references excellent. Family man. Box J-302, BROADCASTING.

Announcers

Beginner. Third endorsed. College degree. Creative. Flexible. Ambitious. Can write news and commercials. East coast preferred. Box J-1 BROADCASTING.

Experienced female dj, tight board, heavy production and commercial experience. MOR contemporary, news and woman's shows, third endorsed. Box J-83, BROADCASTING.

Young, experienced broadcast school grad. Midwest rock station. Available in October. Box J-154, BROADCASTING.

Attention Florida. Jock Newsman 10 years experience, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in morning, afternoon, and night time slots. Strong on production also experienced as newsman digging, gathering and reporting same. Have also hosted talk shows, telephone open liners, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

Major market sportscaster wants basketball pro or college. Box J-168, BROADCASTING.

Handicapped announcer with BA & 3rd desires small to medium southeastern market. Trained on present job. Good board, good voice. Sober, reliable. Prefer MOR. Excellent references. Box J-186, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-196, BROADCASTING.

Eight years experience mainly in MOR formats. News, DJ, some production—versatile, can do many things. Looking for the right kind of job; one that suits my talents. Am interested in being associated with bright, alert, progressive people and an ideas and personality oriented station. Anxious to make right move. Box J-206, BROADCASTING.

Announcer/DJ—3 years experience, personable, upbeat tight board Top 40 format. Not floater or prima donna. Willing to relocate. Box J-224, BROADCASTING.

Negro jock, hard worker, dependable, third, relocate anywhere. Picture, resume, tape. Box J-242, BROADCASTING.

Experienced play by play, news air shift, third endorsed. Military exempt. Willing to relocate. Box J-254, BROADCASTING.

Sportscaster with Olympic experience wants heavy sports responsibility. Married, 29. Box J-263, BROADCASTING.

DJ digs contemporary and soul. 8 yrs., wants solid position. No small market, heavy sports background. Married, 29. Box J-264, BROADCASTING.

Joe Worthy, founder of the radio talk shows in Phoenix, Dallas, Houston, in 1949-50-51-52 is coming out of retirement and is seeking 1½-2 million market for a top flight talk show. Engaging personality, brilliant conversationalist. Could be right for your format. Box J-268, BROADCASTING.

Professionally trained announcer, newscaster, 3rd endorsed, 21 years of age, will relocate, draft exempt. Box J-271, BROADCASTING.

Two years experience, some college, third, service completed. Box J-278, BROADCASTING.

Six years experience, rock, upbeat MOR; military service completed, 24, married. Box J-280, BROADCASTING.

DJ announcer, professionally trained, newscaster, 3rd endorsed, stable, will relocate. Box J-283, BROADCASTING.

Announcers continued

Attention top 25 markets, top 40 or soul, 1st phone, major market experience. Box J-287, BROADCASTING.

Bronco Jimmy wants Top 40 MOR position now! Wants to relocate. Nine months experience, draft free—stable! Box J-288, BROADCASTING.

If you're a top 40 station looking for a personality jock and can pay \$8,000 annually. 1st phone. Box J-289, BROADCASTING.

Progressive rock only, experienced, knowledgeable, military service completed. Box J-290, BROADCASTING.

Professionally trained woman announcer, dj, newscaster, third endorsed, tight boardwork, good voice, creative, ambitious, relocation OK, prefer NE, also secretarial experience. Box J-292, BROADCASTING.

Does your progressive, friendly radio station need an experienced announcer-production man? Box J-294, BROADCASTING.

MOR . . . operations music programing . . . first class ticket . . . traffic . . . copy . . . two stations in last seven years . . . female . . . Box J-303, BROADCASTING.

Negro, professionally trained. R&B preferred but will consider any format. Strong on production. Will consider some sales. 3rd endorsed. Anywhere! Box J-305, BROADCASTING.

Nine year pro, top 40 personality, and production. Call 914-478-0878 and we'll talk money and market. Box J-308, BROADCASTING.

Ann./eng. 1st phone. Mature adult stn. or TV eng. Box J-312, BROADCASTING.

First class radio telephone, transmitter studio, office experience, female. Box J-313, BROADCASTING.

Successful experience in the rating race, have first . . . presently at the #2 rated overall (#1 MOR), in a market of five . . . broad experience in all formats . . . a doer not a nine to five man . . . ten years professional experience no boast, just fact. Available Nov. 1st. Box J-315, BROADCASTING

Top 40 DJ wants medium-large market. Five years experience. Military completed. Available Nov. 1st. Box J-316, BROADCASTING.

First phone seeks first announcing job. MOR or C&W small or medium market. Maintenance potential. Experience in business management. Married, draft-exempt. Send salary range. Box J-318, BROADCASTING.

Professionally trained beginner: ambitious, 3rd endorsed, college degree, 2 yrs. non media sales, draft exempt, will relocate midwest or west. 312-341-0881 after 6 PM or Box J-325, BROADCASTING.

DJ, tight board, good news, third class license. Box J-327, BROADCASTING.

Beginner third endorsed, wants weekend announcer newscaster experience in Los Angeles. 213-934-0785, after 6 P.M.

Newscaster—disc jockey, professionally trained in New York city, also B.A. degree in music, prefer New York State, New Jersey or New England. George R. Dale, 4026 Carpenter Ave., New York, N. Y. 10466, phone 212-OL 4-9211.

Willing weekender—third phone endorsed, two years experience, news, sports, covering major league basketball, baseball, Baltimore market. Young, willing to travel Middle-Atlantic area. 301-484-3693.

Midwest personality, MOR, now available. 9 years experience . . . mainly small market. Family man wants security . . . larger market. 308-382-7163.

Detroit area—looking for fresh talent? I have the talent plus a lot more, the voice, the ability, the training, and the 3rd endorsed with a first soon. Are you afraid to try something new? If not call Larry Coates at 268-3725 or 535-9200 (313).

Bob Case loves people, first phone, broadcasting school graduate, 1745 West Drescher, San Diego, California 92111. Call 714-279-1691. Persuasive personality.

Professionally trained, ambitious, third endorsed. Will relocate. Alan Johnson, 4216 37th Ave., Sacramento, California 95824.

First phone top 40 announcer engineer, one year experience. available immediately. 312-328-6529.

Announcers continued

3rd endorsed beginner; single, 24 yrs., draft free. wants first break in any radio station. Broadcast school—authoritative and good voice—will relocate. Career minded, not just a job available now! Write Richard T. Beasley, 1656 Cornwall Ave., Waterloo, Iowa 50702.

Someone must need a professional, experienced announcer-PD with first ticket. Crack copy and production. 815-964-6857.

Technical

Stable chief, directional AM, wants more of same. Desires NW major market. State salary Box J-217, BROADCASTING.

Chief Eng. or Asst. chief, 15 years experience FM, 10 kw AM & directionals, strong on maintenance. Box J-310, BROADCASTING.

Experienced engineer with first phone would like to locate in mild climate. Box J-321, BROADCASTING.

First phone, radio TV engineer, ham and marine transmitter experience. No previous broadcast, but eager to learn. Stable family man. Prefer NYC or vicinity. For resume: Fred Schwartz (212) 646-1171.

Got job for engineer experienced as chief, combo—starting \$140? Call 215-386-2550.

NEWS

Reporter-researcher: 4 years experience in radio and TV news plus 2 years printed media background. Ready for medium sized radio and/or TV outlet; general assignment or investigative reporter. Politics and government specialty. Box J-265, BROADCASTING.

Newsman, presently working for major network station in NYC as writer/editor. Wants back on air as reporter, ten yrs. exp. Previously news director . . . 1st class license. Medium or major markets only, 11 thousand base. Box J-291, BROADCASTING.

Aggressive, young, single college graduate with degree in RGTV seeks position in news operation. Experienced in all phases of newswork, 3rd class license, draft exempt, would consider relocation. Jeff Newmark, 6554 N. Spaulding Ave., Lincolnwood, Illinois 60645 or Call 312-OR 4-1846.

Programing, Production, Others

Program director/operations manager. Experienced all phases management. Documented success. 31, married, military complete. Box J-221, BROADCASTING.

Hire your own full-time program consultant. Available, one live-in program manager. Eleven years experience with three major companies. Under 30, Box J-269, BROADCASTING.

2,028 FM Stations, but one proven major market programmer. 215-324-4125.

TELEVISION—Help Wanted

Sales

Are you a good, small market radio salesman looking for a move up? The exciting world of television is waiting for you! Earnings and opportunities are unlimited! Phone (312) 897-0466. Hear the scoop from Jay Holloway.

Sales executive (San Francisco Market) TV station sales promotion! If you are not afraid to work and are desirous of super income, year round, you are the man we are looking for. Write, Wire, Phone! Special Promotions Director, KEMO TV, 2500 Marin St., San Francisco, California 94124. Phone: (415) 285-6220.

Announcers

Personable, dependable, announcer for South Texas station Box J-176, BROADCASTING.

Illinois CBS affiliate needs strong, mature, on camera commercial announcer. Must have better than average knowledge and interest in sports for daily sports show. Right radio man might also have a chance for this slot. Resume, VTR. photo, salary requirements to Box J-215, BROADCASTING.

Technical

Two first class engineers for radio-TV operation in medium Wisconsin market Will train new man. Good salary and fringe benefits. Send resume and phone number. Box J-69, BROADCASTING.

TELEVISION—Help Wanted

Technical continued

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box J-167, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF. Box J-173, BROADCASTING.

Ohio group ownership TV station is expanding operations. We need experienced, self starting maintenance men who can optimize our operation. \$12,000 starting pay. RCA equipped. Box J-273, BROADCASTING.

Two engineers with first class license needed immediately. Should have good solid state background and systems knowledge. Major midwest market with all RCA color. Send complete resume and salary requirements. Box J-320, BROADCASTING.

Assistant chief engineer for UHF, ETV station. Must have 5 years experience in all phases of operation and maintenance. Salary \$11,000. Send resume to Sam Edens, WHRO TV, 5200 Hampton Boulevard, Norfolk, Virginia 23508.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625. Tel.: 312-583-5000.

First class license. Immediate opening. Car necessary. Soon to start installation in a new radio-TV center. Union. Operating and some maintenance. Company benefits. Send resume and salary requirements to Glenn Hall, WWNY-TV, Watertown, N.Y.

TV engineer needed immediately to assist with the maintenance of television studio, control room, and remote van equipment. Broadcasting radio experience helpful. Annual starting salary \$8,484. Experienced broadcast engineers only. Apply: Office of Staff Personnel, Washington State University, Pullman, Washington 99163. An equal opportunity employer.

National Teleproduction Corporation, America's fastest growing production house is looking for quality technical people. Jobs to be filled now: audio operator and maintenance, video operator. Man needed heavy in maintenance, newest equipment. Contact: Dallas Clark, Director of Engineering, National Teleproductions, 5261 North Tacoma, Indianapolis, Indiana.

Chief engineer—entirely responsible for the design, maintenance and operation of io and vidicon cameras, quad and helical vtr's, film projectors, cable distribution systems, audio systems and technical personnel. \$10,000 to start. Technician—will operate and help maintain above. \$6,000 to start. Wesdell Ford, College of the Desert, 43-500 Monterey Ave., Palm Desert, Calif. 92260. 714-346-8041.

Need chief engineer to establish new educational VHF. Few such challenges remain. Write Frank Blake, 200 Armory Drive, Beckley, W.Va.

Television engineer to be in charge of master control operations in CCTV including master switching, operating all facets of film chain, operating video tape machines requiring experienced quad VTR maintenance technician and operator, in state-of-the-art university operation. Interaction with operations and engineers about picture quality and everything that goes on the air and with programming about film and video taped programs. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

NEWS

Experienced newsman with editorial skills for station in Texas Gulf Coast city. Box J-164, BROADCASTING.

News-writer-editor. Experienced only. Major midwest station. Applicants from all races desired. Box J-185, BROADCASTING.

News-photographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WCKT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

Programing, Production, Others

Artist—experienced, all station graphics—on air—sales—newspapers—top ten market. Box J-77, BROADCASTING.

Man with directing and production experience to develop commercials for retail accounts. Not a sales job. Excellent working conditions in a fine midwest medium TV market. Send complete personal and business background and recent picture to Box J-150, BROADCASTING.

Programing, Production, Others

continued

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box J-170, BROADCASTING.

Exciting, challenging new opportunity for capable producer to head program department of established cable TV system soon to begin local origination. Must have educational or commercial TV program experience. Salary depends on experience, ability. Send voice tape, resume listing age education, marital and draft status, experience in detail, references. Box J-248, BROADCASTING.

Operations manager for midwest network affiliate. Great opportunity for management-oriented, experienced professional, knowledgeable in all phases of commercial broadcasting. Must be active in public affairs. Send complete resume and salary requirements to Box J-249, BROADCASTING.

No. 2 man for TV promotion department in top 10 market. Must be strong in creative on-air promotion. Film, video tape, experience necessary. Must be self starter and able to supervise staff. Also will be involved in print, merchandising exploitation. Send complete resume, picture, sample of air material, scripts, salary requirements. Box J-319, BROADCASTING.

Send resume and salary requirements only if you are a totally dedicated producer/director with the creative imagination and experience to produce quality television for a full-color NBC affiliate in Florida. Reply P.O. Box 510, Palm Beach, Fla.

National Teleproductions Corporation. America's fastest growing production house is looking for quality production people. Immediately have openings for: camera, audio and lighting men. State experience and salary requirements in first letter. Contact: Jerry Patton, Director of Operations, National Teleproductions, 5261 North Tacoma, Indianapolis, Indiana.

TELEVISION

Situations Wanted

Management

Top local TV salesman in top 20 market desires sales management. Box J-257, BROADCASTING.

General manager-national sales manager, etc., for medium to large station or group. Thoroughly experienced all phases: station-ownership, development, management, sales management, sales (national and local), programing, film-buying, production, promotion and network announcing-hosting-news-casting. Leader in community affairs. Leader in industry. 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age-44. Nationally recognized as successful administrator-troubleshooter-developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing substantially increased profits and prestige properties. Have just sold my station. Seeking another challenging group or large station to manage and develop. Box J-259, BROADCASTING.

Operations manager—program manager, 12 years experience, includes: operations manager, program manager, commercial production manager, weatherman, newscaster and more. Art (608) 7B4-8807, evenings.

Group owners attention! What does your executive training program offer an aggressive young adult whose interest lies in sales. He seeks not just a job, but a career in broadcasting. College graduate with post grad work, proven sales ability, active military service completed. Eager for knowledge, exposure and involvement. Willing to relocate. If your training program provides challenge, exposure and involvement, plus opportunity for advancement, write: T. M. B., P.O. Box 26662, U.S. Custom House, San Francisco, California 94126; or phone (415) 376-4745.

Announcers

Sports is my business. I'm no hired actor who just reads copy. Want to become completely involved in sports on a local level. Had sports show, did play-by-play, interviews. Currently at top Washington, D.C. television station. Extensive training in news, sports, film editing. Have doubled as cameraman. Radio or television. VTR available. Box J-251, BROADCASTING.

TV staff announcer available. Box J-284, BROADCASTING.

TV—Situations Wanted

Announcers continued

Am a staffman at a very large station in a very large market. Buried. Am looking for more work. Personality, talk, news anchor or legman. Mature, stable, write Box J-306, BROADCASTING.

Personality, dimples, wife, 3 kids, mother-in-law, college, 27 years old, 3rd phone endorsed, terrific with live audience. Presently a luncheon MC for large grocery chain, broadcasting graduate, and a beginner to boot! What more could you want! Seeks start with San Francisco Bay area TV or radio station. Contact Skip Ferris, 65 Newburg St., San Francisco, Calif. 94131. (415) 648-4812.

Technical

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box J-162, BROADCASTING.

Highly intelligent, highly motivated individual needs good start: Television, BS (EE) magna cum laude, Brooklyn Polytechnic, 1968. Chief engineer (audio) NYC film company. Member of MNSA, E.A.T., SMPTE. Box J-279, BROADCASTING.

News

4th market TV newsman seeks change. Will consider medium market news directorship. Box J-182, BROADCASTING.

Experienced TV news-film man in top-100 seeks advancement. Journalism-film grad, 27, married, six-years in all phases of radio, TV, film, writing. Two years solid TV news and film. VTR air check, films, resume available. Box J-314, BROADCASTING.

Programing, Production, Others

Competitive, young executive with proven record for top 10 market. Coordinates, trains and organizes strong departments. Box J-30, BROADCASTING.

Top 10 TV producer seeks greener pastures, possibly with independent production company. Box J-183, BROADCASTING.

Producer, director, writer who believes in TV's responsibility for leadership, seeks a station eager to create enlightened, effective community-oriented programing. A proven performer with impeccable credentials. Imaginative, dedicated, mature, a master of film and tape. Brilliant with tight budgets. Box J-218, BROADCASTING.

Television cameraman, ETV experience, graduate RCA studio school, FCC 3rd endorsed, presently employed. Box J-274, BROADCASTING.

Children's show host with own successful format desires market. Currently employed. Box J-317, BROADCASTING.

69 college grad in R-TV seeking position as director or AD. 4836 Creekview #8, Rockford, Ill. 61108.

College grad, veteran, with some commercial, educational experience, looking for production job. Charles Houlberg, Crab Orchard Estates #4, Carbondale, Illinois, (618) 549-3608.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need good used 500 watt transmitter (or 1 kw with 500 watt cutback). K-RAM Radio, 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109.

Wanted: Good second hand TV cameras. Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

1-Used diesel generator with 10 kw capacity including all operating controls suitable for emergency operation of 500 Watts AM transmitter and remote equipment. Write Box J-322, BROADCASTING with details including description and condition of equipment, selling price and availability date.

FOR SALE—Equipment

Coaxial-cable—Hellax, Styrotflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect. Co., Box 4668, Oakland, Calif 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

FOR SALE

Equipment

continued

For Sale—ITA 5 kw FM transmitter, 250 driving, 5 kw, Bay. Complete with solid state rectifiers, Harmonic filter, and directional coupler. Tuned to 97.7 mh/s. Call Dave Jordan, 703-935-2816.

Electronic research type 425 25 kw isolation transformer used one year on 97.1 mc. Factory will convert to your FM frequency. Make reasonable offer. Frank Carman, KLUW-KWIC, Box 389, Salt Lake City, Utah 84110.

McKenzie recorder/repeater, McKenzie five cartridge repeater, 200 cartridges . . . cost \$2800.00 new. Now \$400.00 or make an offer . . . KRDU, Dinuba, Calif. 209-591-1130.

Used RCA TTU-25 transmitter complete. Channel 42. Available immediately. \$50,000.00. Contact Chief Engineer Tom Sleeman, WBMG-TV, Birmingham, Alabama.

Television transmitter—RCA TTS-A converted to air cooling, modified for color, presently tuned to Channel 7. T. F. Sorrells, 4461 Connecticut Ave, N.W., Washington, D.C. (202) 537-1100.

Tower fabrication, erection and maintenance; used tower equipment Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

300 ft. Radio/T.V. Tower, Ideco self-supporting three legs, \$5000 or best offer. L. W. Schoening, 2121 West Hwy. 36, St. Paul, Minnesota 55113.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338

Voice drop-ins; Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins. 50 only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

89 albums. 16 inch, M.M. Cole transcription library of folk music. Box 1-151, BROADCASTING.

The Feminine Touch . . . for your commercials, promos, intros, station ID's etc. Warm, versatile, professional female voice. Send copy, get broadcast-ready tapes by return mail. Prices, audition tape on request. Reynolds Production Company, P.O. Box 484, Pacific Palisades, California 90272.

800 Czechoslovakian records for sale. \$200.00 for the lot. Most are imported, perfect condition. W. M. Klabough, 2913 N. 39th St., Milwaukee, Wis. 53210.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and DJ come-back for each! \$10.00. Sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago 60611.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

Get your "ticket!" Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License. -plus- Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

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Miscellaneous continued

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INSTRUCTIONS

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Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools Oct 13 & Nov. 17. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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First class license in only four weeks at TIB . . . tuition \$295 00 . . . results guaranteed.

INSTRUCTIONS

continued

TIB/Music City . . . Veteran approved classes start Sept. 29, Oct. 27th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee 37204 (615-297-8084).

TIB/New England . . . class starts Oct 20th . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118 (203-289-9400).

TIB/Miami . . . next class starts Oct. 6th. Technical Institute of Broadcasting, 283 South Krome Ace., Homestead, Florida (305-247-1135)

American Institute of Radio has the nation's finest quality course for your first class license in five weeks, tuition \$300.00. Classes begin October 13, November 17, December 22, 2622 Old Lebanon Rd., Nashville, Tennessee 37214. 615-889-0469 or 615-889-2480.

First phone fast through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Chicago, Atlanta, Detroit, Seattle, Portland and Los Angeles. Proven results. Our seventeenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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Major stations-ALL formats. "Free" brochure.

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We are accepting applications from a limited number of Sales Managers and Salesmen for placement with our Radio and Television clients.

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PROFESSIONAL SALES MANAGER

A rare opportunity has been created for a seasoned Radio/TV General, Station or Sales Manager. We seek a man who is heavy in sales and is capable of directing a national sales force. He must be thoroughly knowledgeable in agency media operations and be a strong, aggressive, organized executive sales leader. This is a unique opening in a dynamic growth company dealing in multi-line broadcast services, where personal advancement is based on contribution. Creative sales planning, control and budgeting ability is essential. This is a demanding job with outstanding rewards for the right man. Send detailed resume. An interview will be arranged.

Replies confidential.

Box J-100, Broadcasting.

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Immediate opening for general sales manager or station manager with strong personal track record in local regional and national sales, experienced in RAB and research selling techniques must enjoy on-street selling, be capable of building up sales from ground zero to potential of \$500,000 dollars within next four years. Explosive high powered station in big northeast market near NYC. Exciting growth company for knowledgeable management oriented man ready for break through. Right man must love to sell, have proven record managing people, minimum guarantee twelve to fifteen thousand, excellent incentives. Send all first letter.

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Rush Tape & Resume Plus Salary
Requirements to:

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7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

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Drive Time Announcer for Black owned, and operated Station. 3 years experience required. Send tape, resume, and salary required to the:

Program Director, KPRS Broadcasting Co., 2301 Grand Avenue, Kansas City, Missouri 64108.

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\$21,000 starting salary for air personality who can entertain our listeners. First opening in two years and we want the best talent in the country at this salary figure. Tapes invited from medium market air personalities, too. Send air check and resume to:

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Radio & Television Chief Engineer openings are now available to qualified candidates in every area of the country. Also, openings with broadcast equipment manufacturers for Product Managers, Sales Managers & Salesmen and Design Engineers, etc. Send resume today! No fee and confidential.

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Immediate opening in Florida for M.O.R. program manager. Major Market. \$16,000.00 starting salary. Send resume to:

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Programing, Production, Others

continued

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Major UHF independent needs top commercial producer/director. Creativity and experience with color VTR and film, programs and spots. Initiative, efficiency, speed and budget conscientiousness all important. Excellent promotional opportunity. Send letter and resume to:

Production Manager
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Management**

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We are accepting applications from a limited number of executives and salesmen for placement with our radio and TV clients. College graduates currently earning under \$20,000 per year are invited to send a resume to be considered for these management openings in medium and large markets. Send background to:

Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois. NO FEE AND CONFIDENTIAL.

**TELEVISION—Help Wanted
Management continued**

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Top executive opportunity management overseas commercial television-radio. Salary-bonus-housing and company benefits. Two year contract plus transportation. Send resume in confidence.

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Technical continued**

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If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment, we can offer you a career opportunity as a field engineer. Applicants for position living in Mid-West or Southwest preferred.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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RCA

TELEVISION—Help Wanted Technical

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Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia. Openings exist in the following cities: Dhahran, Jeddah and Riyadh.

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Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

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Excellent opportunity for experienced engineer. Texas group of four stations offering good growth position. Send your name and short resume to:

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Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact: Dig, write, interview. Send resume, salary requirements.

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Full-Time AM in Louisiana, 1490 kc. 1000 D- 250 N. Real Money-maker. Owner of 18 years retiring \$275,000; \$15,000 Down—Balance at 7%—8 year payout. Phone Area 504-732-3888 after 5 P.M. Don't bother unless reputable.

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Suburban station, fulltime, with FM, in a fast growing market of 250,000. The station is now in the black, but needs sales oriented ownership. The station should be able to double its gross in eighteen months, approaching \$500,000 a year. Available on terms. Write or call: R. C. Crisler or Ted Hepburn at:

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Fulltime AM station in top 50 north-eastern metropolitan market. priced at 2-1/2 times gross which comes out to \$425,000 cash. Excellent growth potential for the right operator.

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"169 Shares (49.7%) of Stock in Central Florida. Fulltime AM Radio station. \$125,000. Terms. Purchaser has first option to buy remaining stock when offered. Full particulars write.

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Tenn	small	AM & FM	225M	cash	Ohio	small	AM & FM	225M	29%
NY	small	fulltime	600M	29%	Neb.	small	profitable	150M	29%
Iowa	medium	fulltime	500M	145M	Idaho	medium	daytime	200M	29%
MW	metro	daytime	155M	50M	Wash.	metro	daytime	95M	nego

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Photo by Phoebe Dunn

(Continued from page 72)

Translator actions

- Broadcast Bureau granted renewal of licenses to following UHF and VHF translators: K06AS and K12BB both Martinsdale, Mud Creek area and Lennep, all Montana; K12BU Basin, Wyo.; K72AI, K75BV and K78AI, all Libby, Mont. Actions Sept. 11.
- K04FL Lakeshore, Calif.—Broadcast Bureau granted CP to change trans. location of VHF translator; make changes in ant. system. Action Sept. 10.
- Lee Enterprises Inc. Keosauqua and Ottumwa, both Iowa—Broadcast Bureau granted licenses covering new UHF translators; specify type trans. Action Sept. 10.
- Desert Mt. T.V. Association, West Glacier, Mont.—Broadcast Bureau granted CP for new VHF translator to serve West Glacier on ch. 7 by rebroadcasting KXLY-TV Spokane, Wash. Action Sept. 9.
- Kettle Falls, Wash.—FCC denied application by Bisbee Mountain Translator Association for CP for new 1 w translator to serve Kettle Falls, Marcus, Rice and surrounding area, all Washington, without prejudice to filing of new application conforming with rules. In same action, commission denied applicant's request for waiver of rules, which state that adjacent channel assignments will not be made to translator stations intended to serve all or part of same area. Action Sept. 10.

CATV

Final actions

- Daytona Beach, Fla.—FCC authorized Halifax Cable TV Inc. to carry distant signals of *WJCT(TV) Jacksonville; *WEDU(TV) Tampa-St. Petersburg and *WUFT(TV) Gainesville, all Florida. Commission waived evidentiary hearing provisions to make grant. Action Sept. 10.
- Manatee County, Fla.—FCC prohibited General Telephone and Electronics Corp., General Telephone Co. of Florida and GT&E Communications Inc., until further order of commission, from constructing any CATV channel distribution facilities, until certificate of public convenience and necessity under Section 214 Communications Act has been issued. FCC also prohibited companies from operating any CATV channel distribution facilities in Manatee County, which had not been completed and in operation before Aug. 4. Action Sept. 10.
- Bloomington and Normal, both Illinois—FCC stayed effect of cease and desist order against General Telephone Company of Illinois, General Telephone and Electronics Corp., and GT&E Communications Inc. for period not to exceed three weeks in order to permit sale of CATV system and transfer of franchises to TeleCable Corp. Action Sept. 10.
- Bayou Vista and Patterson, both Louisiana—FCC authorized All-Channel Antenna Service Inc., proposed operator of CATV system in Baton Rouge TV market to carry distant signals of KLFY-TV and KLNI-TV, both Lafayette; WDSU-TV and WWL-TV, both New Orleans, and upon its activation, WRBT(TV) Baton Rouge, all Louisiana. Commission waived evidentiary hearing provisions to make grant. Action Sept. 10.

Other actions

- Office of Opinions and Review in Wheeling, W. Va. (Wheeling Antenna Co.), CATV proceeding, granted motion by Wheeling Antenna Co., and extended to and including Sept. 19, time to file reply to pending oppositions to WACO's petition for reconsideration (Doc. 18612). Action Sept. 8.
- Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Co.), CATV proceeding, on motion by Rust Craft Broadcasting Co., in which Wheeling Antenna Co. joins, continued prehearing conference to Sept. 18 (Doc. 18612). Action Sept. 5.
- Hearing Examiner Herbert Sharfman in Platteville, Wis. (Platteville Cable TV Corp.), CATV proceeding, with agreement of counsel, converted prehearing conference of Sept. 5 into hearing session as transcript will show; closed record of hearing; cancelled hearing scheduled for Sept. 10. Counsel agreed to submit to examiner, by Oct. 6, statements of position to be considered in preparation of initial decision (Doc. 18579). Action Sept. 5.

Ownership changes

Applications

- WFIF(AM) Milford, Conn.—Seeks assignment of CP from Colonial Broadcasting Inc. to Communications Corp. of America for exchange of stock. Principals: Blair A. Walliser, president (100% before, 75.1% after), et al. Ann. Sept. 11.
- WAPG(AM) Arcadia, Fla.—Seeks transfer of control of Arcadia-Punta Gorda Broadcasting Inc. from H. F. McKee (57-1/6% before, 16% after), to W. W. Benton (29% before, 70% after). Consideration: \$33,636.37. Ann. Sept. 12.
- KVGB(AM) Great Bend, Kan.—Seeks assignment of license from KVGB Inc. to Forward of Kansas Inc. for \$339,997. Sellers: Grover C. Cobb, vice president-general manager, et al. Mr. Cobb owns 22 1/2% of KSLI(AM) Salina, Kan. Buyers: Forward Communications Corp., 100%. O. Charles Lemke, vice president (29.99%), John C. Sturtevant, chairman (28.57%), et al. Mr. Lemke owns travel agency. Mr. Sturtevant is publisher of *Wausau* (Wis.) *Record-Herald* and owns 75% of real estate firm. Forward Communications owns WSAU-AM-TV and WIFC-FM all Wausau. WMTV(TV), Madison, WKAU(AM) and WVLE(FM) both Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W. Va., and *Marshfield* (Wis.) *News-Herald*. Ann. Sept. 12.
- KNDY(AM) Maryville, Kan.—Seeks assignment of license from Rainbow Broadcasters Inc. to Apollo Broadcasting Corp. for \$90,000. Sellers: Arthur F. Stanley, president, et al. Buyers: Charles G. Shada Jr., sole owner. Mr. Shada owns chain restaurant consultant firm, 25% of motel, 50% of race horse stables and 16% of area distribution firm for chain restaurant. Ann. Sept. 12.
- WXOX(AM) Bay City, Mich.—Seeks assignment of license from Walter Wonderland Broadcasting Inc. to Gateway Broadcasting Co. for \$200,000. Sellers: Patrick J. Trahan, president, et al. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc., all Sturkis, Mich. Buyers: Philip W. Agree, president, and Edwin Schreiber, secretary-treasurer (each 50%). Mr. Agree owns furniture manufacturing firm and 80% each of mechanical contracting company and trailer park. Mr. Schreiber owns 20% of investment company and 10% of electrical supplies firm. Ann. Sept. 3.
- KAMI(AM) Cozad, Neb.—Seeks assignment of license from Dawson County Broadcasting Corp. to George E. Powers for \$62,500. Sellers: Wayman E. May, president, et al. Buyer: George E. Powers, sole owner. Mr. Powers has interest in KGMT(AM) Fairbury, Neb. Ann. Sept. 12.
- KWCO(AM) Chickasha, Okla.—Seeks transfer of control of Sooner Broadcasting Corp. from M. G. Tomlinson (51% before, none after) to Jackie Gene and James Robert Brewer (jointly 49% before, each 50% after). Consideration: \$121,692.68. Principals: Jackie Gene Brewer is general manager of KWCO(AM). James Robert Brewer owns 51% of KTAT(FM) Frederick, Okla. Ann. Sept. 11.
- WYMB(AM) Manning, S. C.—Seeks transfer of control of Clarendon County Broadcasting Co. from James O. Roper, deceased (99.33% before, none after), to Betty T. Roper (.66% before, 100% after). No consideration involved. Ann. Sept. 11.
- KTRF(AM) Lufkin, Tex.—Seeks assignment of license from Forest Capital Communications Corp. to Lufkin Broadcasting Corp. for \$170,000. Sellers: Fred C. Hill, president, et al. Sellers own KLTV(TV) Lufkin, 50% of Vumore Co. of Lufkin, CATV operators. Buyers: Pitzer H. Garrison, president, and Louis R. Renfrow, executive vice president (each 48.78%), et al. Messrs. Renfrow and Garrison each own 16.62% of real estate firm and 50% of investment firm. Mr. Garrison is chairman of board of Lufkin National Bank and owns 35% of real estate investment corporation. Mr. Renfrow owns 16.63% of law firm and 17.5% of urban development firm. Ann. Sept. 12.
- WRON(AM) Ronceverte, W. Va.—Seeks assignment of license from Greenbrier Broadcasting Inc. to Radio Greenbrier Inc. for \$160,000. Sellers: Nash L. Tatum, president, et al. Buyers: Roy D. Wooster Jr., president (66%), Georgamay Wooster Cook, vice president (30%), Roy D. Wooster Sr. and Margaret B. Wooster (each 2%). Mr. Roy Wooster Jr. and Sr. are vice president and chairman of board, respectively, of Borden Inc. Ann. Sept. 12.

Final actions

- KLYD-TV Bakersfield, Calif.—FCC granted transfer of control of Kern County Broadcasting Co. from Lincoln and Sylvia Delliar (jointly 100% before, none after) to Kern County Broadcasting Corp. (none before, 100% after). Sellers own KLYD(AM) Bakersfield, Buyer: Atlantic States Industries, sole owner. ASI owns McGavren-Guild-PGW Radio Inc., radio representative. It also owns WRYT(AM) Boston; KROY(AM) Sacramento and KMAK(AM) Fresno, both California; WLOB-AM-FM Portland, Me., and WNVY(AM) Pensacola, Fla. It also has applications pending FCC approval to purchase KFAC-AM-FM Los Angeles; WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio. ASI principals: Ralph C. Guild, president (37.1%), Daren F. McGavren (14%) et al. Consideration: \$1,150,000. Action Sept. 11.
- WHAN(AM) Haines, City, Fla.—Broadcast Bureau granted assignment of license from WHAN Inc. to Radio Central Inc. for \$82,500. Sellers: Meyer Layman, president, et al. Buyers: John H. Everbach, sole owner. Mr. Everbach owns 65% of WOKB(AM) Winter Garden, Fla. Action Sept. 10.
- WBSR(AM) Pensacola, Fla.—FCC granted assignment of license from WBSR Inc. to Mooney-WBSR Inc. for \$290,000. Sellers: George P. Mooney, president, Donel J. Lynch, vice president, Janet Prince and Abe D. Wainauer, secretary (each 25%). Buyers: Mooney Broadcasting Corp., 100%. George P. Mooney votes stock for Mooney Broadcasting, licensee of WKGN(AM) Knoxville and WMAK(AM) Nashville, both Tennessee, and WPDQ(AM) Jacksonville, Fla. Action Sept. 10.
- WSTU(AM) Stuart, Fla.—Broadcast Bureau granted assignment of license from Blue Water Broadcasting Co. to WSTI Inc. for \$347,500. Sellers: Lester M. Combs, president, et al. Sellers: own WMCN(FM) Stuart. Buyers: Harvey L. Glascock, sole owner. Mr. Glascock is consultant for Martin Field Broadcasting, licensee of WPEW(AM) Philadelphia, Action Sept. 10.
- WJSW(AM) Maplewood, Minn.—Broadcast Bureau transfer of control B & G Broadcasting Inc. from Paul J. Glass, individually and as trustee and Howard L. Treshansky, trustee (as a group 100% before, none after) to Donald L. Frierichs, president (none before, 51% after), Sev. J. Widman Jr., vice president (none before, 14% after) and D. D. Wozniak, secretary (none before, 35% after). Consideration: \$148,000. Principals: Mr. Widman is general manager of WJSW(AM) Maplewood. Mr. Wozniak is attorney. Action Sept. 9.
- WLSL-AM-FM-TV Roanoke, Va. — FCC granted transfer of control of Shenandoah Life Stations Inc. from Shenandoah Life Insurance Co. (100% before, none after) to Roy H. Park Broadcasting of Roanoke Inc. (none before, 100% after). Consideration: \$7,050,000. Sellers: G. Frank Clement, president of Shenandoah Life Insurance Co., et al. Buyers: Roy H. Park Broadcasting Inc., 100%. Roy H. Park, sole owner. Mr. Park owns WTWR-AM-FM-TV Richmond, Va.; WNCN-AM-FM-TV Greenville, N.C.; CP for WUTR-TV Utica, N.Y.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; KRSI-AM-FM St. Louis Park, Minn.; WEEB(AM) Duluth, Minn., and WNAK(AM) Yankton, S.D. Action Sept. 10.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 16. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

- *Naples, Fla.*—Gulf Coast Television has been granted a 10-year franchise.
- *Winston-Salem, N.C.*—Vikoa Construction Corp., subsidiary of Vikoa Inc., Hoboken, N.J., announces \$385,000 turnkey contract to build 98-mile, 12-channel CATV system plus headend for Triangle Broadcasting Corp. (WSJS-AM-FM-TV). System will be convertible to 21-channels.
- *New Eagle, Pa.*—Tex-Video Co. has been awarded a franchise.

Bob Alter moved out of print and into radio in the middle 1950's, when radio was still down and out, but over the 12 years he has been at the Radio Advertising Bureau, he has watched the medium pick itself up and dust itself off. Indeed, Bob Alter made his own contribution to radio's recovery from television's success. Charitably describing radio's problems when he arrived on the scene as a "low point," Mr. Alter says he never feared for his career because "the indicators were there."

As executive vice president, Mr. Alter's principal responsibility is directing RAB's drive to divert more national and regional advertisers into broader use of radio. Over the dozen years he has served radio, Mr. Alter has seen marketing undergo a transition. He says he has been witness to a switch from numbers buying to more selective use of radio. Mr. Alter himself has played a major role in radio research, and he estimates that more radio research was undertaken in the last six or seven years than in the entire prior history of radio. "Our problem is a problem of digestion now."

Speaking of the masses of research data now ready to use, he says: "The problem we have now is communicating all of this, communicating the availability of this. And this is why the workshop is good." Mr. Alter was a guiding force behind the establishment of the "workshop" he speaks of. Three years ago, RAB instituted this annual seminar designed to keep advertisers and agencies apprised of the latest developments in radio research, marketing and creative trends. This year, the workshop has become a road show—a "suicidal task," Mr. Alter describes it—with repeat performances in six cities. While Mr. Alter will accompany the workshop tour to all six cities, that trip will constitute only a fraction of the average 50,000 miles he logs in a year on behalf of RAB. That makes his summer weekend flights to Martha's Vineyard "a short hop."

Bob Alter grew up on that lovely island off the New England coast. Born in Brooklyn, N.Y., in 1928, Mr. Alter spent many of his young years in transit between glamorous places: "It was sort of a nice life. We shuttled between New York, Florida and Martha's Vineyard." His father managed the estate of a wealthy banker. When the family had to settle down in one location for the sake of Robert Alter's education, "my father, who was a native New Yorker, opted to live on Martha's Vineyard." Though Robert Alter and family now make their home in Hastings-on-Hudson, N.Y., just last June their vacation home on the Vineyard was completed.

Mr. Alter attended Mitchell College in New London, Conn., from 1946 to

Former print man finds himself deep in the data of radio

1948, and then he switched to the State University of Iowa in Iowa City, receiving his bachelor of science degree in commerce in 1950. His media sales talents emerged while he was yet in school. At Iowa State he was business manager of various college publications.

In 1950, he joined the *New York Daily News* as an account executive, although officially he was given the Dickensian title of "solicitor." "My wife was at that time at CBS as a set designer, and she was called a 'procurer,'" he adds.

Mr. Alter remained with the *Daily News* until 1957, except for 21 months

spent in Korea during that conflict. He served with the Army's 24th Infantry Division from January 1951 to September 1952.

In 1954, he married Mrs. Alter, then Lucille Levine of Teaneck, N.J., thereby proving they were the exception to all the old jokes about blind dates. Mrs. Alter had studied broadcasting at Ithaca College in Ithaca, N.Y., and Mr. Alter credits his wife's enthusiasm for radio with having "a tremendous effect" on his decision to move into a new field. "When I got into radio, she knew more about it than I did. I used her textbooks."

The Alter family has since been expanded to include three daughters: Deborah, 13, Amy, 11, and Marjorie, 9. At home, Mr. Alter likes to read novels and biographies, and listen to all kinds of music. He is especially fond of classical and jazz, but he adds that "my kids say 'I'm hanging in' because I know what's on the charts." He has no executive-type hobbies, like golf. "Golf defeated me," he explains. His golf career ended when friend and golfing partner advised him: "You don't need a pro, you need a psychiatrist when it comes to this game."

Looking ahead in the radio business, Mr. Alter offers: "The next hurdle is definitely in the creative area." He and RAB have done much to establish the media advantages of radio, and he believes the next challenge is getting creative people to recognize the creative opportunities in radio. He cites recent interest in humor, electronic music and the matching of creative appeals to demographic groups as the direction radio will take in the future. He points to recent copy testing conducted by RAB with Schwerin Research Corp. and C. E. Hooper Inc. as "the first hard research we've had on the effectiveness of the radio commercial."

As RAB's own art-critic-in-residence, Bob Alter seems eminently qualified to talk about creativity. His reputation was established when he discovered an Andy Warhol original languishing among other RAB effects in the corner of a warehouse. It seems Mr. Warhol submitted the painting to an art contest RAB sponsored centering on a radio theme. The painting has been collecting dust in its original crate ever since, while Andy Warhol has been making his impact on the art world. A little over a year ago, Bob Alter discovered the painting, spotted the now famous signature, and rushed it in a cab to Mr. Warhol's agent for authentication. It proved to be the genuine article and now hangs in RAB's reception room. For his own office, Mr. Alter chose another candidate from that art competition, a semi-representational oil painting of a radio tower.

Week's Profile



Robert Herbert Alter—vice president, Radio Advertising Bureau, New York; b. Dec. 28, 1928, Brooklyn, N.Y.; attended Mitchell College, New London, Conn., 1946-1948; BS in commerce, State University of Iowa, Iowa City, Iowa, 1950; joined New York Daily News as account executive, 1950; served in Korea with U.S. Army 24th Infantry Division, 1951-1952; rejoined New York Daily News, 1952-1957; joined RAB as national account executive, 1957; appointed vice president, national sales, 1963; named to present post, 1965; member, New York chapter, International Radio and Television Society; on board of directors, Brand Names Foundation; member, American Society of Association Executives; m. Lucille Levine of Teaneck, N.J.; children — Deborah, 13, Amy, 11, Marjorie, 9.

The case of Johnson v. Johnson

In its issue of last Feb. 24 this publication editorially suggested that FCC Commissioner Nicholas Johnson had disqualified himself from voting in cases involving any of the numerous broadcast groups that he had publicly condemned by name for one reason or another. Since then his utterances have become more intemperate and have been broadened to include the entire broadcasting system. In all seriousness this publication now proposes that Mr. Johnson has disqualified himself to vote on any case involving any incumbent licensee.

It is altogether incomprehensible that a federal official can sit in judgment on an entire class of businessmen whom he has publicly identified as rapists. Yet there on the FCC sits the same Nicholas Johnson who said on CBS-TV's *Face the Nation* on Sept. 14 that broadcasters were not only rapists but also the kind that would steal the victim's wedding ring after the assault.

A man who makes that kind of statement may be challenged, it seems to us, not only for his prejudice but also for his judgment. The fitness of Mr. Johnson to engage in the making of policy or settlement of disputes is more and more called into question by his own comments.

Last Tuesday, for example, in testimony before a joint congressional subcommittee, he delivered a short lecture on "the growing malaise" of American life, which he saw as breaking down under commercial pressures. "Television," he said, "is not the only sick influence in our society, but it is one of the most significant ones. It leaves half of the American people dead in the water each evening. It force-feeds external additives like hair color, deodorant, mouth-wash, headache and sleeping pills, coffee, cigarettes and beer to a bewildered people in search of 'more'—instead of the stimulation to live the kind of life that can only bring the satisfactions they seek."

Three weeks earlier, appearing on ABC-TV's *Dick Cavett Show*, Mr. Johnson had given a preliminary appraisal of contemporary society by stating, without qualification, that "the country is principally run by big business for the rich And television is a very important part of this whole operation." In the same performance he accused the United States Congress of taking orders from broadcasting and broadcasters of being contemptuous of the public. It is a dark world that Nicholas Johnson sees out there—a little too dark to be real.

But what is to be done about him? He has, through a subordinate, announced his disinclination to accede to the only petition for disqualification so far filed against him (by KRON-FM-TV San Francisco). It would be out of character for him to step aside voluntarily in any case.

That leaves it up to his colleagues. With a new chairman and new member going into office, the job of dealing with Mr. Johnson may be approached more objectively than it would be if old colleagues were all staying on.

Neither Dean Burch nor Robert Wells owes Mr. Johnson anything. For that matter, none of the commissioners who are staying on owes him very much. He has taken the lime-light from Kenneth Cox in the waning months of the Cox term. He has pre-empted Robert Bartley's role as questioner of group acquisitions. He has lumped Robert E. Lee in with the majority he has repeatedly maligned. He has, through intermediaries, attempted to capture the junior H. Rex Lee. All would be better off without his utterly destructive presence in the commission's meeting room.

From another flank

This seems to be the season for bombarding the administrative agencies. Those now taking their lumps include the ICC, the FTC, the CAB and, of course, the FCC.

Of the agencies, those which directly affect the broadcaster and his customers are the FCC and the FTC, but they are under attack for diametrically opposite reasons. The FCC is charged with regulatory overkill; the FTC with failure to regulate enough in the proper areas.

We have always held the old-fashioned notion that those who are regulated least are regulated best. Nothing that has taken place lately has changed this view.

What makes the situation so revolting to the majorities of both of these agencies is that they are being attacked from within, too. The FTC's Nicky Johnson is Philip Elman, but Mr. Elman has fallen short of indicting his colleagues with indignities that approach charges of malfeasance. The Johnson onslaught within the FCC is being described in high places as a "reign of terror".

The FTC also stands accused of failure to perform its delegated duties by a study group of lawyers and economists appointed by the American Bar Association at the behest of President Nixon.

Instead of pursuing "trivial matters," the task force said, the FTC should direct its energies more to consumer fraud, false and misleading advertising and other areas that might lead toward new legislation.

This activity is bound to stimulate more monitoring and closer scrutiny of broadcast advertising. So the broadcaster finds himself in double jeopardy again. He has to defend himself against the strike-application threat on the one hand while maintaining even more stringent controls over both product and copy acceptance to assuage the consumer conscious.

The broadcasters' predicament is not hard to define. The cigarette story is eloquent testimony. Because broadcast advertising is so effective, it is everybody's patsy—everybody's except the preponderance of America's 200 million listeners and viewers.

The riddle is how do you get even a fraction of one per cent of those 200 million to tell their elected representatives they like what they're getting. That is what's needed to counter clusters of intellectuals, pseudo-hippies and others who are antimajority. just for the snobbish hell of it.



Drawn for BROADCASTING by Sid Hix
"You mean all we get out of this is a meal? Who gets the residuals?"

NBC and CBS agree!

Apollo 11 was one of the great accomplishments of this century. Television coverage of this historic event has been acclaimed as one of the greatest feats of our new, young and vibrant medium. KPRC-TV was privileged to be a part of these great events.

August 6, 1969

"This letter is an attempt to briefly express my total respect and admiration for the management and staff of KPRC who were involved in the APOLLO 11 Coverage."

"I don't know how you handled the pool, NBC, and your own operations, but you certainly did. The KPRC people functioned as a cohesive, dedicated, and competent unit. I have never worked with a group of men I admired more or liked better. I think they are unique."

"Thank you and congratulations."

Frederic Rheinstein
Producer
NBC NEWS

August 18, 1969

"As you know, we decimated your operation to provide technical facilities and manpower for the broadcast pool during the historic voyage of Apollo 11. What you may not know is that during the pool operation—the longest and most extensive in the broadcast coverage of space programs—we broke every existing record."

". . . it would not have been possible without the versatility of your staff, and what seems to have been a bottomless pit of equipment at our beckon call . . . Not only did the show go on, and on, but your men performed in the face of some of the most difficult human and technical problems . . . There are no superlatives adequate to describe their work."

Peter M. Herford
Pool Producer, CBS NEWS

KPRC-TV
HOUSTON
NBC in Houston
Represented nationally
by Edward Petry & Co.

West Texas Television Network

PROUDLY
ANNOUNCES
THE ADDITION
OF STATION

K **M** **O** **M**
ONAHANS
ODESSA 
MIDLAND
TELEVISION — CHANNEL 9



KLBK-TV

LUBBOCK
CHANNEL 13



KTXS-TV

ABILENE &
SWEETWATER
CHANNEL 12



KWAB-TV

BIG SPRING
CHANNEL 4



KMOM-TV

MONAHANS, ODESSA
& MIDLAND
CHANNEL 9



Where else can you find such
COMPLETE COVERAGE
of the West Texas Market

An ARB Net Weekly Circulation of
 KLBK-TV 111,400 HOMES KWAB-TV 19,400 HOMES
 KTXS-TV 75,600 HOMES KMOM-TV 91,200 HOMES

OVER **297,000** TV HOMES

West Texas Television Network

4 GREAT TV STATIONS SERVING 7 GREAT TEXAS CITIES

KLBK-TV

LUBBOCK, TEXAS

Represented by  HR INC.

KTXS-TV

ABILENE - SWEETWATER, TEX.

Represented by  HR INC.

KMOM-TV

MONAHANS, ODESSA
& MIDLAND, TEXAS

Adam Young-VTM Inc.

KWAB-TV

BIG SPRING, TEXAS

Represented by  HR INC.

KLBK-AM RADIO

LUBBOCK, TEXAS

Represented by  HR INC.

KLBK-FM RADIO

LUBBOCK, TEXAS

Represented by  HR INC.



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CONCORDIA L. MOOREHEAD, MINN. 9/24

At last a transfusion at the FCC with Burch, Wells. p19
Does FTC need a drastic overhaul from top to bottom? p22
\$91-million media merger is eyed in Dallas. p30
SPECIAL REPORT: Any ceiling on program cost? p61

56560
CONCORDIA COLLEGE
C. H. YELLS
SAXE
LIBR.
MORRIS
56560
C0366HJK<D>C/69

THESE ARE SOME OF THE 343 TOP QUALITY COLUMBIA FEATURES THAT HAVE NEVER BEEN SHOWN ON NETWORK TELEVISION

From Here to Eternity, The Eddy Duchin Story, The Key, Full Of Life, The Last Angry Man, Operation Mad Ball, Middle Of The Night, Bell, Book and Candle, All The Kings Men, On The Waterfront, The Caine Mutiny, Born Yesterday, The Last Hurrah, They Came To Cordura, All The Young Men, Fire Down Below, Member Of The Wedding, The Man From Laramie, Jeanne Eagels, Miss Sadie Thompson, Phffft!, The Harder They Fall, The Long Grey Line, The Four Poster, The Juggler, The Wild One, It Should Happen To You, My Sister Eileen, The Strange One, Abandon Ship, The Solid Gold Cadillac, Salome, It Happened One Night, Lost Horizon, Mr. Smith Goes To Washington.

THESE ARE SOME OF THE STATIONS WHO WILL SOON BE SHOWING THEM IN THEIR MARKETS

... WOR-TV New York, WABC-TV New York, KTTV Los Angeles, KABC-TV Los Angeles, WPHL-TV Philadelphia, WFIL-TV Philadelphia, WHDH-TV Boston, WNAC-TV Boston, CKLW-TV Detroit, KGO-TV San Francisco, KEMO-TV San Francisco, KTVU San Francisco, WTTG Washington, D.C., WKBF-TV Cleveland, WUAB-TV Cleveland, WPGH-TV Pittsburgh, WTAE-TV Pittsburgh, KDTV Dallas, WFAA-TV Dallas, WHCT Hartford, WNHC-TV New Haven, KDNL-TV St. Louis, WXIX-TV Cincinnati, WATL-TV Atlanta, WLBW-TV Miami, KCRA-TV Sacramento, KVVV Houston, WGR-TV Buffalo, WKBW-TV Buffalo, WISN-TV Milwaukee, WSWO-TV Dayton, WTRF-TV Wheeling, WBNS-TV Columbia, WCTU-TV Charlotte, WKZO-TV Grand Rapids, WVUE New Orleans, KCIT Kansas City.

Jeanne Sexton's make the winning move



Blair man helped her in the game game.

Jeanne Sexton does a lot of last minute Christmas shopping. As a time buyer at Harvey and Carlson, she's snowed under from Thanksgiving on with last minute changes for her client, Milton Bradley. In the game business things happen fast. And when they do, Jeanne has to react quickly and revise her spot schedules market by market to adjust to local sales situations.

Fortunately, Jeanne has some Christmas help. From Dick Wallace. Her Blair man. Dick's not just a good Samaritan... he's a good salesman. He knows the real work begins after the sale is made. When schedule changes become necessary, he handles countless phone calls and mountains of paperwork. And he sticks close to Jeanne so station traffic and merchandising departments can react to Bradley's needs for top impact spots and marketing support.

It's all part of the game. When Bradley wins, the station wins. And that's how John Blair & Company stays number one in the representative business.

If you play to win, call your Blair man.



BLAIR TELEVISION



In the Dallas-Ft. Worth Market... KRLD-TV delivers more in PRIME TIME*...

17.5% more Homes than the second station.

12.4% more Women than the second station.

9.9% more Men than the second station.

30.5% more Teens than the second station.

32.9% more Children than the second station.

Contact your H-R representative for a most efficient prime time schedule on KRLD-TV, the station that delivers more.

*Feb./March '69 ARB
Television Audience Estimates. Average Quarter-Hour, 6:30 PM-10:00 PM, Sunday thru Saturday

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Wrecking crew

FCC is said to be considering opening up one-to-customer rulemaking to require divestiture of stations by existing licensees. In present form, proposal would only bar broadcasters now owning full-time station from acquiring another full-time outlet in same market. New wrinkle would result in no broadcaster owning more than one station per market. Commission will consider matter in general discussion of rulemaking, now scheduled for Sept. 30.

If commission moves toward expanding proposal, it would issue further notice of proposed rulemaking and probably hold oral argument on subject. One idea on which commission would invite comment, reportedly, is suggestion of Commissioner Robert E. Lee to permit owners to come within one-station-per-market limit by trading off properties among themselves.

Taking over?

There may be TNT in upcoming plan to move authority for spectrum allocations into executive branch. FCC would be given blocks of space marked for categories of use (broadcast, common carrier, land mobile, etc.). It would decide which applicants within each service got frequencies. Proposal could be instituted by presidential order which would become law in 60 days if not voted down by Congress.

Reassignment of authority from FCC is incubating with changes in telecommunications command at White House. Acting director of telecommunications management has been named to sit in for James D. O'Connell who retires at month's end (story, page 20). But permanent successor is expected to be Abbott M. Washburn, now number-two man on U.S. delegation to Intelsat conference and one-time deputy director of USIA.

Other ways

With AT&T insistent on rate changes that would boost its annual radio-TV revenues to about \$90 million, up 26% (BROADCASTING, Sept. 8), smaller microwave companies show signs of moving in to take over parts of service now provided by AT&T—and TV networks not only are receptive but are encouraging them. It is estimated TV networks alone are paying AT&T \$43 million to \$44 million now, would pay about \$63 million under new plan—rise of about 45% as against 26% gain in total AT&T take. Network sources don't pretend it

will be easy to find replacement services but some say it is imperative. One spoke of "a consortium of networks" developing own distribution facilities if all else fails.

It is estimated that over 100 stations already receive TV network programs by non AT&T facilities, mostly in markets remote from AT&T main lines. And for most part, AT&T's first competition is expected to come around edges rather than in heart of its service where breakdown could black out big sectors of networks. One company is known to be interested in feeding affiliates in four Southeastern states. But possibility of main-line replacement is not ruled out. For instance, MCI New York-West has applied to FCC for New York-Chicago microwave link that, according to spokesmen, does not envision TV program transmission now but may eventually.

It didn't take

One part of Chief Justice Warren E. Burger's background ignored in his biographies is that, in manner of speaking, he used to be broadcaster. FCC records show that chief justice, native of St. Paul, Minn., was director and owned about 7% of Stevens Point Broadcasting Co. in 1950, when it acquired WSPT(AM) Stevens Point, Wis. In 1958, two years after he was appointed to U.S. Court of Appeals for District of Columbia, he transferred stock to his wife. She in turn divided shares between two Burger children in 1966. All company stockholders sold out to Sentry Corp., which acquired Stevens Point (WSPT-AM-FM) in June 1968 for \$462,000.

Why it failed

Even before proposed merger of MCA Inc. and Firestone Tire & Rubber Co. was dropped last week (see page 66-A), California financial community was reporting that deal was in trouble. Tip-off to cancellation of merger came last month with important modification of original agreement. Firestone, which was to issue debt securities for MCA, decided to substitute preferred stock. According to financial insiders, some mutual funds and institutions with stock interests in Firestone felt merger would dilute value of company.

Indication of how anxious MCA is to merge with fresh money supply is that agreement with Firestone came only three months after MCA's proposed merger with Westinghouse Electric Corp. was mutually abandoned due to

opposition by Justice Department (BROADCASTING, April 28, July 21). MCA is suffering cash-flow decline due to disappointing returns from movies.

Breathing spell

Senate Subcommittee on Administrative Practice and Procedure, which has launched probe of regulatory agencies (BROADCASTING, Sept. 15), will probably not get to FCC until early next year. Subcommittee, under chairmanship of Senator Edward Kennedy (D-Mass.), is caught up in controversy surrounding Federal Trade Commission—debate that was fueled last week by American Bar Association's highly critical report on FTC (see page 22).

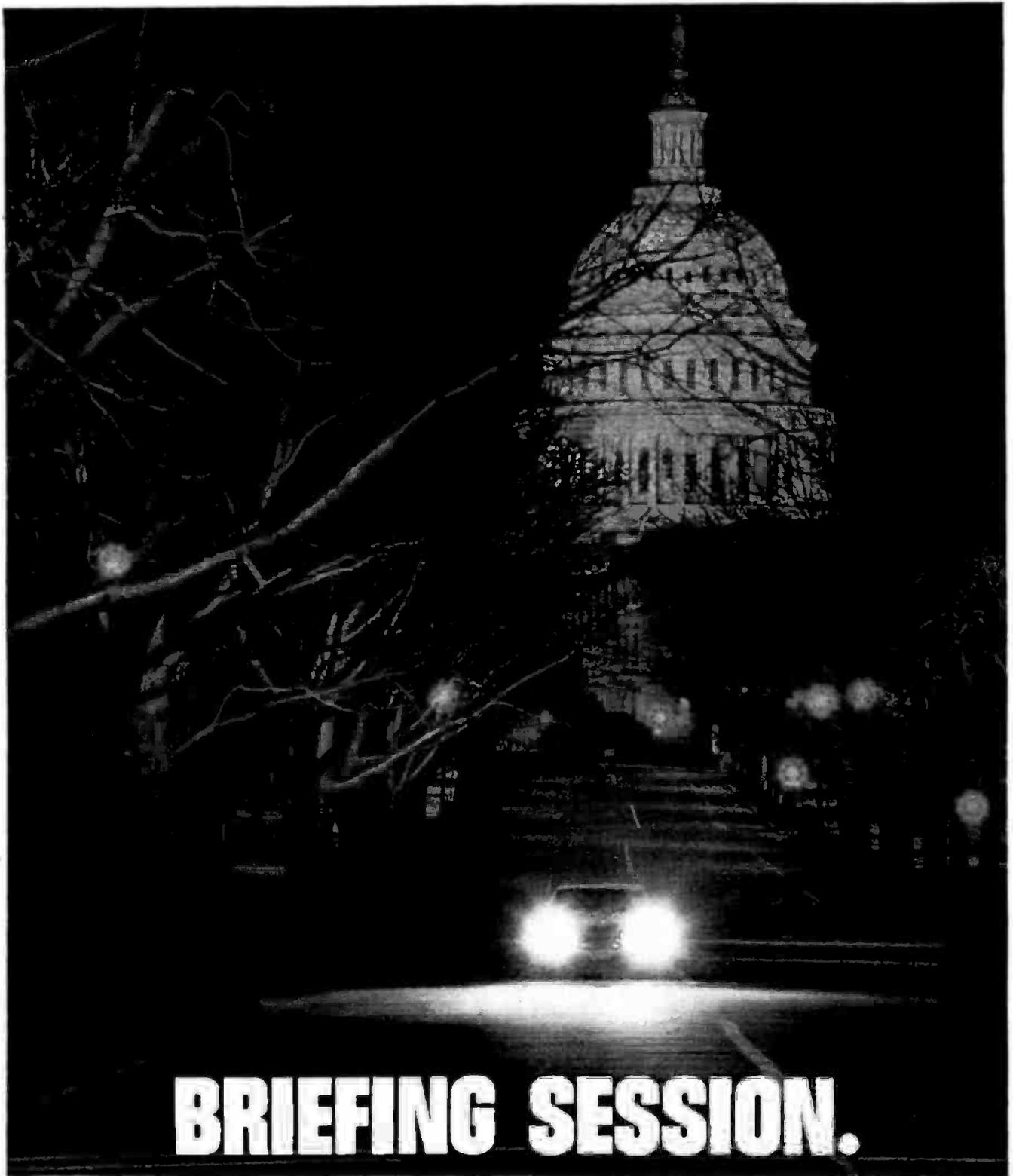
Subcommittee is not specific about its plans for FCC, but its interest in that agency is obviously high. Also, there is growing feeling on Capitol Hill that commission is ripe for investigation.

Putting some back

Same Bell System that is asking more money for its TV network delivery system (see above) is spending more for TV advertising. Its long-lines department, New York, which had been exclusive print advertiser until it ventured into TV three years ago, is expected to spend record budget of estimated \$6.5 million in TV during 1969-70. This amounts to about 65% of long-lines' \$10-million expenditures, and covers participations in daytime and evening network shows and full sponsorship of one-hour *It Couldn't Be Done* on NBC-TV next April 2. Special deals with such "impossible" projects as building of Panama Canal, Golden Gate Bridge and Boulder Dam. Agency for long-lines is N. W. Ayer & Son, New York.

No hands

First NBC on-air use of computer to cue and control network feeds with local cut-ins is to be tested tomorrow (Sept. 23) during half-hour of *Today* show on KRON-TV San Francisco. Computer, located at NBC's Pacific Coast operating point in Burbank, Calif., will start up and stop film projection and tape roll by initiation of pulse transmitted to KRON-TV. In switch-over from network to local, station's pre-set switching system will be in control and automatically switch back to network feed at predetermined time. In segment selected (8-8:30 a.m. local time), there are several local co-op spots and station-break period at 8:25, all triggered by Burbank computer.



BRIEFING SESSION.

There's one anytime anybody in Washington wants one. Anytime. WTOP Radio offers the news nonstop, dawn to dawn.

It's the most thorough, most up-to-date news available anywhere.

That's just the way the most news-conscious city in the world wants it.

WTOP RADIO
NONSTOP NEWS

A Post-Newsweek Station

Most broadcasters appear warmed by nominations of Dean Burch and Robert Wells as FCC chairman and commissioner, respectively, but their reception at Senate confirmation hearings next month may be frosty. See . . .

At last a transfusion at the FCC . . . 19

Beleaguered Federal Trade Commission takes more lumps as Nixon-appointed Federal Bar Association study group takes agency to task for senior staff incompetence, penchant for trivia. Shake-up is probable. See . . .

Does FTC need a drastic overhaul? . . . 22

Media marriage plans are revealed by Times Mirror Co. ('Los Angeles Times') and Times Herald Printing Co. ('Dallas Times Herald' and KRLD-AM-FM-TV). Mirror would issue stock to Herald worth estimated \$91 million. See . . .

Major merger eyed in Dallas . . . 30

FCC Commissioner Nicholas Johnson, appearing on CBS's 'Face the Nation,' proves hard man to pin down as newsmen try in vain to crystallize his charges of news management, suppression at network levels. See . . .

Suddenly Johnson turns up everywhere . . . 38

Corinthian Broadcasting's Charles Tower and Time-Life's Andrew Murtha tell Institute of Broadcasting Financial Management conference that new ASCAP contract may yield \$53 million bonus to broadcasters over 10 years. See . . .

ASCAP contract detailed at IBFM . . . 43

WKY Television System Inc., seeking FCC approval of \$4.4 million purchase of KTVH(TV) Wichita-Hutchinson, Kan., before contract expires Dec. 31, asks commission to substitute oral argument for hearing on transfer. See . . .

FCC urged to speed KTVH(TV) sale . . . 44

Threat of competing applications for AM's materializes as predominantly Negro group in Miami indicates it will file for WWOK(AM) there early next year. Group protests shift from Negro-oriented to country and western format. See . . .

Strike action may face a Miami AM . . . 47

With new TV season barely off ground, three networks vie for ratings supremacy, with conflicting claims made on who came out on top in New York Nielsens. Indications are fall derby will prove close race. See . . .

A new season stirs the old claims . . . 50

Study of network nighttime TV production costs points to invariably increasing expenses surprising number of long-lived and profitable shows. Older series continue as mainstay of network prime-time fare. See . . .

Any ceiling ever on program costs? . . . 61

Wall Street analyst forecasts long-range 10% annual earnings increase for broadcasting, despite 'unresolved questions' including cigarette advertising, license-renewal policy, CATV's future and inflated economy. See . . .

A bullish view of broadcast issues . . . 66A

Departments

AT DEADLINE	9	PROGRAMING	50
BROADCAST ADVERTISING	22	SPECIAL REPORT	61
CHANGING HANDS	34	WEEK'S PROFILE	85
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	12		
EDITORIALS	86		
EQUIPMENT & ENGINEERING	66		
FATES & FORTUNES	66D		
FOCUS ON FINANCE	66A		
FOR THE RECORD	69		
LEAD STORY	19		
THE MEDIA	30		
MONDAY MEMO	14		
OPEN MIKE	13		



Broadcasting

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The **TALL** one in Knoxville

... with TOWER POWER! From its lofty 1,751 foot tower and a powerful 316,000 watt signal, WBIR-TV delivers Knoxville area homes the way advertisers like it! Use Channel 10, the tallest tower in the Southeast ... and make your advertising message REACH OUT!



A CBS AFFILIATE

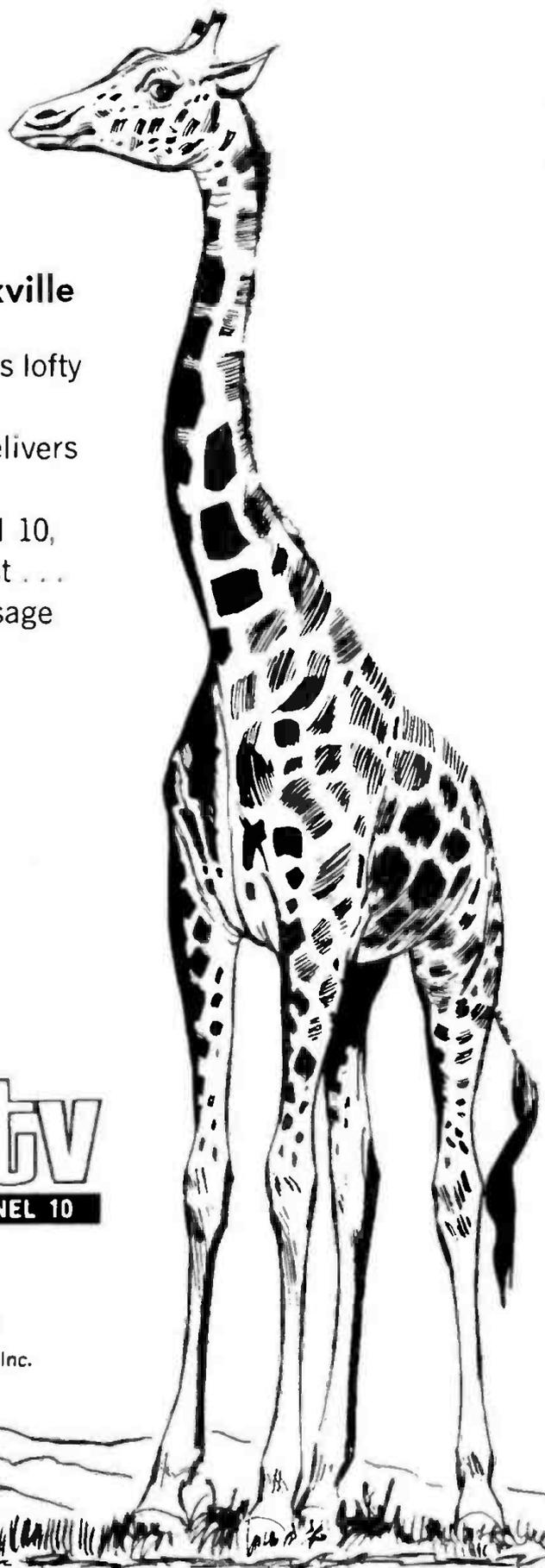
wbir-tv

KNOXVILLE, TENN. CHANNEL 10



A Multimedia Station

Represented by Avery-Knodel, Inc.



Ask rate boost rejection

Three major networks and National Association of Broadcasters petitioned FCC Friday (Sept. 19) to reject or suspend and set for hearing new, and higher, tariff that AT&T has filed for providing program transmission services. Tariff is to become effective Oct. 1.

ABC, CBS and NBC, in joint petition, urged rejection on ground that tariff proposals violate agreement that AT&T and its customers reached in connection with commission study of carrier's rates. Networks also allege that AT&T has failed to provide adequate justification of many provisions, as required by commission rules. Networks say that, as alternative to rejecting tariff provisions, commission should suspend them for at least three months provided by law, and hold hearing to determine their lawfulness.

Commission on its own initiative last week rejected radio provisions of tariff on ground AT&T had not provided sufficient reasons for changes (see page 49). As result, petitions of networks and NAB were directed to video portions of tariff.

Networks and NAB argued proposed increases would impose severe burden on networks and stations. Networks noted that under new tariffs radio and television broadcasters would pay AT&T 90 million, 35% more than \$67 million they do now. Networks note that proposed increase is equivalent of 33% of total profits for national networks last year—and that ABC has suffered multi-million dollar losses annually in recent years in radio and television network operations.

Takes marbles out

Federal Trade Commission Friday (Sept. 19) said Campbell Soup Co. has agreed to take marbles out of its soup during filming of TV commercials. In consent order accepted by FTC, Campbell and its agency, BBDO, are prohibited from using false advertising to sell soup or any other food product.

Commission said order doesn't constitute admission of law violation, but this informal manner of settling disputed cases is type that American Bar Association study group told President Nixon has been too heavily relied upon. ABA's comments were part of over-all scathing attack on trade commission for dealing in trivia (see page 22).

FTC charged that TV ads showed bowl of Campbell soup that was apparently diluted and purports to show

abundance of solid ingredients in product. In fact, it said, clear glass marbles were placed in bowl to prevent solid ingredients from sinking. These ads, commission claimed, were false and deceptive because they failed to disclose that marbles were used.

Sees law banning pay TV

Representative Emanuel Celler (D-N.Y.) expressed hope Friday (Sept. 19) that Congress will pass law prohibiting pay TV.

At New York news conference called by National Association of Theater Owners, congressman — long-time foe of pay TV—said: "If you push hard enough, tickle enough toes, bend enough elbows, we can defeat pay television."

Representative Celler said he considers pay TV menace to free television, and argued that FCC had overstepped its bounds in authorizing service.

Hearings before House Commerce Committee on bills aimed at prohibiting pay TV are now scheduled for Sept. 30 (see page 48).

Now Pall Mall bows out

American Brands Inc., whose Pall Mall commercial in NBC-TV's opening *Debbie Reynolds Show* brought complaint from Miss Reynolds (see page 23), notified NBC Friday (Sept. 19) it was cancelling its sponsorship in show, effective immediately.

American Brands, through BBDO, both New York, has alternate half hour in show (two minutes one week, one minute following week). Network said late Friday it was discussing future of show with Filmways Inc., production company. Other sponsors in show include Hunt Foods, Warner-Lambert and Breck, among others.

American Brands was company that took full-page advertisement in *New York Times* to protest newspaper's policy against accepting cigarette advertising unless it contains health warning.

Resolution of American Brands contractual status was not known Friday night with spokesmen indicating this was among details yet to be worked out.

Eases court curbs

Tight new restrictions on broadcast and photographic coverage in or near U.S. Federal Bldg., Chicago, that resulted in arrests of about dozen newsmen there Thursday morning (see page 58) have

been eased slightly by Chief Judge William J. Campbell of U.S. District Court there. Judge Campbell, who announced new curbs earlier in week, said rules now will allow cameras and broadcast gear within building at certain specific locations.

Modified order, however, still forbids such coverage within judicial areas of building, in lobby, on plaza outside or on surrounding sidewalks. Question remains just how stations will cover plaza demonstrations expected this week coincident with trial of eight protest leaders during Democratic Convention.

New financing for Visual

Four insurance companies acquired \$2 million in 8.5%, 15-year senior notes with detachable warrants in new financing arrangement with Visual Electronics Corp., New York.

In deal reported Friday (Sept. 19), Visual said it arranged for interim financing through banks—since commitment of three or four insurance companies involved payments deferred into early 1970—and funds were paid at closing of deal. Companies are Northwestern National Life Insurance Co., Minneapolis; Monumental Life Insurance Co. and Baltimore Life Insurance Co., both Baltimore, and Volunteer State Life Insurance Co., Chattanooga.

Visual manufactures and distributes TV-radio equipment for broadcasting and other fields, and is listed on American Stock Exchange.

'R', 'X' not for home

Senator John L. McClellan (D-Ark.) is preparing questionnaire to be sent to National Association of Broadcasters, National Cable Television Association, major networks and all U. S. television stations, asking whether they plan to show films rated by motion-picture industry as unacceptable for viewing by minors.

In statement prepared for delivery on Senate floor today (Sept. 22.), Senator McClellan made his own position clear:

"Since there is no effective method to restrict minors' access to programs on television, there is a legitimate public interest in what films are made available for performance on television. . . . No programs performed on television should be harmful to children."

Senator McClellan said he has sent another questionnaire to motion picture producers and Motion Picture Association asking whether they plan to sell to television films rated unsuitable for

minors (that is, those rated "R"—not be viewed by persons under 16 unless accompanied by parent or guardian—and "X"—not to be viewed under any circumstances by persons under 16, or 18 in some cases).

He denied that film and television industries can handle matter by "elimination of a few lines of dialogue or the deletion of a few minutes of film," since "the classification of films today is apparently being made on the basis of the overall impact or theme of a film."

Senator said he plans to report back to Congress on results of survey, at which time, he said, "the Congress may . . . consider whether any legislative action would be necessary."

POW wives homeward bound

Citing disappointment at failure to get information they hoped for, wives of four U.S. pilots missing in North Vietnam flew back to Texas from Paris Friday (Sept. 19). WFAA-TV Dallas picked up transportation tab for Dallas-Ft. Worth women who flew to Paris peace talks to speak with North Vietnamese delegation privately. Wives asked whereabouts of downed flyer-husbands who have been missing in action for from eight months to four years. Women were promised, however, that they would hear in private letters from enemy delegation as to condition of their husbands if in prison camps.

Accompanying women were Murphy Martin, director of special projects at WFAA-TV and Mel Couch, researcher and cameraman for station.

MGM sees \$25 million loss

Metro-Goldwyn-Mayer has advised shareholders that its loss for fiscal year ended last Aug. 31 will be "at least \$25 million," though company had estimated last May it expected to lose \$19 million during period.

In letter to stockholders made public Friday (Sept. 19), Board Chairman Edgar Broufran and President Louis F. Polk Jr. said that in order to put MGM on sound financial basis, it would be necessary to take additional write-downs of films and properties. They repeated previous prediction that MGM would return to profitable operations in fiscal 1970.

Letter to shareholders also said MGM management is making no recommendations as to whether or not stockholders should tender their shares in response to latest offer of industrialist Kirk Kerkorian (BROADCASTING, Sept. 15).

In earlier tender offer, through his Tracy Investment Co., Las Vegas, Mr. Kerkorian bought 1,263,950 shares of MGM stock (about 24%) at \$35 per share. His latest tender offer, which expires tomorrow (Sept. 23), seeks to

Week's Headliners



Mr. Serrao



Mr. Sullivan

John A. Serrao named president of United Artists Corp. coincident with establishment of U-A headquarters in New York. (see page 35).

John Van Buren Sullivan, VP-corporate relations, Metromedia Inc., since last November, named president and chief executive officer of Metromedia publishing division, effective Sept. 29. Mr. Sullivan started with WNEW(AM) New York in 1942 as promotion director, subsequently advanced in sales positions, becoming VP in 1958, and general manager in 1959, and in 1965 when Metromedia radio division was organized, he was elected president. Publishing division has theater magazine, *Playbill*, and concert magazine, *Bravo*, and also printing facilities.

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

secure 620,000 additional shares at \$42 per share. If bid is successful, Mr. Kerkorian's holdings will amount to 33% of MGM's outstanding stock.

Time buying shops open

Sam B. Vitt, senior vice president and executive director of media-programing department at Ted Bates & Co., New York, announced Friday (Sept. 19) that he has resigned from agency and is organizing his own independent media-buying service in New York. Mr. Vitt, who joined Bates in 1964 as vice president in media department, said he would announce details of new organization "at a later date."

Meanwhile, earlier in week, formation of Media Corp. of America, New York, headed by Albert B. Shepard, was announced.

Associated with Mr. Shepard, who was vice president of Time Buying Service Inc. is John Reidy, also former executive with TBS.

And, S. C. (Bud) Sawyer, vice president and media director, Ted Bates & Co., New York, has resigned to open his own media-buying and planning

organization. Mr. Sawyer intends to offer agencies and advertisers planning and placement services.

Stability threatened

WHDH Inc. on Friday (Sept. 19) raised question as to whether FCC decision stripping its WHDH-TV Boston of its license and awarding channel 5 to competing applicant threatens stability of broadcasting industry and endangers cause of independent broadcasting in U.S.

WHDH posed question in brief it filed in U.S. Court of Appeals for District of Columbia, in its appeal from commission decision. Commission granted application of Boston Broadcasters Inc., one of three applicants seeking to oust WHDH, principally on grounds of diversification of media interests and integration of ownership and management (BROADCASTING, Jan. 27).

WHDH answers its question, in part, by reference to Commissioner Nicholas Johnson's concurring opinion in case. WHDH noted he said decision represented "interesting experiment which will be watched carefully by many," and added: "nor is the significance of this case limited to the impact on media ownership in Boston."

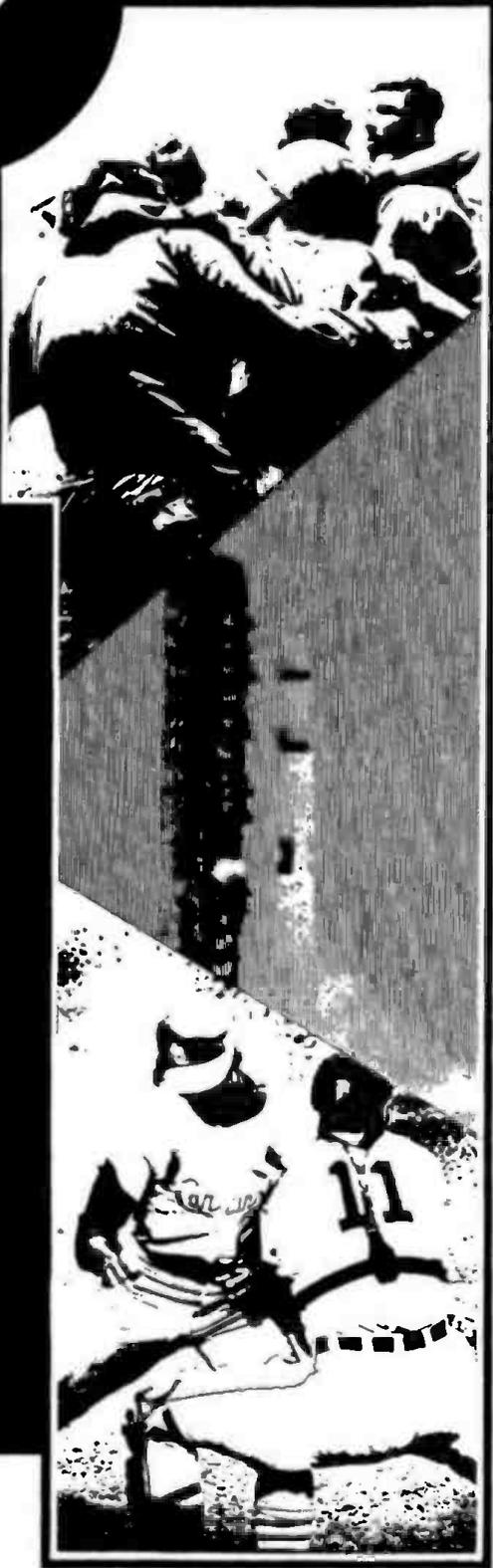
New MEM toiletries

New line of higher-priced men's toiletries will be introduced by MEM Co., Northvale, N.J., with help of broadcast advertising. Plans are being completed at Cunningham & Walsh, New York, which also handles advertising for company's English leather and English leather line. New, yet unnamed product will go into two test markets this fall. Budget of about \$1 million is set for later national introduction. All media, including TV and radio, will be used to support new line.

Establishes U.S. firm

Freemantle International Inc., New York, after 21 years of producing and distributing programs for international TV market, announced Friday (Sept. 19) formation of Freemantle Corp., New York, which will devote itself exclusively to sales and production in U.S.

U.S. company is distributing *Gallop-ing Gourmet*, cooking series, in 92 markets, and is offering *Woobinda—Animal Doctor*, 39 half-hours filmed in color on location in Australia. Both series have been sold and distributed abroad through Freemantle International, as is *Romper Room*, among 63 U.S.-produced syndicated shows handled by that firm. Paul Talbot is president of both domestic and international firms.



WIIC-TV First in news

IN THE NATION

National Headliners Club Award for
"Consistently Outstanding Newscasting"

IN PENNSYLVANIA

Pennsylvania Associated
Press Broadcasters Award
for the "State's Top TV News Operation"

IN PITTSBURGH

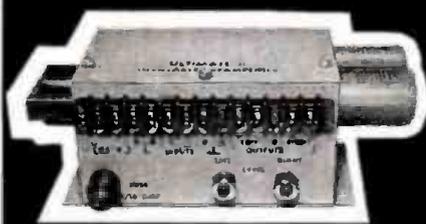
Golden Quill Awards for
"Spot News Reporting"

There's a reason why TV11 News is First.
See your Blair TV representative.

SWITCH TO 11 *WIIC-TV*
NBC IN PITTSBURGH



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

Q R K*Announces a
Break Thru!!***AN EQUALIZED
PRE-AMPLIFIER
WITH HEAD ROOM!**

That's right, QRK, now offers a line of mono and stereo equalized pre-amplifiers which can achieve +10 dbm output without distorting or clipping. Normally, the output of a pre-amplifier is only -20 dbm, but with loud passages, "head room" is required!! Only with the QRK "Ultimate" pre-amplifiers, can you be sure of true reproduction of your loud passages. Other features -0.1% distortion; -75 db noise; built-in rumble filter; self contained power supply; balanced output transformer.

Contact the QRK Plant or your CCA Area Representative for details:

QRK ELECTRONIC PRODUCTS, INC.
1568 NORTH SIERRA VISTA, FRESNO,
CALIFORNIA 93703 • Phone: 209 251-4213

Subsidiary of
CCA ELECTRONICS CORP.
716 JERSEY AVENUE, GLOUCESTER CITY,
NEW JERSEY 08030 • Phone: 609 456-1716

Datebook®

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

September

Sept. 22-24—Workshop for antenna site engineering, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Sept. 23—FCC newsmaker luncheon, *International Radio & Television Society*, Waldorf-Astoria, New York.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*, The David Mead, Meadville.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*, Statler-Hilton hotel, Detroit.

Sept. 23-27—1969 *International conference of Radio-Television News Directors Association*, Statler-Hilton hotel, Detroit.

Sept. 23-27—Annual *National Broadcast Editorial Conference*, Statler-Hilton hotel, Detroit.

Sept. 24—Meeting of Advertising Club of Los Angeles, Regency Room, Sheraton-West hotel, Los Angeles.

■Sept. 24—Semi-annual West Coast membership meeting of ASCAP, Ambassador hotel, Los Angeles.

Sept. 24-25—*CBS Radio 16th annual affiliates convention*, Waldorf Astoria hotel, New York.

Sept. 25—*Association of National Advertisers workshop*, Plaza hotel, New York.

Sept. 25-29—Annual fall management conference, *Intermarket Association of Advertising Agencies*, Chatham Bars Inn, Chatham, Mass.

Sept. 25-Oct. 1—Semi-annual management *Corinthian Broadcasting Corp.*, Bankers Trust Co., New York.

Sept. 26-28—Joint meeting of *North Carolina, South Carolina, Georgia and Florida Associations of Broadcasters*, officers and members, Hound Ears lodge, Blowing Rock, N. C.

Sept. 26-27—Meeting of *Tennessee Cable Television Association*, Howard Johnson's motor inn, Gatlinburg.

Sept. 26-27—Annual fall meeting of *Utah Broadcasters Association*, Rodeway Inn, Salt Lake City.

Sept. 27—*American Advertising Federation*, district 15, conference, Speakers include: Ralph Carson, Carson/Roberts/Inc.; Golden West Broadcasters attorney Harry Warner; six-man panel on key legislative issues, Newporter Inn, Newport, Calif.

Sept. 28-30—Annual fall meeting of *Nebraska Association of Broadcasters*, Holiday Inn, Grand Island.

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

Sept. 29-30—Annual convention of *New*

■Indicates first or revised listing.

Combined workshop-management conference sessions, Radio Advertising Bureau

Sept. 29-30—Sheraton Palace, San Francisco.

Oct. 2-3—Marriott motor hotel, Dallas.

Nov. 10-11—Continental Plaza, Chicago.

Jersey Broadcasters Association, Shelburne hotel, Atlantic City.

October

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

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

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

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

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

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

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

Oct. 6-8—*UPI Editors and Publishers Conference*, Walter Cronkite will be among those making major addresses, Hamilton, Bermuda.

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

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

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

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

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

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

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

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

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

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

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

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

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

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research adviser.

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Telecast* in 1953 and Television* in

1961. Broadcasting-Telecasting* was

introduced in 1946.

*Reg. U.S. Patent Office.

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OpenMike®

Burch endorsement

EDITOR: As a lawyer and a former licensee of several radio facilities, I hasten to write to congratulate you on your editorial about Dean Burch [BROADCASTING, Sept. 8]. I had the occasion to serve with Dean Burch as a member of a commission created by the Twentieth Century Fund to closely examine the rising costs of broadcasting in political campaigns.

My colleagues on the commission were Newton Minow [former FCC chairman], Dean Burch, Alexander Heard [former chancellor of Vanderbilt University] and Thomas Corcoran [lawyer and former advisor to President Franklin D. Roosevelt]. In this connection I had an opportunity to work closely with Dean Burch and I fully agree with your characterization of him as "an able lawyer, bright enough to learn quickly, and tough-minded enough to handle those whose motives seem to be to intimidate and destroy."

I would add one characteristic which struck me immediately upon working with Dean Burch. He is extremely judicious and fair-minded and I believe the public, licensees and the FCC will benefit from his appointment. —Robert Price, president, Price Management Corp., New York.

Call for 'meal' ticket

EDITOR: Regarding your article on special TV rates for politicians (BROADCASTING, Sept. 8) it should be noted that television is not alone as a "natural companion" to politics (and politicians). Most politicians, it is believed, sustain their vital functions mainly through a process known as eating, even as do lowlier mortals. During the five-week period prior to general elections, reduced-rate "provisions" (in the sense of food items) should be purchasable by all legally qualified congressional candidates in usable quantities or segments—including, of course, plenty of "prime" steak—at 30% of the regular prices charged by grocers.

Many persons, including concerned broadcasters, (and who knows—perhaps even concerned grocers) will no doubt conclude with me that unless positive steps are taken to feed our politicians at bonus rates, with bipartisan support, we may find that their ability to reach voters electronically is no longer a miracle, but a physical impossibility due to their undernourishment.—Harold B. Rothrock, 905 Playford Lane, Silver Spring, Md.

M&H

RIPS YOU APART

Our job is to take your station apart, piece by piece . . . to find out what makes it tick on the air and tell you how to fix whatever isn't ticking!

It's not done with mirrors or mysticism . . . it's done by probing your audience in depth, through in-person interviews, and finding out WHY things are as they are—individual by individual, program by program.

Does it work? . . . Well, some of our clients have retained an association with us for seven years and they are noted for getting a fair return on their investments.

We'd like to tell you about our company. Just call, we'll come . . . no obligation, of course.

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200

New rules are required for retailers' commercials

Two problems the retailer faces when he timidly approaches the big national tube are concept and cost. Unfortunately, he doesn't usually approach them in that order and, therefore, he sometimes has an unfortunate experience.

The most unfortunate thing about it is that he has had a similar experience with newspapers—he doesn't know whether it's really working or not. Most retailers agree that their newspaper advertising is not always effective. Most will say that no single ad really pays for itself in profits unless it is in terms of unique sale.

But the cumulation of advertising seems to work for sales while a lack of it appears to work for decline. And that is what retailers know about newspaper advertising; the rest is really just a matter of details, of miscellaneous non-relevant knowledge like page position, type faces, swash logos, etc.

The retailer knows about the same information for television, but he does not give TV the same benefit of doubt. When he approaches television, it is often with a sense of defiance: "Yeah, prove to me you work!" Then he says: "But you have to work on my terms. You have to work in the same way the newspaper I've been doing business with works, even though I'm not sure how well it works for me."

He applies newspaper "techniques" to television. He looks around for a source which can produce a one-minute TV commercial for him for \$300 because he can often get a few hundred-line newspaper ads produced for close to that figure. He wants to show products in order to support the various segments of this "ad" he is doing by filling in "the white space." He then pro-rates expenditures and frequencies and creative structure according to department.

In no time at all he is off TV, not because even these sorry efforts failed—but because they didn't prove they had worked.

The trouble with many retailers is that they examine only what retailers do. And retailers, not having used much TV, don't do it very well.

So the entertainment medium is approached like the news medium; the linear 60-second commercial is broken up like the browsing unit of a full page in a newspaper where people can find what they are interested in, read it,

search some more, and finally encompass the whole at their own pace.

But some retailers lately have become convinced of the lack of wisdom in this non-rational approach.

A few years ago we introduced a TV commercial for Barney's men's clothing store that featured a cleaning woman who did a lot of cleaning.

She cleaned the pockets of Barney's compared to previous retail advertisers' TV production expenditures running in the 20-grand class. She then cleaned up a number of awards including the International Broadcasting Award. But most of all, she cleaned up for Barney's. The store realized that after a few months, TV was to be a permanent part of its advertising plans. And, since then, five or six Barney's TV commercials have been produced and none for peanuts.

Barney's began with us when the need arose for a proper concept of TV as a medium. The concept was simple. We would entertain on a natural entertainment medium. We would prepare a commercial which could compete with the top products of top national advertisers because we had no choice in the living room. And we would target the commercial to one basic point about Barney's: its selections.

We wanted people to come away saying: "Now I've seen with my own eyes—Barney's is really like that, just like I've been hearing on radio and reading in the paper." Television had the extra dimension to cement that belief—and it worked.

Obviously, commercials don't have to be expensive to be good or men-

tion products to be successful. There are techniques which create inexpensive commercials, even when done to their ultimate. And there are techniques of presentation which would provide both excitement, message continuity, store imagery and still be able to range over many products.

One such technique I can visualize is the application of our Jack Jay and Roger Day radio commercials for Barney's to a TV task. That is, have two bright, light and "good image" spokesmen who, in a very candid and newsworthy presentation, move in and out of the store spotting values or unusual items the way items appear in the home.

Jack Byrne, executive vice president of our agency and creative director in the New York office, has devised a number of similar "mini show" and "news show" concepts for clients such as National Shoes, Bonus Gifts Coupons, and Fortunoff jewelry stores. They lend themselves to particular application on the part of the retailer or for that matter any advertiser who has something big, complicated, and multifaceted to sell.

The retailer who starts with the concept and content and lets the cost simply be a measure of "as little as required to do the job right" will have a 100% better chance of enjoying a happy and continuing experience with the TV medium.

The retailer who doesn't do this, but tries to do a backroom commercial with a newspaper point of view, is doomed to failure.

And for the good of the business and of television, we wish he'd stay out of it.



Morris (Marty) Cohen has worked in the advertising agency field for 17 years, remaining with the same organization through various corporate agency mergers. He began in 1952 with the Emil Mogul Co., New York, as a TV production assistant and is now TV commercial supervisor and business manager for the New York office of Griswold-Eshleman Co., a successor agency to Mogul. Mr. Cohen has studied in New York at Manhattan College, the School of Radio Technique and the TV Workshop.

WMAL-TV ranks Frederick Douglass with Jefferson, Washington and Lincoln. In an editorial urging Congress to make his home a national monument, this man who was born a slave was described as "probably the greatest black leader in American history."

WMAL-TV takes a stand on a lot of things. It's a station with a

conscience. A sense of responsibility. And guts.

WMAL-TV editorials put facts on the line. They step on toes and egos. They pinpoint who is or isn't doing a good job. They talk about touchy subjects. Like sex education and taxing church profits.

WMAL-TV talks to Washington about anything and everything that

concerns people today. And people listen.

When you want to talk to Washington, talk to WMAL-TV.

WMAL-TV abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Richter & Parsons, Inc.

WMAL-TV puts him in his place.



"A man's reach should exceed his grasp."

The need to surpass oneself, to strive always for that elusive thing called excellence, is felt in broadcasting, too.

But there is this difference.

When one man yields to self-satisfaction, it is a private failure. When a broadcaster does so, he fails a public of millions.

If he is to fulfill his responsibility, the broadcaster can never be satisfied with his existing techniques and ideas. While refining them, he must continually seek new ways to enrich and inform his audience. He must take the risk of questioning, unsettling, even angering it.

Goaded by the desire for excellence, the broadcaster helps keep the community alive to the new thinking of the times. And thus tastes success.

But despite this success, he cannot rest content.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WWOV
CHICAGO WMBD
SAN FRANCISCO KPXL
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

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REACH
SHOULD
EXCEED
HIS
GRASP

ROBERT BROWNING

Conan

WNHC-TV / New Haven-Hartford

"... reflects a forward-looking, community-minded enterprise."
Abe Ribicoff, U.S. Senator.

"If it were not for your rational and positive approach in the form of editorials and newscasting, the citizens of this state would certainly suffer a great deal from lack of tangible human education."
Fred G. Adams, Special Assistant to the President, University of Connecticut and Chairman, Connecticut Commission on Human Rights and Opportunities.

WLYH-TV / Lancaster-Lebanon

"Lancaster City-County Human Relations Committee would like to commend you and your organization for the objectivity and restraint shown in handling local news during the recent disturbances in Lancaster ..."
J. W. deGroot, Jr., Lancaster City-County Human Relations Committee.

"Your editorial support ... was very much appreciated. It came at a most appropriate time, when understanding of all the circumstances of the unfortunate incident were at a low state and hostility ran high."
Keith Spaulding, President, Franklin and Marshall College.

WFBG-TV / Altoona-Johnstown

"I would like to call your attention to the film on the Detroit riots which your organization provided for our use without any costs. It is one of our most valuable training aids."
State Police Captain Clifford Yahner, Commander at Hollidaysburg Post.

"The patient's morale has improved. He is 100% surprised and 200% grateful upon receiving the first tape with a message from his favorite mother. And a second tape from a special young lady had him sitting on top of the world."
Bill Garman, 620th Tactical Control Squadron, VIETNAM.

WNBF-TV / Binghamton

"I wish to express my appreciation for the effective cooperation which you gave in publicizing the United States District Court's directive for claims to be filed by people who had been overcharged for certain drugs."
Louis J. Lelkowitz, Attorney General, State of New York.

"The mass impact of television is of paramount importance to hospitals if they are to place their problems and services before the public. This was done during last week, and I think very effectively."
M. C. Stith, Administrator, Charles S. Wilson Memorial Hospital.

KFRE-TV / Fresno

"... heartily commend you on your positive approach to the problems of drug abuse."
John Finlator, Associate Director, United States Department of Justice, Bureau of Narcotics and Dangerous Drugs.

"KFRE Stations are to be commended for their efforts in developing community awareness of the dangers of drug use."
Charles B. Wilkinson, Special Consultant to the President—The White House.

WFIL-TV / Philadelphia

"Mr. Richardson Dilworth has forwarded copy of the Worldland Workshop describing your pioneer television experiment in reading for three-year old children. In view of your service for twenty-five years to thousands of children in the Philadelphia area via the WFIL SCHOOLHOUSE and OPERATION ALPHABET produced in cooperation with the public and parochial schools, to venture into educational television is no surprise to us."
Mark R. Shedd, Superintendent of Schools, Philadelphia.

"The people of New Jersey as well as Pennsylvania have benefited greatly from the well-balanced programming of WFIL and especially from your extensive, in-depth coverage of current events."
Richard J. Hughes, Governor, State of New Jersey.

**involve
-ment**



Triangle Stations....of course!

At last a transfusion at the FCC

Tone of regulation is expected to change with Burch at top and Wells as member

That small but influential sector of Washington vitally concerned with communications matters last week received the word it had been expecting for weeks. A tough-minded old Washington hand from out of the West is to be the new chairman of the FCC, and a booster-type broadcaster from the prairies is to join him as a member of the commission.

Broadcast-industry representatives, worried about the increasingly tough stand of the commission as it is now composed, appeared to receive the White House announcement with some satisfaction. President Nixon's nominations of 41-year-old Dean Burch of Tucson, Ariz., a former chairman of the Republican National Committee, to replace Rosel H. Hyde as FCC chairman, and 50-year-old Robert G. Wells, a Republican from Garden City, Kan., to succeed James J. Wadsworth were interpreted to signal a sympathetic attitude.

But on Capitol Hill, where the Senate must pass on the nominations, the official silence was deafening. Most senators and their aides declined to comment publicly, but privately some made no secret of their misgivings. Some Republicans as well as Democrats seemed concerned about Mr. Burch's partisan political background and Mr. Wells's broadcast interests.

As a result, although no serious effort to deny confirmation to either nominee was forecast, the questioning that Mr. Burch and Mr. Wells will undergo at the confirmation hearing to be held by the Senate Commerce Committee is expected to be sharper than customary at such proceedings. As an aide to one influential Democrat on the committee put it: "The senator will want to ask some questions; you can be sure of that." The hearing had not been scheduled as of late last week, but it is expected to be held by the middle of next month.

Perhaps because of a sensitivity to this Senate attitude, Mr. Burch steered clear of reporters during a visit to



Mr. Burch, leaving Tucson, Ariz., carries desk ornament.

Washington last week to begin house-hunting. He visited members of his state's congressional delegation and paid a courtesy call on Mr. Hyde at the FCC, but he was not submitting to interviews with newsmen.

During a layover on his flight to Washington, he told reporters in Chicago that he was "very gratified and excited" at his nomination, but he declined to discuss anything bearing on the FCC. He said he would express his views on commission matters at the Senate hearing.

Mr. Wells, who does not expect to visit Washington until the hearing, similarly expressed pleasure at the appointment, from his home in Garden City, and turned aside questions on commission matters. "It would be presumptuous of me to express views before the Senate hearing," he said.

Ammunition for a host of tough questions is available for those Senate Commerce Committee members who wish to use it. The bill introduced by Senator John O. Pastore (D-R. I.), chairman of the Commerce Committee's Communications Subcommittee, to afford broadcasters protection against competing applications at license-renewal time might be a subject for discussion. The commission itself is expected to express opposition to the measure when Senator Pastore resumes hearings on it.

In addition, the commission is immersed in a number of controversial issues—its proposals to bar broadcasters owning one full-time station from acquiring another in the same market, and to prohibit networks from owning or controlling more than 50% of their prime-time programming, among them.

The senators might also ask the nominees their views on the regulation of CATV, on the establishment of a domestic-satellite system, and on the allocation of the spectrum as between broadcasters and land-mobile radio. Mr. Wells, particularly, might be asked his views on a matter of growing contro-

versy within the commission, that of concentration of control of mass media; Mr. Wells has interests in five AM and FM stations that are controlled by a newspaper-broadcast group.

The nominees could not be expected to be well-versed in all such complex matters, but their attitudes on them would be of interest to the senators—as well as to broadcasters.

The importance of these issues and the controversies they have generated in the commission and out of it have served to focus a considerable amount of interest on the nominations of Mr. Burch and Mr. Wells. Both the *New York Times* and the *Washington Post* editorially questioned Mr. Burch's qualification to be FCC chairman even before the nomination was formally announced.

But President Nixon's nomination of Mr. Burch, to a term ending June 30, 1976, is seen by some as an effort on the part of the White House to place a take-charge man at the commission's helm. Mr. Burch, a lawyer who has a reputation as a political conservative, was administrative assistant to Senator Barry Goldwater (R-Ariz.) from 1955 to 1959 and, after the senator won his party's presidential nomination in 1964, was named to head the Republican National Committee. He was forced out of that job by Republican moderates following Mr. Goldwater's defeat. But he is one of the most politically experienced men ever to be named to the commission—a factor some familiar with the commission's operations regard as highly in his favor.

Those who know Mr. Burch say his reputation as a conservative should not be relied on as a guide to how he would function as chairman of the FCC. They do not, however, hazard any guess as to how he would deal with any of the major issues before the agency.

They describe him, variously, as "sharp," "articulate," and a "no-nonsense guy," who will sound out opinion but not hesitate to put the Burch stamp on the commission. Chairman Hyde, who is retiring after 45 years in government, 41 with the commission and its predecessor agency, the Federal Radio Commission, has had more than his share of difficulties in policy disputes with Democrats Kenneth A. Cox and Nicholas Johnson.

Indeed, Commissioner Johnson has increasingly attracted considerable attention, both in the press and on television (see page 38) by his attacks on broadcasters and his frequently expressed scorn for the commission, which he called "the captive" of the industry it is assigned to regulate.

In Mr. Wells, President Nixon is placing a broadcaster-oriented man on



Mr. Wells

the commission as he promised to do in his campaign for the Presidency last fall. "I think somebody who knows something about the business ought to be on the FCC," he said, when asked by a KLZ-TV Denver interviewer last

Plummer becomes acting OTM chief

William E. Plummer, associate director for frequency management, Office of Telecommunications Management, has been named acting chief of OTM as of Oct. 1 when the present director, James D. O'Connell, retires.

Mr. Plummer, a native of Maryland and a 1929 graduate of Johns Hopkins University, Baltimore, served as a colonel in the Army Signal Corps during World War II and has been involved in frequency management for the Executive Office of the President since 1951. He was named associate director in 1965. From 1953 to 1964 he was chairman of the Intergovernmental Radio Allocations Committee.

Mr. O'Connell, who was also special telecommunications adviser to the President, was appointed to his post in 1964. He is a graduate of the U.S. Military Academy at West Point, N.Y., and was retired in 1959 as chief signal officer of the Army with the rank of lieutenant general. He served also as a vice president of General Telephone & Electronics Laboratories, and as private communications-electronics consultant.

year if he would name a commercial broadcaster to the commission (BROADCASTING, Oct. 7, 1968).

Mr. Wells has been in broadcasting since 1936 and is an officer and minority stockholder in KIUL(AM) Garden City, KBUR-AM-FM Burlington and KMCD(AM) Fairfield, both Iowa, and KFKA(AM) Greeley, Colo. The stations are principally owned by Publishing Enterprises, which owns newspapers in Kansas and Iowa, as well as four other AM and FM stations in which Mr. Wells has no interest.

He is also a member of the National Association of Broadcasters radio code board.

Mr. Wells, who will have to dispose of his broadcast holdings to accept appointment to the remainder of Mr. Wadsworth's term, which expires June 30, 1971, will be moving into an entirely different world in taking the government post.

But he brings to it a reputation for enthusiasm and energy. Besides his broadcast interests, he owns real estate and hardware and variety stores in Garden City. And in 1955 his civic activities won him a state Junior Chamber of Commerce award as an outstanding young man.

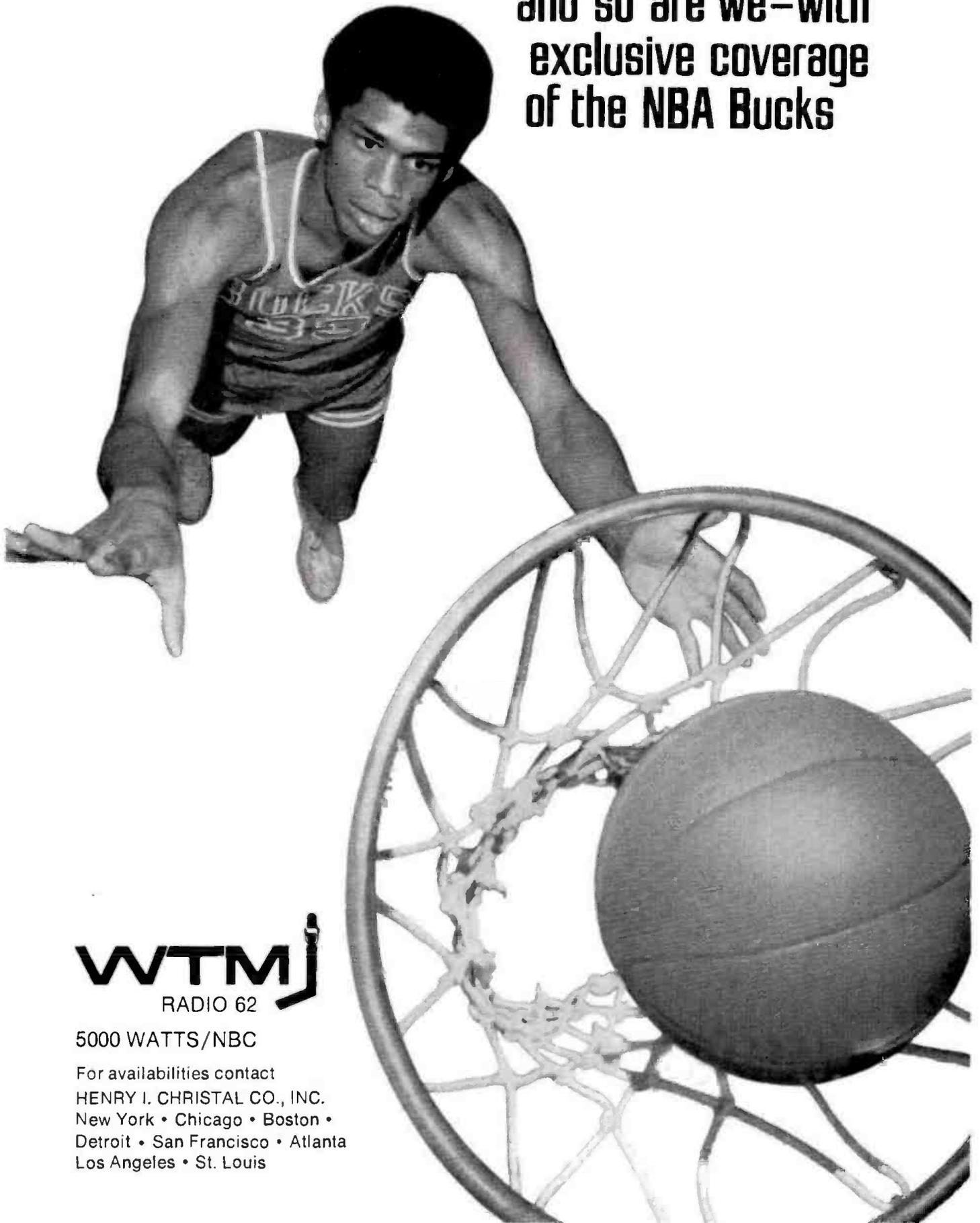
Mr. Wadsworth, who is to be named to the U.S. delegation to the international conference on satellite communications, is believed to have been interested for some time in returning to diplomatic service. He represented the U.S. in the United Nations for eight years during the Eisenhower administration, the last year as ambassador. In his new post he will serve as special assistant to the delegation chief, William Scranton, with the personal rank of ambassador.

Although President Nixon has had the unusual opportunity for a President of naming two members of his party to the commission so early in his administration, the Democrats retain their 4-to-3 majority. Commissioner Robert E. Lee is the only hold-over Republican. Barring resignations, the President will not be able to name a fourth Republican until the expiration of Commissioner Cox's term, on June 30.

In the meantime, Mr. Burch will "thoroughly enjoy" his new job. He was assured of that on Thursday by Chairman Hyde, who had spent all day Monday being briefed on Stanford Research Institute's report on land-mobile problems, all day Tuesday in a meeting with AT&T representatives on the carrier's rates, and all day Wednesday in a meeting with the commission—and who could not spend more than 10 minutes with Mr. Burch because he had to dash out of the FCC building to another meeting.

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Does FTC need a drastic overhaul?

Bar association study group reports that it does, citing lack of leadership, penchant for trivia

The Federal Trade Commission received last week one of those innumerable roastings in its 55-year history—but this one could change the course of the agency.

A special study group of the American Bar Association formed at the behest of President Richard M. Nixon ripped into the FTC's performance in the fields of consumer protection and antitrust activity. The agency was found to be hamstrung in its efforts to implement its potentially potent enforcement powers, particularly in matters of deceptive advertising and mergers. The group attributed the agency's performance to a lack of effective leadership and a penchant for indulging in the trivial.

The onus of this morass was placed, by inference, on the shoulders of Chairman Paul Rand Dixon who was mentioned but once by name in the report. Chairman Dixon was said not to be one of the commissioners who appeared before the study group to assert that "control by the FTC of its own mission, goals and priorities continues to be a most perplexing and largely unsolved problem." "It will require an outstanding chairman to lead the way" toward revision and expansion of present trade commission programs, the group said.

The opportunity to select such a chairman may be President Nixon's this week. Commissioner James M. Nicholson is completing his term of office Sept. 25. Widely circulated reports, unconfirmed by the White House as of last Thursday (Sept. 18), have Caspar W. Weinberger, California director of finance, a front runner for the chairmanship. Mr. Dixon, a Democrat, who serves as chairman at the pleasure of the President, is expected to step down and complete his term as a commissioner until 1974.

If Mr. Weinberger is offered the post and chooses to accept it, he will have to have, according to the ABA study group, "executive ability, knowledge of the tasks Congress has entrusted to the agency, and sufficient strength and independence to resist pressures from Congress, the executive branch, or the business community that tend to cripple

effective performance by the FTC." It is important to appoint to this position someone "not previously affiliated with it," the group urged.

What has tended to cripple the trade commission in the past is a lack of effective direction and a failure to establish goals and priorities, the group maintained. The ABA group claimed that necessary guidance to the commission's staff has not been given and that the management of the flow of the agency's work has not been conducted in an efficient and expeditious manner.

The commission has been wracked by dissension, the group charged, and while it is not inappropriate for individual commissioners to express publicly their "deeply held views . . . there does come a point at which bitter public statements reflecting disunity among commissioners begin to affect the performance of any agency."

The group did not point to examples, but Commissioner Philip Elman and Chairman Dixon have sparred repeatedly during the summer in public hearings over what course the agency should take in the performance of its duties (BROADCASTING, Sept. 15).

Also under fire in the ABA report were the voluntary-assurances-of-com-

pliance and informal-correction-actions programs, which have no force of law and which accorded with Chairman Dixon's "let us reason together" philosophy in policing deceptive business practices. The group charged that the commission has failed to follow up the promises errant manufacturers make to the agency.

Chairman Dixon has repeatedly stressed during appropriations hearings that the commission's budget was insufficient to do the tasks required of it. But the ABA group said that mismanagement of its funds—a greater interest accorded chinchillas than TV commercials—sapped the agency's performance.

A special staff committee should be set up to review the current backlog of pending cases and to recommend closing those files of "marginal significance," the ABA group said. More authority should be delegated to the commission's staff and the commission itself should avoid "excessive reliance on formal case-by-case enforcement."

Its complaints have been heard many times before. But the group urged that "it should be the last of the long series of committees and groups which have earnestly insisted that drastic changes were essential to recreate the FTC in its intended image. The case for change is plain. What is required is that the changes now be made, and in depth. Further temporizing is indefensible."

The ABA study group was formed last April. President Nixon asked that a professional appraisal of the trade commission be undertaken to determine its efforts in the field of consumer protection, in its enforcement of the antitrust laws and of the allocation of its resources between the two areas.

The group—composed of 16 lawyers and economists, and headed by Miles W. Kirkpatrick, chairman of the ABA Section of Antitrust Law—finished its task by the requested deadline of Sept. 15. The report is not yet an official position of the ABA, but is expected to be brought before the association's board of governors for consideration next month.

Not all members of the study group concurred fully with its findings. John D. French, former legal assistant on the



Chairman Dixon

commission's staff, said that the report "should constitute the last clear chance of the FTC to avoid major legislative surgery." The commission's record as a prosecutor has been poor, he said, and should the report not be implemented, the commission's prosecutorial work should be transferred to the Department of Justice. The commission would then perform as a trade regulation court, commentator and rulemaker. Mr. French suggested.

A harsher line was taken by Richard A. Posner, former general counsel of the President's Task Force on Communications Policy. Mr. Posner charged, in a lengthy dissenting statement, that the study group had failed to question the basic assumptions underlying the entire range of the FTC's activities.

It was Mr. Posner's view that a vigorous antimonopoly policy should be "the cornerstone of consumer protection," and that a system of public and private judicial remedies for antitrust violations predated the creation of the agency. "The pertinent question is not whether antitrust policy is a good thing, but why it was thought desirable to supplement the existing antitrust institutions with an administrative agency," currently in a state of "crisis, self-doubt and self-criticism" and "virtually paralyzed by internal dissension."

Mr. Posner rapped the air of optimism that pervades the study group's report by noting that "the commission has done so badly continuously over so long a period of time that it is difficult any longer to regard its failings as accidental or remediable. It is scandalous to allow so dubious an enterprise to continue to wax in size and power."

Mr. Posner's views were not shared by the majority, however. The commission can perform "a valuable service in bringing the administrative process to bear on difficult and complex problems," the group asserted. But its findings indicated strongly that the agency was more concerned with fur-garment labeling than with TV advertising copy.

Much of the commission's \$16,900,000 budget and 1,154 employees were devoted to investigations into labeling in textiles and furs, the group found. Nearly 40% of the investigations opened by the agency are in that area; by contrast, investigations opened in deceptive practices dropped from a high of 899 in 1961 to a low of 192 in 1969. In investigations completed by the textiles and furs bureau have remained almost constant over an eight-year period; those completed by the deceptive practices bureau were down from an average of about 800 per year from 1961-1963 to a little over 500 per year in the period of 1967-1969.

Assurances of voluntary compliance (a promise not to continue a practice

Debbie douses fire over Pall Mall spot

The apparent crisis over a cigarette commercial in the first episode of the new *Debbie Reynolds Show* on NBC-TV Sept. 16 (8-8:30 p.m.) was quickly settled last week with a telegram from Miss Reynolds Thursday (Sept. 18).

Miss Reynolds had complained by wire the day before that the placement of a Pall Mall (American Brands) commercial breached a verbal agreement she had with the network that precluded use of cigarette advertising during her show, and she announced she would cease production as of Thursday, after completion of the 10th episode.

In a second telegram Thursday to Mort Werner, NBC-TV vice president for programs and talent, Miss Reynolds said she would perform her obligations and continue production, having received an explanation from NBC on the impossibility of the removal of the

found objectionable by the commission) were down from 224 in 1963 to 174 in 1969 for the deceptive practices bureau. The ABA group also found that in the last five years only 44 cases or an average of about 9 per year "from the entire agency were certified to the Department of Justice for penalty or enforcement proceedings for noncompliance with a cease-and-desist order."

With respect to the agency's enforcement policy, the group charged that the "de-emphasis of formal enforcement has gone too far. It is extraordinary that the FTC issued less than 200 formal complaints in three of the four years between 1965 and 1968, and a total of only 123 in 1968." And it charged further that "for an agency employing over 400 lawyers, and charged with responsibility for enforcement of statutes in important and developing areas of law, to initiate a grand total of 23 contested cases in a year is disturbing."

The ABA group concluded that "with such an obvious disinclination by the FTC to proceed formally, we fear that the business community may cease to take seriously the guides, rules and other administrative pronouncements by the FTC, and also may cease to take seriously the statutes the FTC is empowered to enforce."

The commission further hasn't paid much attention to mergers, the ABA group discovered. Total expenditures in merger enforcement in 1969 were placed at \$1.4 million or about 9% of the agency's budget. By contrast, the agency spent over \$1 million in 1959

cigarette commercial because of prior contractual commitments. The purpose of her complaint, she said, was "to accomplish an adjustment on program commercials so as to have American Brands products (other than cigarettes) displayed, as I was led to believe would be the case before the filming of the first program. I was especially concerned because of the the number of children viewing the early-time slot program."

Miss Reynolds said any publicity on her first telegram was without her authority.

It was "intended only for NBC's consideration," she said.

Another of NBC's stars in new shows this season, Andy Williams, also objected earlier this year to cigarette commercials being placed in his show (Saturday, 7:30-8:30 p.m.). The network compromised by agreeing to insert an anticigarette commercial at the end of the program.

for such enforcement, or about 16.9% of its budget. The textiles and fur bureau fared better over the 10-year period. In 1959 9.3% of the agency's budget was devoted in this area; that sum rose to about \$1.7 million in 1969 or 11% of the total budget.

Broadcasters concerned about the commission's TV-advertising monitoring program need have little worry, according to the ABA group. The program is currently limited to examination of ads on "national television" usually of scripts broadcast during the first week of each month, which are submitted to the agency by the three networks.

The group found that although vast material is accumulated dealing with national and local magazine advertising, national and regional radio scripts, regional television and local newspaper advertising, "no personnel have been assigned to screen this material." The group noted parenthetically that some staff attorneys ask two or three part-time undergraduate law students hired for the purpose to clip ads for a particular product from written materials submitted to the commission by TV-radio stations. "This obviously does not qualify as a monitoring program," it said.

"National TV does affect a great number of consumers," the group said. "However, the ghetto frauds which the FTC believes numerous [such as bait-and-switch schemes] usually appear in those local media that the FTC entirely ignores." The agency cannot mount an effective campaign "unless it monitors all interstate media with adequate per-

sonnel," the group maintained.

The ABA study group further noted that the commission has assigned 12 lawyers to investigate among other practices, cigarette advertising and labeling, and ad campaigns dealing with gasoline additives. "The predictable result is that investigations, once initiated, disappear from public view and surface, if at all, many years later," the group said. The prospect of investigations getting lost at a lower staff level was rampant, the group found. It cited the agency's investigation of false advertising of analgesic drugs, which has been going on since 1955, at a time when more than 100 employees are on the staff of the

textiles and fur bureau.

The agency has further failed to look into the questions of the evolving role of new techniques of advertising on buying patterns, "the incidence and effectiveness of subliminal or motivational advertising, or the extent to which advertising has been directed toward establishing artificial product differentiation in the minds of consumers," the group charged. "Moreover the FTC determines the 'meaning' of advertisements and their impact on consumers without the benefit of empirical surveys conducted by advertising and marketing experts."

The group said its comments regard-

ing the agency's performance in this area would also apply to the FTC's investigations into games-of-chance and misuse of audience rating claims by broadcasters.

The monitoring program could get a new lease on life if certain suggestions of the bar group are followed. It recommended that the agency set up special task force offices in either eight or 10 major urban areas to check on "consumer abuse." Special staff personnel in these offices would review local radio and TV scripts for false advertising, to determine whether sellers may be taking "oppressive" advantage of the public.

Agency co-op on computers

40 firms to finance AAAA study that might be boom or bust for data bank

The American Association of Advertising Agencies is venturing into the computer age on a scale that may range from consultative service all the way to eventual creation of a marketing data bank serving agencies and perhaps also tying into computer systems of advertisers, media sales organizations and the government

Or, as another alternative, it may all come to nothing.

Leaders apparently do not expect that to happen, but they recognize it as a possibility and also say that, even if it does not happen, the computer program may take forms not now envisioned.

A feasibility study to help answer some of these questions—such as whether, how far and how—is to be launched in a few weeks under AAAA auspices with the financial backing of more than 40 agencies. A company is expected to be chosen this week to make the study, which is expected to take about three months.

AAAA officials said virtually all basic decisions on the proposed service must await completion of the feasibility study. They indicated that, assuming a service is launched, it might start modestly, perhaps consisting at first of an expert or experts, on staff or as consultants, who would advise agencies on computer problems in the marketing area.

The "ultimate result," they said, might be a marketing data bank stocked with noncompetitive data—census figures, marketing data, rates, media information of all kinds—to which agencies would have access by direct line.

Plans for the feasibility study and some details of the scope of the venture were revealed by Herbert Zeltner, senior vice president of Needham,

Harper & Steers and chairman of AAAA's special committee on electronic data processing, at a seminar in New York last Wednesday (Sept. 17). The seminar was sponsored by the Bu-

Smith-Corona ponders plans for radio-TV

The Smith-Corona Marchant Division of the SCM Corp., New York, has selected its new ad agency and is contemplating a major move into broadcast advertising. Smith-Corona, with the help of newly appointed Richard K. Manoff Inc., is "very seriously considering" television—both spot and network—and radio. Last year it bought participations in college football broadcasts on ABC-TV.

The appointment of the Manoff agency to the \$3.5-million account was announced last week. Smith-Corona had inspected four other New York agencies before settling on Manoff: Cunningham & Walsh, Daniel & Charles, Lois Holland Callaway, and Delehanty, Kurmit & Geller. Smith-Corona left D'Arcy Advertising Co., New York, reportedly because of management changes at the agency

A spokesman for Smith-Corona said last week that it is almost certain that the company will not promote its office machines with the kind of quality TV that its principle competitor, Xerox Corp. is noted for. He describes Smith-Corona's objective as "to move more products."

At present, Smith-Corona is expected to pursue parent and teen-age markets for the division's portable typewriters.

reau of Advertising of the American Newspaper Publishers Association, the AAAA, the Association of National Advertisers, the Audit Bureau of Circulations and the Advertising Research Foundation.

Mr. Zeltner said an AAAA survey of agencies found "surprisingly widespread current involvement" in computers in agency media and research departments, but also showed "a remarkable lack of consensus about areas of future joint development."

He warned that "until the feasibility study is completed we must keep in mind the possibility that nothing may come of it all or it may evolve in a form much different than we envision today. But even at worst, we will have thoroughly, deliberately and professionally assessed the whole matter of the computer and its impact on agency marketing services."

On a more optimistic note, he said that "if more than two-score advertising agencies" can work together on the current project, they "may well represent the nucleus of a future unit of even broader scope. Intelligently conceived and soundly executed, it could begin to link up with systems created by groups of advertisers, media sales organizations and the government."

New media planner

Media Department Inc., New York, has been formed to provide agencies, advertisers and creative groups with media/marketing planning and placement services. Ken Keoughan is president of the new firm. He was formerly vice president and media director of Kelly, Nason Inc., New York. Media Department Inc. is located at 322 East 44th Street, New York 10017.

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Hollywood Video Center, RICHARD GOTTlieb, cutive producer and MARILYN HOHMANN, associate ucer.

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Seminar stresses radio youth market

Schwartz says advertisers who ignore radio will be out 'in the cold'

Radio is the best way to reach the youth market, and advertisers who do not realize it will "find themselves in the cold," Walter A. Schwartz, president of ABC Radio network, said last week.

Speaking at a Corporate Seminars Inc. "How to Sell the Youth Market" seminar in New York Wednesday (Sept. 17), he said that radio has a great interest in the youth market, but that "unfortunately, a great many advertisers are not going after this market with anything approaching the same degree of enthusiasm. When they should be on fire, they are not even lukewarm about [it]."

He also said that "network radio [formerly] wasn't paying much attention to the developing youth market, even while many of their affiliated stations were. The results were that stations divorced themselves from the network. For years, network radio persisted in maintaining an over-35 image, and each year they interred more and more of their audience."

Mr. Schwartz was one of many speakers, considered specialists in the youth market, who spoke at the two-day seminar.

Russ Barnard, assistant to the vice president of marketing, and Bruce Lundvall, vice president of merchandising, Columbia Records, both cited the major role radio plays in promoting the sale of records to the young.

Mr. Lundvall said the company has 50 field-promotion managers calling on radio stations throughout the country to promote new records. He said they mostly visit top-40 stations, and the new underground FM stations, which play a good number of albums.

In the area of publicity, he said that a one-shot guest appearance by a singer on a network television show helps a great deal to sell records. He added that, of course, a major artist who has a continuing weekly series sells "a great number of records."

He pointed out that about 80% of the singles issued each year "fail commercially." However, he said, these records serve as tests for the albums, which have a much higher rate of profitability. He also said that the bulk of the advertising to promote records is done on radio because "the content is what the youngsters are accustomed to hearing."

Mr. Barnard stresses that the music

the youngsters listen to changes rapidly. He suggested that advertisers who use music in their advertising should design commercials as to permit new music to be dubbed in when listening patterns of the youngsters change.

Jacqueline Brandwynne, president of Jacqueline Brandwynne Associates, New York, said that advertisers should try to create "an emotional environment," because youth today is an emotional group. She also said that the advertising that appeals to 30- and 40-year-olds will not appeal to younger people and cited the use of celebrities in commercials as another example of youngsters not reacting.

Robert M. Stelzer, president of Student Marketing Institute Inc., said there are "four distinct youth markets—child, teen, collegian and young adult."

He said the ages between four and nine made up the children's market, and added: "There is no media of any consequence, other than television, to reach the child market."

To reach the teen market, Mr. Stelzer said, advertisers make a big mistake when they "try to talk 'teenage-y' to teens. Cuteness turns them off." He said that in the 10-16 age group, the catalyst is acceptance by their peers.

Collegians, he said, can be reached by allowing them participation in their decisions, focusing on the present, personalism—open honesty in word and action; and pleasure—based on the conviction that "chaste is waste."

The young-adult market, he said, consists of white and blue-collar workers from 18 to 25. He added, that although "some are still in their teens, they do not like or want to be treated as teen-agers."

He told the seminar not to think of the youth market, but to think instead of the segment of that market they wished to reach.



Mr. Schwartz

Retail spot-TV use downplayed by B&B

Agency says spending can't match dollar input of national advertisers

A Benton & Bowles look at retail use of spot television concludes that "the true extent of the local retailer's increased use of spot TV has been exaggerated."

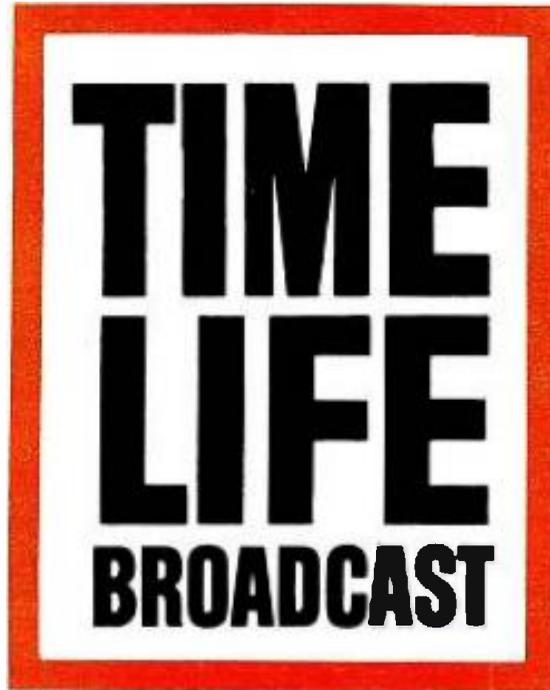
B&B's media and programing department said last week it conducted a study of what changes were taking place in "local spot-TV sales" because of reports of "dramatic increases" in the number of department stores and local retailers using spot TV (along with shifts from newspaper to TV use) and "because of the effect these additional advertising dollars could have on availabilities and rates" (BROADCASTING, Sept. 1).

The agency published a summary in its "Impressions," a commentary issued by the B&B department.

The agency said that "many of the articles which have recently appeared in the trade press have indicated that the local retailer's use of television is increasing at a phenomenal rate and will ultimately become a dominant force in the spot-TV market." The research of industry sources shows that "while the local advertiser has increased his use of the medium, this is only significant relative to the percent increase over previous years, not in terms of absolute dollars in the marketplace."

The report recognized that the rate of growth of local retailer's spot-TV spending has been "noteworthy from year to year," but it said "this growth has barely paralleled the national advertiser's increasing use of the medium. The trend noted in local spot-TV sales since 1961 indicates that the local advertiser's increased spending rate has been matched by the national advertiser's percentage increase in the medium."

B&B said local retail expenditures in the medium by current indications ought to continue to increase "in the foreseeable future" at about the same rate evidenced to date, but not rapidly enough "to upset the spot-TV rate structure. In other words," the report said, "the retailer's increased use of spot TV will be an evolutionary, rather than revolutionary, growth." Local retail should continue to represent about 30% of total spot revenues, the report said, and it was noted that any major retailer shift from print to TV would logically be initiated by the "larger, more sophisticated merchandisers." Such chains as Sears, Roebuck, Penney and Woolworth are the type of retail ad-



major voices and integral parts of

-   **Denver**
KLZ-TV-AM/FM 
-   **San Diego**
KOGO-TV-AM/FM 
-   **Bakersfield**
KERO-TV 
-   **Indianapolis**
WFBM-TV-AM/FM 
-   **Grand Rapids**
WOOD-TV-AM/FM 

vertiser to watch for significant trends, it was indicated.

Although B&B did not provide documentation of its findings, the Television Bureau of Advertising and the Radio Advertising Bureau have reported dramatic gains in the use of broadcast by department and food store chains.

In response to inquiries last week, RAB said that retailer use of radio on the local level (largely department stores, variety chains, discount houses, etc.) has increased more than 200% over the past two years.

TVB spokesmen questioned B&B's assertion of no discernible shift of department store advertising from newspapers to TV. They cited measured department store linage in 52 markets showing some declines in the past two years as contrasted to a significant increase in the number of TV commercials of department stores over that period.

Linage in the first eight months of 1969 fell 5.8% from the level for the same period in 1967 and increased but 1% over the period in 1968. The number of TV commercials placed by department-store retail types in 1967 amounted to 3,981 a week, TVB said, as contrasted with 6,643 commercials each week only one year later. There were 309 different stores identified with these commercials in 1967, 360 in 1968. This would appear to coincide with B&B's finding of no big increase in the number of stores using TV, but, said TVB spokesmen, "this is of especial favorable interest to TV in that the figures show that generally the same stores are beefing up their rate of TV spending."

TVB spokesmen said that retailer use of local TV "exploded" in 1968 and

that this explosion "continues in 1969, though, of course, at a lesser growth rate." The use of national spot by retailers does not show easily in TVB compilations, as virtually all of this placement is considered local TV advertising. But in network TV, Sears, Roebuck spent over \$1.2 million in the first half of 1969 compared to \$924,200 in the full year of 1968 and \$137,200 in all of 1967; Woolworth spent \$536,900 in first-half 1969 compared to no network use in either 1967 or 1968, while such retail chains as Rexall is using considerably more network TV in 1969 as are such restaurant chains as McDonald's, Howard Johnson, Holiday Inns and Kentucky Fried Chicken.

Newspapers protest Tarzian discounts

Two Bloomington, Ind., newspapers last week asked the FCC to request group-owner Sarkes Tarzian Inc. to terminate advertising practices involving Tarzian's Bloomington newspaper and three broadcasting stations that allegedly violate commission rules.

The commonly owned *Daily Herald-Telephone* and *Sunday Herald-Times* charged that Tarzian sells advertising in its *Bloomington Courier-Tribune* in a combination-rate scheme whereby advertisers are given certificates worth half the cost of the advertising. The certificates can be used to pay for advertising on Tarzian's Bloomington stations, WTTV(TV) and WTT5-AM-FM, according to the complaint.

The two newspapers said they had written to Tarzian protesting the alleged practices and were advised that they were being "discussed with our Washington counsel." Subsequently, the

newspapers said, Tarzian made it clear that the combination rates would be continued.

In arguing that Tarzian's practice violated FCC principles, the newspapers pointed to a case involving WFLI Inc., in which the commission said, "The limited monopoly granted by a broadcasting license cannot be used by the licensee to gain a competitive advantage with respect to any transaction or matter other than the operation of the licensed facility within the specified terms of the license."

The newspapers noted that Tarzian's three Bloomington stations are the only commercial outlets licensed to that community.

Should Tarzian refuse to terminate its combination-rate advertising, the newspapers said, they would file a formal petition for a cease and desist order with the commission.

Counsel for Tarzian indicated that the licensee's practice violated no FCC rules and would continue.

Maine broadcasters say politicians should pay

The House and Senate bills to provide reduced-rate television time for congressional candidates during election campaigns prompted a quick thumbs-down resolution from the Maine Association of Broadcasters.

In a message to Maine's two senators and two representatives—all of whom are listed as co-sponsors of the bills—the association protested what it called "the discriminatory and unfair principle" on which the bill is based.

"While [we agree] that the present licensees of the [FCC] do not own the channels," the association said, "neither

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 7, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 7	Total dollars week ended Sept. 7	1969 total minutes	1969 total dollars
	Week ended Sept. 7	Cume Jan. 1-Sept. 7	Week ended Sept. 7	Cume Jan. 1-Sept. 7	Week ended Sept. 7	Cume Jan. 1-Sept. 7				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 101.9	\$ 118.8	\$ 3,933.9	\$ 336.0	\$ 12,326.5	93	\$ 454.8	3,064	\$ 16,362.3
Monday-Friday 10 a.m.-6 p.m.	1,465.7	50,855.7	2,422.2	95,643.2	1,659.6	77,130.6	879	5,547.5	31,956	223,629.5
Saturday-Sunday Sign-on-6 p.m.	730.4	30,985.3	835.3	35,424.2	1,152.2	22,662.3	315	2,717.9	10,082	89,071.8
Monday-Saturday 5 p.m.-7:30 p.m.	220.0	11,086.3	483.6	23,349.1	731.6	21,205.9	87	1,435.2	3,338	55,641.3
Sunday 6 p.m.-7:30 p.m.	59.5	4,874.7	137.1	7,151.0	163.0	6,446.4	21	359.6	755	18,472.1
Monday-Sunday 7:30-11 p.m.	3,684.9	165,415.0	5,055.6	223,703.4	4,733.5	220,872.1	439	13,474.0	15,633	609,990.5
Monday-Sunday 11 p.m.-Sign-off	382.1	13,976.3	758.1	4,853.7	1,134.5	17,684.1	140	2,274.7	3,150	36,514.1
Total	\$6,542.6	\$277,295.2	\$9,810.7	\$394,058.5	\$9,910.4	\$378,327.9	1,924	\$26,263.7	67,928	\$1,049,631.6

do the members of Congress or candidates for Congress own the channels, and members and candidates for Congress have no more right to appropriate and confiscate the time of TV stations, which is all they have to sell, than they do to demand discounts from other agencies licensed by the federal government, such as, demanding reduced rates for interstate transportation on airlines or trains."

Copies of the resolution went to Maine Senators Edmund Muskie (D) and Margaret Chase Smith (R), and Maine Representatives Peter Kyros (D) and William Hathaway (D).

The principal television campaigning bills (S. 2876 and H. R. 13720) were introduced two weeks ago (BROADCASTING, Sept. 15).

Seminar is advised on ads aimed at Negroes

Before you can "tell it like it is," you had better make sure just whom you are telling it to, advertisers to the Negro market were advised last week.

Raymond League, president of Zebra Associates, New York, a newly formed advertising agency, told a Thursday (Sept. 18) seminar in New York on the "\$30-billion Negro market," that they "must use the language of the Negro" but "not talk down to him." He said nothing is less effective and more embarrassing than for a white person to couch his advertising message in stereotyped expressions that he thinks are associated with the Negro. "When the white person uses that language," he said, "it is no longer the language of the Negro."

Speaking about integrated television commercials, Mr. League cautioned that advertisers should not use a Negro in a commercial just to have him in the picture. He said the Negro should be seen participating in some activity "that is meaningful to him." He also said that "to show a black man and a white man on the 16th tee of an exclusive golf club does not impress the Negro viewer, because he knows that's not telling it like it is."

Mr. League, who was the featured speaker on "Advertising and the Negro Market," also said that most television commercials are created to appeal to whites, and that they show situations familiar to white people. He called for more commercials that show Negroes.

Net TV sales ahead 21%

Leading National Advertisers Inc. reported last week that August 1969 combined network TV revenue jumped by 21% over August 1968 to \$105,294,700, while January-through-August billing gained by 10.6% to \$1,025,680,800.

Business briefly:

BP Oil Corp., New York, will start its first campaign in the U.S. for BP home heating. Aimed at male home owners, one-minute radio spots will be heard exclusively during morning and evening drive-time and in sports programming. **Dancer-Fitzgerald-Sample**, New York, is agency.

Florists' Transworld Delivery Association, Detroit, through **Post-Keeyes-Gardner Inc.**, Chicago, has purchased a schedule on ABC Radio's Contemporary and Information Networks, covering the major holidays from Thanksgiving through Mother's Day. The association has also purchased half sponsorship of NBC-TV's special, *Hans Brinker*, to be shown Dec. 14, 7-9 p.m. (NYT). **Timex Watches**, through **Warwick & Legler**, both New York, is the sponsor for the other half of the special.

General Mills, Minneapolis, through **Needham, Harper and Steers**, Chicago, will advertise **Betty Crocker Caramel Apple Layer Cake Mix** and **Caramel Apple Creamy Frosting Mix**, using TV beginning Oct. 6 to help introduce the products.

Hanes Corp., knitwear division, **Winston-Salem, N.C.**, through **Cargill, Wilson & Acree**, Richmond, Va., will sponsor *The Mike Douglas Christmas Special*, in 75 major markets during prime time Dec. 8-10. The one-hour special will be produced by **Group W Productions**, Philadelphia.

Nalley's Fine Foods, Tacoma, Wash., division of **W. R. Grace & Co.**, through **Carson/Roberts/Inc.**, Los Angeles, is starting fall advertising of its heat-and-serve line of canned foods via essentially TV and radio spots in the Pacific Northwest, Colorado, Los Angeles, and Northern California. Basic campaigns in all markets will run 10 weeks.

Netherland Flower - Bulb Institute, through **Warwick & Legler**, both New York, has entered TV with a spot cam-

paign in six markets.

Shields to Florida ■ **Chuck Shields**, president of **Chuck Shields Advertising Inc.**, Atlanta, has dissolved the agency and opened a new one at 2617 Jewel Road, Belleair Bluffs, Largo, Fla.

Reverse field ■ **Baker/Smith Inc.**, New York, changes its name back to its former **E. W. Baker Inc.** Offices remain at 1750 Buhl building, Detroit.

Also in advertising:

More of McMahon ■ **Ed McMahon**, NBC-TV's *Tonight Show* announcer and daytime program personality, has signed a three-year contract with **Uncle Ben's Inc.**, rice manufacturer, a wholly owned subsidiary of **Mars Inc.**, Houston. Mr. McMahon will be Uncle Ben's spokesman on NBC's *Today* and *Tonight* shows and part of an increased advertising program in newspapers and national magazines.

Hughes picks rep ■ **Hughes Sports Network**, New York, has selected the **Eschen Co.**, Los Angeles, as its sales representatives for eleven western states. Eschen will be selling **Hughes' 10 weeks of Notre Dame Football**, 14 weeks of the **AFL/NFL Films' This Week In Pro Football** and regional telecasts of **NCAA College Basketball** starting in January.

Rep appointments:

■ **KMEG-TV** Sioux City, Iowa: **Avery-Knodel**, New York.

■ **KXLR(AM)** Little Rock, Ark., and **KVH(AM)** Honolulu: **Robert E. Eastman & Co.**, New York.

■ **WBG(AM)** Greensboro, N. C.; **Alan Torbet Associates**, New York.

■ **KDOT-AM-FM** Scottsdale, **KENT(AM)** Prescott, all Arizona, and **KIFM(FM)** Bakersfield, Calif.: **J. A. Lucas Co.**, Los Angeles.

■ **WPTS(AM)** Pittston, Pa.: **AAA Representatives**, New York

B&B has own studio for creative 'forum'

One of the features on the top floor of **Benton & Bowles'** new offices at 909 Third Avenue, New York, is a large television studio, equipped with two black-and-white cameras and a control room with two **Ampex** one-inch Video-tape recorders, a directors' console and audio equipment.

The agency has no intention of producing its own commercials for on-air use.

A spokesman reported last week at a public showing of the new facilities the agency will use the studio for expe-

rimentation and cost control.

Benton & Bowles Vice President **Gordon Webber** would like the studio to serve as the center for a "continuing open creative forum." "We want to invite the best creative filmmakers in the business . . . to participate continually . . . as guest speakers at seminars and screenings of their work," he said, "not just for our own people, but for everyone in the business who is truly interested in creative innovation in the 70's."

Mr. Webber predicted the demise of the 60-second commercial and the rise of shorter lengths down to eight seconds, along with increased use of a mixture of techniques.

Major merger eyed in Dallas

\$91-million deal would give Times Mirror Co. control of Times Herald's KRLD-AM-FM-TV

In the face of recent governmental resistance to the union of large business interests, particularly when communications media are involved, the Times Mirror Co., publisher of *The Los Angeles Times*, the world's largest newspaper in volume of editorial and advertising content, and Times Herald Printing Co., publisher of the *Dallas Times Herald* and licensee of two radio stations and one TV outlet, last week agreed to merge. The deal would involve an issuance of stock by Times Mirror with a current market price of an estimated \$91 million.

Times Mirror does not own any radio and television properties. It did, however, own KTTV(TV) Los Angeles before selling the station to Metro-media Inc. in 1963 for \$10.5 million, \$8 million cash and \$2.5 million in notes. The merger, if effected, would give Times Mirror ownership of KRLD-AM-FM-TV Dallas-Ft. Worth. The stations are CBS affiliates.

Although no indication was given by the merging companies as to how much of the \$91 million worth of stock was paid for the broadcast properties, industry estimates place the value of the stations at \$30 million.

Dr. Franklin D. Murphy, chairman of Times Mirror, and James F. Chambers Jr., president and publisher of the *Dallas Times Herald*, made the merger announcement. Under terms of the proposed merger, already approved by the directors of both companies, Times Mirror will issue a new series of 1.8-million shares of convertible preferred stock to Times Herald shareholders in exchange for the assets of the Texas company. Each share will carry a 70-cent annual dividend and will be convertible into 1.111 shares of Times Mirror common stock. In all a total of 1,999,800 common shares of Times Mirror stock will be reserved for conversion.

Besides the approval by the boards of directors of both corporations, the merger is subject to approval by the shareholders of the Times Herald Printing Co., consent of the FCC, and receipt of a favorable tax ruling. Ac-

cording to Times Mirror chairman Franklin Murphy, if the merger is approved on all accounts, the incumbent management of Times Herald would be retained and would continue to independently formulate newspaper and broadcast editorial and programming policies.

Times Mirror recently was involved in and lost an antitrust suit with the federal government. In March 1965, the U.S. Department of Justice instituted an action challenging Times Mirror's 1964 acquisition of the Sun Co., publisher of the *San Bernardino (Calif.) Sun-Telegram*. After a lengthy

Capital Cities asks OK for sale of Huntington AM

Capital Cities Broadcasting Corp. last week announced it is selling WSAZ(AM) Huntington, W. Va., to the Stoner Co.'s of Des Moines, Iowa, for \$920,000, subject to FCC approval.

The sale is being made to comply with the commission's rule limiting to seven the number of AM's under common ownership. Capital Cities last month reached an agreement in principle to acquire WCRP-AM-FM Philadelphia from Rust Craft Broadcasting for a price estimated to be in excess of \$1 million (BROADCASTING, Aug. 11). In addition to WSAZ, Capital Cities owns six AM stations, five FM's and six TV's.

The Stoner Co.'s owns KSO(AM), Des Moines, and Stoner Outdoor Advertising in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. It also owns Universal Schools, Dallas, and its Washington division, the National School of Conservation. Universal provides correspondence courses in market research for women and offers courses in insurance adjusting. The National School of Conservation is also a correspondence school. Thomas Stoner is president of the Stoner Co.'s.

WSAZ is full time on 930 kc with 5 kw day and 1 kw night. The broker was LaRue Media Brokers Inc., New York.

trial, a U.S. district court ruled in 1967 that the acquisition tended to lessen competition in the daily newspaper field in the Southern California county of San Bernardino. The court found Times Mirror in violation of Section 7 of the Clayton Act and ordered divestiture of the Sun Co. Last January, ownership of the San Bernardino newspaper publishing company was transferred to the Gannett Co., Rochester, N.Y., for \$17.7-million cash payment to Times Mirror.

The Los Angeles Times, which contributed about 45% of Times Mirror's consolidated revenues of more than \$350 million in 1968, has the largest weekday circulation and one of the largest Sunday circulations among standard-size metropolitan newspapers in America. For 14 consecutive years it has been the world leader in advertising volume, publishing more than 112 million lines during 1968—equivalent, it's claimed, to more than 46,000 full pages in the newspaper.

In addition to the *Los Angeles Times*, Times Mirror also publishes the *Orange Coast (Calif.) Daily Pilot*, a community newspaper. Times Mirror and its subsidiaries also conduct diversified business operations that include the publication of soft-cover and hard-cover books—including Bibles, law, medical, art books and dictionaries—road maps and travel aids, aeronautical charts and flight publications. The company further has interests in commercial printing, bookbinding, the manufacture of paper, lumber, plywood, slide rules and related instruments, and owns income-producing real estate.

The Los Angeles Times-Washington Post News Service, formed in 1962, has some 200 clients. General Features Corp., acquired in 1967, distributes about 89 newspaper features and complements the Los Angeles Times Syndicate, which was founded in 1950 and serves about 1,100 clients. Popular Science Publishing Co., acquired in 1967, publishes *Popular Science Monthly*, and *Outdoor Life*. New American Library Inc., acquired in 1960, is one of the largest publishers of soft-cover books, publishing under the imprints of Signet, Signet Classics and Mentor. World Publishing Co., which became a wholly owned subsidiary in 1967, is one of the leading publishers of the King James version of the Bible.

Times Mirror embarked upon a long-range program of diversification in 1960. The company was incorporated in California in 1884. The *Los Angeles*

'DELLA'

... A BIG WINNER IN LOS ANGELES

The demographics for 'DELLA', clear evidence of a winning profile (in L.A. 73% of the women and 71% of the men are 18-49), parallel the results in other summer-measured cities. Examine Los Angeles here, then call us for other markets.

75,000 YOUNG WOMEN (18-49)

More young women than any of the seven other variety/talk shows (including the late night network strips). Fifty percent more than the next leading show of the thirty syndicated strips in the market.

45,000 YOUNG MEN (18-49)

More young men than any but one of the thirty syndicated strips and within ten percent of the variety/talk leader (who enjoys a seven year network head start).

177,000 YOUNG PEOPLE (12-49)

One-third more than the next leading variety/talk strip (network or local). One-quarter more young people than any of the thirty syndicated strips in the market.

143,000 HOMES (5 RATING)

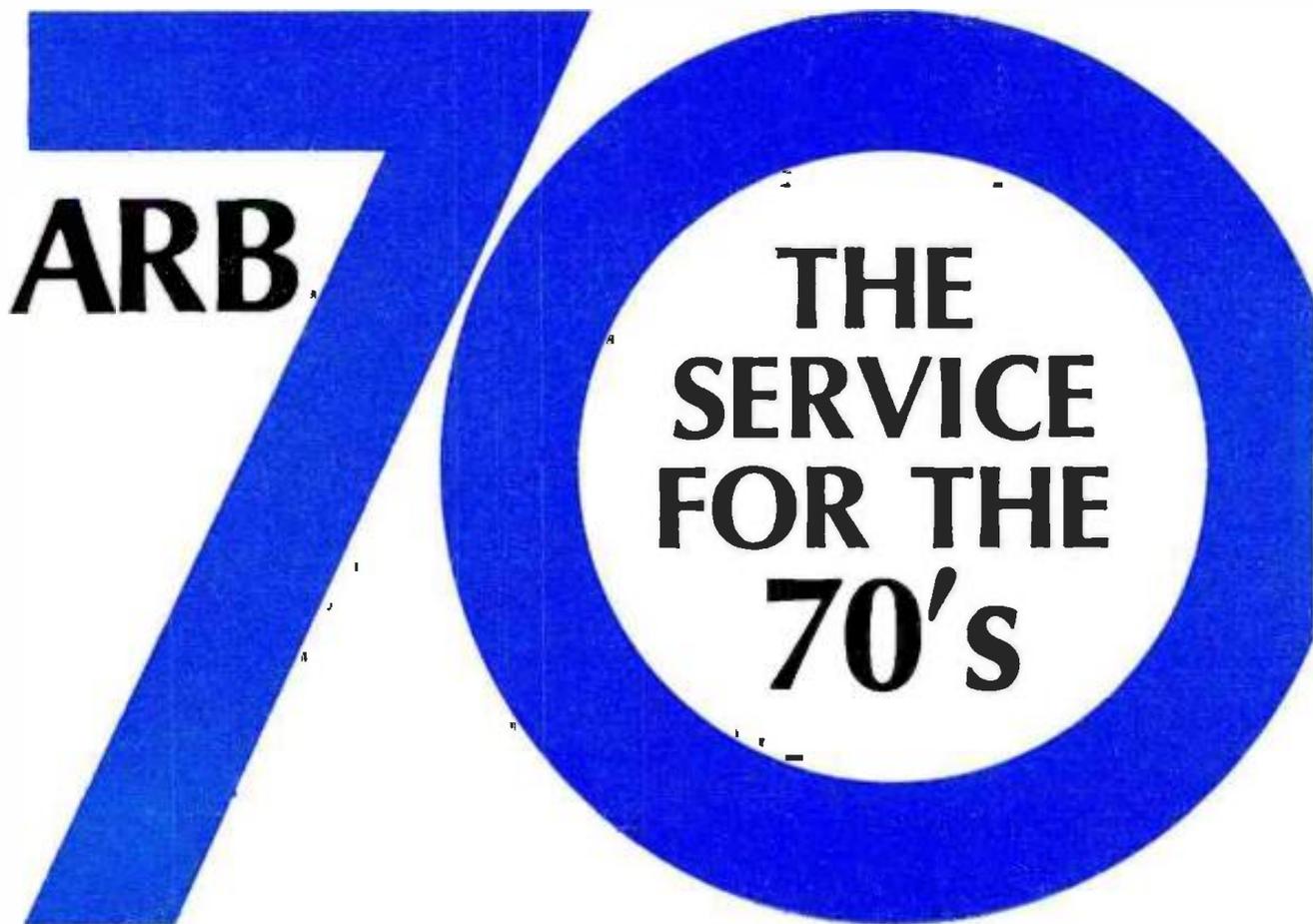
Equal to the highest rating achieved by any of the seven other variety/talk shows and only one point behind the highest rated of the thirty syndicated strips in the market.

'DELLA' starring Della Reese

featuring Sandy Baron and top guest stars...60 minutes each day, 5 days a week
...produced by RKO General, Inc.... Executive Producer, Woody Fraser... Distributed by

SHOWCORPORATION

10 EAST 49 STREET, NEW YORK 10017 (212) 421-8830



New!

Weekly Ratings

No longer will it take special analyses to gain a clear picture of week-by-week viewing patterns. A new section of ARB's Television Market Report provides time period rating estimates for each individual week during a multi-week survey . . . if more than one program is telecast during a time period, each program is listed and its rating is reported for the week it appeared. You'll see how one-time specials performed . . . how a regular program is trending . . . how new programs and competitive programming strategy in the market are working . . . how individual movies perform.

New!

Pure Program Ratings

Now you can evaluate participating spots with greater confidence than ever before.

Beginning this season, ARB exclusively reports "pure" program audience averages . . . not an audience estimate based on a time period, but audience estimates based on regularly scheduled programs *regardless of length*.

One-time pre-emptions and times when stations are off the air during a survey are automatically eliminated and won't dilute data. And, audience estimates are based on the actual number of ¼-hours the regular program runs (i.e., overtime on sports events, variable-length movies).

For ease of use, data are presented alphabetically by program name and station.

ARB takes the if's, and's & but's out of using television audience measurement:

ARB's Television Market Reports for the coming season are closing the gap between what audience information is *needed* by the industry for more effective spot buying and selling . . . and what's technically feasible.

Through the combined resources of ARB and Control Data Corporation, the most advanced systems design and modern computers have been employed to produce an unprecedented audience research service.

Unprecedented in sample selection source; visual, direct-to-computer tape data techniques for faster processing and greater verification of accuracy; reporting standards and sample size controls.

Unprecedented in terms of useful data —

- pure program rating estimates which automatically eliminate pre-emptions and are based on the actual quarter-hours of telecast.
- week-by-week ratings by time periods for every week of the survey where sample size permits.
- complete demographics and analyses for spot buying.
- historical trend data to save reference to previous reports.
- sales potential measurement for family-oriented products.
- inclusion of Area of Dominant Influence data for all markets.

ARB's television market report service for the 70's is fully documented and explained in a special folder, *YOURTOWN 1969-70*. If you haven't received a copy already or need additional copies, write: American Research Bureau, 4320 Amundale Road, Beltsville, Maryland.

New!

Separate and Expanded Spot Buying Guide

Complete audience demographics are provided for spot buying and selling in a separate section of ARB reports. All station break spot offerings can be evaluated quickly . . . in the total survey area, in the metro, and in the Area of Dominant Influence. Titles of programs are provided for reference.

New!

Three Nationwide Sweep Surveys — ADI Data and Summer Index for All Markets

ARB surveys will be conducted three times a year . . . in the fall and at midseason, plus a May survey for summer planning. The Summer Measurement Index, a comparative report which highlights summer viewing estimates and previous survey estimates, will include data on every market. ADI data will also be included in all regular reports for the first time.



AMERICAN RESEARCH BUREAU
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

WASHINGTON NEW YORK CHICAGO LOS ANGELES
SAN FRANCISCO ATLANTA DALLAS

Times was founded in 1881. *Times Mirror* is listed on the New York Stock Exchange.

Beyond owning and operating the *Dallas Times Herald* and the three broadcast stations, *Times Herald Printing Co.* also owns newspaper enterprises and shoppers enterprises, a subsidiary that does offset printing and publishes suburban-area shopping guides. The current circulation for *The Dallas Times Herald* is 219,000 daily and 262,000 Sundays, as compared to the *Los Angeles Times* daily circulation of 975,000, and a Sunday circulation of 1.3 million. *Times Herald* put KRLD(AM) on the air in 1926, KRLD-FM in 1948 and KRLD-TV in 1955. The company is privately owned.

KKOG-TV goes dark

Julian F. Myers, president and principal stockholder in New Horizons Broadcasting Corp., KKOG-TV Ventura, Calif., last week applied to the Federal Communications Commission for temporary suspension of broadcasting operations. Mr. Myers is negotiating for refinancing of the financially-troubled UHF station (BROADCASTING, Sept. 1). KKOG-TV went off the air on Sept. 13. The New Horizon outlet went on the air Dec. 14, 1968 (BROADCASTING, Dec. 23, 1968).

Storer's Philadelphia sale is given FCC nod

The \$5.7 million sale of Storer Broadcasting Co.'s WIBG(AM) Philadelphia to Buckley Broadcasting Corp. was approved last week by the FCC.

Storer will retain WIBG(FM) Philadelphia, but has granted Buckley Broadcasting a two-year option to buy the FM station if Storer decides to sell it. However, the Miami-based group broadcaster plans to apply for a change in WIBG-FM's call letters. George B. Storer is board chairman of the company, which also owns WJBK-AM-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WSBK-TV Boston; WGBS-AM and WJHR(FM) Miami; WHN(AM) New York, and KGBS-AM-FM Los Angeles.

In addition, Storer is a group operator of CATV systems with a total of about 25,000 subscribers and owns 86.1% of Northeast Airlines. The company has also signed with Ticket Reservations Systems Inc., New York (which sells and distributes tickets by computer), as an exclusive affiliate in Boston and Detroit-Toledo, Ohio, with options for four other major markets (BROADCASTING, Sept. 1).

Chairman of the board of Buckley

Broadcasting is Richard D. Buckley, who has controlling interest in KGIL(AM) San Fernando, KKHI-AM-FM San Francisco, both California; KOL-AM-FM Seattle, and WWTC(AM) Minneapolis-St. Paul. He is sole owner of WDRC-AM-FM Hartford, Conn.

The vote on the WIBG sale was 4-10-2, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting and Commissioner Kenneth A. Cox abstaining from voting.

WIBG(AM) is full time on 990 kc with 50 kw day and 10 kw night. It was founded in 1924 and acquired by Storer in 1957.

Changinglands

Announced:

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

- KRLD-AM-FM-TV Dallas: Sold with the *Dallas Times Herald* by the Times Herald Printing Co. to the Times Mirror Co. in a stock transaction aggregating about \$91 million (see page 44).

- WSAZ(AM) Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. to the Stoner Companies for \$920,000 (see page 30).

- WJMS(AM) and construction permit for FM (call letters not yet assigned), Ironwood, Mich.: Sold by William L. Johnson to Charles K. Heath and W. Donald Roberts Jr. for about \$350,000. Mr. Heath is former newscaster for WMAQ-TV Chicago and has a CP for a new FM at Rhinelander, Wis. Mr. Johnson is with a radio-television representative firm. WJMS is full time on 590 kc with 5 kw. The FM station has a CP for operation on 99.7 mc with 51 kw and an antenna height of 620 feet above average terrain. Broker: J. D. Stebbins Co., Lake Forest, Ill.

- WXVA(AM) and WZFM(FM) Charles Town, W. Va.: Sold by Arthur W. Arundel to John P. Luce for \$250,000. Mr. Arundel owns WAVA-AM-FM Arlington, Va. (Washington), and the Loudoun (Va.) *Times-Mirror*. Mr. Luce is an electronics engineer with the National Aeronautics and Space Administration's Goddard Space Center, Greenbelt, Md. WXVA is a day-timer on 1550 kc with 5 kw. WZFM is on 98.3 mc with 3 kw and an antenna height of 110 feet above average terrain. Broker: William T. Stubblefield Co., Aldie, Va.

- WXOX(AM) Bay City, Mich.: Sold by Patrick J. Trahan and others to Philip W. Agree and Edwin Schreiber for \$200,000. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc., both Sturgis, Mich. Mr. Agree owns a furniture manufacturing firm, and has 80% interest in a mechanical contract-

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ing company and a trailer park. Mr. Schreiber owns 20% of an investment company and 10% of an electrical supplies firm and an industrial-sales company. WXOX is a daytimer on 1250 kc with 1 kw.

• **KRNY-AM-FM** Kearney, Neb.: Sold by John W. Payne and others to W. O. Corrick and Charles Barber for \$185,000. Buyers own **KICX(AM)** McCook, Neb. **KRNY** is a daytimer on 1460 kc with 5 kw. **KRNY-FM** is on 98.9 mc with 40 kw and an antenna height of 1,010 feet above average terrain. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 69).

• **WIBG(AM)** Philadelphia: Sold by Storer Broadcasting Co. to Richard D. Buckley and others for \$5.7 million (see page 34).

• **WSTU(AM)** Stuart, Fla.: Sold by Lester M. Combs to Harvey L. Glascock Jr. for \$347,500. Mr. Combs will retain **WMCF(FM)** Stuart. Mr. Glascock, former chairman of Metromedia Music and former vice president and general manager of Metromedia's **WNEW-AM-FM** New York, is a consultant for Field Broadcasting Co., licensee of **WPEN-AM-FM** Philadelphia. **WTSU** is full time on 1450 kc with 250 w.

UA appoints Serrao, confirms Detroit buy

The establishment of a corporate headquarters in New York for United Artists Broadcasting Corp. and the appointment of John A. Serrao as its president were announced last week by David V. Picker, president of United Artists Corp. Mr. Serrao joined UA Broadcasting nearly two years ago and has been vice president and general manager.

Other UA executives promoted to key posts in United Broadcasting Corp. are William A. Schwartz, vice president; Joseph J. Jacobs, vice president and counsel; Willard C. Wiseman, vice president and director of engineering, and Mauro A. Sardi, vice president and treasurer.

UA also announced last week that it has entered into an agreement with United Broadcasting Corp. and Richard Eaton, UBC's sole owner, to purchase **WJMY(TV)** Allen Park (Detroit) Mich. ("Closed Circuit," Sept. 8). The transaction, involving an estimated \$925,000, is subject to FCC approval.

United Artists Broadcasting owns and operates channel 43 **WUAB-TV** Lorain-Cleveland and holds a construction permit for channel 20 **KUAB-TV**

Houston. It also has an agreement to acquire a controlling interest in Ponce Television Corp., owner and operator of channel 7 **WRK-TV** Ponce, P.R., subject to FCC approval.

KVVV-TV to be dark, 90 days to refinance

KVVV-TV Houston-Galveston, Tex., has gone dark and will remain off the air for 90 days. The channel 16 UHF station was officially granted permission by the FCC to go silent Aug. 26 in order "to refinance itself," a station spokesman said.

Although the books show operation of the station to be flowing smoothly, the actual running expenses have caused the licensee, **TVUE Associates Inc.**, to accrue cash losses, it was reported.

The owners of **KVVV-TV** also had an application for a new UHF station in Kansas City, Mo., which they plan to drop.

WHNB-TV fails to stop Hamden translator bid

RKO General Inc. last week was given a construction permit for a new 100-w TV translator station to serve Hamden, Conn., rebroadcasting the signal of

RKO General's WHCT-TV New Britain, Conn.

In making the channel 83 grant, the FCC simultaneously denied a petition by **WHNB-TV** New Britain which opposed the translator application on the grounds that **RKO General** also had a pending application to expand **WHCT-TV's** coverage area.

The commission said Hamden is within **WHCT-TV's** present predicted grade B contour, and that the translator and primary station applications would be considered separately. The grant of the translator is subject, however, to the outcome of a pending civil action against **General Tire and Rubber Co.**—**RKO's** parent corporation—and its subsidiaries and to the outcome of proceedings involving the renewal of **RKO General's KHJ(AM)** Los Angeles.

Storer may move

Storer Broadcasting Co. is considering moving its headquarters back to Detroit, but the company has made no final decision on the matter. Bill Michaels, the group's president, said the move was being contemplated because **Storer** had major radio-TV operations in Detroit, Toledo, Ohio, Cleveland and Milwaukee.

Storer moved its headquarters from Detroit in 1954 to Miami Beach, Fla.

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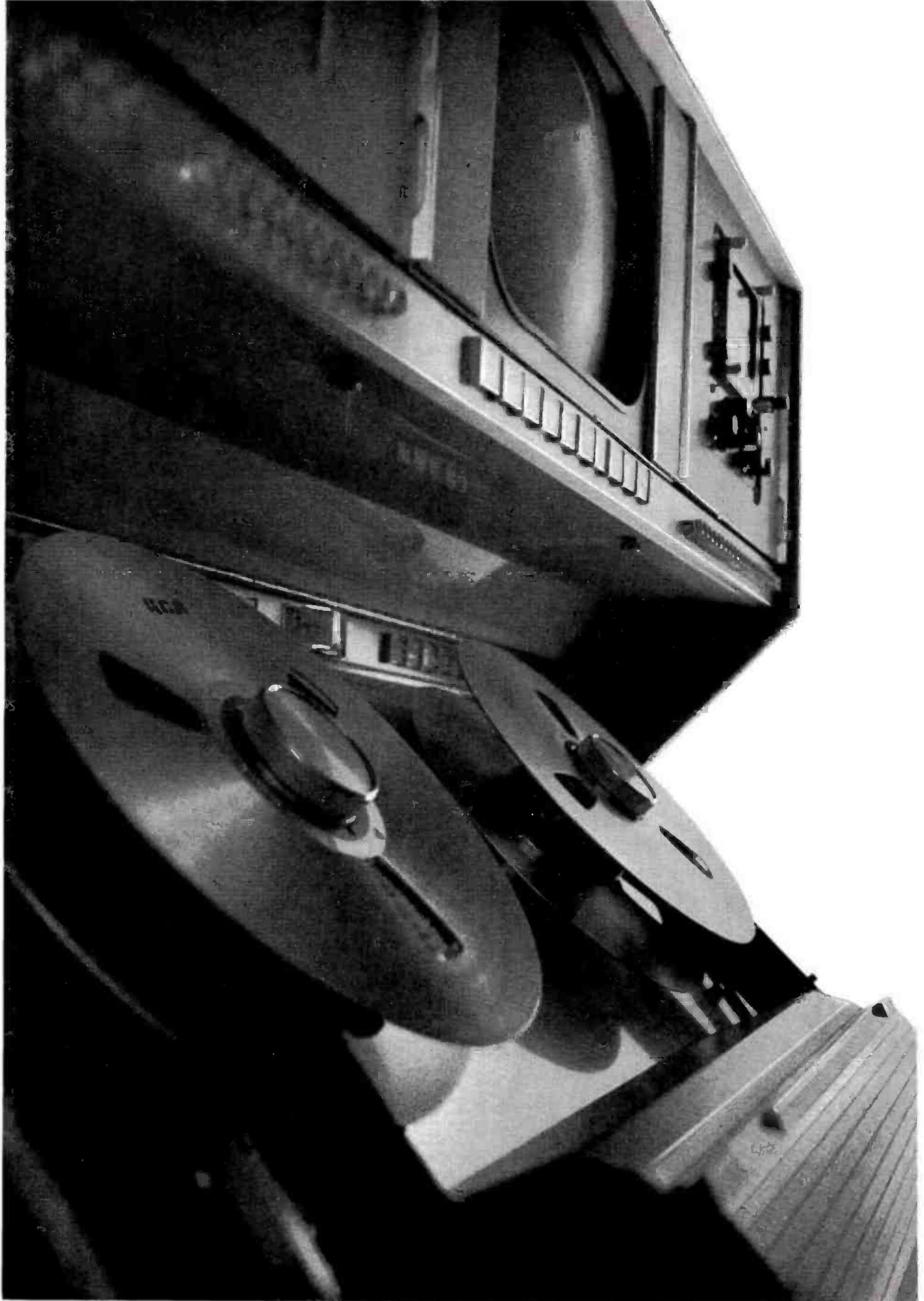
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Suddenly Johnson turns up everywhere

In two network shows and joint-committee hearing he calls television sick, broadcasters rapists

FCC Commissioner Nicholas Johnson had unprecedented opportunities last week to air his favorite laments. He started the week on CBS-TV's Face the Nation with a rousing condemnation of broadcasting, broadcasters and broadcast regulation. He played a variation on the theme two days later in an appearance before a joint subcommittee of Congress and repeated it last Friday night on an ABC-TV special. Accounts of his performances follow, the first about his interview on CBS.

A couple of CBS-TV newsmen, apparently feeling their personal reputations were at stake, last week tried to pin down FCC Commissioner Nicholas Johnson on his charges that TV network officials keep from television exposure "anything" they find inconsistent with their personal views. They had little success.

With time running out on CBS's *Face the Nation*, on Sunday (Sept. 14), CBS's George Herman, a note of exasperation in his voice, said, "every time I mention a specific we go off into a general."

Mr. Herman, his colleague, Mike Wallace, and Richard Burgheim of *Time Magazine* made up the panel.

Before they got into the question of alleged news suppression, they moved through territory the commissioner had repeatedly traversed before.

Commissioner Johnson suggested at one point that the broadcasting industry is almost beyond government control. Its political power, he said "is, in my judgment, unsurpassed by that of any other industry in America today."

And in some of his roughest talk yet, he expressed outrage at the notion that broadcasters should charge politicians for air time in campaigns. He said broadcasters are making private profit from public property "in exchange" for operating in the public interest.

Charging public officials for trying to reach their constituents, he said, "is kind of like a criminal stealing a woman's wedding band after he's raped her." He said the networks should make prime time available during campaigns for "a discussion of public issues and candidates."

The questioning got into a controversial area in which the commissioner personally is involved. Mr. Wallace asked the commissioner if he had ever "been consulted by or offered encouragement to any specific group," that is

trying to oust an incumbent licensee. The commissioner has been accused by counsel for KRON-FM-TV San Francisco, whose license-renewal applications have been set for hearing, of engaging in improper off-the-record contacts with parties involved in the case (BROADCASTING, Aug. 25).

The commissioner initially said it would be "inappropriate for a commissioner to represent . . . any party before the commission during a hearing," but that he tries to see all those who want to see him "when it is appropriate." When Mr. Wallace persisted, the commissioner said, "the fair answer is no, to the extent that you are asking have I done anything more than I would have done . . . for industry representatives or any other American citizen."

Commissioner Johnson managed to convey a warning to President Nixon on his then-impending nomination of Dean Burch—billed as a conservative because of his close association with Senator Barry Goldwater (R-Ariz.)—as chairman of the FCC. The commissioner indicated he was certain the President is aware of the difficulties he said President Eisenhower encountered

Loevinger is offered as answer to Johnson

FCC Commissioner Nicholas Johnson has in recent months gained more and more exposure on the very media he criticizes to the growing dismay of some broadcasters who have felt that his remarks should not stand unchallenged. Last week, the Louisiana Broadcasters Association stepped up and asked two of the networks to provide time for an industry spokesman to answer the commissioner.

The association directed its request to ABC and CBS, in response to Mr. Johnson's appearances on *The Dick Cavett Show* and *Face the Nation*. The case for reply time was pegged on the very FCC rules once contested vehemently in the courts by broadcasters—the personal-attack rules that were upheld earlier this year by the Supreme Court.

According to the Louisiana broadcasters, Commissioner Johnson's remarks on the two programs "seem to us to constitute an 'attack' on the 'hon-

esty, character, integrity or like personal qualities of an identified group.' As such, they clearly fall under the personal-attack rules of the fairness doctrine."

Mr. Johnson's appearance on the Cavett show last month (BROADCASTING, Sept. 1) was marked not only by sharp criticism of broadcast programming, but also by warnings of the pervasive influence of the media and of the alleged dangers inherent in the industry's size and political clout.

In his *Face the Nation* appearance (see above), Mr. Johnson commented, in another quote cited by the Louisiana group as a basis for their complaint, that for broadcasters to accept money for political advertising "is kind of like a criminal stealing a woman's wedding band after he has raped her."

The broadcasters association came armed with a suggested spokesman to respond to the commissioner: former FCC Commissioner Lee Loevinger, who addressed the Louisiana broadcasters earlier this month. In his speech, Mr. Loevinger said television needs a defender to respond to what he charac-

terized as irresponsible and snobbish criticism (BROADCASTING, Sept. 15).

Officials of both CBS and ABC reported late last week that they were "studying" the request, and it was apparent—though they did not say so—that this rated as one of the touchiest fairness-doctrine problems they have lately confronted.

There appeared to be several problems common to both CBS and ABC. For instance, there was some question as to a choice of a spokesman for the "other side." Although nobody questioned Mr. Loevinger's competence as a protagonist, there appeared to be divergent views—at least unofficially—about whether he could be regarded as "the representative of the broadcasting industry." Aside from that, it was noted that Mr. Johnson's criticism on both CBS and ABC covered areas that in some cases could best be answered by totally different representatives.

Added to these problems was one more, recognized by most authorities and defined by one as "the embarrassment of broadcasters at trying to deal publicly with a broadcasting issue."

in the 1950's as a result of the ex-parte scandals involving some of his FCC appointments, and is "mindful of the . . . outrage on the part of many Americans at the seeming business domination of the regulatory commissions."

If the President makes appointments that serve principally the interests of broadcasters, the commissioner added, "we can assume he is doing so mindful of the tremendous political price that he will pay for such an appointment."

But it was the question of alleged television-network censorship that generated most of the heat during the half hour. The peg was a *TV Guide* article in which the commissioner had first made the charge, and the response, in the same magazine, by CBS News President Richard S. Salant (*BROADCASTING*, Sept. 15).

Mr. Wallace referred to a Salant statement that CBS management, to Mr. Salant's knowledge, had never instructed the news department to cover or not to cover a story. The commissioner replied by asking if Mr. Wallace was familiar with an "inter-office memorandum" from CBS management to the news department on how to handle coverage of the CBS-owned New York Yankees.

Mr. Wallace said he was not. If he had been, he might have replied that the memorandum in question was not from CBS management but was an internal WCBS(AM) New York news-department note telling the station's news writers to report the scores of Yankee games with dispatch. The memorandum was written in May 1968 after WCBS was almost a half-hour late reporting a Yankee night game.

The Yankees, the memorandum noted, are owned by CBS. The memorandum was rescinded after a report of it appeared in *Variety*. CBS last week said the memorandum had been written without the knowledge of either CBS corporate management or CBS News.

After that exchange, the probe for information floundered. Mr. Wallace pressed the commissioner for examples when, he and other CBS newsmen were instructed to distort or suppress news. "You know what you're calling us when you say that," said Mr. Wallace of the charge of news suppression.

The commissioner assured his questioners he wasn't calling them anything—that he would rather have them making the decisions on how much time to devote to evening news.

When Mr. Wallace protested that the commissioner had not been talking about time, the commissioner interrupted to insist that that was indeed the basis of his complaint. "One of the ways you can censor is by putting on so much tasteless gruel, by keeping America asleep, when important issues



Nicholas Johnson's quote of the week came during his appearance on Face the Nation. Here is what he said, in part, in answer to a question about political broadcasting: "In my judgment it is absolutely preposterous that in an industry that is earning, many stations well in excess of 100% return on depreciated capital investment, an industry that is using public property, the air waves, an industry that is permitted to make private profit from the use of public property only in exchange for the use of that public property that has an obligation to put on some public-service programming and is doing very little of it; for that industry to hold up the elected public officials and make them pay to get time from public property in order to permit the people of this country to hear from their elected public officials, it's, you know, the rationing of time and then charging for them, it's kind of like a criminal stealing a woman's wedding band after he's raped her, you know."

need to be discussed, when the American people need to have information."

The commissioner said he was basing his remarks on comments of TV newsmen who declined to be identified and on books by the late Edward R. Murrow of CBS, former CBS News President Fred Friendly, and Robert MacNeil, former NBC newsmen.

But Mr. Herman said he wasn't quoting the newsmen "in exactly the direction they were moving." Mr. Murrow talked about programming, "but he didn't criticize the content of our news-

casts," he said. Mr. Herman, a veteran CBS newsmen, had worked for Mr. Murrow on a number of programs.

Pressed again by Mr. Wallace for specifics to back up the charge that network officials keep off the screen anything they find inconsistent with their drive for corporate profits or their personal philosophies, Commissioner Johnson returned to a theme he has played frequently in recent months—CBS's cancellation of the Smothers brothers program. That action, he said, was based on "nothing but personal predilection."

As the program was nearing its conclusion, Mr. Herman lamented what he felt was the commissioner's elusiveness. Finally, he cited some of the subjects the commissioner in the *TV Guide* article said or implied the networks had failed to cover—the hazards of cigarette smoking, cyclamates (artificial sweeteners) and miners' "black lung" disease.

"I've done stories on the air on each of these things," he said. What, he wondered, noting that only 20 seconds of the program remained, had he done wrong.

Commissioner Johnson said he would be "happy to discuss the cigarette story with you in gruesome detail," but Mr. Herman never found out what, if anything, he had done wrong. The commissioner ran out the clock with a discussion of the broadcasters' court fight to oppose the FCC-imposed requirement that they balance cigarette spots with anticigarette spots. There was not a word about Mr. Herman's stories.

The Johnson version of policy making

FCC Commissioner Nicholas Johnson re-ran some of his views—that television should provide free time to political candidates and that policy in most fields is set by "a small group of men"—in a special program taped for presentation on ABC-TV last Friday night (Sept. 19, 8-9 p.m. EDT).

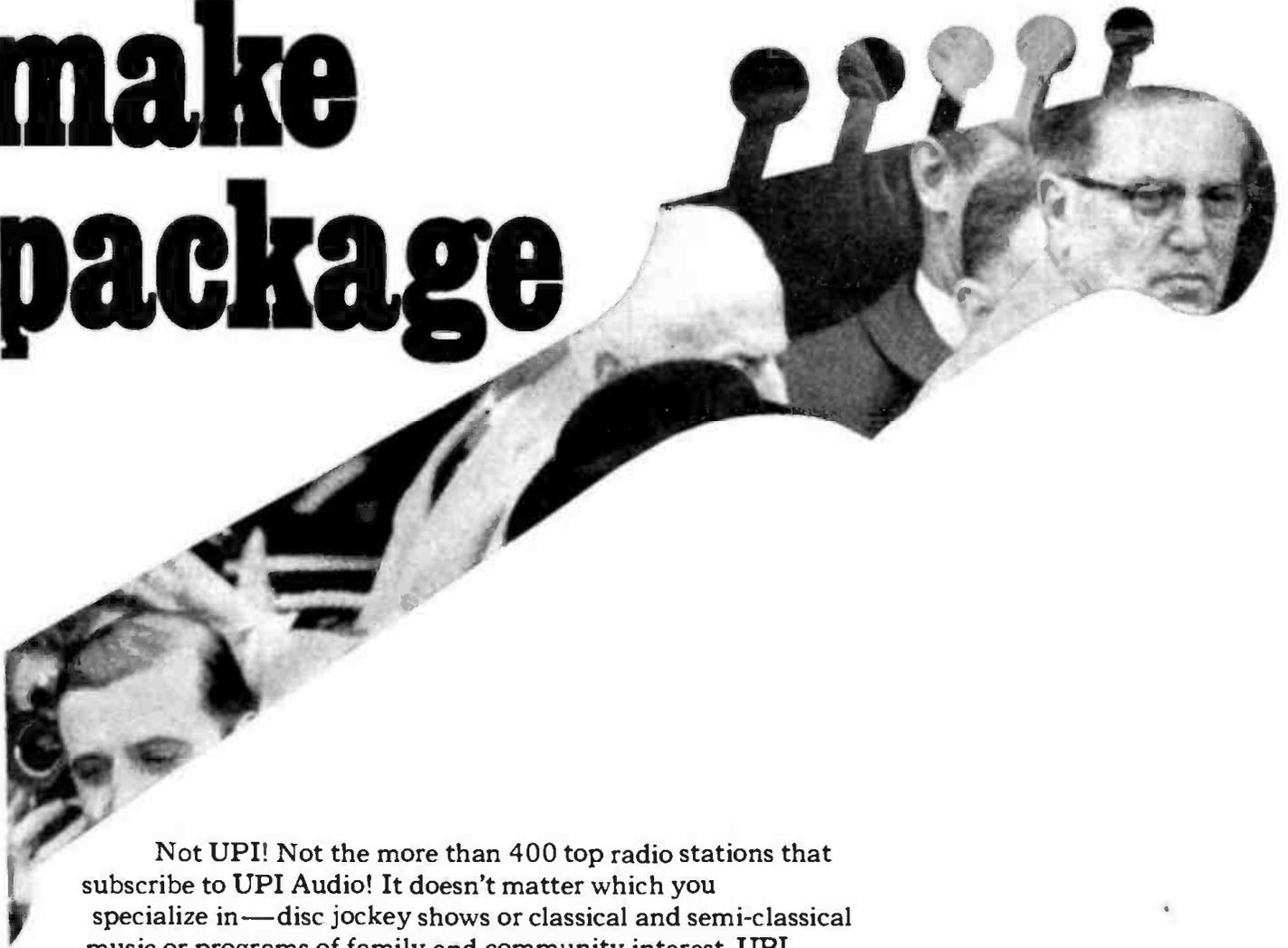
Mr. Johnson was one of a number of officials who appeared in *A Matter of Conscience: Ethics in Government*. A transcript of the program was obtained from ABC-TV last Thursday.

In a discussion of the costs of political campaigning, Commissioner Johnson—presented by narrator William H. Lawrence of ABC News as speaking "as an individual, not for the FCC"—said, in part: "Of course television time ought to be provided free to candidates. There's obviously no question about that in my mind whatsoever. I think it's absolutely preposterous that the American people should give this very valuable public resource to corporations, to profit maximize, and then

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as we had proposals before Congress a year or so ago, tax the American people back so that with their money they can buy back from the broadcasters a sufficient amount of time so that they can hear a little bit from their candidates about some of the public issues of the day."

Senator Philip A. Hart (D-Mich.), also on the program, explained his current bill to reduce TV rates for congressional campaigns (BROADCASTING, Sept. 15). Later, in a discussion of lobbying and conflicts of interest, Commissioner Johnson said in part:

"We're taught in school that governmental policies are made by the President or by the Congress or by the executive branch. In fact, in most areas of our life, the policy is made by a small group of men that does not include the larger body of Congress; it does not include the President of the United States.

"Take the broadcasting field for example. Here the policies are essentially made by the FCC; the subcommittees of Congress and the staffs involved with appropriations for the FCC and with general authority for policies in this area, the subcommittees of the Senate Commerce Committee and of the House Commerce Committee; the industry leaders, the individuals who head the largest companies; the trade associations like the National Association of Broadcasters; the very powerful trade press, including especially BROADCASTING Magazine; the lawyers who specialize in this area, in this case the Federal Communications Bar Association; public-relations firms, lobbyists, Washington vice presidents and so forth.

"This is a relatively small group and what's true in broadcasting is also true with regard to oil import quotas, maritime subsidies, defense contracting and so forth. There's a small group of in-

dividuals, many of whom are profiting mightily at public expense as a result of the bestowal of favors by government or the award of government contracts, who in fact make policy in these areas."

Johnson runs into questions on Hill

He's called by Proxmire when he gives his version of Pastore antistrike bill

FCC Commissioner Nicholas Johnson encountered some cordial but spirited questioning of his positions on major broadcast issues last week during testimony before the joint Senate-House Subcommittee on Economy in Government. The commissioner's primary interrogator, not previously prominent either among critics or defenders of the industry, was Senator William Proxmire (D-Wis.)

The morning's topic was "economic analysis and efficiency" at the FCC, and the commissioner covered that subject in a statement that emphasized the need for greater policy planning and economic analysis at the FCC in order that the agency might better deal with problems such as spectrum management and industry organization. And, in what he characterized as a digression from statements about "economic performance" to comments about "human performance," Mr. Johnson said:

"Television is not the only sick influence in our society, but it is one of the most significant ones. It leaves half of the American people dead in the water each evening. . . . Well, if the regulatory commissions—which believe themselves to be servants of the industries they are supposed to regulate—

don't even do a good job of serving industry one can be sure they do an even worse job of serving human life. . . . It may be a subject outside the direct jurisdiction of this subcommittee, but I hope you will give some attention to the quality of American life as well as its quantity."

Once the questioning of Mr. Johnson got going, however, both economic and human performance factors took a back seat to consideration of current broadcast issues. Thus, the commissioner—who was invited to testify, according to a subcommittee staff member, because he has been "more articulate than some" on the problems of economy in government—found himself in the middle of dialogue with Senator Proxmire and Representative Barber B. Conable (D-N.Y.) on the Pastore bill that would require the FCC to find a licensee disqualified before putting the facility up for rival bids. Some excerpts follow:

Representative Conable: Do you have any suggestions for ways in which the basic [Communications] Act should be amended. . . .?

Mr. Johnson: No, sir. I just think the basic act ought to be enforced. . . . I would advocate no erosion of present legislation as the broadcasters are now urging upon you.

Representative Conable: Is this erosion embodied in some particular bill that is before the Congress at this time?

Mr. Johnson: There is a general interest on the part of the broadcasting industry in changing those provisions of the act which provide for the public responsiveness and responsibility of the industry. . . . The broadcasters are now urging legislation that re-provides, in effect, that no one can contest a broadcaster's license unless the FCC has first found that he is unfit to hold that license. . . .

Senator Proxmire: You are referring—

NAB panels will discuss credit and collection

Fourteen broadcasters have been named to serve as panelists in a workshop on credits and collections, to be held at each of the six fall conferences of the National Association of Broadcasters.

According to NAB, each workshop will center around a panel of three broadcasters. One will represent a small-market radio manager who is a one-man sales force, credit manager and collection agency. Another will be a manager in a medium-to-large market, who has some sales and collection personnel and some means of checking credit standing. The third will be from the home office of a group broadcasting firm, with supervisory responsibility

over stations in the field. Each broadcaster will discuss credit and collection problems as they apply to his particular assignment.

The panelists and the conferences they will attend are as follows:

Chicago (Oct. 23-24): Arlie Davison, general and sales manager, WJH-FM New London, Conn.; Robert Kriehoff, general manager, WOC-AM-FM-TV Davenport, Iowa; Joseph Laskowski, business manager, Triangle Publications, Philadelphia.

Boston (Oct. 27-28): J. Gordon Keyworth, president, general manager and chief engineer, WPNH(AM) Plymouth, N. H.; Mr. Laskowski, and Stanley Lyons, vice president-general manager, WAGM-AM-TV Presque Isle, Me.

Atlanta (Oct. 30-31): Arch Harrison Jr., president, general and commercial

manager, WJMA(AM) Orange, Va.; Mr. Laskowski, and Albert Sanders, WMAZ-AM-FM-TV Macon, Ga.

Dallas (Nov. 13-14): Jerry Green, treasurer, Harriscope Broadcasting Corp., Los Angeles; George Morey, president, general and commercial manager, KCTX(AM) Childress, Tex., and Robert L. Snyder, secretary-treasurer, KCBD-AM-TV Lubbock, Tex.

Denver (Nov. 17-18): George Allen, president, general and commercial manager, KLG(AM) Algona, Iowa; Mr. Greene, and Evans Nord, general manager, KELO-AM-FM-TV Sioux Falls, S. D.

Portland, Ore. (Nov. 20-21): Ancil Payne, vice president-general manager, KGW-AM-FM-TV Portland, Ore.; Mr. Greene, and Robert W. Saxvik, vice president-general manager, KBAR(AM) Burley, Idaho.

to the Pastore bill?

Mr. Johnson: Some have so characterized it.

Senator Proxmire: That is what it is. . . . I have a copy of the bill here [reads part of the bill]. It is hard for me to see that that does represent much of a change from the policy that has been followed in the last 35 years. I would still think that if the Pastore bill passes, and whether it passes or not, it would still be perfectly proper and desirable and, I think, the continued practice of the FCC, to require the licensee to demonstrate on the basis of his record that he has served the public interest. . . . I can't see that the Pastore bill would give the station in perpetuity to a broadcaster unless that broadcaster can meet high public standards. . . . You are a very able fellow, so I would like to hear your response to that.

Mr. Johnson: It would be rather extraordinary, I think, that the broadcasters would expend the tremendous amount of time and money that they have on this issue, in fact, it would not change the situation at all. I think, in fact, it . . . changes it quite dramatically. . . . What that bill prescribes . . . is that the FCC would be dependent upon, after this were passed, an examination of the filing made with it by the station. That is like saying whether or not you are going to be re-elected is going to be determined by somebody's evaluation of what you file with some election commission about how great a guy you are.

Senator Proxmire: There is one other argument that I have heard from TV broadcasters . . . and it seems to me to carry some weight. It is true that this is a highly lucrative business, but it is also true that it does require a substantial investment, especially if they do a really good job. Wouldn't this tend to decrease the capacity of a TV license to provide the kind of service that is desirable over a period of years if there is a good chance that he is going to lose it, even if he works hard and does a conscientious job?

Mr. Johnson: There are two answers to that. The first is that as a practical matter, the performance of the stations that have been challenged has been markedly improved, rather than the opposite. . . . The second is that we are talking about an almost statistically insignificant number of stations actually losing licenses. . . . Even if two or three a year were to lose licenses and responsibility were to be transferred, what you are saying is that there are those in broadcasting who do not feel they are in the upper 99% of the broadcasting industry. I would say that if a man really fears that he cannot meet that kind of rigorous standard, then it probably doesn't hurt him to be a little frightened. I think the responsible broadcast-

ers in this country—and there are responsible broadcasters in this country—they are not afraid of the FCC. . . .

[This is a] question of political power, and I think it ought to be addressed as such. . . . Last year, nearly \$60 million had to be raised in this country to get more time from these guys to let those who were running for office talk to the people of this country about the issues and about their candidacies. I say this is wrong. I say you gentlemen should not be in a position where you must be beholden to the broadcaster . . . where notwithstanding your desire to do the right thing, you cannot engender the animosity of the broadcasters in your state or your district without standing a very substantial risk of losing the next election. I say that is a danger to the democracy of this country, and I say that is a very serious problem.

This [Pastore] bill is symptomatic of it, and the actions of the FCC are symptomatic of it, and the kind of appointments the President of the United States is going to make to this commission are symptomatic of it.

Senator Proxmire: You say they have this power, I think, really, they are in a position where they really can't wield the kind of intimidating power you are talking about. . . . In at least some of the elections that I have run in, six, some of the TV broadcasters would be unhappy with me, but the newspapers have cut me up and done me a lot of harm, I think, and I have lost some votes because of what they have done. They may have every right to do it. But the TV stations have never done this. It seems to me that the experience I have had tends to refute the terrible power which you imply that the TV broadcasters have.

Affiliates gather in N.Y. for CBS Radio convention

The CBS Radio affiliates will hold their 16th annual convention on Wednesday and Thursday (Sept. 24 and 25) at the Waldorf-Astoria hotel in New York.

Speakers at the morning session on Wednesday will be Clark B. George, president, CBS Radio Division; Joseph A. Kjar, vice president and general sales manager, KST(AM) Salt Lake City, and chairman of the convention committee, and Robert Peebles, vice president and general manager, WROW(AM) Albany, N.Y., and chairman of the affiliates association.

The network report to affiliates will be presented on Wednesday by George J. Arkedis, vice president, CBS Radio Division, and general manager, CBS Radio, and other division officials, including Sherril W. Taylor, vice president, affiliate relations; Maurie Webster, vice president, division services, and

Ben Lochridge, vice president, network sales. Richard W. Jencks, president, CBS/Broadcast Group, will speak at the luncheon on Wednesday.

The Thursday session will be devoted to talks by Robert W. Evans, vice president and general counsel, CBS Inc.; Richard S. Salant, president, CBS News, and Emerson Stone, director, radio news, CBS News.

ASCAP contract detailed at IBFM

Tower, Murtha contend broadcasters can save \$53 million on its terms

A record 280 members of the Institute of Broadcasting Financial Management, attending the association's annual convention in San Diego last week, heard Charles Tower of Corinthian Broadcasting and Andrew Murtha, formerly of Time-Life, forecast a \$53-million bonus to broadcasters over the next 10 years on the new ASCAP contract. The contract was termed by the IBFM membership as the "best possible one under the circumstances."

Deadline for TV stations to return signed copies of their new music contract is Oct. 6, Mr. Murtha said. But the deadline for electing deduction methods and filing reports for rebates has been extended from that date to Nov. 20 ("Closed Circuit," Sept. 15).

Notices to that effect were to be sent to stations over the past weekend by Mr. Tower, chairman of the All-Industry TV stations Music License Committee, which negotiated the contract with the American Society of Composers, Authors and Publishers (BROADCASTING, Aug. 26, 1968, et seq.).

According to Mr. Murtha, the committee also planned to urge stations to sign the contracts and return them to ASCAP by the Oct. 6 deadline. And Mr. Tower said the committee has estimated that over the next 10 years, assuming a 6% annual growth in revenues, stations will pay ASCAP some \$53 million less under the new contract than they would pay under the one it replaces. The savings will be larger if industry revenue growth exceeds 6% a year; less if it should fall below 6%.

Since the new contract has been given court approval, Mr. Murtha said stations refusing to sign it would have to choose between (1) operating without an ASCAP license and thus risking copyright-infringement suits, and (2) going to court in quest of a better deal than the contract provides.

Either option, most authorities agree, could be risky. Stations going to court would face the possibility of spending

as much money and time as the committee has spent—almost eight years in time alone—with no assurance that they would get a better deal.

The court—the U.S. Southern District Court in New York—is involved because the contract was negotiated in settlement of a fee-fixing lawsuit brought by the committee under provisions of a consent decree governing ASCAP's operations. In the suit and ensuing negotiations the committee was supported by 350 to 360 stations. Some 320 of them, or about 90%, informally approved the contract in the process of having the court terminate the suit seven weeks ago (BROADCASTING, Aug. 4). In similar negotiations in the past, stations generally have elected to accept the negotiating committee's recommendation and sign up.

As Mr. Murtha explained to the IBFM membership, deferment of the deadline for choosing deduction methods and filing rebate claims from Oct. 6 to Nov. 20 gives stations—provided their signed contracts are in by Oct. 6—a little over six extra weeks to decide which deduction system suits them better and to prepare the reports on which rebate claims are based.

Their ASCAP payments are based on revenues after specified deductions, and the new contract provides that each station may either itemize its deductions or take an optional standard deduction, he said. After a station makes its decision, however, it can change systems only once prior to 1974, once at the beginning of 1974 and once during the 1974-77 period.

Retroactivity provisions in the new contract are expected to mean rebates for most stations—some estimates range up to 95% of the stations—for all of 1968 and the first nine months of 1969.

The old base rate for the commercial fee was 2.05% of revenues after deductions, Mr. Murtha said. The new rate is 2% on revenues after deductions up to the industry-wide revenue average for 1964-65 and 1% on revenues above that average.

In the recomputation of monthly payments looking toward rebates for 1968 and the first nine months of 1969, 80% of revenues after deductions will be subject to the 2% rate and the other 20% will be subject to the 1% rate.

Mr. Tower further confirmed that the committee was working on a procedural manual to give stations a detailed analysis of the contract's terms and how the ASCAP forms are to be filled out ("Closed Circuit," Sept. 15). Once the manual is published, possibly by Oct. 1, the committee will be dissolved, he said.

Mr. Tower asserted that a new all-industry committee will be formed to "supervise" the ASCAP contract.

FCC urged to speed KTVH(TV) sale

Oklahoma firm objects to hearing, rejects mass media control as issue

WKY Television System Inc., facing a Dec. 31, 1969, deadline in its effort to acquire KTVH(TV) Wichita-Hutchinson, Kan., from the Minneapolis Star & Tribune Co., has asked the FCC to reconsider its decision to hold a hearing on the proposed transfer and to set it for oral argument instead.

WKY, in a petition for special relief, last week also asked the commission to eliminate one of the issues it specified in the hearing, on the ground that it is illegal and improper. It said the commission could resolve the remaining issues on the basis of information in the transfer application and the petition itself.

WKY's principal contention in requesting speedy consideration is that the mere act of designating the proposed transfer for hearing "constitutes a denial of the application." WKY said that, as a practical matter, such a proceeding could not be concluded before the sales contract expires on Dec. 31, and the Minneapolis Star & Tribune, which stands to gain \$4.4 million from the proposed sale, has advised WKY that it will not agree to an extension of the contract.

Thus, said WKY, it is seeking special

relief "as a matter of elemental justice." It noted that the commission has had the application under consideration for nine months—it was filed on Jan. 17—before acting on it.

The hearing order created considerable stir in the industry not only because of the importance of the media interests involved but because of the novelty of some of the issues. It is one of those that WKY is asking the commission to eliminate.

The issue is a determination of which of the two parties can be expected to serve better the programing needs of the Wichita-Hutchinson area on the basis of various criteria, including their past broadcast records and respective programing dollar expenditures as a percentage of gross revenue and net income.

WKY said the issue is "both illegal and improper" since its only purpose can be to provide a basis for selecting the buyer over the seller as the licensee, if the findings favor the former. WKY cited a section of the Communications Act prohibiting the commission from disposing of a license in a transfer case "to a person other than the proposed transferee."

WKY also said an issue looking to investigation of the role of trust agreements in the operation of WKY's parent corporation, the Oklahoma Publishing Co., involves a question better suited to a rulemaking proceeding than a transfer case. WKY said the implications and complications of a commission "attempt to outlaw the use of trust agreements which have been widely used in this country since colonial times . . . stagger the imagination."

A related issue is whether WKY failed to file trust agreements or their abstracts. WKY said that it has only been since June 17, 1968, "when the commission clarified" the pertinent rules, that licensees have understood they were to file such documents. In any case, it said, the beneficiaries of the voting trust that controls the company have been reported to the commission since 1951, when the trust was established.

A principal issue involves the question of whether the sale would result in an undue concentration of control of mass media, regionally or in the Wichita-Hutchinson area. WKY contended that the only "relevant markets," in either a political or economic sense, are the KTVH(TV) coverage area and the state of Kansas. And since neither WKY nor its

'Responsibility' goes with broadcast freedom

Ward L. Quaal, president of WGN Continental Broadcasting Co., last week told the members of the Institute of Broadcasting Financial Management meeting in San Diego that with freedom of expression in broadcasting and other media of communications and advertising, broadcasters must exercise responsibility.

"This means total integrity in advertising messages," he said, "and the broadcasting of news and editorials by those qualified to prepare and to present them." Mr. Quaal further asserted that "we can have no duplication of the 1968 political convention 'hijinks,' where certain network pundits tried to 'nominate' Nelson Rockefeller over Richard Nixon in Miami Beach and later, in Chicago, tried to 'nominate' Edward Kennedy over Hubert Humphrey."

Mr. Quaal said that "this is irresponsible broadcasting and harms the image of the industry in the halls of Congress. Broadcasting must remain free and we, who are its stewards, must realize the profound responsibility that is ours."

GOOD THINGS COME IN PERSONALITY PACKAGES

The graphic shows a gift box with a ribbon. Inside the box are eleven circular portraits of radio personalities, each with a caption below their name and program. In the center of the box is a map of the Syracuse area with the text 'WSYR Syracuse' overlaid on it.

Fred Hillegas NEWS	Deacon Doubleday FARM	Kay Russell WOMEN	Floyd Ottoway WSYR GANG
Ed Murphy TIMEKEEPER			Jerry Barsha NEWS
John Gray MUSIC	Richard Hoffmann BUSINESS NEWS	Joel Mareiniss SPORTS	Alan Milair MUSIC
Charles Hobart MUSIC			

Good sales results for advertisers to name one. These eleven top radio personalities deliver their loyal and large audience to WSYR advertisers. Among them, they cover the listening preferences of just about everybody in the 18-county Central New York area. They're what makes WSYR the best radio buy in Central New York.

NBC
in Central New York

WSYR

Represented Nationally by
THE HENRY J. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

5 KW • SYRACUSE, N. Y. • **570 KC**

parent corporation now competes significantly in those markets, WKY said, grant of the transfer application would not reduce the number of voices competing in those markets, and no concentration would result.

WKY owns WKY-AM-TV Oklahoma City and KTVT-TV Fort Worth-Dallas and KHTV-TV Houston, both Texas, as well as WTVT-TV Tampa-St. Petersburg, Fla., and WVTM-TV Milwaukee. The parent corporation owns Oklahoma's two largest newspapers.

Accordingly, WKY said, the commission appears to consider the "linearly connected states of Texas, Oklahoma and Kansas" as the relevant market.

But, WKY said that no present definition of regions in the U.S. supports that hypothesis.

At best, WKY added, it would be a region "especially constructed by the commission for the purposes of this case."

The commission also dealt in its order with the media holdings of Minneapolis Star & Tribune Co. and its principal, The John Cowles family. These interests, the commission said, reach an audience of 27 million people. But, WKY said, in explaining the reason for its discussion of this aspect of the case, "we become hopelessly mired in perplexity when search for their [the

Cowles interests'] relevance here."

WKY also disclosed it had arranged new financing to meet a question of financial qualification. WKY, which had planned to use a bank loan of \$3.6 million, said it instead will borrow \$4 million from its parent corporation. The loan will carry 6% interest payable semiannually, but the principal will be repaid only "if there are profits permitting WKY to make such repayments without impairing its operating capital."

The commission had added the issue because of concern over whether the repayment proposed under the original financing arrangement would weaken WKY's capital structure.

CATV's with ads now number 98

NCTA survey reveals to what extent cable systems originate programing

A CATV system in Greensboro, N.C., with 6,000 subscribers is originating 12 hours of TV programing daily and although the cost is about \$5,000 a month, it hopes to break even soon—by selling advertising.

A cable TV system in Weatherford, Okla., with barely 575 subscribers is programing a 15-minute newscast at 7:30 a.m. and earning \$150 a month from alternating sponsors.

Those CATV systems, Jefferson-Carolina Corp. in Greensboro, and Oklahoma Cable Systems Inc. in Weatherford, are two examples of the 98 CATV systems that accept advertising on locally originated programs. That number was reported by the National Cable TV Association last week following a survey of cablecasting activities by the nation's 2,300 cable systems.

NCTA reported 329 of 1,048 respondents to its questionnaire originate programs other than automated weather-scan, time, temperature, news ticker or stock ticker reports.

According to the NCTA survey, 586 systems provide mechanical originations, primarily a weather channel. Eighty-two systems, it said, provide a news ticker service.

Of the 329 systems that cablecast, 201 originate live programs, 195 use video tape, 162 use slides, 139 film and 120 use their weather-scan camera. The average cablecast runs to 14 hours a week, almost all in black and white but with 14 originating color.

Advertising on CATV is not limited to sponsorship of locally originated programs; of the 183 systems that said they accept advertising, 138 use the weather channel, 18 the news ticker, 10 wire service display and 98 spots in conjunction with program originations.

Those that accept advertising on program originations charge an average

of \$6 per minute or \$36.44 a program, the NCTA survey showed. Advertising with display cards runs about \$14 a week, and on news ticker, \$38.66 per week

In Greensboro the CATV system programs a single channel from 4 p.m. to 4 a.m. daily, according to Jack W. Gourley, regional manager, and Larry Caudle, manager. The first two hours are children's programs, mostly cartoons, followed by a half-hour sports,

Nielsen ratings base to cover 67% of U.S.

Nielsen MNA ratings will be based on 70 markets rather than 30 markets effective with the Sept. 26 publication covering the week of Sept. 15-21.

ABC-TV and NBC-TV have signed contracts with the A. C. Nielsen Co. for the new service, which will cover approximately 67% of U.S. TV households. The 30-market base reflected viewing in approximately 50% of U.S. TV households in the multi-network area ratings.

Daytime ratings will continue to exclude Pacific Time Zone markets, and will be based on 62 markets for about 56% of the households. The old service used 27 markets for about 42% coverage.

Each market selected for the 70 base contains affiliates of all three networks, with each affiliate comparable with others in the market—that is, all UHF's or all VHF's. The markets are not the top 70, but are selected according to the availability of three-network service.

The 50-week ratings will continue to cover the time period and not individual programs.

and three-and-a-half hours of various local activities (fashions, arts and crafts, insurance questions and answers, gardening, city council). At 10 p.m., the Greensboro system begins showing movies. Five different movies are run for the next six hours for those who, according to Mr. Gourley, "are fed up" with the late-night talk shows transmitted by the networks. His audience, he said, consists principally of late night mill and factory workers, as well as other "night people."

Greensboro's local origination channel has been operating since August 1968 and the staff consists of six full-time, multipurpose personnel. In addition to five local stations (three network affiliates and two UHF independents), and the local origination channel, the Greensboro CATV also carries weather and time, news and stock market services.

Jefferson-Carolina Corp., owner of the Greensboro system, is a joint venture of the Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBT-TV) Charlotte, N.C.) and Carolina Telephone Co., now owned by United Utilities Corp., an independent telephone holding company, with multiple CATV ownership which, it has announced, it is preparing to dispose of because of difficulties it has had with the FCC.

The Weatherford cable system has been running the 15-minute morning news show for about a year, using a Southwestern Oklahoma University student to gather and report the news on camera. The five-day-a-week newscast has two sponsors, each of whom pays \$70 a month, according to Leon Eldridge, manager of the Gencoe Inc. system. Gencoe, a multiple CATV owner, is a subsidiary of Livingston Oil Co., Tulsa, Okla. Mr. Eldridge also reported that the Weatherford system also sells two display cards on its weather channel at \$1 a day.

Plans for increasing the hours of local origination programs are underway, Mr. Eldridge said.

Strike action may face a Miami AM

New owner acquired station in May and changed Negro-oriented format to C&W

A preponderantly Negro group of Miami business and civic leaders plans to file a competing application for wwok (AM) Miami when the station's license comes up for renewal early next year, the *Miami Herald* reported last Wednesday (Sept. 17).

The *Herald* account said that the group, headed by two Miami city commissioners, Maurice Ferre and Mrs. Athalie Range, filed an informal complaint with the FCC last December protesting the sale of wwok (formerly WAME[AM]) to Mission East Co., principally owned by Jack Roth. The sale of the station was approved last May. Its renewal comes up in February.

Since changing hands the station adopted a country-and-western-music format. It was formerly Negro oriented.

Mr. Ferre reportedly will put up half of the estimated \$3,000 filing expenses, with the remainder divided among the other principals in the group. Besides Mrs. Range, these are said to include a municipal judge, a publisher, and a grocer.

Mr. Roth purchased the station for \$1 million from WAME Broadcasting Co. last December. He also sold WRIZ (AM) Coral Gables, Fla., and switched the call letters of his wwok(AM) Charlotte, N.C., and WAME. Besides wwok, Mr. Roth owns KONO(AM) and KITY-(FM), both San Antonio, Tex., and has an application pending for a new Miami FM station.

None of the principals in the rival group could be reached by phone by BROADCASTING as of last Thursday (Sept. 18). The contemplated strike application is believed to be the first for an AM station in recent years.

Mr. Roth told BROADCASTING that the intended competing application "comes as a surprise to our company," adding that "We have no intentions of rolling over and saying 'come and get it'."

FCC records reflect that after the group protested the sale of wwok in December, Mission East's application for the station was amended to include the results of a survey conducted by Mr. Roth polling community tastes in programming.

The survey purportedly showed that, among whites polled, 60% said they liked country-and-western music, while 39% did not. Only 26% of those Negroes questioned said they liked C&W, while 72% did not. A 56% majority of all those polled indicated they liked C&W, according to the survey.

However, Mission East promised to augment its news and public-affairs

staff and expand its public-affairs programming. It argued that religious and listener call-in programs formerly provided by WAME were abundantly available on other Miami stations, adding that "Mission East proposes to treat local issues and needs of concern to various segments of the community, including the Negro community."

"It is amazing to find that a competing application is even thought of being tendered against our company," Mr. Roth said last week. "We have not had an opportunity in the few short weeks we have owned the station to exercise our complete plethora of talents for the ears of the citizens in the Miami market place."

Mission East took over operation of wwok June 20

More on cable and copyright

McClellan is told NAB and TV program owners are carrying on talks

Capitol Hill action on cable television came to a standstill last week, as the Senate Copyright Subcommittee continued work on its omnibus copyright bill and the House Communications Subcommittee looked toward next week's pay-TV hearings before the parent Commerce Committee (see page 48). The only ripples were letters to the Senate subcommittee from Vincent T. Wasilewski, president of the National Association of Broadcasters, and Louis Nizer, New York lawyer representing copyright owners, in which they outlined the status of the cable controversy as seen by broadcast and copyright interests.

Mr. Wasilewski reported that although negotiations between NAB and NCTA on copyright and regulatory matters have failed (BROADCASTING, Sept. 8), "our discussions with representatives of the copyright owners are proceeding amicably." The copyright representative's letter, in turn, said that further talks with the broadcasters are scheduled for next week.

Mr. Nizer, speaking for producers and distributors of television programs, denied that their two years of talks with cable interests had produced no progress, as Frederick Ford, president of the National Cable Television Association, had contended in a letter to the

subcommittee (BROADCASTING, Sept. 15). "On the contrary," Mr. Nizer said, "we met in May of this year with the NCTA negotiating committee (Mr. Ford, incidentally, was not present) and definite progress was made . . . It was after this meeting, however, that the staffs of the NAB and NCTA, without our knowledge and without any participation by copyright owners, purported to resolve this extremely important question of copyright policy."

In those negotiations, Mr. Nizer said, NCTA took a tougher stand on copyright than any it had offered previously, prompting the copyright owners to seek further talks with the cable association. "Apparently the NCTA has not seen fit to renew copyright discussions with the copyright owners," Mr. Nizer said.

He urged the subcommittee to give "legislative recognition . . . to the principle of copyright protection for those who create the programs on which broadcasters and cable systems alike depend . . . protection in the case of CATV, as well as broadcasting." Mr. Nizer also suggested that the copyright issue ought once again to be separated from the communications issues, which he said are "infinitely more technical and complex." The subcommittee chairman, Senator John L. McClellan (D-Ark.), at one time announced his intention to separate the two, on the condition that NAB and NCTA arrive at an agreement. When their talks collapsed, the subcommittee staff members made it known that the two would be combined again in the copyright bill now being drafted.

Much of Mr. Wasilewski's letter was devoted to a blow-by-blow account of the collapse of negotiations, as reported to him by the NAB negotiating subcommittee. As the NAB president stated it, "the NCTA . . . has cut off negotiations, taking the position that the staff proposal was really an agreement which could be modified only to the extent that NCTA concluded it was to its advantage."

Mr. Wasilewski reported that Robert Beisswenger, chairman of the NCTA negotiating committee, told the NAB prior to the final negotiating session that it was time to consider "gut issues." One of these, the letter said, was that "NCTA would not countenance any departure from the staff proposal that all CATV systems, wherever located, be permitted to import enough distant signals so that each would carry three network stations and three independent stations . . . if there were not at least that number of local stations." When NAB settled upon a less generous proposal for small and medium markets, and presented it to NCTA at their final meeting, according to Mr. Wasilewski, "Mr. Beisswenger announced that having heard our proposals, the discus-

sions between our two organizations were terminated. At this point, the NCTA committee left the room."

The NAB president also said: "I must agree with Mr. Ford's statement in his recent letter to you that there is no likelihood of an agreement between our two organizations in the foreseeable future."

It is on that premise that the copyright subcommittee has decided to report out as soon as possible, without further talks or hearings, a long-awaited copyright bill with CATV provisions. The first formal congressional battleground for broadcasters and cable interests is thus expected to be the House, where Communications Subcommittee Chairman Torbert H. Macdonald has promised CATV hearings "as soon as practicable."

WLBT gets ready to enter main event

It abandons court appeal of ruling that its channel will be put up for grabs

The WLBT(TV) Jackson, Miss., legal wrangle may be nearing the end of its first long phase.

Lamar Life Broadcasting Co., the licensee, said last week it will not seek Supreme Court review of an appeals court decision that reversed the FCC order renewing the station's license.

The commission has not yet decided whether it will seek review of the decision. But commission attorneys are understood to have said privately they would recommend against such action.

If the judicial review string does in fact run out, the commission would be obliged to follow the order of the U.S. Court of Appeals for the District of Columbia and open up WLBT's frequency—channel 3—to new applicants. One competing application was tendered in March, three months before the court's decision was issued. It was submitted by a racially mixed group called Civic Communications Inc.

Lamar Life's decision not to seek further judicial review represents a change of mind. Two weeks ago, the licensee's attorney filed a motion in the appeals court asking it to stay its order and declaring that Lamar Life would file a petition for certiorari in the Supreme Court.

Last week, Lamar Life's attorneys appeared in court again, this time to file a brief pleading withdrawing the motion for stay and informing the court their client had instructed them not to file for certiorari.

WLBT has been struggling to hold on

to its license since 1964, when the United Church of Christ urged the commission to hold a hearing on the station's renewal application. The church charged the station had discriminated in its programming against the large Negro audience in its area and had failed to observe the fairness doctrine in dealing with civil-rights matters.

The commission rejected the request for a hearing but granted the station a one-year license renewal. But the court of appeals, acting on an appeal by the church, directed the commission to hold a full-scale hearing.

The commission conducted the hearing, renewed the license again, this time for a full three-year term—and was reversed by the court again, in scathing language, last June (BROADCASTING, June 30).

The two court decisions overruling the commission were written by Judge Warren E. Burger, now chief justice of the U.S.

So sweeping was the language of the second Burger opinion in its criticisms of the commission's handling of the case that it appeared to some that the court itself was denying WLBT a renewal of license.

However, the two judges who had joined Judge Burger in the opinion explained in a subsequent court order that that had not been its point. Judges Carl McGowan and Edward Allen Tamm said the opinion was aimed at directing the commission to proceed with a hearing in which it could choose from among new applicants who is best qualified to operate on the channel. The court said Lamar Life was not disqualified from filing a new application for the facility.

APRTA board ponders license-renewal threats

News executives at the annual meeting of the Associated Press Radio-Television Association board of directors, held last Monday (Sept. 15) in New York, called for the news media to close ranks during a time they described as "one of the most critical facing the profession."

APRTA's Board President, Ted McDowell, news and public affairs manager of WMAL-AM-FM-TV Washington, said, "station owners face license renewals with what Senator Pastore calls 'the Sword of Damocles' over their heads." Wes Gallagher, AP general manager, said it was not only the broadcast media that faced this threat, but the print media as well.

Officers elected at the session were Thomas Powell of WDAU-TV Scranton, Pa., who succeeds Mr. McDowell; John Day of WHDH-AM-FM-TV Boston, as

House group delays pay-TV proceedings

House Commerce Committee hearings on pay TV originally scheduled to open tomorrow (Sept. 23), have been postponed for one week to Sept. 30 because of the press of other committee business.

Among the witnesses that had been scheduled prior to the postponement were the FCC commissioners; National Association of Broadcasters President Vincent T. Wasilewski; Solomon Sagall, president of Teleglobe Pay TV System Inc. and Joseph Wright, board chairman of Zenith Radio Corp.

Mutual strikes out on ABC network plea

Mutual Broadcasting Co. has lost its latest bid to block ABC's operation of its four specialized radio networks. The FCC rejected requests that it reconsider its order authorizing continued operation of the networks and rescind an earlier waiver granted to ABC permitting experimental operation of them (BROADCASTING, June 16).

Also denied was Mutual's request that the commission set aside its May 28 action granting regular license renewals to ABC's KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco.

Mutual had claimed that there were "inconsistencies" between the commission's 1967 order authorizing experimentation with the networks and its order last May approving their continued operation. But the commission said the alleged discrepancies stemmed from a misinterpretation of its orders, and that purported ABC violations were either

eastern district vice president; Eddie Barker, KRLD-TV Dallas, re-elected vice president for the southern district; Thad Sandstrom of WIBW-TV Topeka, Kan., elected vice president for the central district; Richard Smiley of KXXL(AM) Bozeman, Mont., elected vice president for the western district.

Tom Frawley of Cox Broadcasting's Washington bureau, told of the results of a performance study by APTRA. He said one finding indicated an immediate and vital need for a change in the format and delivery system of the news reports to AP broadcast members.

Robert Eunson, AP's assistant general manager in charge of broadcast operations, reported on a multimillion-dollar program AP has underway to improve the delivery system. First phases of the system are to go into operation early next year, according to AP. Though details of the move were not disclosed by Mr. Eunson, it was learned that AP plans to utilize a computerized system to deliver the news.

unfounded or else "minor infractions."

As to Mutual's request that the FCC be more definite in instructing ABC to limit its AM affiliations, the commission said ABC had conformed with its policy, noting it had sent cancellation notices to 49 of its presently affiliated stations (BROADCASTING, June 30).

Observing that the four-network service was still in the experimental stage, the commission said ABC was bringing network news and commentary to the audiences of hundreds of stations throughout the country who heretofore never had such service. It added that it did not intend to impede ABC's operation barring "overriding public-interest considerations."

Radio line increases off, NAB to ask hearings

The FCC has rejected the tariffs under which AT&T proposed to increase line charges for AM and FM broadcast service as of Oct. 1, but the tariffs may be resubmitted.

Tariffs under which AT&T proposes to increase video rates by Oct. 1 were not affected by the commission's action. The major networks, the National Association of Broadcasters and individual broadcasters were preparing petitions last week urging the commission to suspend both the video and audio tariffs and to hold hearings on these. The petitions were scheduled to be filed Friday (Sept. 19).

The tariffs will boost AT&T's revenues from video service by \$14 million, to \$90.6 million, and from audio, by \$3.5 million, to \$21 million, based on expected business in 1971.

The commission, in a letter from Common Carrier Bureau Chief Bernard Strassburg, said AT&T had failed to provide reasons for the changes in the transmission rates for radio and justification for the increased charges, as required by the agency's rules.

Mr. Strassburg noted, for example, that the company offered no reason or justification for proposing to eliminate monthly contract service on less than a 24-hour basis. Other examples cited included failure to give reasons for offering a clock-hour schedule in the occasional service, the discontinuance of early morning service rates, and the offering of local channels on a flat-rate basis only.

AT&T may refile the rejected tariffs within 30 days if it remedies the alleged defects by providing the required explanations and justifications.

Delanair buys UMC

Delanair Inc., New York, a leisure-time company, has signed contracts to acquire control of UMC Broadcasting Corp., New York, which has applica-

tions pending before the FCC for channel 47 in Jacksonville, channel 27 in Tallahassee and channel 53 in West Beach, all in Florida.

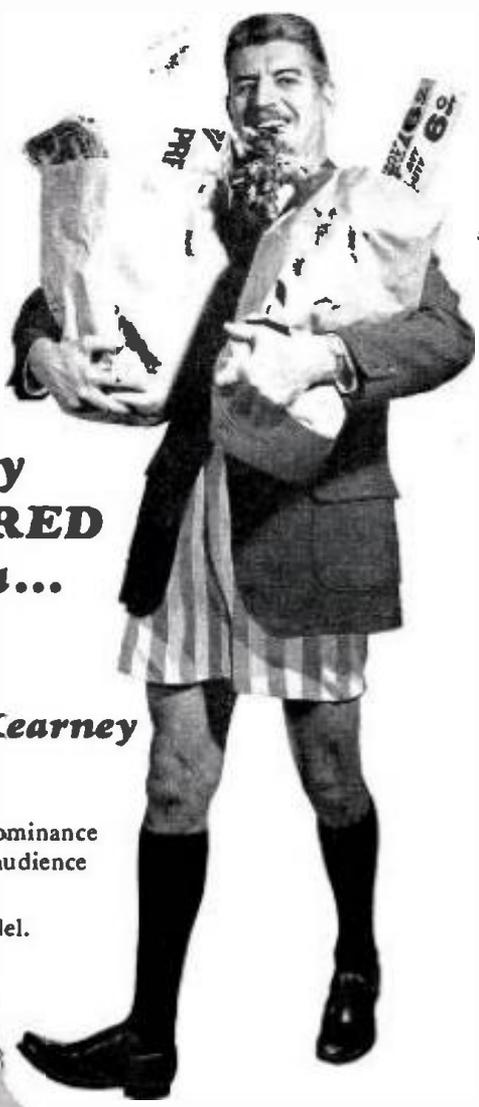
The change in ownership is being submitted to the FCC, with the name of the applicant to be revised to Delanair Broadcasting Corp. A spokesman for Delanair said an application also will be filed at the FCC for channel 21 in Florence, S.C., and channel 54 in Augusta, Ga.

William Richter, chairman of Delanair Inc., a publicly held company backed by mutual funds and other investors, reported that his organization

is prepared to move into each market with a starting capital of \$1 million. He said Delanair would explore subscription TV for its proposed Jacksonville station.

Delanair has named Ira Kamen, inventor and executive, as president of its broadcast subsidiary and Daniel J. Riesner, electronics executive and financial consultant, as secretary and treasurer.

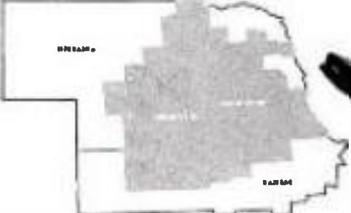
Both Mr. Richter and Gerald Cohen, president of Delanair, are executives with D. H. Blair Securities Corp., New York, an investment banking firm operating there.



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Mixed reviews pour in on '69 season

'Room 222' looks like first winner,
'Cosby' gets generally warm notices

Two networks, NBC-TV and ABC-TV, presented the first of their new 1969-70 season shows last week, drawing occasional praise from the critics. Generally the reviews were unenthusiastic although two of the shows inspired applause. CBS-TV will unveil its first new show tomorrow night (Tuesday Sept. 23).

The nearest thing to acclaim was registered by ABC-TV's *Room 222* (Wednesday 8:30-9 p.m.) a public-school theme reminiscent of *Mr. Novak*. Several of the professional gadflies found it the best, so far, of the new shows.

Opening the week were NBC's *Bill Cosby Show* (Sunday 8:30-9 p.m.) and *The Bold Ones* (Sunday 10-11 p.m.). The evaluation of *Cosby's* curtain-raiser varied from "beautiful and brilliant" to "going nowhere" but was generally warm. The new medical drama, *The Bold Ones*, got a less charitable greeting

but some praise for the effort.

NBC's *My World and Welcome to It* (Monday 7:30-8 p.m.) is planned as a bit of Thurberesque whimsy. The print critics were mixed in their views of how well it succeeded. Most liked it, found it delightful, warm, witty, funny and original, but there were some reservations that it might appeal more to critics than to the TV public.

Here's Debbie, with Debbie Reynolds, (NBC-TV Tuesday 8-8:30 p.m.) was generally compared with *I Love Lucy*. The barbs were sharp and frequent.

The prophets of doom were several among the reviewers on ABC's *Courtship of Eddie's Father* (Wednesday 8-8:30 p.m.) but at least one found it fun.

Then Came Bronson (NBC-TV, Wednesday 10-11 p.m.) was found promising by some, confusing by others. It was called a rarity, an achievement

with an emotional impact.

NBC aired the new *Bracken's World* Friday (10-11 p.m.) and *The Andy Williams Show* Saturday (7:30-8:30). Two of ABC's new shows *The Survivors* and *Love American Style* will start Monday Sept. 29 (9-10 and 10-11 p.m. respectively). The rest of the ABC schedule runs this week including the new shows: *The Music Scene* (7:30-8:15) and *The New People* (8:15-9) tonight (Monday); *Movie of the Week* (8:30-10 p.m.) and *Marcus Welby, M.D.* (10-11 p.m.) on Tuesday; *The Brady Bunch* (8-8:30 p.m.), *Mr. Deeds* (8:30-9 p.m.) and *Jimmy Durante Presents the Lennon Sisters* (10-11 p.m.), all on Friday.

CBS's schedule includes these new shows: *The Governor and J.J.* (Tuesday 9:30-10 p.m.), *Medical Center* (Wednesday 9-10 p.m.), *Jim Nabors* (Thursday 8-9 p.m.), *Get Smart* (Friday 7:30-8 p.m.) and *When in Rome*

New crop stirs up same old claims

Who's on top is favorite guessing game
in New York after first Niensens are in

The season has barely started—NBC-TV launched all of its new programs last week and ABC-TV introduced eight of its new shows—and the networks already have conflicting claims on who came out on top in the New York ratings. Nationals weren't available.

On Sunday, Sept. 14, CBS-TV programed two specials, *Archie and His Pals* (7:30-8 p.m.) and *Make Room for Granddaddy* (8-9 p.m.) against NBC's new episode of *Walt Disney* (7:30-8:30) and the new *Bill Cosby Show* (8:30-9) and ABC's *Land of the Giants* repeat, (7:30-8), and *FBI* new programing (8-9).

New York Arbitrons put CBS's *Archie* ahead with a 16.6 to NBC's 5.9 and ABC's 9.7 for that half-hour, while *Make Room For Granddaddy* won its hour with a 20.4 to NBC's 17.2 and ABC's 12.9.

New York Niensens put *Archie* and *Granddaddy* in the lead, until 8:30, but then NBC's *Cosby* inched ahead of *Granddaddy* by about one rating point. For the rest of the evening, NBC's *Bonanza* and a new show, *The Bold Ones*, scored highly over ABC's movie, "The Endless Summer," and a CBS broadcast of a preseason professional football game.

Monday and Tuesday nights went as could be expected—NBC's new programing, playing opposite reruns on the other two networks, was attracting the early samplers. New shows included *My World and Welcome to It*, Monday (7:30-8), and *The Debbie Reynolds Show*, (Tuesday, 8-8:30). *Laugh-in* opened its new season with a rating comparable to those it received all last year—33.5, with a 51 share.

Wednesday night ABC pulled a

good number of the New York viewers to *The Flying Nun* (7:30-8) and two new shows, *The Courtship of Eddie's Father* (8-8:30) and *Room 222*, which was the highest-rated program all evening with a 27.3, 41 share. NBC took the lead at 9 p.m. with a *Kraft Music Hall* special, although ABC's movie, "Who's Got the Action", was not far behind for the first hour. NBC's new program, *Then Came Bronson* widened the lead at 10 p.m.

Here is how the New York Niensens looked through last Wednesday night:

Sunday, Sept. 14

7:30-8 p.m.	Rating	Share
ABC— <i>Land of the Giants</i>	6.4	11
CBS— <i>Archie</i>	15.9	31
NBC— <i>Disney</i>	15.7	31
8-8:30 p.m.		
ABC— <i>The FBI</i>	11.3	18

(7:30-8 p.m.) and *The Leslie Uggams* 28). Here is how some of the critics viewed the first of the new shows.

Bill Cosby Show (NBC-TV, Sunday, 8:30 p.m. EDT).

"... The test will be whether his winning personality can sustain an item of hokey Hollywood trivia..." Jack Gould, *New York Times*.

"... looked as though he was going nowhere..." Bob Williams, *New York Post*.

"... A pleasant star in a merely so-so script." Ben Gross, *New York Daily News*.

"... pleasantly low-key..." Harry Harris, *Philadelphia Inquirer*.

"... a beautiful and brilliant start..." Percy Shain, *Boston Globe*.

"... gentle chuckles instead of belly laughs." Lawrence Laurent, *Washington Post*.

"... innocuously funny..." Ron Powers, *Chicago Sun-Times*.

"Except for an innocuous ending, his effort was well worth waiting for." Russ

Marabito, *Chicago Today*.

"... as warm, wonderful and funny as one could have wished." Norman Mark, *Chicago Daily News*.

"... not off and running yet. Just jogging, nice and easy." Donald Freeman, *The San Diego Union*.

"It's warm and human and funny and rather wonderful." Cecil Smith, *The Los Angeles Times*.

"Another winner." Allen Rich, *Hollywood Citizen-News*.

"Low key comedy wears well. This is low key." Dwight Newton, *San Francisco Examiner*.

"... charming demonstration that a half-hour of gentleness is more effective than 60-minutes of boldness." Terrence O'Flaherty, *San Francisco Chronicle*.

"... minted freshly of the most spontaneously inventive imagination on television." Morton Moss, *Los Angeles Herald-Examiner*.

"It left this viewer with a warm glow." Walter Saunders, *Rocky Mountain (Denver) News*.

The Bold Ones (NBC-TV, Sunday, 10 p.m. EDT).

"... a ready-made drama, but well done..." Jack Gould, *New York Times*.

"... an ambitious project..." Ben Gross, *New York Daily News*.

"... The actors merely reacted to the realistic machinery, which might be put to better use in some hospital, the sooner the better..." Bob Williams, *New York Post*.



"... reasonably engrossing drama..." Harry Harris, *Philadelphia Inquirer*.

"... essentially a threadbare idea..." Percy Shain, *Boston Globe*.

"... superficially explored the ethical problems created by new surgical implant techniques... well played." Lawrence Laurent, *Washington Post*.

"God help us." Terrence O'Flaherty, *San Francisco Chronicle*.

"A slick, sterile, sickbay computed to a formula that the TV patient never dies." Dwight Newton, *San Francisco Examiner*.

"... not likely to equal the past glory of those two pre-computer era doctors, Messrs. Kildare and Casey." Allen Rich, *Hollywood Citizen-News*.

"The trouble is the instruments up-stage the actors." Cecil Smith, *The Los Angeles Times*.

"Drama would have been better served if the scene hadn't so often resembled an up-to-date version of Faust's laboratory." Morton Moss, *Los Angeles*



	Rating	Share
CBS— <i>Danny Thomas special</i>	22.4	36
NBC— <i>Disney</i>	19.1	31
8:30-9 p.m.		
ABC— <i>FBI (P)</i>	12.1	19
CBS— <i>Danny Thomas special</i>	22.0	34
NBC— <i>Cosby</i>	23.2	36
9-9:30 p.m.		
ABC— <i>Movie (P)</i>	16.7	25
CBS— <i>Football</i>	10.4	16
NBC— <i>Bonanza</i>	26.2	39
9:30-10 p.m.		
ABC— <i>Movie</i>	17.1	25
CBS— <i>Football</i>	8.9	13
NBC— <i>Bonanza</i>	27.5	41
10-10:30 p.m.		
ABC— <i>Movie</i>	13.8	22
CBS— <i>Football</i>	9.0	14
NBC— <i>Bold Ones</i>	26.6	42
10:30-11 p.m.		
ABC— <i>Movie</i>	10.8	19
CBS— <i>Football</i>	7.7	13
NBC— <i>Bold Ones</i>	27.7	48
Monday, Sept. 15		
7:30-8 p.m.		
ABC— <i>Avengers</i>	8.0	14
CBS— <i>Gunsmoke</i>	11.2	20
NBC— <i>My World</i>	20.6	37
8-8:30 p.m.		
ABC— <i>Avengers</i>	8.1	13
CBS— <i>Gunsmoke</i>	11.8	18
NBC— <i>Laugh-In</i>	29.8	47
8:30-9 p.m.		
ABC— <i>Will Sonnett</i>	6.9	10
CBS— <i>Lucy</i>	10.5	16

	Rating	Share
NBC— <i>Laugh-In</i>	37.2	56
9-9:30 p.m.		
ABC— <i>Outcasts</i>	5.7	8
CBS— <i>Mayberry RFD</i>	15.9	24
NBC— <i>Monday Movie</i>	23.6	35
9:30-10 p.m.		
ABC— <i>Outcasts</i>	6.2	9
CBS— <i>Family Affair</i>	16.3	24
NBC— <i>Monday Movie</i>	24.3	35
10-10:30 p.m.		
ABC— <i>Dick Cavett</i>	3.4	5
CBS— <i>Football Special</i>	11.0	17
NBC— <i>Monday Movie</i>	28.1	44
10:30-11 p.m.		
ABC— <i>Dick Cavett</i>	3.2	6
CBS— <i>Football Special</i>	8.9	16
NBC— <i>Monday Movie</i>	26.9	47
Tuesday, Sept. 16		
7:30-8 p.m.		
ABC— <i>Mod Squad</i>	7.6	15
CBS— <i>Lancer</i>	8.0	16
NBC— <i>Jeannie</i>	18.9	38
8-8:30 p.m.		
ABC— <i>Mod Squad</i>	9.7	18
CBS— <i>Lancer</i>	10.1	18
NBC— <i>Debbie</i>	23.2	42
8:30-9 p.m.		
ABC— <i>Gospel Special</i>	3.4	6
CBS— <i>Liberace</i>	13.0	22
NBC— <i>Julia</i>	27.7	46
9-9:30 p.m.		
ABC— <i>Gospel Special</i>	4.1	7
CBS— <i>Liberace</i>	12.7	21
NBC— <i>Tuesday Movie</i>	24.9	40
9:30-10 p.m.		

	Rating	Share
ABC— <i>NYPD</i>	4.9	8
CBS— <i>Doris Day</i>	10.9	18
NBC— <i>Tuesday Movie</i>	24.7	41
10-10:30 p.m.		
ABC— <i>Dick Cavett</i>	6.1	10
CBS— <i>60 Minutes</i>	12.5	21
NBC— <i>Tuesday Movie</i>	26.1	44
10:30-11 p.m.		
ABC— <i>Dick Cavett</i>	6.8	12
CBS— <i>60 Minutes</i>	10.3	19
NBC— <i>Tuesday Movie</i>	27.0	49
Wednesday, Sept. 17		
7:30-8 p.m.		
ABC— <i>Flying Nun</i>	12.9	24
CBS— <i>Dionne Warwick Special</i>	13.8	26
NBC— <i>Virginian</i>	10.2	19
8-8:30 p.m.		
ABC— <i>Courtship of Eddie's Father</i>	17.8	29
CBS— <i>Dionne Warwick</i>	14.2	23
NBC— <i>Virginian</i>	11.1	18
8:30-9 p.m.		
ABC— <i>Room 222</i>	27.3	41
CBS— <i>Good Guys</i>	9.0	13
NBC— <i>Virginian</i>	11.1	17
9-10 p.m.		
ABC— <i>Movie</i>	17.3	26
CBS— <i>Local News Special</i>	5.8	9
NBC— <i>Kraft Music Hall</i>	19.6	30
10-11 p.m.		
ABC— <i>Movie</i>	13.2	22
CBS— <i>Hawaii 5-0</i>	6.9	11
NBC— <i>Then Came Bronson</i>	23.6	39

Herald-Examiner.

"... the life and death struggle in a hospital, a subject that has become stale with age." Russ Marabito, *Chicago Today*.

"... as effective as a dull scalpel." Norman Mark, *Chicago Daily News*.

My World and Welcome To It (NBC-TV, Monday, 7:30 EDT).

"... admirers of James Thurber could only wince..." Jack Gould, *New York Times*.

"... a delightful change from what we've been accustomed to..." Kay Gardella, *New York Daily News*.

"... a joy and a treasure..." Percy Shain, *Boston Globe*.

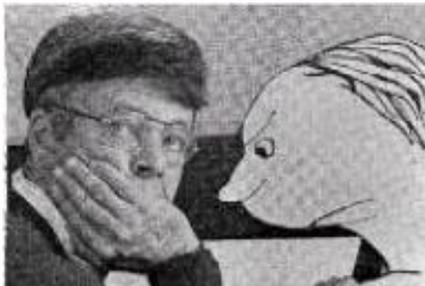
"... it's warm, it's witty and it's a sophisticated cut above the best of the TV network situation comedies..." Bob Williams, *New York Post*.

"... I've got an uneasy feeling... it is not long for TV." Bernie Harrison, *Washington Evening Star*.

"... does capture some of Thurber's world... will have a small and fervent collection of followers." Lawrence Laurent, *Washington Post*.

"... most importantly, it's funny..." Harry Harris, *Philadelphia Inquirer*.

"... among the most tolerable of the



new season." Ron Powers, *Chicago Sun-Times*.

"About the most you can say... is that it's different." Russ Marabito, *Chicago Today*.

"... tried to appeal to all parts of the TV audience and failed." Norman

Mark, *Chicago Daily News*.

"I have a dark feeling that it will get old pretty fast." Clarence Petersen, *Chicago Tribune*.

"... may take time to catch on." Frank Judge, *Detroit News*.

"... a daddy, fresh piece of comedy." Pete Rahn, *St. Louis Globe-Democrat*.

"A heavy-handed go at fragile fantasy." Dwight Newton, *San Francisco Examiner*.

"... should attract the youngsters... parents may find the offbeat sophistication... to their liking." Allen Rich, *Hollywood Citizen-News*.

"... premiere episode was a delightful improvement over every TV attempt of domesticity I have seen." Terrence O'Flaherty, *San Francisco Chronicle*.

"Flashes of Thurber emerged but the strain was heavy, the whimsy plodding. I am fearful." Donald Freeman, *The San Diego Union*.

"... a genuine original in the redundant world of television." Cecil Smith, *The Los Angeles Times*.

Here's Debbie (NBC-TV, Tuesdays, 8 p.m. EDT).

"... appears destined to fail" in effort to become another "I Love Lucy." Jack Gould, *New York Times*.

"... isn't quite in Lucy's class as yet..." Percy Shain, *Boston Globe*.

"... a poor Lucille Ball imitation..." Kay Gardella, *New York Daily News*.

"... unfortunately mirthless..." Bob William, *New York Post*.

"... imitates Lucy... shopworn material... just might become a hit..." Lawrence Laurent, *Washington Post*.

"... I Love Lucy type of chaos," *Washington Daily News*.

"... sheer fluff and a vaulting bore." Bernie Harrison, *Washington Evening Star*.

"... a few laughs, but mighty few..." Harry Harris, *Philadelphia Inquirer*.

"... thin and outdated." Mary Wood, *Cincinnati Post & Times-Star*.



"... a mini-skirted younger Lucy and that is not at all bad." Bettelou Peterson, *Detroit Free Press*.

"... first episode... was, in a word, lousy." Clarence Petersen, *Chicago Tribune*.

"... if you like a fashion show disguised as a situation comedy, you'll love [her]." Norman Mark, *Chicago Daily News*.

"A 'Lucy' she isn't, but she is still a pretty good slapstick comedienne whose antics should please." Pete Rahn, *St. Louis Globe-Democrat*.

"... biggest bomb to hit an unsuspecting populace since Hiroshima." Wade H. Mosby, *Milwaukee Journal*.

"... an awfully bad television show." Cy Rice, *Milwaukee Sentinel*.

"... going to be up to the material furnished the star." Allen Rich, *Hollywood Citizen-News*.

"If the people creating the show know what goes, their motto will be down with decorum and hurray for the pratfall." Morton Moss, *Los Angeles Herald-Examiner*.

"A new, highly skilled female contortionist has come to challenge Lucy, the pratfall queen." Dwight Newton, *San Francisco Examiner*.

"... caviling aside, the series does seem to be plowing very old terrain." Donald Freeman, *The San Diego Union*.

"Debbie with Debbie Reynolds is 'I Love Lucy' revisited—but is that bad?" Cecil Smith, *The Los Angeles Times*.

Room 222 (ABC-TV, Wednesdays, 8:30 p.m. EDT).

"... looks like a winner..." Percy Shain, *Boston Globe*.

"... up to now, this is by far the best of the fictional 'education' programs." Ben Gross, *New York Daily News*.

"... holds a measure of promise..." Jack Gould, *New York Times*.

"... promising..." Bob Williams, *New York Post*.

"... is an attempt to treat secondary education with a proper amount of respect. This is the finest effort of all." Lawrence Laurent, *Washington Post*.

"... it's an aware effort and... will be trying to make a solid point or two..." Bernie Harrison, *Washington Evening Star*.

"... hinted at the unabashed use of relevancy as a commercial attraction."

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Ron Powers, *Chicago Sun-Times*.

"Wednesday's best by far was *Room 222*." Clarence Petersen, *Chicago Tribune*.

"... seemed to have some idea what it wanted to do, and then didn't do it." Norman Mark, *Chicago Daily News*.

"... a sense of the flow of life, of genuine benings swept by ..." Cecil Smith, *Los Angeles Times*.

Courtship of Eddie's Father (ABC-TV, Wednesdays, 8 p.m. EDT).

"... an example of TV benumbed ..." Jack Gould, *New York Times*.

"... one-note comedy." Percy Shain, *Boston Globe*.

"... I couldn't believe a word of it." Ben Gross, *New York Daily News*.

"... what, again? Bob Williams, *New York Post*.

"... I give this one no chance."



Bernie Harrison, *Washington Evening Star*.

"... half an hour of tired cliches." Russ Marabito, *Chicago Today*.

"Formula or not, the show was fun." Clarence Petersen, *Chicago Tribune*.

"... standard stuff ... except the way it is done." Cecil Smith, *Los Angeles Times*.

Then Came Bronson (NBC-TV, Wednesdays, 10 p.m. EDT).

"Offered an interesting lesson on group therapy." Ben Gross, *New York Daily News*.

"... is, at least, different." Percy Shain, *Boston Globe*.

"... it will take time to learn what 'Then Came Bronson' is all about." Jack Gould, *New York Times*.

"... carried an emotional wallop." Donald Freeman, *The San Diego Union*.

"... provided a promising premiere from the standpoints of script and acting and mainly avoided the opportuni-



ties for embarrassment." Morton Moss, *Los Angeles Herald-Examiner*.

"... a rarity, an achievement, something of value." Don Page, *The Los Angeles Times*.

"... I didn't like the movie plot or the opening installment." Bernie Harrison, *Washington Evening Star*.

"... the best of the three [Wednesday night debuts]." Russ Marabito, *Chicago Today*.

"... might be one of the hits of the 1969-70 season." Norman Mark, *Chicago Daily News*.

"... done in good taste." Clarence Petersen, *Chicago Tribune*.

Public access to media disputed by CBS's Jencks

An advocate of a legal right of access to the media by the public defended his thesis Wednesday (Sept. 17) under questioning by Richard W. Jencks, president of the CBS Broadcast Group, and James Reston, vice president of the *New York Times*, on National Educational Television's *News in Perspective* (9-10 p.m. NYT).

Jerome A. Barron, professor at George Washington University law school, maintained that interpreting the first Amendment as "freedom of the pub-

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lisher, freedom of the broadcast network, freedom of the licensee leaves an awful lot of people whose interests are not being considered." He supported the establishment of a legal procedure to insure a person the opportunity to speak—a basically conservative proposition, he said, merely trying to make the 18th-century institutions work.

Mr. Jencks discounted the idea of a lack of access—"never before has the press in this country been so eager to present and report variant and dissident views"—and suggested that an analysis of media content should be made before such a change is even proposed.

Messrs. Jencks and Reston primarily criticized the system for the possibility of government control of the media through the courts. Mr. Reston agreed that there is a right of access, but not

that it should be enforced by law. "If we are not fair," Mr. Reston noted, "the public will find out, and we will be in trouble ourselves."

Mr. Jencks felt that the media could be relied on more than judges who would try to impose editorial standards through the right of access.

Mr. Barron saw the basic problem as "not one so much of multiplying the number of private outlets because they all represent the same business bias. . . . What you have to insist on is not that a lot of people own it, but that there be some legal device for diversity."

Mr. Reston countered: "Anything that you do, in my view, that would weaken the press's capacity to probe into the action of executive power—this to me is desperately dangerous for our country, and I would oppose it with everything I have."

Court insists on 'malice' proof

Appellate panel reverses libel judgment against Metromedia for newscasts

A U.S. appeals court last week handed down a decision indicating that the First Amendment affords broadcasters a generous measure of protection against libel suits.

The decision reversed a federal district court judgment in which Metromedia Inc. faced payment of \$275,000 in compensatory and punitive damages in a suit brought by the distributor of nudist magazines in Philadelphia.

The U.S. Court of Appeals for the Third Circuit, in Philadelphia, said that under the First Amendment the standard proving "actual malice" applied to the case and that the evidence failed to support this. Judge Collins J. Seitz, writing for a unanimous three-judge court, said the lower court should have granted Metromedia's request for a directed verdict.

George Rosenbloom, who brought the suit, charged that his reputation had been injured as a result of two series of newscasts by Metromedia's WIP(AM) Philadelphia in the fall of 1963. One series dealt with Mr. Rosenbloom's arrest on charges of possessing obscene literature; the other, with reports of a law suit he and others had brought to enjoin the allegedly illegal arrests and defamatory statements.

The jury hearing the case awarded Mr. Rosenbloom \$25,000 in compensatory and \$750,000 in punitive damages. The district judge reduced the latter amount to \$250,000.

Judge Seitz said the alleged libel in the first series was in the failure to use the word "allegedly" in certain places in the broadcast. In the second series, he said, an implication that Mr. Rosen-

bloom and his co-plaintiffs sought to stop all obscenity raids in Philadelphia was not justified. He also said the word "allegedly" had been omitted before "smut distributors" in one broadcast.

But Judge Seitz who noted that the First Amendment was no less applicable to the case because a broadcast station rather than a newspaper was involved, said the plaintiff could not recover damages unless he proved the attacked statement were made "with 'actual malice'— either with knowledge it was false or with reckless disregard of whether it was false or not." This is the test devised by the Supreme Court in a case involving the *New York Times* (*Times vs. Sullivan*).

And Judge Seitz said broadcast stations should not be held to an unrealistic standard of accuracy in such cases.

He said the broadcasts under attack not only concerned subject matter of public interest, but they involved the broadcast of "hot news" items—news summaries on the hour and half hour and ranging in length from 90 seconds to 10 minutes.

The value of these broadcasts is in conveying the latest news as fast as possible, so that the public is informed of news items of possible immediate concern, he said, adding: "It is not realistic to require thorough research or verification of each individual item under these conditions." He added, however, that the need for constitutional protection is less apparent in cases involving documentaries or feature stories "where time is available to attempt to verify questionable material."

Judge Seitz held that the district

court made "an unduly narrow evaluation of the function of the newscasts" when it held that the case was not one in which "a newsworthy incident occurs spontaneously and a news purveyor must rely on eyewitness accounts subject to the vicissitudes of human perception."

He said that approach "in effect imposes a duty on the broadcaster to be 'right' except in the most limited circumstances and therein lies its vice when judged by First Amendment standards." Judge Seitz also rejected the district court's view that the First Amendment is not applicable because Mr. Rosenbloom is not a "public figure."

The district court found evidence of malice under Pennsylvania law. But Judge Seitz said the evidence did not meet "federal standards."

One episode in which Mr. Rosenbloom attempted to contact the station after it began broadcasting news of his arrest was dismissed by Judge Seitz as lacking in sufficient substance and clarity to meet the standard required to show malice.

The district court had cited Metro-media's failure to confront Mr. Rosenbloom personally about the matter and to examine the magazines to determine whether they were obscene as evidence of "a reckless disregard for a person in no position to make himself heard." But Judge Seitz said the burden the lower court would impose "is not constitutionally permissible."

The opinion also rejected the district court's conclusion that the "highly inflammatory references (girlie-book peddlers and smut distributors)" in the second series of newscasts under attack constituted evidence of a reckless disregard of Mr. Rosenbloom's rights.

"It is difficult to see how characterizing them [the broadcasts] as inflammatory tends to prove the requisite awareness of their probable falsity," Judge Seitz said.

Morgan due at ABC after 2-year PBL stint

Edward P. Morgan returns to ABC News Oct. 6 as a Washington correspondent after a two-year leave as senior correspondent for the Public Broadcast Laboratory.

ABC News announced last week that Mr. Morgan had signed a contract to provide news and commentary for the American Information Radio Network Monday through Friday, and commentaries three times a week for the Daily Electronic Feed, ABC News film syndication service. He will also be available, ABC said, for assignments on the ABC-TV *Evening News with Frank Reynolds and Howard K. Smith*, where he would be working under the former



Yes, this is our Assistant Public Affairs Director

Pete Paulsen, assistant public affairs director at WZZM-TV, is also an ordained clergyman, Reformed Church in America.

Because of Peter, we're tuned to all segments of the religious community. They, in turn, are able to communicate with us. That continuing dialog makes it easier for them to understand WZZM-TV, broadcasting and the complex world of the mass media. Young people in Reverend Pete's congregation like his mod, contemporary style. As a result, he's an advisor on two important youth committees. Stockholders, executives and employees of the WZZM stations believe in being close to West Michigan. As our G.M., Bill Dempsey, says, "Everyone of us is both the stations' ambassador to our community and the community's feedback to the stations."

It's no wonder that of our 85 employees 43 are active in their churches. 11 are in professional organizations. 37 are in community activities, and 13 are active in educational groups.

Communication—even broadcasting communication—is a two way street; we intend to keep it well traveled!



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director of PBL, Av Westin, now the producer of the evening news.

Mr. Morgan was with ABC News for 13 years before taking leave to work at PBL. The PBL project ended in May after two years of providing Sunday night programs for noncommercial television under a Ford Foundation grant.

Networks discover error in 50-50 data

NBC says it did not use PR firm to keep producers out of 50-50 proceeding

Many of the statistical tables that CBS and NBC filed in connection with the FCC to buttress their opposition to the commission's proposed rule to limit network ownership or control of programming appear to be in error. There is no indication yet of the size or shape of the error involved; but its discovery opens the possibility that some of the statistical information on which the networks relied may backfire.

CBS and NBC informed the commission of the error in pleading last week. They submitted a letter from the Arthur D. Little Co., the Cambridge, Mass., research organization which compiled the information for them, that attributed the problem to what it said was faulty instructions from the American Research Bureau on the use of information it provided for the tables that are now in question.

NBC, in addition, denied a suggestion that film producers—whom the proposals were aimed at aiding—did not participate in the four-and-a-half-year-old proceeding because they had been persuaded not to by a public relations firm retained by the networks. But NBC said that the television networks had informed the producers directly of their opposition to the commission proposal.

NBC had presented nine producers with an analysis of the proposed rule that indicated it would hurt them as well as the networks. But the network had suggested that the producers present their own views to the commission.

The pleadings constituted additional comments filed in place of rebuttal arguments the networks agreed to forego during the oral argument the commission held on July 22 and 23. At issue were the commission's 50-50 proposal, so-called because its principal element would prohibit networks from owning or controlling more than 50% of their prime-time programming, and an alternative proposal advanced by Westinghouse Broadcasting Co. Both are

based on the assumption the networks have too tight a grip on the program-production market and are aimed at stimulating competition in that market.

William A. Krebs, vice president of Arthur D. Little Co., in a letter to counsel for CBS and NBC, said as many as 24 of the 98 tables in the ADL report which was filed with the commission in April may be in error. All are based on information in ARB's sweep survey for the period February-March 1958 and February-March 1968. The Little report was the second filed in the proceeding; the first was submitted in March 1966 (*BROADCASTING*, March 7, 1966).

Mr. Krebs said that in rechecking ARB data, Little discovered that it had not been coded as ARB had indicated it would be—that, "contrary to our understanding," the ARB tapes on which the information was contained used the same four-digit code number to describe more than one program. The result, he said, was that data for some network programs were tabulated as nonnetwork and vice versa. He said Little had not yet been able to determine the extent of the error or its ultimate effect on the tables involved. He said it would take "at least several weeks" to recheck the data and prepare new tables.

When asked for comment, ARB, in a statement attributed to Charles F. Crichton, vice president and general manager, said that Little "has not made ARB aware of any problems it had in using our data."

Many of the tables involved support the networks' argument that neither of the proposals under consideration is needed to open up the program-production market. They appear to show that sales opportunities of independent producers are good and getting better, that the amount of time available for non-network programming and the amount of such programming being carried, by independents and affiliates, are on the rise.

Little began his review after an attorney for WBC, John D. Lane, during the oral argument, questioned the figure in one of the tables for nonnetwork programming in 1968. The table compares the amount of network and nonnetwork programming carried by affiliates in 1958 and 1968, and the work done in reviewing the underlying data, Mr. Krebs said, indicates it overstates the amount of nonnetwork programming for 1968.

Despite these problems, CBS and NBC in their comments continued to hammer away at the proposals to restrict networks' operation in programming. CBS attacked both the 50-50 and WBC proposals as unnecessary and counterproductive, while NBC concentrated on the WBC plan, calling it unworkable in terms of its objective of

Editorial pickups are sincerest form of flattery

WTIC-AM-FM-TV Hartford, Conn., editorials are not only being praised by the Connecticut press, but are being picked up and printed by the newspapers. The reason, an editorial in *The Middletown Press* noted, is that the broadcast editorials "are soundly researched, well-presented and confidently expressed. One may or may not agree with every position taken, but the homework has been done and that itself is refreshing."

The stations' editorials are written by Leonard J. Patricelli, president of licensee Broadcast-Plaza Inc.

WTIC-AM-FM-TV have been editorializing since May. The first editorial, on the destruction of the English language by campus radicals, was printed in the *Congressional Record*. One editorial, reproduced in *The Waterbury Republican*, warned of law-and-order candidates who propose no solutions to crime in the streets. Another, reprinted in Spanish in the *Hartford Times*, pleaded for tolerance in the wake of rioting in Hartford's black and Puerto Rican neighborhoods. The editorial on the riots had been broadcast in English and Spanish on the stations Sept. 4 and 5.

filling some prime time with independently produced high-cost, high quality syndicated programs. Both avoided use of the now-questioned Little tables.

The WBC proposal would prohibit stations in any of the top-50 markets containing three stations from taking more than three hours of network programming, other than news, between 7 and 11 p.m. The commission proposal, besides its 50-50 provision, would bar networks from engaging in syndication, except the foreign distribution of programs they produce, and from gaining subsidiary rights in independently produced programs.

ABC is opposing the 50-50 proposal but not WBC's alternative; ABC considers it the "least of all possible evils." The network joined with CBS and NBC in sponsoring the first Little report, but not the second, whose data was used by CBS and NBC in opposing both plans. The commission asked for comments on the WBC plan after reopening the rulemaking proceeding last year (Sept. 23, 1968).

CBS, while opposing any form of the WBC plan, said the commission "under no circumstances" should adopt a so-called "all-network variant." This would bar affected stations from taking programs from any network, even those with which they are not affiliated, during the time that would be barred to

network programing.

CBS noted that the one-network "variant", while prohibiting a network from providing affiliates with a full evening schedule, would permit them to compete with other suppliers in meeting the programing needs of other stations in the affected markets.

The lack of producer involvement in the rulemaking proceeding has been something of an embarrassment to the commission, particularly in view of the paucity of support the proposal has drawn from other quarters.

But it was Commissioner Kenneth A. Cox, during the oral argument, who suggested that the producers had not participated because "Mr. Schechter went around persuading them not to." Abe Schechter is a New York public-relations representative whom the networks hired four years ago in connection with their opposition to the proposed 50-50 rule.

But NBC said last week he had been retained only "to acquaint various civic, educational, cultural, fraternal and similar groups with the effects of the proposed rule," after it was issued. NBC said that he was not authorized to dissuade anyone from testifying and that his "mission did not include producers, advertisers, or broadcasters." The networks terminated Mr. Schechter's services more than three years ago.

NBC, in stating that the networks' contacted the producers directly did not provide the arguments advanced by CBS or ABC, other than that all three networks presented "the network position on the proposed rule." The other two did not comment on their relations with the producers in their comments last week. But officials of both CBS and ABC recalled that those networks had presented their views to some or all the producers, at least informally.

NBC supplied copies of its analysis of the proposed rule that it sent to the producers, the letter of transmittal and a covering letter sent with a copy of the first Little report. In the documents, NBC urged the producers to send their views to the commission, regardless of whether or not they agreed with the network.

"Our purpose in summarizing the rule and our own opinions," NBC said in its analysis of the proposal, "is to stimulate you to think about it in the light of your own experience and interest, rather than ours." But NBC also invited the producers to contact David D. Adams, then NBC's senior executive vice president, or Thomas E. Ervin, then the vice president and general attorney, for further information. Both are now executive vice presidents.

The analysis reflected NBC's view

that the 50-50 proposal would adversely affect independent producers. NBC pointed out that it would remove the networks as customers for the producers' product for a major share of the evening schedule, and argued that advertisers were not likely to emerge as replacement buyers.

The analysis also said a ban on network interests in programs and on network syndication activities would be "reflected" in the price networks could pay for independent productions. It added that the present pattern of doing business, in which subsidiary rights are obtained in return for financing assistance, aids small producers by enabling them to obtain financing at no cost.

NBC sent the material on the proposal to MGM, Mirisch-Rich, William Morris, MCA, Walt Disney, Sheldon Leonard, Hubbell Robinson, Danny Thomas, and George Schaefer.

Party conventions to turn telegenic?

Democrats' expert says nominating events must be modernized

A veteran of six Democratic national conventions, who served in capacities from radio director to executive manager, told a special Democratic party commission on convention rules last week that "gavel-to-gavel coverage by live television has outlived its usefulness."

J. Leonard Reinsch, president of Cox Broadcasting Co., a group broadcaster with multiple CATV holdings, recommended that party officials meet with the major networks to consider limiting live coverage of the convention to major events only. He stressed, however, that "as a television and radio executive I expect news media to maintain their right to determine what they will cover

as news."

Mr. Reinsch was in charge of three Democratic national conventions (1954, 1960 and 1964) and was chief consultant on media relations at the 1968 convention.

In discussing his ideas for a more efficient convention, Mr. Reinsch suggested that the percentage of convention time devoted to "meaningful" political activity be increased.

Mr. Reinsch also urged the Democratic party to drastically reduce the number of delegates and alternates (from 1968's 2,500 to no more than 1,500 voting delegates and 500 alternates), hold pre-convention meetings with media representatives a year in advance "so there is complete understanding of the ground rules," and eliminate "excessive interludes of meaningless ritual" such as the nomination of favorite-son candidates.

Speaking of the size of conventions, Mr. Reinsch stated that as the convention is now organized "no city in the United States has the multiple facilities necessary to host the 1972 Democratic convention."

For the 1972 convention, Mr. Reinsch proposed that the Democrats meet in late June or early July to "enable [Democratic] candidates to build their campaign staffs and develop campaign strategy."

He also recommended that the total time for nominating and seconding speeches for the presidential nominations be limited to 10 minutes and those for the vice-presidential nominations to five minutes and that demonstrations be banned.

Group to cater to youth

The Albert Fisher Production Group, New York, has been formed by Albert Fisher and Michael Collyer, partners, to produce youth-oriented television programs and feature films. The first TV project is a half-hour game program *Double Cross*. The Fisher Group is located at 41 West 72d Street, New York 10023.

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Arrests follow Chicago court ban

Bar to radio-TV occurs
before trial this week
of eight protest leaders

Several Chicago radio and TV station newsmen were arrested on contempt of court charges last Thursday (Sept. 18) as they tested a new order by judges of the U.S. district court there prohibiting use of electronic news gear or cameras in or around the U.S. federal building there, which houses the courts.

The confrontations followed a ruling announced Wednesday by district court chief judge William J. Campbell in anticipation of the court trial this week of eight protest leaders indicted last year by a federal grand jury following the disorders surrounding the Democratic national convention in Chicago. Among those tagged by the police in the lobby or just outside the federal building Thursday were Michael Rollins, WCFL(AM) Chicago; Arvid Carlson, cameraman, WGN-TV Chicago; Len Walter, WBBM(AM) Chicago; Del Hall, CBS-TV cameraman; John Lawrence, CBS Radio; Stanhope Gould, CBS producer, and Walden Wright, WFLD-TV Chicago. WGN-TV said Mr. Carlson was

released when it was learned he had shot no film.

Local reports said as many as a dozen newsmen were arrested but their identities were not all known. Most of the arrests occurred when a local legal researcher, Sherman Skolnick, attempted to hold a news conference in the building lobby.

Mr. Skolnick said he had just filed suit against the new court news-coverage order in behalf of listeners and viewers on the grounds "one of the great and important public functions of the electronic-news gatherers is to keep lazy judges diligent, crooked judges honest, by robust and persistent spot-news coverage of events in and about the court house."

Mr. Skolnick has been prominent in several cases recently against what he considers to be corruption in public office, especially the judiciary.

Speaking for the district court judges, Judge Campbell has announced that the rules, adopted Monday but not disclosed until mid-week, would bar photographic, radio and TV news equipment from anywhere in or near the court building at 219 South Dearborn Street in the Chicago Loop. Until now broadcasters and newspaper photographers were allowed to use interior alcoves and certain corridor areas, the lobby, sidewalks and the 21st floor newsroom.

Now, under the new order, press re-

porters can phone stories to their papers from the press room but a radio or TV reporter cannot, according to broadcasters' interpretation of the ruling. The ruling is expected to be a topic for exploration this week in Detroit at the annual meeting of the Radio-Television News Directors Association.

Judge Campbell in September 1968 empaneled the federal grand jury that subsequently issued the initial indictments arising out of the Democratic convention disorders. The September grand jury is still in session and additional indictments may ensue. The eight alleged convention protest leaders are to stand trial in Chicago beginning this week in U.S. district court. Tight security is to be enforced.

The court news-coverage ruling is seen as a move that will prevent the accused riot conspirators from holding news conferences during court recesses. It also would prevent pictorial and broadcast coverage of sidewalk protesting by such as the Black Panthers.

CBS subsequently also reported that its news teams were released when the U.S. commissioner determined there was confusion about whether they had actually been on federal ground outside the building at time of arrest. The CBS News men had been accompanied to the site by two attorneys from the Chicago law office of Newton Minow, local CBS counsel.

The play isn't always the thing

TV network programing heads, production executives
exchanges tales of frustration at Hollywood forum

Changes of perplexing dimensions are hitting the Hollywood television film producers—majors as well as independents. The producers don't know whether to cry for help, give up, or kick back.

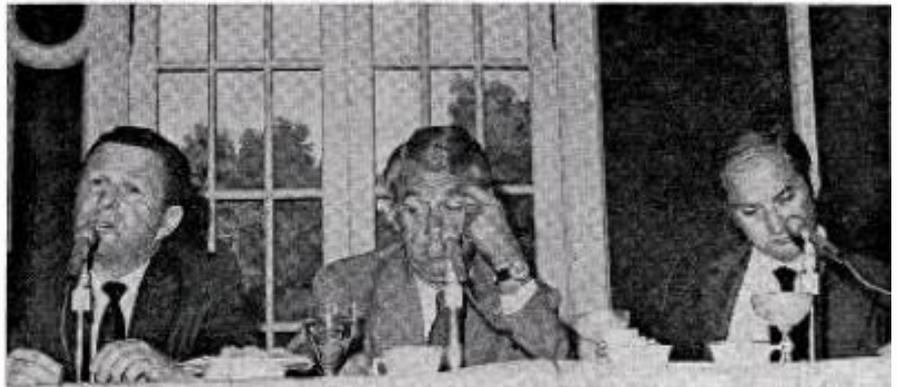
A forum in Hollywood last week, which brought to town and together the programing heads of the three television networks, exposed clearly the consternation of the film-production community. Mort Werner, vice president in charge of programs and talent for NBC-TV; Mike Dann, senior vice president, programs, CBS-TV; and Martin Starger, vice president in charge of programing, ABC-TV; went west from New York and, under the auspices of the Hollywood Radio and Television Society, sat in tribune at a fashionable hotel in Beverly Hills. Attending them were key executives from every film production house in town—an overflow crowd of some 370 in all (the society's biggest ever), including the managers of local advertising agencies and local TV

and radio stations.

From such respected industry statesmen as 20th Century Fox TV's William Self, Screen Gems' Harry Ackerman and the Writers Guild of America's Christopher Knopf (essentially the format for the session, which was a luncheon meeting, was for selective pro-

fessionals to ask the network programing professionals, hopefully, professional questions) came an outpouring of the production community's concerns, some direct reflections of the troubles loose in the land.

Veteran comedy producer Harry Ackerman, a vice president and executive producer for Screen Gems, laid bare what appears to be one of the greatest fears in Hollywood in this time of fluctuating attitudes and practices. Referring to the major investigation into the effects of televised violence that Senator John O. Pastore (D-R.I.)



L-r: Messrs. Werner, Dann and Starger.

A backdown on TV violence

Commission withdraws claim medium causes aggression in children

The National Commission on the Causes and Prevention of Violence mulled over a draft statement on TV last week and, after making some changes, is preparing to put it out this week.

Among the changes is one that, it's understood, in essence withdraws any implication that TV violence is a central factor in aggression among children. The statement, however, still finds that TV violence is an element in inculcating among children a warped sense of the use of violence to settle differences, especially in youngsters from disadvantaged homes where there is little or no supervision (BROADCASTING, Sept. 15).

It still also calls for the deletion of violence in children's programs and recommends that general programs containing scenes of strong violence be scheduled in the late hours of the day when, presumably, children are not watching TV.

The commission also calls for a general reduction in the level of violence in all TV programming and states that it has

found no significant diminution of violence on TV between the past season and the one before, notwithstanding claims by the TV networks that they had reduced this type of program fare.

The violence commission calls for continued and more active research by the TV networks into the effects of violence in TV programs on children and adults.

It also expresses the hope that public broadcasting might provide more responsible programs for children.

Only nine of the commission's 13 members attended last week's meeting in Washington, which also considered a draft report on political assassinations.

The commission was established by former President Lyndon B. Johnson last year following the assassinations of Senator Robert F. Kennedy and, earlier, of the Reverend Martin Luther King. Dr. Milton S. Eisenhower, president-emeritus of Johns Hopkins University, Baltimore, is chairman.

To follow the TV statement in about a month are two task force reports, one on the entertainment media, principally TV, prepared by Dr. Sandra Ball of the University of Michigan.

The other is to be on news media, by Robert K. Baker, former Department of Justice attorney. Dr. Ball's report is said to be critical of TV; Mr. Baker's, not so harsh about TV news coverage.

New free speech kit offered by TIO

The Television Information Office distributed to stations last week materials and suggestions for adapting a TIO newspaper ad for use on television to advance the concepts of free speech, free press and free television.

TIO officials credited the idea to KSL-TV Salt Lake City. The station, according to TIO Director Roy Danish, took TIO's print ad—which featured quotations by prominent figures on the importance of free speech and a free press—and “cut it up,” using the quotations in individual slides for on-air presentation. On KSL-TV the slides were presented as ID's or promos, singly or in pairs, with copy read by a booth announcer.

“The purpose,” Mr. Danish said, “is important: to inform viewers of the value of free speech, free press and free television. The technique is simple and effective.”

The TIO mailing enclosed type for seven slides; suggestions for laying out slide art, audio copy for 20-, 30- and 60-second spots, and audio copy for eight-to-15-second ID's.

“This technique lends itself to flexible treatment,” Mr. Danish told stations. “We're certain you can adapt it to conditions in your community. And

started earlier this year (BROADCASTING, March 10), Mr. Ackerman asked whether the networks “are going to knuckle under to Pastore and impose a new dark age of censorship over television.” In essence he wanted to know whether television's freedom of expression was going to be further repressed because of political pressure from Washington.

Both Mr. Werner and Mr. Dann hastened to assure Mr. Ackerman that there has been no “knuckling under” to Senator Pastore. Mr. Werner explained that “events that took place in our lifetime in the past two years caused a re-evaluation of material that was going on television.” But he made clear that there was “no concerted drive” to censor creative people and that the effect of the re-evaluation was to eliminate “certain areas of violence.”

Mr. Dann dismissed the fear of accentuated censorship as “nonsense.” Outside the area of violence, he contended, “television must and is becoming more permissive all the time.” Still there was restlessness in the room, particularly when Mr. Dann added that the de-emphasis of violence is sure to be continued until a definitive determination is made that social change and not primarily television is what's

causing all the violence in our society.

Bill Self, president of 20th Century Fox Television, wanted a status report on the employment of the black actor in television. Mr. Dann, again making the reply, termed the use of Negro performers in front of the camera as an “explosive change” in the business. “I think it's the rare exception where we don't see if there is more than one person either in a commercial or a drama that the other person isn't other than white,” he said.

Yet here, too, the audience was left with a disturbing feeling that the change was not played out and there was a lot more to come. Mr. Dann said that “the great challenge for the industry” was to find work for blacks and others behind the camera in production and in technical jobs and to “prove that minority groups have things besides rhythm.”

The changes that have enveloped Hollywood are challenging the very existence of some companies. Even a giant such as 20th Century Fox is greatly concerned because the networks are giving firm commitments for series to established television stars, thus, in effect, shutting out production companies. Cited as examples were NBC and its associations with Bill Cosby.

“This policy is very frustrating to production companies in that we're not in a position to offer a major piece of talent 26 weeks firm, observed Mr. Self. “How do we get in the act?” Mr. Self asked.

Even more plaintive and urgent was the question of David Charnay, board chairman and president of Four Star International. Mr. Charnay wanted to know how an independent production company can survive when the industry's trend seems to be toward big stars and big packages tide together by big talent agencies. Mr. Dann was at his most biting form in replying.

“I have a feeling that you should discuss this with a management consultant,” he said. “I didn't mean to be flip,” he went on, “but what you're really saying is what are you going to do to stay in business. I mean, I'm trying to figure out what I'm going to do to keep my job. So I think we both have a problem but we're going to have to solve it independently.”

The answer generated the biggest laugh of the afternoon. It didn't, however, do much to reassure the Hollywood TV-makers that they'll be able to ride out the winds of change without being blown away or at least be considerably disheveled.

because we believe it is vitally necessary for the industry to present its story to the public, we urge you to make use of this material in whatever form you can."

The print ad was placed by the TIO as a full page in the *Washington Post* last March 24, timed with the opening of the 1969 National Association of Broadcasters convention in Washington, and TIO also made mats of it available to stations (BROADCASTING, March 31).

A hard look at urban Negro

WFBM-TV Indianapolis has produced another documentary about the problems of the urban Negro—but it is a documentary with a difference. The four-part series, *The Negro in Indianapolis*, was backed up by thorough research into Negro and white attitudes toward the areas of greatest concern to Indianapolis Negroes—the public schools, employment opportunities and neighborhood environment.

WFBM-TV, the Time-Life Broadcast-owned outlet in Indianapolis, was said to have felt that Indianapolis, for a major American city, had enjoyed a good record of racial calm during a decade of nationwide tension and turmoil. The problem, the station believed, was that the very tranquility Indianapolis had experienced would lull all concerned into complacency and that leaders of both races might slacken their efforts to resolve the serious and chronic problems that still remain. The station also feared that current efforts to find solutions to Negro problems, however well intended, might be misdirected.

Thus the WFBM stations (WFBM-AM-FM-TV), in an effort to get hard facts on the problems in its community, commissioned a Cedar Rapids, Iowa, research organization, Frank N. Magid Associates, to conduct a study of race relations in Indianapolis. Some 450 Negro and 400 white households were interviewed by the Magid firm.

The results of the Magid survey also were the basis of the WFBM-TV four-part documentary series. The first part of the series, a 30-minute report on Negro and white attitudes in Indianapolis, was televised last Thursday (Sept. 18). The remaining programs in *The Negro in Indianapolis* series cover "His Schools" (Oct. 16), "His Neighborhood" (Nov. 18), and "His Job" (Dec. 18).

The Magid study found, among other things, that Negroes interviewed responded differently to Negro and white interviewers on subjects involving a good deal of racial tension, and that whites sometimes tend to be oblivious to problems that are of the utmost con-

Wolper, 'Journal' join in women's special

David L. Wolper Productions and the *Ladies' Home Journal* will work jointly on the production of a series of television specials devoted to women. The first special is scheduled for early 1970.

John Mack Carter, president of Downes Publishing, publisher of the *Ladies' Home Journal*, said the magazine would produce a special issue tied into the content of the TV special and timed for simultaneous release. Both organizations are currently working on the theme, which will be either 60 or 90 minutes in length.



Messrs. Wolper (l) and Carter

cern to Negroes, such as employment. The study also found that Negroes have relatively little interest in police relations and protection compared to their concern over housing, employment, and the quality of schools in their neighborhoods.

The series being aired by WFBM-TV is being written and produced by Jim Hetherington and is narrated by Howard Caldwell, WFBM-TV news editor.

Los Angeles outlets win spot-news awards

The Radio and Television News Directors Association has announced the 1969 winners of the awards for excellence in broadcast journalism. KFWS (AM) and KNBC (TV) both Los Angeles, won U.S. awards for spot news coverage.

The Edward R. Murrow Award for TV documentaries went to KNXT (TV) Los Angeles and the Murrow Award for radio documentaries went to WMAL-AM-FM Washington. Awards in the editorial category went to WDSU-TV New Orleans and WVOX (AM) New Rochelle, N.Y.

Canadian awards for spot news coverage went to CBUT-TV Vancouver, B.C., and CHML (AM) Hamilton, Ont. CFRN-TV Edmonton, Alberta, and CJVI (AM) Victoria, B.C., won Canadian documentary awards.

The RTNDA conference, being held Sept. 23-27 at the Detroit Statler-Hilton, will focus on the problems of the cities and campuses.

TV production firm set

Gardner Communications Inc., Miami, has formed a new television production company. Robert Gardner, formerly station manager of WAJA-TV Miami, and Max M. Everett, vice president of creative sales of H-R Television Inc., are president and vice president respectively. The company will be at 266 Northeast 70th Street, Miami 33138.

Program notes:

Because it's there ■ The television rights to *The Conquest of Everest*, a color-film record of the ascent of Mount Everest in 1953, have been acquired by four CBS-owned television stations, it was announced last week. The 78-minute documentary film, not previously shown on TV, will be available for broadcast, starting in 1970, on WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia. CBS obtained the TV rights from Tripod Distribution Inc., New York. The film was produced by Countryman Films for United Artists Corp. The film concerns the climb to the 29,000-foot peak in the Himalayas by Sir Edmund Hillary and the late Tensing Norkay, his guide, and a group of British mountain climbers and Nepalese porters.

Black enterprise ■ Westinghouse Broadcasting Co. has signed Jack Jordan, a black American who has established himself as a film maker in Sweden, to write and produce a television documentary on black involvement in the U.S. economy. The one-hour program, *A Piece of the Action*, will be carried on WBC-TV stations during the 1969-70 season.

Cine-Vox's new studios ■ Cine-Vox Productions Inc. reports it has opened new studio facilities in New York for its own radio programs and for rental to outside producers and advertising agencies. Cine-Vox produces and distributes *The Ralph Emery Show*, *The Jerry Marshall Show* and *The Dick De Freitas Show*.

Michelangelo in export ■ CBS Enterprises has received international distribution rights to the award-winning *The Secret of Michelangelo: Every Man's Dream* from Capital Cities Broadcasting Corp. The hour program was telecast in the U.S. on ABC-TV on Dec. 5, 1968, and was rebroadcast by that network last April 6.

Any ceiling ever on program costs?

A study of 'Bonanza,' NBC's long-running hit, tracks the forces causing steady escalation

Why does nighttime programming on network television cost as much as it does? How much more does it cost to produce prime-time product today than it did 10 years ago? Why does it cost more?

What better time to ask and attempt to answer such questions than the start of a new season—the 22d annual network-TV nighttime schedule? BROADCASTING conducted a study of nighttime production costs in 1959-60 and compared them with production costs projected for 1969-70. The *Bonanza* series was used as the sample for close inspection. The familiar western started as a color-filmed hour a decade ago. Last week (Sept. 14) *Bonanza*, now acknowledged as a pioneer program, embarked on its 11th season on NBC-TV.

So as network television's new prime-time schedule unfolds, and with *Bonanza*

as principal illustration, a number of conclusions—not all of them directly related to costs—can be drawn about the nature of prime-time product over the last 10 seasons:

- Nighttime product on network television is expensive and perennially more expensive because it requires many highly specialized ingredients, and the demand of the viewing audience is for ever-more-sophisticated production qualities.

- The cost of nighttime film production has about doubled in the last decade.

Generally, the biggest increases were for the costs of labor, talent, materials and facilities, with labor perhaps the single most persistently escalating item.

- While the attention, as always, is on the new shows—24 productions being introduced on the three networks

this season—the long-running series are the real sinew of the network prime-time schedule.

- Contrary to popular opinion, a surprisingly large number of television presentations—many more, for instance, than in legitimate theater on Broadway—enjoy exceptional longevity and profitability.

Documenting the last two stated conclusions first, BROADCASTING found a total of 73 network presentations (excluding feature film and news programs) will occupy prime-time periods in the 1969-70 season. Of this aggregate, 21 programs—led by *Ed Sullivan*, and with *Bonanza* a prominent fifth—currently are engaged in runs of five seasons or longer (see box, page 65). By most accountings all of these are solid, unequivocal hits.

In addition, not charted, are five series that are entering their fourth season of presentation this month: *That Girl*, *The Dating Game*, *Dragnet 1970*, *A Family Affair*, *Mission: Impossible*. In terms of audience acceptance these shows also are successful and if some have not yet achieved profitability, their growing stockpile of first-run product indicates profits for the future.

Another nine shows are starting their third season in network prime time this month. They are: *Ironside*, *Mannix*, *The High Chaparral*, *It Takes a Thief*, *Rowan and Martin's Laugh-In*, *The Carol Burnett Show*, *The Flying Nun*, *Kraft Music Hall*, *Newlywed Game*. The third season is particularly significant. The feeling in the industry is that three seasons on the network air in prime time marks the threshold to riches and lasting fame.

Thus a total of 35 prime-time network series, nearly half of all the entertainment product made specifically for nighttime television at the start of the current season, have achieved success (some spectacularly) or are on the verge of it. This despite what they individually may have cost to produce and in the face of a mortality rate in premiere seasons that is devastating.

Going into this study, BROADCASTING knew, of course, that to come back



Lorne Green, star; David Dortort, creator

season after season, a series has to generate compelling audience loyalty and stamp a particular time slot as its own domain. The study shows that probably more than any other long running program currently on network TV, *Bonanza* has consistently commanded a commanding audience share. Ever since it moved out of its starting 7:30-8:30 p.m., Saturday slot (against CBS-TV's *Perry Mason* and ABC-TV's, first, *Dick Clark Show* and, then, *Roaring 20's* series), *Bonanza* has won its time period by average percentage share of audience for 31 consecutive calendar quarters (see table, page 63). Beginning with the fourth quarter of 1961, when it shifted to Sunday nights at 9 p.m., *Bonanza* has ripped through such competition as *Jack Benny*, *G.E. Theater*, *Real McCoys*, *Judy Garland*, *Celebrity Game*, *Brenner*, *Living Doll*, *Joey Bishop*, *For the People*, *Twilight Zone*, *Garry Moore*, *Smothers Brothers* (all on CBS-TV), *Lawrence Welk*, *Bus Stop*, *Hollywood Special*, *Sunday Movie*, *Arrest and Trial* (all on ABC-TV).

The high marks were registered in 1964 and 1965. During that two-season period, *Bonanza*, with such weak to fair lead-ins as *Grindl*, *Bill Dana* and *Branded*, regularly grabbed from 51% to 58% shares of audiences.

The domestic popularity of most shows can almost always be translated into popularity in foreign markets. Here is where some of the tremendous cumulative cost of producing first-run

prime-time network product can begin to be recouped.

From the start *Bonanza* proved highly popular overseas. It was distributed in England within one season after its U.S. debut.

Currently, *Bonanza* is being seen in foreign markets ranging from Abu Dhabi to Zambia; Ethiopia to the Leeward Islands; in all 89 markets (see box, page 64). The series has been and is dubbed in six foreign languages. In markets where it's not dubbed and a national language other than English is spoken, the series is presented with subtitles.

The spinoff effects of such overwhelming popularity around the world includes a bonanza in merchandising royalties. This is another way of justifying and, indeed, necessitating, high production costs.

A total of 25 manufacturers and merchandisers currently are creating, distributing and selling products that are related to the *Bonanza* series or its characters (see box, page 65). The items range from cookbooks to bedspreads.

The key to such a program success is people. Some 10 years ago, *Bonanza* started as a network series with a crew of 34 and an NBC-TV staff of seven. This is about the size of the crew and staff it takes to turn out the series today. Seven members of the original crew have stayed with the show over its 10-season run, going on 11. They are

David Dortort, executive producer; Earl Hedrick, art director; Marvin Coil, film director; Grace Gregory, set decorator; Dwight Thompson, second prop man; Mike Semenario, company grip, and Dario Piazza, men's costumer.

Highly skilled people account for the longevity of *Bonanza*. They also account for its increasing cost. In the 10 completed seasons of production, here are some of the changes in union wage scales per hour (figures are straight-time wages plus fringe benefits, less governmental fringes): cameraman from \$14.73 to \$19.86; cableman from \$3.42 to \$5.24; lamp operator from \$3.28 to \$5.05; grip from \$3.39 to \$5.20; driver from \$2.94 to \$4.61; key make-up artist from \$5.57 to \$8.01, and prop master from \$4.43 to \$6.54.

Bonanza's below-the-line budget for its first season, 1959-60, was about \$77,000. In 1969-70 total below-the-line costs for each episode in the series are almost \$114,000, or some \$37,000 more than 11 seasons ago. Contributing significantly to this below-the-line rise in costs were individual consistent craft union increments.

According to the NBC study, union increases amounted to about 10% every two years. Cumulatively these increments accounted for nearly 60% of over-all below-the-line increases since 1959-60.

In no other area is the rising tide of production costs more evident than in the production of pilots. The pilot film for *Bonanza*, filmed from April 6-16, 1959, was budgeted at \$152,715. The pilot, entitled "A Rose For Lotta," actually cost \$190,630.50.

For the 1959-60 season, \$150,000 to \$175,000 was the usual expenditure for an hour filmed pilot. The *Bonanza* pilot's high cost was the result of re-dubbing and re-shooting required because there was dissatisfaction with the original film. In all about \$10,000 was spent to reformat the series, a not too

The difference a decade makes

A* budget comparison—*Bonanza I* vs. *Bonanza II**

1969-70	Above-the-line	1959-60
\$ 22,990	Supervision.....	\$ 6,300
55,885	Cast.....	18,000
7,750	Script.....	4,700
5,850	Music.....	5,000
5,530	Miscellaneous.....	2,700
\$ 98,005 Total	Total	36,700
	Below-the-line	
\$ 3,053	Production Staff.....	\$ 2,154
5,379	Camera.....	,333
7,196	Extras.....	1,507
6,869	Set Operations.....	3,200
6,276	Electrical.....	3,558
4,479	Scenery.....	5,248
6,310	Sound.....	3,924
4,199	Makeup, Wardrobe, Hairdressing.....	2,137
5,722	Set Dressing & Props.....	3,247
8,704	Editing.....	3,691
17,314	Film & Lab., Titles, Optical.....	19,620
1,511	General Transportation.....	750
13,550	Stage & Studio Facilities.....	9,500
6,463	Locations.....	4,895
9,891	Payroll Fringe Benefits.....	4,923
6,614	Miscellaneous.....	6,613
\$113,530 Total	Total	\$ 77,300
\$21,535 Grand total	Grand total	\$114,000

* Average weekly budget

How much it has cost to film TV's biggest hour

Bonanza's progress report

Season	No. of Original Episodes	Average Cost of Shows
1959-60	31*	\$110,052
1960-61	34	107,151
1961-62	34	109,400
1962-63	34	119,800
1963-64	34	128,300
1964-65	34	133,500
1965-66	34	149,500
1966-67	34	163,000
1967-68	33	181,600
1968-69	30	188,900
1969-70	28	**211,500

* Not including pilot ** Estimate

unusual occurrence in TV production. Fenton Coe, then NBC-TV director, film production, now divisional vice president, film production, says the same pilot filmed today would cost no less than \$400,000.

Then, too, *Bonanza* was the first regularly scheduled hour to be filmed in color. According to NBC, color was budgeted to add about \$20,000 to each production of *Bonanza*. Laboratory costs alone are said to have added \$10,000 to over-all costs. One-hour shows at that time were being filmed on a five-day shooting schedule. The *Bonanza* staff allotted six days. The extra day was in consideration of the color problem. It worked out to about an hour a day being used for color.

In the first season, the sixth *Bonanza* episode to go on the air—a show entitled "Paiute War"—cost \$139,000, more than any other single program in the series (the pilot excluded) during 1959-60. The "Paiute War" episode did all it could to stage the real thing—50 Indians and 50 cavalry actors and extras were used and the production involved three days of shooting on location. This episode encompassed both the biggest cast and most costly stunts. The cheapest episode produced in that season cost \$98,197.88.

By the conclusion of the seventh episode of the first season, *Bonanza* was averaging \$121,000 per episode, a total considerably over budget. But by the end of the 32d episode of that same

season—production hurdles cleared—the series was averaging \$110,052 per episode, not including the pilot cost and costs for live music.

The first episode to go on the air after the pilot was entitled "Mr. Henry Comstock" and it starred Jack Carson. Top guest actors on *Bonanza* were getting \$7,500 per performance, far more than any comparable filmed hour was paying. Generally the top salary for guest at that time was between \$3,500 and \$4,000. In sharp contrast, guests on *Bonanza* now receive \$4,000 per performance. The difference in 1959-60 was that *Bonanza* wanted to generate interest and attract attention so the show's policy was to pay more than any other production for big-name talent. Some of the highly rated performers who appeared on *Bonanza* that first season and who commanded top wages were Ida Lupino, Howard Duff, Lloyd Nolan, Barry Sullivan, Yvonne DeCarlo, Jack Carson, Jane Greer, Ruth Roman, Cameron Mitchell.

During the first season, *Bonanza* was paying a little more than was average for the time for scripts. The show's top rate in 1959-60 was \$2,500 per hour script. By its third season, *Bonanza* was paying a high of \$3,000. Subsequently the scale went up to \$3,000 and reached \$3,500 by the eighth season. Now the top price for a script is \$4,500.

Almost from the start, *Bonanza* was an intelligently budgeted series. Being a network in-house production—it's produced by NBC Productions—*Bonanza* is under, perhaps, more judicious control than series produced by outside companies, and probably has been kept from excess more regularly than most. Yet *Bonanza's* overseers, executives such as Fenton Coe, never attempted by penury to keep the cost of the series down. Except where the show went over budget for an extended period, economy was the hoped-for practice but not the mandate.

The only season when an over budget resulted was with *Bonanza's* ninth season, 1967-68. That was when the average cost per episode was more than \$181,000, a jump per show of some \$18,000 over the previous year (see table, page 62). *Bonanza's* first season came in under budget and its second and third seasons cost less per episode than did 1959-60. When *Bonanza* in 1961-62 switched from 7:30-8:30 Saturday nights under such various sponsors as RCA and Lucky Strike to 9-10 Sunday nights under the sponsorship of Chevrolet, it turned the profit corner. In its fourth season, *Bonanza* began recouping losses of the first two seasons.

From the start, the show did well in foreign markets. That's probably why

'Bonanza's' ratings—quarter-by-quarter

Season	Quarter	Bonanza Rating*	Bonanza Share*	CBS Rating*	CBS Share*	ABC Rating*	ABC Share*
1959	4	19.9	32	27.2	44	10.7	18
1960	1	22.7	34	27.8	42	11.9	18
	2	17.8	34	22.2	43	8.9	17
	3	14.8	36	17.5	43	6.5	16
	4	23.7	39	25.3	41	11.5	19
1961	1	25.8	39	25.1	38	14.1	22
	2	20.3	38	21.4	40	10.6	21
	3	13.7	33	17.4	39	8.2	20
	4	29.5	46	17.8	28	13.5	21
1962	1	31.7	47	18.4	27	13.3	20
	2	26.4	43	16.3	26	17.8	30
	3	22.5	42	13.6	26	14.2	27
	4	28.5	44	17.3	27	14.9	23
1963	1	30.1	44	18.5	27	17.3	25
	2	28.6	49	16.2	28	10.9	20
	3	23.1	42	14.6	29	14.1	26
	4	34.2	52	14.2	22	15.9	24
1964	1	39.7	58	11.8	17	14.5	21
	2	33.1	57	11.0	19	10.3	18
	3	28.4	52	11.4	24	12.4	24
	4	34.6	51	13.7	20	17.7	29
1965	1	37.7	54	9.7	14	20.0	32
	2	33.7	58	9.8	17	14.3	27
	3	25.3	48	12.4	23	15.2	30
	4	32.0	49	16.8	26	18.1	32
1966	1	31.9	47	17.3	25	20.6	34
	2	27.6	47	16.0	27	15.8	30
	3	22.3	42	13.4	25	13.9	27
	4	31.7	50	11.9	18	20.8	32
1967	1	28.1	41	20.0	30	21.0	31
	2	23.4	39	20.6	34	15.4	26
	3	23.1	42	14.6	26	16.7	31
	4	25.9	38	21.7	32	20.3	30
1968	1	25.2	37	22.7	33	19.1	28
	2	23.6	40	19.6	33	13.0	22
	3	22.0	39	17.6	32	15.0	27
	4	25.4	38	22.1	33	19.2	29
1969	1	28.1	42	20.4	31	18.8	28
	2	23.0	39	15.9	27	16.4	28

* Averages.



NBC's Fenton Coe

it was renewed after the first season despite being trounced by CBS-TV's *Perry Mason*.

Going into 1969-70, its 11th season, *Bonanza* is budgeted at about \$211,500. Its below-the-line cost of some \$114,000 is thought to be less than the average for other TV hour films. The difference in total below-the-line cost from 1959-60 to 1969-70 is a modest \$37,000.

Besides union increments, previously mentioned, there were substantial increases in facilities and materials. The cost of lumber, for example, is estimated to have increased about 80% over the last decade. The cost of coffee (the production pays for coffee-break refreshments) has gone up from \$250 per episode to \$400. Animals, livestock and wranglers cost \$1,315 in 1959-60; today almost \$2,000 is expended for the same items.

Throughout the series, NBC has rented studio and stage space from Paramount Pictures in Hollywood. In the first season the Paramount facilities fee was \$9,500. This season the charge for the same facilities (two stages and a western street) is \$13,550, an increase of \$4,000 per episode.

Bonanza's above-the-line cost has risen from \$36,700 in 1959-60 to \$98,000 in 1969-70, nearly a 200% increase. There's no secret why above-the-line costs have skyrocketed. Lorne Greene, Dan Blocker and Michael Landon, virtually unknown then, received \$1,250 each for each episode in *Bonanza's* first season. This season they have reached a pinnacle in TV series history. The Messrs. Greene, Blocker and Landon now are paid \$14,000 each per episode. In aggregate \$42,000, or nearly half, of *Bonanza's* weekly above-the-line budget is allocated to three actors.

Mitigating this somewhat is the aver-

age budget for guest performers which has decreased from \$6,000 per episode in the first season to \$3,000 per episode this season. Also to be considered is the departure after the sixth season of Pernell Roberts, one of the continuing stars of the series. There's no question that if Mr. Roberts had remained with the series (he left voluntarily), his salary would be on a par with his co-stars. Instead, a new actor, David Canary, was brought in to replace Mr. Roberts for *Bonanza's* ninth season. It's known that Mr. Canary earns considerably less than the three longer-time residents of TV's Ponderosa ranch.

In addition to the big increase in above-the-line costs for key people, *Bonanza* now is also expending more for location filming. The series, which still has a six-day shooting schedule, is on location—off the studio lot—no less than an average of one day per episode. Again, this is sticking close to the original concept for the show but the problem is, what with urban sprawl and related ills, there are far fewer places to film near *Bonanza's* Hollywood base.

Location work, consequently, has become a bigger problem. Today the *Bonanza* crew usually must drive an hour to 90 minutes to get to a suitable location. That adds expense.

It costs between \$80,000 and \$100,-

'Bonanza's' bonanza abroad

NBC's *Bonanza* has been a hit in foreign television almost as long as in the U.S. It is now dubbed in German, French, Japanese, Portuguese, Spanish and Italian and played in these 89 countries:

Abu Dhabi, Aden, American Samoa, Antigua, Argentina, Australia, Barbados, Belgium, Bermuda, Brazil, Canada, Canary Islands, Chile, Colombia, Costa Rica, Cyprus, Czechoslovakia, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia.

Also Finland, France, Germany, Ghana, Gibraltar, Greece, Guatemala, Guam, Holland, Honduras, Hong Kong, Hungary, Indonesia, Iran, Italy, Ivory Coast, Jamaica, Japan, Kenya, Korea, Kuwait, Lebanon.

Also Leeward Islands, Liberia, Luxembourg, Malaysia, Malta, Mauritius, Mexico, Morocco, New Zealand, Nicaragua, Nigeria, Okinawa, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Rhodesia, Rumania.

Also Saudi Arabia, Sierra Leone, Singapore, Spain, Spanish Morocco, Sudan, Surinam, Syria, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Uganda, United Arab Republic, United Kingdom, Uruguay, Venezuela, Virgin Islands, West Indies, Yugoslavia, Zambia.

000 for a two-week period at a distant location such as Lake Tahoe, where the *Bonanza* company has filmed portions of the series for all but three seasons. The crew never goes to a distant location more than once a season and never for less than a two-week stay. From these two weeks, they film half of one show, a full six days of another show, and half of a third show. The bonus is in stock footage, all kinds shot such as run-throughs and river crossings to be used throughout the season.

Still, Fenton Coe believes, that except for essentially labor and cast wage increases, *Bonanza* could be produced today for maybe \$5,000 less per episode than it was in 1959-60. "We learned economics," he says. "Now it's a much easier operation."

Some other statistical dimensions of *Bonanza* are also staggering. By the end of the 1968-69 season, the series included a total of 333 completed episodes. As of Aug. 29, 1969, 344 episodes were completed. By the end of the 1969-70 season, *Bonanza* will encompass 361 color hours.

This averages about 33 episodes a season for 11 seasons, more hours per season than any other show. *Bonanza* produced 34 episodes a season for seven consecutive seasons from 1960-61 through 1967-68. It amounts to the largest backlog of color hours in the television industry. For the first three seasons of its existence, *Bonanza* was the only regularly produced filmed hour in color. Not a single *Bonanza* show has been placed in domestic syndication.

The NBC-TV executives responsible for putting *Bonanza* on the air in 1959-60 were Mr. Coe, then director, film production; Alan W. Livingston, then vice president, TV network programs, Pacific Coast; Thomas W. Sarnoff, then vice president, production and business affairs; Fred Hamilton, then director, film programs; Robert F. Lewine, then vice president, TV network programs, David Levy, then vice president, TV network programs and talent; and Jerry Stanley, then manager of film programs.

David Dortort, writer and producer of a western series, *Restless Gun*, starting John Payne and produced by Revue Productions (now Universal TV) was given the assignment to develop an hour western to be produced by California National Productions (now NBC Productions). But Mr. Dortort's creation was to be only one of three western prospects from which NBC would choose one. The others were *Laramie* and *Riverboat*, turned out by Revue.

NBC liked and bought all three westerns. Mr. Dortort wrote the parts of Little Joe and Hoss with Mike Landon and Dan Blocker in mind. He re-

High on list of durables

Only five prime-time programs on the air are enjoying greater longevity on the TV networks than *Bonanza*. In the following list, placements for 1969-70 are included in season totals. Also, feature film programs have been excluded from the list.

The Ed Sullivan Show, CBS, hour, 22 seasons; *The Red Skelton Show*, CBS, hour, 19 seasons; *The Wonderful World of Disney*¹, NBC, hour, 16 seasons; *Gunsmoke*², CBS, hour, 15 seasons; *The Lawrence Welk Show*, ABC, hour, 15 seasons; *Bonanza*, NBC, hour, 11 seasons; *My Three Sons*³, CBS, 30 minutes, 10 seasons.

Also: *Here's Lucy*⁴, CBS, 30 minutes, eight seasons; *The Beverly Hillbillies*, CBS, 30 minutes, eight seasons; *The Virginian*, NBC, 90 minutes, eight seasons; *The Jackie Gleason Show*, CBS, hour, eight seasons; *Petticoat Junction*, CBS, 30 minutes, seven seasons; *The Hollywood Palace*, ABC, hour, six seasons; *Bewitched*, ABC, 30 minutes, six seasons; *Daniel Boone*, NBC, hour, six seasons; *I Dream of Jeannie*, NBC, 30 minutes, five seasons.

Also: *The Dean Martin Show*, NBC, hour, five seasons; *Get Smart*⁵, CBS, 30 minutes, five seasons; *Hogan's Heroes*, CBS, 30 minutes, five seasons; *Green Acres*, CBS, 30 minutes, five seasons; *The FBI*, ABC, hour, five seasons.

¹—Under various titles, seven seasons on ABC-TV, nine seasons on NBC-TV.
²—First six seasons as half-hour.
³—First five seasons on ABC-TV.
⁴—Includes six seasons as *The Lucy Show*.
⁵—First four seasons on NBC-TV.

membered them from their work in the *Restless Gun* series. Lorne Greene was tabbed to play Ben Cartwright in the *Bonanza* pilot off his work in the *Wagon Train* series.

Most observers seem agreed that there has been a definite growth process in *Bonanza* over the seasons. The performers and the stories have shown an increasing sophistication. The change is from overstatement to understatement. The series now presents more adult, serious stories, a higher level of drama and sometimes comedy. The lead performers have become actors.

"The best thing about longevity," observes Mr. Dortort, "is the improvement in the series. With security we have dared to do stronger dramas."

How does one account for the phenomenal success of *Bonanza*? Again, Mr. Dortort, now executive producer of the series, has some observations: "It's the absolute simplicity of relationships. It's the ability of the audience to relate to the full, open, genuine, warm, pure, simple, father-son relationship. It's also the chemistry of our

actors working together."

How does the *Bonanza* of today compare with the *Bonanza* of 10 years ago? "It's an infinitely better show now," says Mr. Dortort. "It's better in writing, acting, in production. We've reaped all the benefits that come with experience."

NBC's Fenton Coe puts *Bonanza* in still another perspective. "In 1959-60," he recalls, "*Bonanza* was the only show NBC had going of its own on the network. It was a pivotal show. It answered affirmatively the question—can we do a house production?—one in which we're paying out all the dollars."

The dollars NBC has paid out to produce *Bonanza* exceed \$46 million so far and will total some \$52 million by the end of the season just beginning. But before the last episode of the series is played in some distant hour in the umpteenth run of domestic syndication that has not even started yet, NBC will have long since written off its original expense.

(The foregoing report was prepared and written by Morris Gelman, senior editor, Hollywood.)

The other money being made

The owners of *Bonanza* have made a sizable side business out of selling the name for use on a wide range of products. Here are the manufacturers and products now active in *Bonanza* merchandising:

Louis Marx & Co., toy rifles and guns; Eberhard Faber Toy Co., Foto Fantastiks; pencil-by-number sets, punch-out coloring sets of separate sheets; Bread Marketing Inc., Ponderosa Ranch bread flour; Aladdin Industries, lunch boxes and vacuum bottles; American Character Co., dolls, doll costumes and accessories, wagons; American Toy & Furniture Co., wood-burning sets; Arlington Hat Co., novelty hats; Artistic Creations, paint-by-number sets.

Also Creative Illustrators, comic strip; J. Halpern Co., toy gun-and-holster sets; Hassenfeld Bros., rub-on transfers, sprinkle art; Magic Wand Corp., target range; Milton Bradley Co., boxed jigsaw puzzles; Morgan Jones, Inc., bedspreads; Norwich Mills, boys' cotton knit T-shirts, pajamas; Parker Bros., boxed game; Profit Press, paperback book; RCA Victor Records, phonograph record album; Revell Inc., molded plastic hobby kits.

Also Saalfield Publishing Co., coloring books and picture puzzles; Sawyers Inc., stereo packets; Western Printing Co., comic book; Montgomery-Ward Co., men's suede-type fabric sports shirts; Barclay Knitwear Inc., men's and boys' sweaters and knit shirts; Prentice-Hall Publishing, Ponderosa cookbook.



1. Anniversary of Light

Ninety years ago, Thomas Edison's filament in a vacuum glowed after hundreds of hours of work. Man's dream of electric light became a reality. Fifty years later, Thomas Edison re-enacted that historic moment at the dedication of Greenfield Village. Those events are the subject of a fascinating program that features many voices including those of Edison and Herbert Hoover. It's for use on light's 90th anniversary—October 21—only. Total air time is 14:30 with three one minute commercial breaks that you should be able to fill quickly.

Two free audience- ready shows



2. Village Christmas Tour

A nostalgic half-hour captures three centuries of America's Christmases. Through verbal visits to the homes of many great men in America's past, we trace the evolution of Christmas observances through what we or our parents knew as youngsters. Playing time is an uninterrupted 29:30, but the program may be sponsored.

Both programs are yours for the asking. Just drop a line on your station letter-head to: Radio and TV Department, Greenfield Village, Dearborn, Michigan 48121.

Greenfield Village Henry Ford Museum

A non-profit educational institution

No color TV for moon shot

Technical problems plague its use for Apollo 12 trip

Hope that Apollo 12 astronauts will take a color-TV camera with them to the moon in November was dashed last week. James T. Raleigh, Bellcomm Inc., Washington, communications consultant to the National Aeronautics and Space Administration, said there are two major problems that have yet to be overcome.

Speaking at the annual broadcast symposium in Washington, Mr. Raleigh said that a color-TV camera would have to withstand tremendous vibrations when the lunar module settled on the moon's surface, and that there is still a question of interference between color-TV transmissions and voice and telemetry signals all on the same band.

Mr. Raleigh told engineers attending the meeting, sponsored by the group on broadcasting of the Institute of Electrical and Electronic Engineers, about technical details of the TV transmissions from the Apollo 11 mission, including the use of the black-and-white camera on the surface of the moon during the astronauts' moon walk and the color-TV camera in the command module last July (BROADCASTING, July 28). Both cameras were made by Westinghouse Electric Corp., with the color-TV camera utilizing the field-sequential color system developed by CBS.

Among other papers read at the meeting: Dr. H. F. Olson, RCA Lab-

oratories, on a loudness meter and controller that is now being field tested and John H. DeWitt Jr., former president of WSM-AM-FM-TV Nashville and now a consulting engineer, on a device to detect interference to reception from power lines.

The opening session was devoted to a group of CATV presentations, including papers by O. D. Page, Entron Inc.; Virgil D. Duncan, Technical Communications Inc.; Frank J. Ragone, Jerrold Electronics; Donald W. Levenson, Wheeling, W. Va., CATV system engineer; Archer S. Taylor, Washington consulting engineer, and B. R. Carter, CAS Manufacturing Co.

Introduced was Granger Associates' 20-kw FM transmitter, using a new, high-power final amplifier including grid line, triode and plate line, requiring only two front-panel tuning controls and a tally light fault locator. The transmitter, produced by Granger's Bauer division, sells for \$25,500.

Set makers plan UHF improvements

Representatives of manufacturers of television sets and tuners have agreed to consider ways to improve UHF reception, the National Association of Broadcasters has announced.

The announcement followed a meeting of the manufacturers' representatives with broadcast executives and NAB staff members under a program requested by the NAB board, which had urged the association to "undertake a program that would result in improved receivers at the consumer level."

graphic technology division, Eastman Kodak Co., Rochester, N.Y., will receive the Hubert T. Kalmus Gold Medal award for his efforts in developing the Eastman color reversal intermediate processing system. Dr. Albert T. Narath, director, Institute for Applied Photochemistry and Film Technology, Technical University, Berlin, will be elected to honorary membership in SMPTE in recognition of his service as a teacher and engineer. C. J. Bartelson, director of research, Macbeth Color and Photometry Group, Kollmorgen Corp., Newburgh, N.Y., was named recipient of the SMPTE journal award for his color perception and color television paper published in January 1968.

FCC gets the word on regional's power

An FCC presunrise ruling that prompted a protest from five Republican senators was stayed last week in three specific cases. WJAG(TV) Norfolk and KMMJ-(AM) Grand Island, both Nebraska, and KFAX(AM) San Francisco, each won at least temporary immunity from the ruling, which limits the power of daytime class II stations west of their clear-channel dominant stations to 500 w at 6 a.m. local time or sunrise at the I-A station.

The five senators expressed their opposition to the commission's action in a letter earlier this month to the White House (BROADCASTING, Sept. 15). They told the President that it would cause a severe cutback in radio service during morning hours—"programming at hours of maximum need concerning agriculture and related business." The senators also questioned the commission's use of the U.S.-Mexican treaty, which governs how those countries use the standard radio band, as one justification for the presunrise ruling.

The letter was signed by Senators Carl T. Curtis (R-Neb.), Roman L. Hruska (R-Neb.), Jack Miller (R-Iowa), Karl E. Mundt (R-S.D.) and George Murphy (R-Calif.).

The ruling went into effect Sept. 14 for about 25 other stations from Ohio to California.

Technical topics:

Tube installation contract ■ Gautney & Jones Communications Inc., Washington, has announced a \$25,000 contract with United States Information Agency to revise USIA's 50-kw, medium wave transmitters in Greece and Philippines for installation of modern transmitter tubes. Firm also is in broadcast consulting practice.

Price increase ■ Gates Radio Co., Quincy, Ill., last week announced a price increase averaging about three percent for its lines of AM and FM transmitters and audio equipment.

Contract awarded ■ Vikoa Construction Corp., a subsidiary of Vikoa Inc., Hoboken, N.J., has been awarded a contract to build 98 miles of system for a CATV set-up for Triangle Broadcasting Corp., Winston-Salem, N.C. Vikoa will provide all Futura amplifiers, all electronic components, as well as all wire and cable products for the system. Triangle owns WSJS-AM-FM-TV Winston-Salem.

CBS Labs head to get engineers society medal

Dr. Peter C. Goldmark president of CBS Laboratories, has been selected by the Society of Motion Picture and Television Engineers to receive the 1969 David Sarnoff Gold Medal for "outstanding contributions to the advancement of television technology in the field of aerospace, education, printing and medicine."

The presentation to Dr. Goldmark, who has been with CBS since 1936, will be made during the society's national conference in Los Angeles on Friday (Sept. 26). In addition, Howard W. Vogt, assistant director, photo-

A bullish view of broadcast issues

Moody's sees revenues continuing to rise despite uncertainties of federal controls

Though broadcast stocks may be depressed and the regulatory future murky, Wall Streeters appear confident that in the long run broadcast earnings will increase.

In substance that is the evaluation of a Wall Street analyst, Moody's Investment Service, as detailed in its weekly stock survey issued last week.

Moody's said: "Our forecast for the group [broadcast companies] over the long pull includes average yearly earnings increases of about 10% or more."

The report takes note of the market gyrations (mostly downward for broadcast stocks): "Broadcasting shares, as a group, are down 33% from their 1968 highs despite a rise in 1969 earnings that we estimate at 14%." It said that in view of this, "holders of leading network and independent broadcast stocks [group owners] have good cause to be concerned about their investments." Mentioned specifically are five group owners:

- **Capital Cities Broadcasting:** Higher profits from Fairchild Publications (acquired in May 1968) and continued strong growth in broadcast were responsible for about a 14% increase in revenues and a 26% jump in net income last year. First-quarter 1969 revenues were up 9% and earnings up 32%. Moody's looks for 1969 per-share earnings to be raised to \$1.55, allowing for conversion of the company's preferred stock.

- **Corinthian Broadcasting:** Strong growth of local sales and trend toward higher national advertising expenditures, along with the group owner's cost control program, "should produce wider profit margins," and the Moody's forecast is for about a 10% gain in per-share profits in the fiscal year ending April 30, 1970.

- **Cox Broadcasting:** Increasing revenues from broadcasting "and an aggressive acquisition program" should assure Cox a steady earnings "uptrend over the long term," the survey noted, and Moody's said it expected profits to rise "substantially in the second half this year, bringing full-year results to about \$2.60 a share."

- **Metromedia:** The investors service said the slump it had forecast in Metromedia's profits this year will stem from

"poor results from its money-losing mail-order division and several of its West Coast television and radio properties." It said TV revenues have been "flat while expenses are rising," and that it was difficult to estimate the time it will take for the changes in radio programming on the West Coast (Los Angeles and San Francisco from all-talk to music and news) to regain losses in audience. It noted also that Metromedia management expects to reach a break-even point in 1970 in its mail-order business, "but sales have been declining." Moody's said that while there has been evidence of the beginning of a "turn-around" in second-quarter profits, it still expected a sharp drop in full-year results—from \$1.75 to \$1 a share—but "we think management's forecast

Merger talks end for MCA and Firestone

The second merger proposal this year involving MCA Inc., collapsed last week when the major motion picture and TV production company and Firestone Tire & Rubber Co., Akron, Ohio, announced jointly they had terminated negotiations on a planned consolidation.

The companies reported last July they had reached an agreement in principle for Firestone to acquire MCA for about \$320 million of debentures (BROADCASTING, July 21).

No specific reason was given for the cancellation, though the announcement said "the companies determined that the best interests of their respective shareholders would not be served by the proposed transaction."

There were reports, however, that some stockholders of both companies were opposed to the merger. MCA stockholders were said to be concerned over the lack of growth prospects for the rubber industry, and Firestone shareholders reportedly were fearful that the consolidation would dilute earnings per share.

Last April a proposal to merge MCA into Westinghouse was dropped after prolonged discussions with the Justice Department's anti-trust division (BROADCASTING, April 28).

of an earnings recovery in 1970 is reasonable."

- **Taft Broadcasting:** Pointed up is Taft's diversification (motion picture-TV production, CATV, bowling center), a 17% rise in revenues and 11% in net income in the three months ended June 30. "Two of the television stations are leaders in their markets, but they have limited opportunity for additional growth," Moody's said. "The other five, however, should grow faster than the economy during the next two to five years."

Moody's found various "unresolved questions" directly affecting the industry still under debate. Among these it cited cigarette advertising, license-renewal policy and the future of "the infant community antenna television segment of the expanding communications field" plus the general economy. Of the last, it said, "if the administration's actions to reduce inflation succeed in restraining economic growth, then the broadcasters' profits could be held back, or even decline, in 1970."

Despite these uncertainties, which Moody's labeled as "near-term," the investors' service did not expect "the disposition of these problems to significantly slow the foreseeable growth of the industry." Its recommendation to investors is that they retain—for long-term appreciations—the common stock of specific independent broadcast groups.

The independents, Moody's pointed out, have a solid advertising base. The groups, it was explained, are for the most part affiliated with the networks, yet they have "considerable latitude in accepting or rejecting a network-produced program"; some 80% of their revenues come from national spot and local advertising, and "these segments are growing much faster than network billings, and should rise about 9% in 1969."

Also noted is the increasing use of TV by new advertisers, retailers in particular; color TV's effect of spurring growth in daily time spent viewing; "the low labor factor and low variable costs of television and broadcasting in general [which] give it an edge over printed matter as an advertising medium"; the trend toward the 30-second commercial with advertisers finding it as effective as the one-minute commercial and with broadcasters able to get more revenues from two 30-second ads than from a one-minute billing."

Its review of the cigarette-advertising situation is along familiar lines predicting a chain reaction of advertisers being

moved into prime-time spots vacated by cigarette advertisers and "this could make it harder to fill the nonprime-time spots. . . . Some price cutting, and profit deterioration could then take place, especially if the economy loses steam."

The report also goes into the FCC's license-renewal policy but finds that on the major question of common ownership of several media within a specific locale, the FCC's position "is not yet clear." In another overriding issue, that of FCC policies in considering applications by rivals for a license already held by a broadcaster, Moody's analysis finds that the commission has applied in a renewal proceeding, notably in the WHDH-TV Boston case, "the comparative criteria formerly used only in the awarding of initial grants."

As to attempts through legislation to

force the FCC to rule on a renewal before considering competing applications, the survey report pointed up Senator John Pastore's bill that would assure license continuity unless a clear violation of commission policy was proved and, it said "the chances for this sort of bill now seem better than ever."

Moody's warned, however, that "the increased possibility of losing a valuable property would have a depressing effect on the earnings multiple of broadcasting stocks."

In CATV Moody's saw no serious impact on TV broadcasters though "over a longer period of time, it [CATV] could well become a significant competitor," particularly if "permitted to carry commercials and to originate programs of its own, as well as to import signals from distant cities."

PKL changes name, eyes California firms

Papert, Koenig, Lois shareholders last week approved a change of the corporate name to the PKL Co.'s, and the acquisition of ACS Industries, Van Nuys, Calif., manufacturer of a new integrated circuit for use in electronic computers.

At the annual stockholders meeting in New York, Frederic Papert, chairman, who also added the title of president and chief executive officer when Norman Grulich resigned last Tuesday (Sept. 16), denied reports that his company had become totally separated from its London subsidiary, PKL Ltd. PKL Ltd. officials had explained that their company had decided to ask for a release from a number of accounts

The Broadcasting stock index

A weekly summary of market activity in the shares of 89 companies associated with broadcasting.

Stock Symbol	Ex-change	Closing Sept. 18	Closing Sept. 11	Closing Sept. 4	High	Low	1969	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	52	48 $\frac{1}{2}$	46 $\frac{1}{2}$	76 $\frac{1}{2}$	45 $\frac{1}{2}$	4,796	231,407
Atlantic States Ind.		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	15 $\frac{1}{2}$	6	1,798	13,036
Capital Cities	CCB	N	27 $\frac{1}{2}$	28 $\frac{1}{2}$	28 $\frac{1}{2}$	37 $\frac{1}{2}$	26	5,804	172,669
CBS	CBS	N	43 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	59 $\frac{1}{2}$	42 $\frac{1}{2}$	25,617	1,139,957
Corinthian	GRB	N	22	21 $\frac{1}{2}$	21 $\frac{1}{2}$	37 $\frac{1}{2}$	20	3,384	71,470
Cox	COX	N	42 $\frac{1}{2}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	59	37	2,893	121,043
Gross Telecasting	GGG	A	15 $\frac{1}{2}$	15 $\frac{1}{2}$	15 $\frac{1}{2}$	24 $\frac{1}{2}$	15	805	12,365
Metromedia	MET	N	19 $\frac{1}{2}$	19 $\frac{1}{2}$	19 $\frac{1}{2}$	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,507	112,123
Pacific & Southern		O	17	17	18 $\frac{1}{2}$	26 $\frac{1}{2}$	13 $\frac{1}{2}$	1,635	28,280
Reeves Telecom	RBT	A	13	14 $\frac{1}{2}$	14	35 $\frac{1}{2}$	12 $\frac{1}{2}$	2,253	31,812
Scripps-Howard		O	24 $\frac{1}{2}$	24 $\frac{1}{2}$	27 $\frac{1}{2}$	31 $\frac{1}{2}$	21	2,589	64,725
Sonderling	SOB	A	32 $\frac{1}{2}$	30 $\frac{1}{2}$	32	47 $\frac{1}{2}$	30 $\frac{1}{2}$	985	32,623
Starr Broadcasting		O	9 $\frac{1}{2}$	7 $\frac{1}{2}$	8 $\frac{1}{2}$	7 $\frac{1}{2}$	6 $\frac{1}{2}$	338	2,451
Taft	TFB	N	30 $\frac{1}{2}$	31 $\frac{1}{2}$	30 $\frac{1}{2}$	43 $\frac{1}{2}$	27 $\frac{1}{2}$	3,437	106,547
							Total	61,822	\$2,140,508
Broadcasting with other major interests									
Avco	AV	N	25 $\frac{1}{2}$	27 $\frac{1}{2}$	27	49 $\frac{1}{2}$	23 $\frac{1}{2}$	12,872	349,098
Bartell Media	BMC	A	15 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	22 $\frac{1}{2}$	8 $\frac{1}{2}$	2,292	31,515
Boston Herald-Traveler		O	32	32	29	71	29	574	17,220
Chris-Craft	CCN	N	13 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	24 $\frac{1}{2}$	11 $\frac{1}{2}$	3,201	40,813
Combined Communications		A	10 $\frac{1}{2}$	10	11 $\frac{1}{2}$	11 $\frac{1}{2}$	9	1,800	18,648
Cowles Communication	CWL	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10	17 $\frac{1}{2}$	9 $\frac{1}{2}$	3,620	38,372
Fuqua	FQA	N	34 $\frac{1}{2}$	32 $\frac{1}{2}$	31	47	30 $\frac{1}{2}$	5,073	175,019
Gannett	GCI	N	37	36 $\frac{1}{2}$	38 $\frac{1}{2}$	42	33	4,738	167,536
General Tire	GY	N	18 $\frac{1}{2}$	18 $\frac{1}{2}$	18 $\frac{1}{2}$	34 $\frac{1}{2}$	17 $\frac{1}{2}$	17,914	322,452
Gray Communications		O	8 $\frac{1}{2}$	8 $\frac{1}{2}$	9	12 $\frac{1}{2}$	8 $\frac{1}{2}$	475	4,199
Lamb Communications		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	4	10	4 $\frac{1}{2}$	2,650	10,600
Lee Enterprises		O	17 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	21 $\frac{1}{2}$	15 $\frac{1}{2}$	1,957	36,400
Liberty Corp.	LC	N	18 $\frac{1}{2}$	17 $\frac{1}{2}$	17	23 $\frac{1}{2}$	14	6,743	102,831
LIN		O	10 $\frac{1}{2}$	10	9 $\frac{1}{2}$	32 $\frac{1}{2}$	7 $\frac{1}{2}$	2,174	22,827
Meredith Corp.	MOP	N	43 $\frac{1}{2}$	40 $\frac{1}{2}$	41 $\frac{1}{2}$	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,779	112,550
The Outlet Co.	OTU	N	18 $\frac{1}{2}$	19	18	30 $\frac{1}{2}$	17 $\frac{1}{2}$	1,332	24,309
Plough Inc.	PLO	N	64 $\frac{1}{2}$	61 $\frac{1}{2}$	61 $\frac{1}{2}$	72 $\frac{1}{2}$	57 $\frac{1}{2}$	7,892	493,250
Post Corp.		O	19 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	40	14 $\frac{1}{2}$	566	10,754
Rollins	ROL	N	35 $\frac{1}{2}$	36 $\frac{1}{2}$	35 $\frac{1}{2}$	39 $\frac{1}{2}$	30 $\frac{1}{2}$	7,981	287,316
Rust Craft	RUS	A	26 $\frac{1}{2}$	27 $\frac{1}{2}$	28 $\frac{1}{2}$	38 $\frac{1}{2}$	25 $\frac{1}{2}$	1,168	31,956
Storer	SBK	N	31 $\frac{1}{2}$	27 $\frac{1}{2}$	27 $\frac{1}{2}$	62	24 $\frac{1}{2}$	4,220	116,050
Time Inc.	TL	N	44 $\frac{1}{2}$	43 $\frac{1}{2}$	45 $\frac{1}{2}$	100 $\frac{1}{2}$	36 $\frac{1}{2}$	7,238	332,948
Wometco	WOM	N	18 $\frac{1}{2}$	19 $\frac{1}{2}$	20 $\frac{1}{2}$	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,683	117,922
							Total	104,342	\$2,864,576
CATV									
Ameco		A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	14 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	10,800
American TV & Commun.	ACO	O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	15 $\frac{1}{2}$	11	1,775	25,738
Cablecom-General	CCG	A	10 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	1,605	17,013
Cable Information Systems		O	2 $\frac{1}{2}$	2	3	5	2 $\frac{1}{2}$	955	3,343
Columbe Cable		O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	15 $\frac{1}{2}$	9 $\frac{1}{2}$	580	5,429
Cox Cable Communications		O	12 $\frac{1}{2}$	13	13 $\frac{1}{2}$	22	13 $\frac{1}{2}$	3,550	47,925
Cypress Communications		O	10	10	10	23	10 $\frac{1}{2}$	808	8,080
Entron		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	3	10 $\frac{1}{2}$	3 $\frac{1}{2}$	607	1,894
General Instrument Corp.	GRI	N	36 $\frac{1}{2}$	34 $\frac{1}{2}$	35 $\frac{1}{2}$	43 $\frac{1}{2}$	26	6,028	227,557
H & B American	HBA	A	14 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	5,016	70,826
Sterling Communications		O	5 $\frac{1}{2}$	6	6	10 $\frac{1}{2}$	5 $\frac{1}{2}$	500	3,125
Teleprompter	TP	A	56 $\frac{1}{2}$	56	54	70 $\frac{1}{2}$	46	1,006	54,324
Television Communications		O	11 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	2,090	25,603
Vkoo	VIK	A	24 $\frac{1}{2}$	23	21 $\frac{1}{2}$	33 $\frac{1}{2}$	20	1,795	40,388
							Total	27,515	\$542,046

in order to concentrate on other business that would be "more profitable" in the long run.

Mr. Papert also told the shareholders PKL would acquire "during the next 30 days" Cybernetic Plastic Corp., also in Van Nuys, a producer of blow-molded plastic containers. He said PKL is evaluating several other potential acquisitions.

The company's proxy statement lists Mr. Papert; Julian Koenig, chairman of the executive committee and director, and Mr. Grulich, while president, as receiving \$47,250 remuneration each for the fiscal year ended Nov. 30, 1968. Theodore C. Levenson, vice president and director, received \$45,250.

Messrs. Papert, Koenig, Levenson and Grulich—who remains a major stockholder—were reelected to the board of directors as were William Murphy and

Bernard Schlossman. John M. Dutton, appointed in July to fill a vacancy on the board, was elected to a full term.

W7 shares to earn \$1.60, name to be trimmed

Kinney National Service Inc. anticipates operating earnings for the fiscal year ending Sept. 30, 1969, of about \$28 million after taxes, or \$1.60 per share, from the combined Kinney and newly acquired Warner Bros.-Seven Arts businesses.

Steven J. Ross, Kinney president, said this projection is before making a special fiscal year-end write-down of \$25 million, after taxes, of motion picture and pre-production costs. He stressed that the write-down is solely related to motion picture and prepro-

duction costs and not to other divisions of the Warner or Kinney operations.

Mr. Ross also said that Kinney will shorten the name of Warner Bros.-Seven Arts to Warner Bros. Inc. Kinney acquired W7 on July 8, 1969.

Directors of Kinney last week declared regular quarterly dividends of 6¼ cents a share on the common stock; 22½ cents a share on the series A convertible preferred stock and \$1.06¼ a share on the \$4.25 series B convertible preferred stock.

Corinthian reports record TV revenues

Stockholders at the Corinthian Broadcasting Corp.'s annual meeting in New York last week received an optimistic outlook for the future from President-

	Stock Symbol	Ex-change	Closing Sept. 18	Closing Sept. 11	Closing Sept. 4	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	34½	33½	32½	42	25	5,863	193,479
Commonwealth United*	CUC	A	—	—	—	24½	8½	12,428	132,000
Disney	DIS	N	94	88	84½	96½	69½	4,381	370,195
Filmways	FWY	A	23½	25½	24½	38½	19½	1,244	32,145
Four Star International		O	5	4½	4½	10	3½	666	3,330
Gulf and Western	GW	N	21½	21½	22½	50½	19	16,426	386,011
Kinney National	KNS	N	25½	24½	42½	39½	19	5,940	158,895
MCA	MCA	N	22½	25½	25½	44½	23½	8,059	202,442
MGM	MGM	N	41½	41	35½	44½	25	5,801	224,789
Transamerica	TA	N	27	27½	28½	38½	23	61,869	1,732,332
Trans-Lux	TLX	A	21½	21½	22	58½	21	979	23,104
20th Century-Fox	TF	N	21½	22	19½	41½	16½	8,155	154,945
Walter Reade Organization		O	9½	9	8½	15½	8	2,083	18,747
Wrather Corp.		O	8½	7½	7½	23	8½	1,760	14,291
							Total	135,654	\$3,646,705
Service									
John Blair	BJ	N	24½	22½	21½	28½	17½	2,667	61,341
Comsat	CQ	N	48½	47½	47½	55½	41½	10,000	485,000
Creative Management		O	12½	12	14	20½	8½	1,020	13,260
Doyle Dane Bernbach		O	20½	21	21½	32½	21½	2,104	45,762
Foote, Cone & Belding	FCB	N	11½	11½	11½	15½	11	2,147	24,390
Grey Advertising		O	14½	15	14½	18½	13	1,163	17,445
Movielab	MOV	A	6½	6½	7½	14½	6½	1,407	10,018
MPO Videotronics	MPO	A	8½	9½	9½	22½	8½	548	5,129
Nielsen		O	29½	28½	29	37½	28½	5,240	157,200
Ogilvy & Mather		O	22½	20½	21½	35	17½	1,090	23,435
Papert, Koenig, Lois	PKL	A	14	14½	14½	30½	10½	723	10,303
J. Walter Thompson		O	30½	26½	27½	41	24½	2,778	73,617
Wells, Rich, Greene		O	9½	9½	9½	18	8½	1,501	14,635
							Total	32,388	\$941,535
Manufacturing									
Admiral	ADL	N	15½	15½	15½	21½	14½	5,110	77,928
Ampex	APX	N	45½	42½	41½	45½	32½	10,776	527,826
General Electric	GE	N	83½	84½	82½	98½	81	91,025	7,623,344
Magnavox	MAG	N	46½	47½	47½	56½	41	16,561	790,788
3M	MMM	N	109½	108½	106½	112½	94	54,521	5,820,117
Motorola	MOT	N	142	136½	131½	143	102½	6,148	811,536
RCA	RCA	N	40½	39½	36½	48½	35½	62,713	2,310,347
Reeves Industries	RSC	A	5½	4½	4½	10½	4½	3,443	17,628
Visual Electronics	VIS	A	10½	10½	10½	37	9½	1,326	13,260
Westinghouse	WX	N	57½	57½	58	71½	53½	38,647	2,264,714
Zenith Radio	ZE	N	41½	39½	39	58	35½	18,965	734,894
							Total	309,235	\$20,992,382
							Grand total	671,556	\$31,127,751
Standard & Poor Industrial Average			104.44	103.60	103.50				

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

Shares outstanding and capitalization as of August
* Trading temporarily suspended.

Chairman C. Wrede Petersmeyer.

He noted that the fiscal year that ended last April 30 was the ninth consecutive year of record sales and earnings and added that the first quarter of the current fiscal year, ended July 31, was marked by a 55% increase in sales and a 30% gain in earnings over the 1968 quarter. He pointed out that a

substantial contributor to the advances was its encyclopedia publishing company Standard Reference Library, which Corinthian did not acquire until last September.

Mr. Petersmeyer reported that television sales and their contribution to earnings also were higher than for any previous first fiscal quarter in the com-

pany's history. He added that during the 12 months ended Aug. 31 the company's television stations (KHOU-TV Houston, KOTV-TV Tulsa, KXTV-TV Sacramento, Calif., WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis) accounted for 72% of Corinthian's estimated sales and Standard Reference, 28%.

Fates & Fortunes

Broadcast advertising

William White, formerly VP and account supervisor, Young & Rubicam, New York, joins Erwin Wasey there as senior VP.

Thomas Clark and **Theodore Springer**, account group heads, and **Peter Collins**, account supervisor, elected VP's BBDO, New York.

William H. Lyman, formerly VP and creative director, J. Walter Thompson Co., New York, joins Earle Ludgin & Co. there as vice chairman and chief operating officer.

J. R. Ave, account supervisor, BBDO, New York, joins Lennen & Newell there as VP and account supervisor.

Robert Kinnin, general manager of Buffalo, N.Y., office, Rumrill-Hoyt, elected VP.

Leonard Giarraputo, executive VP, publishing division, Metromedia Inc., New York, named VP and national sales manager of Metromedia's WNEW-TV

New York.

William S. Dallmann, executive VP, Metro Radio Sales, New York, joins WSAI-AM-FM Cincinnati as general sales manager.

Fred C. McCormack Jr., director of marketing, LIN Broadcasting Corp., Nashville, joins staff of Noble-Dury & Associates, Nashville agency.

Audian H. Paxson, executive VP, White & Shuford Advertising Inc., El Paso, Tex., named president.

Everett B. Keller, senior account executive, Ogilvy & Mather, New York, appointed VP and account supervisor for Goodman Organization, Hollywood-based advertising agency.

Alan B. Levin, advertising production manager, *Holiday magazine*, Philadelphia, joins WCAU-TV there as national sales service representative.

Thoren Schroeck, with CBS TV stations national sales, New York, appointed to newly created position of

national sales manager, CBS-owned KMOX-TV St. Louis.

Neil Rockoff, with CBS Radio Spot Sales, New York, joins CBS-owned WEE(AM) Boston as general sales manager.

John C. Boesch, with Henderson Advertising Agency, Greenville, S.C., appointed account supervisor.

Richard E. True and **Edward V. Sweeny**, with Fox and Chenoweth Inc., Denver agency, named VP's. Concurrent with appointments, corporate name of agency changes to Fox, Sweeny and True Inc.

Byron Lawrence, creative group supervisor, Harold Cabot & Co., Boston, joins Luckie & Forney, Birmingham, Ala., agency, as creative director.

Bill Hagler, general manager, WAVU(AM) and WQSB(FM) Albertville, Ala., joins WHMA-TV Anniston, Ala., as national sales manager and news director.

Don Belding, ad pioneer, succumbs to cancer



Mr. Belding

Mr. Belding entered the Los Angeles office of Lord & Thomas at the bottom of the ladder despite being 28, married and a father. He soon graduated from office boy chores to conducting house-to-house canvasses for the agency. From there he moved to copy writer and then account executive. Some 15 years after joining the agency. Mr. Belding was appointed manager of the Los Angeles

Don Belding, 74, who started a legendary advertising agency career as an office boy with Lord & Thomas Agency in 1923 and who retired in 1957 from a \$85,000-a-year position as one of the principals of Foote, Cone & Belding, died of cancer Sept. 16 in Los Angeles.

Mr. Belding entered the Los Angeles office of Lord & Thomas at the bottom of the ladder despite being 28, married and a father. He soon graduated from office boy chores to conducting house-to-house canvasses for the agency. From there he moved to copy writer and then account executive. Some 15 years after joining the agency. Mr. Belding was appointed manager of the Los Angeles

office. Retirement of Albert D. Lasker, head of Lord & Thomas, in 1942, led to the forming of Foote, Cone & Belding January 1943. Mr. Belding continued to head the Los Angeles office, while Fairfax M. Cone took over the Chicago operation and Emerson Foote became top man in New York. The agency started with \$100,000, enough only for immediate expenses, yet Mr. Belding witnessed its growth to become one of the 10 largest advertising shops in the country.

Deeply committed to civic endeavors, Mr. Belding since his retirement at age 60, has helped found the Los Angeles International Airport, was a founder and president of the board of directors of Freedoms Foundation in Valley Forge, Pa., president of Easter Seal campaign, national fund chairman of the Arthritis and Rheumatism Foundation and was president of the Crippled Children's Society of Los Angeles.

Mr. Belding is survived by his second wife, Alice; one son, Don Jr.; one daughter, Barbara; and one stepson, Harry.

Media



Mr. Liss

W. Va.-Steubenville, Ohio, who becomes chairman of the board. Other officers elected at IBFM annual conference (see page 43) were **Don Schomburg**, KSD-AM-TV St. Louis, VP, and **John J. Rouse**, controller. WQXI-AM-FM-TV Atlanta.

James P. Hickey Jr., general sales manager, KKH-AM-FM San Francisco, appointed general manager.

Don Metzger, formerly sales manager and assistant manager, KGU(AM) Honolulu, named VP and general manager.

Karl Gutman, formerly director of operations, Continental CATV, systems

operating division of Vikoa Inc., Hoboken, N.J., named executive VP of Continental.

Thomas Watson, formerly with Katz Television, New York, joins ABC-TV station relations department there as regional manager for affiliated TV stations in Alabama, Connecticut, Michigan, Ohio, Pennsylvania, West Virginia and Wisconsin.

George Wallace, general sales manager, KQUN-TV Tucson, Ariz., appointed station manager.

Kenneth R. Harris, program director, WVIP-AM-FM Mount Kisco, N.Y., appointed assistant general manager. He is succeeded by **Robert Bruno**.

Dudley J. Cox, VP-finance and administration, Mutual Broadcasting System, Los Angeles, appointed controller of parent Mutual Broadcasting Corp. His headquarters will be in New York.

Richard Charles Merkle, accounting and special projects manager, WABC-TV New York, appointed business affairs manager.

Victor Ludington, station manager, WSPA-TV Spartanburg, S.C., joins KTXS-TV Sweetwater, Tex., as general manager. He succeeds **W. F. de Tournillon**, who joins KLBK-TV Lubbock, Tex. Both KTXS-TV and KLBK-TV are Grayson Enterprises stations.

Victor M. Gutt, with Post Corp., Appleton, Wis., appointed assistant corporate controller. Post Corp. holdings include both radio and TV stations.

Harold W. Dutch, WLAM(AM) Lewiston, Me., elected president of Maine Association of Broadcasters. Others elected: **David Brown**, WTVL(AM) Waterville, first VP; **Terrance Economy**, WRKD(AM) Rockland; **Norman G. Gallant**, WFAU(AM) Augusta; secretary-treasurer.

Programing

Dennis E. Doty, manager of network unit managers, ABC-TV, West Coast, appointed program executive there. He succeeds **Myles Harmon**, appointed producer of ABC-TV's *Joey Bishop Show*. **Michael S. Brockman**, production controller-estimator, ABC-TV, appointed director of production control, East Coast. He succeeds **Joseph Rowan**, who joins ABC Owned TV Stations Division, New York, as business manager. **Ralph Charell**, writer, sales development department, ABC-TV, New York, appointed to newly created post of manager of feature films.

Robert F. Kohlruist, executive producer for films and live shows, Wilding Inc., Detroit, marketing-communications subsidiary of Bell & Howell Co., elected VP and appointed manager of motion-

Scnderling changes

Jerrold Levine of S. D. Leidesdorf & Co., New York accounting firm, named treasurer of Sonderling Broadcasting Corp., succeeding **Joe Madden**, who resigns. In other SBC changes, **John W. Doubleday**, national program director of SBC and operations manager of its WOL(AM) Washington, named VP and general manager of KDIA(AM) Oakland, Calif., succeeding **Walter Conway**, who resigns. **Jerry Boulding**, operations manager of WWRL(AM) New York, adds duties of SBC national program director, and **Jim Kelsey**, program director of WOL, adds duties of manager of WOL.

picture production at Wilding's Argyle studios in Chicago.

George W. Vosburgh, director of daytime programing, East Coast, ABC-TV, joins **Don Reid Productions**, Hollywood, packager of TV game shows, as VP-programing.

Donald E. Klauber, executive VP of Warner Bros.-Seven Arts worldwide television operations resigns, but will be available to company in consultative capacity. **Jack L. Warner** ends his association with W7 film studio, Burbank, Calif., which he and his brothers established 57 years ago. Move follows purchase of studio by Kinney National Service Inc., New York. Mr. Warner previously sold his holdings in Warner Bros. to Seven Arts Ltd. in 1967 but remained as vice chairman of board and independent movie producer.

Jack Sterling, network and long-time New York air personality, retires to become restaurant operator in Eastchester, N.Y. He was most recently with WHN(AM).

G. Robert Gibson, formerly operations director of special events, noncommercial WVIA-TV Scranton—Wilkes-Barre, Pa., appointed director of program operations. Pennsylvania Public TV Network, Hershey, Pa.

W. E. McClenahan, general sales manager, Midwest division, Triangle Program Sales, Chicago, resigns to become president and principal stockholder of Milwaukee firm, Dreyer-Meyer Corp.

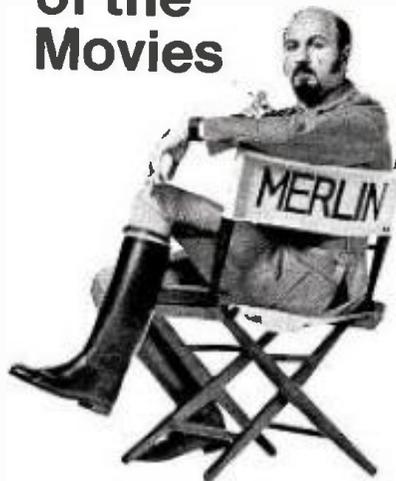
David Klahr, assistant production manager, WFIL(AM) Philadelphia, appointed program director. WFIL-AM-FM there.

News

Jim Simon, managing editor, KCBS(AM) San Francisco, appointed news director.

Tom Robertson, executive producer for special projects, Avco Broadcasting

Ask Merlin of the Movies



Grand Seer of TV Programming . . .

brought to you as a service of Metro-Goldwyn-Mayer Television.

A program executive in Florida asks:

"How long should I rest a feature film between plays to get the maximum rating each time?"

Answer

"One example is the re-play of a group of eight off-net features in New York that were scheduled between 6 and 12 months apart. It is interesting to note that of the titles involved (part of the MGM/6 list on WABC-TV) they averaged a higher rating on each successive run in the market: 8.3 on the third run, 9.0 on the fourth and 9.7 on the fifth. Key to this was the type of feature and re-scheduling between early evening and late night.

WOR-TV replayed 9 titles (from the MGM/7) within a six month period and got a rating 93% as good as the first. Again, attention to type of movie, different time period and size of market must be your guide. Let Merlin advise, but you'll have to be wise."

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

Corp., Cincinnati, appointed news director of Avco's WLW(AM) and WLWT-TV there.

Larry E. Maisel, with news department, WWL-TV New Orleans, joins WDBJ-TV Roanoke, Va., as news director.

Jim Edwards, with wowo(AM) Fort Wayne, Ind., appointed news director.

Richard F. Mann, news director, WORD(AM) Spartanburg, S.C., joins WROV(AM) Roanoke, Va., in same capacity.

Norman Lumpkin, news director, WTLC(FM) Indianapolis, joins WSFA-TV Montgomery, Ala., as staff reporter

R. C. Meldrim Jr., senior news editor, WMBR(AM) Jacksonville, Fla., appointed news director of WMBR's news bureaus. **Wayne Wofford**, also with WMBR, appointed news editor.

Richard T. Hickox, KOCO-TV Oklahoma City, elected president of Oklahoma AP Broadcasters Association. He succeeds **Leon Shearhart**, KWCO(AM) Chicasha.

Victor E. Fergie, news director, KCOY-TV Santa Maria, Calif., joins KLYD-TV Bakersfield, Calif., in same capacity.

Mark Edwards, newsman, WCIA-TV Champaign, Ill., joins KMOX-TV St Louis in same capacity.

Matt Hazeltine, former member of San Francisco 49ers football team, joins KGO-TV San Francisco as sportscaster for University of California football games.

Ross Stone, director of news and public affairs, WINZ(AM) Miami, joins WOCN(AM) there as newscaster.

Jack Dempsey, news director, Malrite Broadcasting's WNYR(AM) Rochester, N.Y., appointed to newly created position of national news director for Malrite Broadcasting Co., Detroit-based group owner.

Earl J. Leclair Jr., UPI newscast communications coordinator, New York, appointed to newly created position of manager.

Promotion

Haywood Meeks, advertising and promotion manager of WMAL-TV Washington, resigns effective Oct. 15. No future plans announced.

Alan Morris, promotion-publicity manager WJZ-TV Baltimore, appointed manager, information services, for Westinghouse Broadcasting Co.'s *Mike Douglas Show*, Philadelphia. **Sherri L. Sieving**, assistant advertising and sales promotion manager, WBZ-TV Boston, joins WJZ-TV as audience promotion manager. Both are WBC stations.

Eliot D. Goldstein, sales manager, Pomeroy's Inc., Camp Hill, Pa., de-

NAB committee named

Lee R. Wallenhaupt, VP-engineering, WSJS-AM-FM-TV Winston-Salem, N.C., appointed chairman of National Association of Broadcasters' Engineering Conference Committee to be held April 5-8, 1970, in Chicago. Others appointed to committee are: **Albin R. Hillstrom**, KOOL-AM-FM-TV Phoenix; **Eldon Kanago**, KICD-AM-FM Spencer, Iowa; **Leslie S. Learned**, MBS, New York; **Richard T. Monroe**, Westinghouse Broadcasting Co., New York; **James D. Parker**, CBS-TV, New York; **Royce LaVerne Pointer**, ABC, New York; **Russell B. Pope**, Golden Empire Broadcasting Co., Chico, Calif.; **Roland R. Richardt**, WSAU-AM-FM-TV Wausau, Wis.; **William H. Trevarthen**, NBC, New York; and **Philip Whitney**, WINC(AM) Winchester, Va.

partment store, appointed information coordinator, Pennsylvania Public TV Network, Scranton, Pa.

Ed Velarde, publicity director for KABC(AM) Los Angeles, named supervisor of public relations for Goodman Organization, Hollywood-based advertising agency.

Equipment & Engineering

Glynn E. Rogers, formerly staff engineer, WAPI-TV Birmingham, Ala., joins WQXI-TV Atlanta as assistant chief engineer.

Kurt H. Oppenheimer, director of industrial engineering department, CBS-TV, New York, joins Reeves/Actron, production service of Reeves Telecom Corp. there as VP-engineering.

Charles L. Cassar, market research manager, CBS electronic video recording division, New York, appointed director, marketing services.

Lawrence J. Messenger, assistant chief engineer, noncommercial WUHY-FM-TV Philadelphia, appointed engineering director for Pennsylvania Public TV Network, Scranton.

T. R. Humphrey, formerly director of product engineering, Visual Electronics, New York, joins McMartin Industries, Omaha, as communications product manager.

William S. Lowry, with Sylvania Entertainment Products, Batavia, N.Y., operating group of Sylvania Electric Products Inc., New York, appointed general product manager of group.

Ken Palius, VP-marketing and development, Berkey Colortran, Burbank, Calif., joins Imero Fiorentino Associates

Inc., New York, lighting designers and consultants, as director of operations in new Los Angeles office.

Claude E. Gianino, PR manager, Loral Corp., Scarsdale, N.Y., joins Conrac Corp., New York equipment manufacturing firm, in same capacity.

Allied fields

William A. Porter, Washington communications attorney, becomes counsel to Dempsey and Koplovitz, Washington. Mr. Porter was partner of Robb, Porter, Kistler and Parkinson, Washington, now dissolved.

William R. Loch, news assignment editor, WTOP-TV Washington, joins BROADCASTING magazine as associate editor.

James R. Cooke, lawyer on FCC's CATV task force, joins McKenna & Wilkinson, Washington law firm, as associate.

Deaths

Haraden Pratt, former VP and chief engineer of American Cable & Radio Corp. and telecommunications advisor to Presidents Truman and Eisenhower, died Aug. 18 at his home in Pompano, Fla., of lung cancer. He was also former president of Institute of Radio Engineers and, later, director emeritus of Institute of Electrical and Electronics Engineers.

Anthony J. Koelker, 60, regional manager of broadcaster relations for Broadcast Music Inc., performing rights licensing organization, died Sept. 7 at his home in Aiken, S.C., of heart attack. He is survived by his wife and three children.

Herman H. Ridder, 61, president and director of Ridder Publications, died Sept. 15 at his home in Long Beach, Calif., after short illness. Besides owning 17 newspapers, Ridder family has part interest in WCCO-AM-FM-TV Minneapolis-St. Paul, and full ownership of WDSM-AM-TV Superior, Wis., KDSN(AM) Aberdeen, S.D., and KSSS(AM) Colorado Springs. Mr. Ridder's father, **Bernard H. Ridder**, is chairman of board. He is survived by his wife, **Florence**, one son and one daughter.

W. David Brown, 42, manager of sales administration for *Today* and *Tonight* shows on NBC-TV, died Sept. 15 in New York.

La Rue Heard, 24, member of WINS(AM) New York news staff, killed Sept. 13 in St. Thomas, Virgin Islands, automobile accident, while on her honeymoon. She is survived by her husband, **Leroy Johnson**, who was injured in accident.

As compiled by BROADCASTING, Sept. 9 through Sept. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Start authorized

• WCVN(TV) Covington, Ky.—Authorized program operation on ch. 54, ERP 1.74 kw vis. Ant. height above average terrain 400 ft. Action Sept. 9.

Final actions

• Flagstaff, Ariz.—Grand Canyon Television Co. FCC granted VHF ch. 2, ERP 24.5 kw vis., 4.9 kw aur. Ant. height above average terrain 1,540 ft.; ant. height above ground 294 ft. P.O. address: c/o Wendell Elliott, Box 1843, Flagstaff 86001. Estimated construction cost \$249,538; first-year operating cost \$192,000; revenue \$228,000. Geographic coordinates 34° 57' 40" north lat.; 111° 31' 00" west long. Type trans. GE TT-50-C. Type ant. GE TY-50-E. Legal counsel Wilkinson, Craun & Barker; consulting engineer Jules Cohen & Associates, both Washington. Principals: Wendell Elliott, president (25%), Fred F. Udine (20.84%), Charles J. Saunders, vice president (15%), William B. Chamberlain (8%) et al. Mr. Elliott is former vice president-general manager and 25% stockholder of KTVG-TV Ensign, Kan. Mr. Udine owns motel. Mr. Saunders owns KCLS(AM) Flagstaff and 88% of KUPI(AM) Idaho Falls, Idaho. Mr. Chamberlain is operations manager of KAAA(AM) Kingman, Ariz. Action Sept. 10.

• Pierre, S. D.—University of South Dakota. Broadcast Bureau granted VHF ch. 10 ERP 318 kw vis., 63.1 kw aur. Ant. height above average terrain 1,620 ft.; ant. height above ground 679 ft. P.O. address: c/o Martin P. Busch, University of South Dakota. Estimated construction cost \$375,409.91; first-year operating cost \$51,550; revenue none. Geographic coordinates 43° 57' 55" north lat.; 99° 36' 25" west long. Type trans. GE TT-530-D. Type ant. GE TY-70-H. Legal counsel Marcus Cohn, Washington; consulting engineer James Prusha, ETV board in South Dakota. Requests waiver of Sec. 73.685(a) of rules. Principals: Martin P. Busch, secretary. James Prusha, director of engineering and board of directors. Joseph L. Floyd is president of Mid-continental Broadcasting Co., licensee of KELO-AM-FM-TV Sioux Falls, S.D.; KPOL(AM) Los Angeles; WLOW-AM-FM Aiken, S.C., and WKOW-AM-TV Madison, Wis. Mr. Busch is director of KPSD-AM-FM-TV Vermillion, S.D. University of South Dakota in Vermillion and South Dakota State University in Brookings, both South Dakota, hold CP's for KUSD-TV and KESD-TV. Action Sept. 10.

Action on motion

• Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, set aside examiner's Aug. 21 order; granted petition by Golden Orange Broadcasting Co. for leave to amend application to reflect change in proposed trans. site and other minor changes and accepted supplemental engineering information (Docs. 18295-300). Action Sept. 9.

Other actions

• Review board in San Francisco, TV proceeding, Doc. 18500, dismissed exceptions of

Blanche Streeter and Albert Kihn to memorandum opinion and order issued July 9, released July 10, filed Aug. 8 by Albert Kihn. Action Sept. 12.

• Review board in Washington, TV proceeding, Docs. 18559-63, granted request for extension of time, filed Sept. 8 by United Television Co. and United Broadcasting Co. Action Sept. 10.

• Review board in Baton Rouge, TV proceeding, Doc. 18555, granted joint petition for extension of time to file oppositions to petitions to enlarge issues and request for immediate consideration, filed Sept. 8 by Louisiana Television Broadcasting Corp. and Southwestern Louisiana Communications Inc. Action Sept. 10.

• Review board in Tijuana, N.M., TV proceeding, Doc. 18606, denied motion for stay, filed Sept. 10 by Radio-Television S. A., and Bay City Television Inc. Action Sept. 12.

Rulemaking action

• FCC amended rules, table of TV assignments by replacing reserved noncommercial educational ch. 28 with reserved ch. 49 at Estherville, Iowa, and by adding reserved ch. 46 to Fort Dodge, Iowa. Action Sept. 12.

Call letter applications

• South Colorado State College, Pueblo, Colo. Requests *KTSK(TV).

• Rault Petroleum Corp., New Orleans, La. Requests WGNO-TV.

Call letter action

• Apple Valley Broadcasting Inc., Kennewick, Wash. Granted KVEW(TV).

Existing TV stations

Final actions

• WCJB(TV) Gainesville, Fla.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant., ant. height 680 ft. Action Sept. 9.

• KCIT-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to March 10, 1970; granted mod. of CP to change tower location; change type ant.; make changes in trans. line. Action Sept. 10.

• WIPR-TV San Juan, P.R.—Broadcast Bureau granted mod. of CP to change type trans. Action Sept. 10.

• KNCT(TV) Belton, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 223 kw vis., 33.4 kw. aur.; change type ant. Action Sept. 10.

Action on motion

• Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Videore Corp. [WRTV-

(TV)] Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, on joint request by applicants, postponed further hearing to Oct. 15, pending outcome of settlement negotiations which could obviate further hearings (Docs. 18403-4 and 18448). Action Sept. 9.

Call letter application

• WTAJ-TV, R. David Boyer, Trustee, Marion, Ind. Requests WSFD-TV.

Call letter action

• KLTC(TV), Levin-Townsend Enterprises Inc., Henderson, Nev. Granted KHBV(TV).

Network affiliations

• Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

• KAKE-TV Wichita, Kan. (KAKE-TV & Radio Inc.). Contract dated Aug. 18, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$950; compensation paid to 30% prime time.

• KFDM-TV Beaumont, Tex. (Beaumont Television Corp.). Letter-agreement dated July 18, 1969, continues contract dated Sept. 11, 1968; effective Sept. 11, 1968, to Sept. 10, 1968, and self-renewable for an additional two-year period. First call right. Programs delivered to station. Network rate, \$550; compensation paid at 32% prime time.

NBC

• Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

• WBBH-TV Fort Myers, Fla. (Broadcasting Telecasting Services Inc.). Amendment dated Aug. 5, 1969, amends contract dated Oct. 14, 1968; effective Nov. 20, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs obtained from WPTV(TV) West Palm Beach.

EDWIN TORNBERG

& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
 212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
 408-375-3164

Summary of broadcasting

Compiled by FCC, Sept. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,249 ¹	3	7	4,259	73	4,332 ¹
Commercial FM	1,996	0	42	2,038	191	2,189
Commercial TV-VHF	495	2	9	506	16	522
Commercial TV-UHF	122	0	5	177	145 ²	322
Total commercial TV	617	2	64	683	161	844
Educational FM	371	0	11	382	43	425
Educational TV-VHF	71	0	6	77	6	83
Educational TV-UHF	89	0	14	103	13	116
Total educational TV	160	0	20	180	19	199

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Fla., and delivered to station at its expense. Network rate, \$100 for full-rate periods; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WHAG-TV Hagerstown, Md. (Regional Broadcasting Co.). Contract dated July 2, 1969; effective Nov. 1, 1969, (or as soon as station begins operating) for two years. Agreement will terminate if not in effect by Jan. 1, 1970. No first call right. Programs delivered to AT&T testboard in Washington and delivered to station at its expense. No compensation.

New AM stations

Application

■ Ashdown, Ark.—Ashdown Broadcasters Inc. Seeks 1470 kc, 500 w-D. P.O. address: Route 1, Highway 32, Ashdown 71822. Estimated construction cost \$29,370.08; first-year operating cost \$38,500; revenue \$40,000. Principals: Jimmy N. McCollum, president (25%), Donald Harms (20%) Norman W. Peacock, chairman (15%), et al. Mr. McCollum is general manager of KOKO(AM) Warrensburg, Mo. Mr. Harms is chief engineer for KDRO(AM) Sedalia, Mo. Mr. Peacock is physician and owns 25% of clinic. Ann. Sept. 11.

Start authorized

■ WEVR River Falls, Wis.—Authorized program operation on 1550 kc, 1 kw-D. Action Aug. 27.

Actions on motions

■ Hearing Examiner Millard F. French in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey (Louis Vander Plate, et al.), AM proceeding, to formalize ruling made on record, scheduled further hearing for Oct. 6; by separate action denied motion by Somerset Valley Broadcasting Co. to remove application (Docs. 18251-3 and 18256-7). Action Sept. 8-9.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted request by What The Bible Says Inc. and extended to Sept. 17

time to file proposed findings of fact and conclusions relating to comparative issue (Docs. 17571-3). Action Sept. 9.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp., John B. Weeks), AM proceeding, granted petition by Oxbow Broadcasting, reopened record, took official notice of Oxbow's exhibit 4-A attached to petition; closed record (Docs. 17571-3). Action Sept. 9.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, pursuant to Aug. 19 evidentiary hearing, rescheduled hearing for Oct. 28 (Docs. 17722, 18385). Action Sept. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, on request of Harry D. and Robert E. Stephenson, continued hearing to Sept. 25 (Docs. 18385-6). Action Sept. 10.

Other actions

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted request for extension of time, filed Sept. 3 by Hudson C. Millar Jr. and James Jerdan Bullard. Action Sept. 10.

■ Review board in Baynton Beach, Fla., AM proceeding, Docs. 18310-12, granted petition for leave to amend filed June 3 by North American Broadcasting Co. Action Sept. 10.

■ Review board in Alamogordo, N.M., AM proceeding, Docs. 17624-25, granted to extent indicated and denied in all other respects, petition to enlarge issues, filed June 26 by Sierra Blanca Broadcasting Co. Action Sept. 10.

■ Review board in Lawton, Okla., AM proceeding, Docs. 18392-94, granted petition for leave to amend filed May 1 and further petition for leave to amend filed July 9 by Allan Pratt Page; granted joint petition for approval of agreement pursuant to rules filed April 24 by Howard M. McBee, Allan Pratt Page and Bill Thacker; granted petition for immediate grant without hearing

filed May 1 by Allan Pratt Page, Action Sept. 15.

Call letter applications

■ Kona Coast Broadcasting Co., Kealahou, Hawaii. Requests KKON.

■ Blue Ribbon Broadcasting Inc., Pittsfield, Mass. Requests WEZP.

■ Monticello Broadcasting, Miss. Requests WMLC.

■ Brockport Broadcasting Inc., Brockport, N.Y. Requests WADD.

■ Lorain Community Broadcasting Co., Lorain, Ohio. Requests WLRB.

Existing AM stations

Application

■ WCCR Urbana, Ill.—Requests CP to increase hours of operation from D to U with nighttime on 1590 kc, 500 w, DA-N (1580 kc 250 w-D); trans. Ann. Sept. 11.

Final actions

■ Broadcast Bureau granted CP's to replace expired permits for changes for following: WTEH Terre Haute, Ind.; WDSK Cleveland, Miss. Action Sept. 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WEDC Chicago to March 1, 1970; KLEO Wichita, Kan., to Feb. 23, 1970; KFLE Lake Charles, La., to Oct. 10, 1970; WYRU Elizabeth, N.J., to Feb. 19, 1970; WYRU Red Springs, N.C., to Feb. 18, 1970. Action Sept. 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WAMY Amory, Miss., to Dec. 31; WISN Milwaukee to Feb. 18, 1970. Action Sept. 11.

■ KMMJ Grand Island and WJAG Norfolk, both Nebraska, and KFAX San Francisco—FCC granted stay permitting presunrise use of full power to Oct. 31 or until decision is reached on petitions for reconsideration of commission presunrise action July 29 (Docs. 17562, 18023 and 18036). Commission order specifies presunrise operation by these stations may not commence before 6 a.m. local time or sunrise at location of co-channel class I-A station, whichever is later. Action Sept. 1.

■ WAMA Selma, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to Race Street; make changes in ant. system. Action Sept. 10.

■ WNMP Evanston, Ill.—Broadcast Bureau granted remote control. Action Sept. 10.

■ KNEI Waukon, Iowa—Broadcast Bureau granted CP to increase daytime power to 1 kw; install new trans.; conditions. Action Sept. 11.

■ WLLS Hartford, Ky.—Broadcast Bureau granted license covering new station. Action Sept. 8.

■ WXOK Baton Rouge—Broadcast Bureau granted CP to change ant.-trans. location to 0.18 mile north of Port Allen, change ant. system, delete remote control; conditions. Action Sept. 8.

■ WJMD Bethesda, Md.—Broadcast Bureau granted CP to install old trans. as auxiliary trans., at main trans. location. Action Sept. 12.

■ WMPC Lapeer, Mich.—Broadcast Bureau granted license covering increase in power. Action Sept. 9.

■ KDWB St. Paul—Broadcast Bureau granted CP to make changes in DA-D pattern and change nighttime MEOV. Action Sept. 10.

■ WGBG Greensboro, N.C.—Broadcast Bureau granted CP to change ant.-trans. location. Action Sept. 15.

■ WESC Greenville, S.C.—Broadcast Bureau granted CP to install new auxiliary trans.; increase power to 1 kw, remote control permitted from studio while using nondirectional ant. Action Sept. 10.

■ WKBL Covington, Tenn.—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Sept. 9.

■ WSTX Christiansted, V. I.—Broadcast Bureau granted remote control. Action Sept. 10.

■ WLOT Marinette, Wis.—Broadcast Bureau granted license covering new station; specify type trans.; specify studio location and re-

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note control as 1706 Main Street. Action Sept. 9.

Actions on motions

• Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.) renewal of license of WVLK, continued hearing to Jan. 13, 1970, in Lexington (Doc. 18285). Action Sept. 9

• Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N.C. (Seaboard Broadcasting Inc.), revocation proceeding concerning WLAC, scheduled further prehearing conference for Oct. 24 (Doc. 18549). Action Sept. 8

• Hearing Examiner Jay A. Kyle in Ponce and Manati, P.R. (Radio Antilles Inc., Zaba Radio Corp., Arechibo Broadcasting Corp. [WMNT]), AM proceeding, rescheduled further prehearing conference for Oct. 6 (Docs. 18564, 18566, 18565). Action Sept. 10.

• Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Arechibo Broadcasting Corp. [WMNT] and Zaba Radio Corp.), AM proceeding, granted petition by Zaba Radio for leave to amend application to submit proof of adequate finances; for further ascertainment of community needs, and for additional trans. site photographs (Docs. 18564-6). Action Sept. 9.

Fines

• KMRC Morran City, La.—FCC notified of apparent liability forfeiture of \$2,000 for violation of terms of authorization and for violation of rules by beginning program transmission prior to PSA which specifies 6:00 a.m. CST on days in Oct., Nov. and Dec. 1968, and by operating at power of 500 w from 6:00 a.m. until sunrise almost every day in Oct. and Nov., 1968, and on Dec. 2 through 7, 9 through 14, and 16 and 17, 1968. KMRC was also cited for violation in that operators on duty Dec. 11, 12 and 13, 1968, made false entries in logs. Action Sept. 12.

• KIRO Seattle—FCC ordered to pay forfeiture of \$2,500 for violation of terms of authorization and of rules by operation with nondirectional pattern of radiation prior to hours specified in license. Action Sept. 10.

Call letter applications

• WOIB, Lester Broadcasting Corp., Saline, Mich. Requests WNRS.

• KVOD, John B. Walton Jr., Albuquerque, N.M. Requests KDAZ.

• WGOL, Peace Broadcasting Corp., Goldsboro, N.C. Requests WYNG.

Call letter actions

• KRAF, Wayne A. Moreland, Reedsport, Ore. Granted KDUN.

• KBLT, WMO Broadcasting Inc., Big Lake, Tex. Granted KWGH.

New FM stations

Applications

• Tucson, Ariz.—Graham Broadcasting Co. Seeks 94.9 mc, 49,896 kw. Ant. height above average terrain minus 125 ft. P.O. address 10 Wayne Street, Hudson, N.H. 03051. Estimated construction cost \$2,450; first-year operating cost \$16,335; revenue \$25,375. Principals: Norman J. and Eva E. Graham (each 50%). Principals own outdoor advertising and public relations firm. Mr. Graham is on technical staff of WBZ-AM-FM Boston. Ann. Sept. 15.

• Live Oak, Fla.—WNER Radio Inc. Seeks 98.1 mc, 27 kw. Ant. height above average terrain 176.3 ft. P.O. address 1305 East Helvenston Street, Live Oak 32060. Estimated construction cost \$2,000; first-year operating cost \$93,000; revenue \$116,000. Principals: Norman O. Protsman, President (70%), George R. Day Jr., vice president-treasurer, Ronald R. Brown, vice president (each 10%), et al. Messrs. Protsman, Day and Brown own 80%, and 10% and 10%, respectively, of WMAF(AM) Madison, Fla. Messrs. Protsman and Day own 80% and 10% of WINT(AM) Winter Haven, Fla. Mr. Protsman owns WDCF(AM) Dade City, Fla. Ann. Sept. 9.

• Savannah, Ga.—South Atlantic Broadcasting Corp. Seeks 96.5 mc, 100 kw. Ant. height above average terrain 1,311 ft. P.O. address 713 Realty Building, Savannah 31401. Estimated construction cost \$97,343.35; first-year operating cost \$24,000; revenue \$32,000. Principals: John W. Sognier, President

(25%), and Clifford S. Lesley Jr., vice president-secretary-treasurer (75%). Mr. Sognier is attorney. Mr. Lesley is CPA and owns 12½% of real estate firm. Ann. Sept. 16.

• Indianapolis—Metropolitan School District of Warren Township, Marion county Seeks 91.1 mc, 10 w. P.O. address 9039 East 10th Street, Indianapolis 46229. Estimated construction cost \$47,209; first-year operating cost \$3,000; revenue none. Principals: C. Wayne Foster, president of board of education, et al. Ann. Sept. 3.

• Falmouth, Mass.—Cape and Island Broadcasting Inc. Seeks 101.9 mc, 50 kw. Ant. height above average terrain 238 ft. P.O. address 141 Main Street, Falmouth 02172. Estimated construction cost \$67,596; first-year operating cost \$49,020; revenue \$45,000. Principals: Paul A. Christo, president (44%), Marshall R. Cook, vice president (3%), Oilmas Management Corp. (53%). Mr. Christo owns 10% of applicant for new AM at Ridgefield, Conn. Mr. Cook is insurance agent. Oilmas is equally controlled by 47 stockholders (each 2.17%). Ann. Sept. 3.

• Mineral Wells, Tex.—Triple H. Radio Inc. Seeks 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 855, Mineral Wells 76067. Estimated construction cost \$28,710; first-year operating cost \$20,000; revenue \$60,000. Principals: E. Harold Hall, president, Ralph E. Harbus, vice president, and Bill L. Hall, secretary (each 33⅓%). E. Hall owns job printing company and trailer park. Mr. Harbus is employee of air traffic control division of Federal Aeronautics Administration. B. Hall is elementary school principal. Ann. Sept. 15.

Starts authorized

• WHEW(FM) Fort Myers, Fla.—Authorized program operation on 101.9 mc, ERP 71 kw, ant. height above average terrain 175 ft. Action Sept. 9.

• KLEX-FM Lexington, Mo.—Authorized program operation 106.3 mc, ERP 3 kw, ant. height above average terrain 205 ft. Action Sept. 9.

• KAWB(FM) McKinney, Tex.—Authorized program operation on 95.3 mc, ERP 3 kw, ant. height above average terrain 215 ft. Action Sept. 10.

Final actions

• Miami—Missions East Co. Review board granted 107.5 mc, ERP 100 kw. Ant. height above average terrain 343 ft. P.O. address: c/o Jack Roth, Box 2338, San Antonio, Tex. Estimated construction cost \$174,308; first-year operating cost \$60,000; revenue \$30,000. Principals: Mission Broadcasting Co., 100%, Jack Roth, president (41.12%) votes stock for Mission. Principals own W'WOK(AM) Miami, KONO(AM) and KITY(FM) both San Antonio, and WAME(AM) Charlotte, N. C. Action Sept. 12.

• Henderson, Ky.—Futura Sound Inc. Broadcast Bureau granted 103.1 mc, ERP 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Dr. Frank R. Fufts Jr., 210 5th Street, Henderson, Ky. 42420. Estimated construction cost \$17,000; first-year operating cost \$20,000; revenue \$25,000. Principals: Dr. Frank Fufts Jr., president-secretary (30%), Mr. Frank R. Fufts Jr., treasurer (25%), Bethel P. Brown, 2nd vice president (15%) and Dr. Willis B. Blue, 1st vice president (30%). Dr. and Mrs. Fufts each own 25% of concrete molding firm and Dr. Fufts is dentist. Mr. Brown is owner of radio sales and service company. Dr. Blue has medical practice. Action Sept. 8.

• Livingston, Tex.—Polk County Broadcasting Co. Broadcast Bureau granted 92.1 mc, ERP 3 kw. Ant. height above average terrain 147 ft. P.O. address: Box 111, Livingston 77351. Estimated construction cost \$2,300; first-year operating cost \$6,000; revenue \$6,000. Principals: Harold J. Haley, sole owner. Mr. Haley owns KETX(AM) Livingston. Action Sept. 12.

Actions on motions

• Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Greco Inc.), FM proceeding, following Sept. 9 conference, examiner ruled that parties would have until Oct. 6 to file appropriate petition with review board looking toward settlement of conflicting applications and removal of applications from hearing status or, alternatively, be prepared to proceed with further hearing (Docs. 18264-5). Action Sept. 9.

• Hearing Examiner Charles J. Frederick in Peoria, Ill. (Brinsfield Broadcasting Co., Peoria Community Broadcasters Inc. and Clark Broadcasting Co.), FM proceeding,

scheduled prehearing conference for Sept. 16, hearing for Oct. 14; ordered parties be put on notice that examiner will grant no further continuance in proceeding unless directed to do so by review board of commission (Docs. 18582-4). Action Sept. 8.

• Hearing Examiner Millard F. French in Murphy, N. C. and Blue Ridge, Ga. (Cherokee Broadcasting Co. and Fannin County Broadcasting Co.), FM proceeding, granted request by Cherokee Broadcasting for issuance of subpoenas and notice to take depositions; depositions shall be taken in accordance with notice filed simultaneously therewith; further ordered Cherokee Broadcasting's petition to reschedule hearing dates or alternatively to convene further prehearing conference granted, and following dates shall supersede those presently scheduled; preliminary exchange of exhibits continued to Sept. 23; final exchange of exhibits continued to Sept. 30; notification of witness continued to Oct. 7; hearing continued to Oct. 14 (Docs. 17086-7). Action Sept. 8.

• Hearing Examiner Millard F. French in Huntington, W. Va. and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, on examiner's motion, scheduled further prehearing conference for Sept. 16 (Docs. 18439-40). Action Sept. 9.

• Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, to formulate ruling made on record, continued hearing to Nov. 12 and continued notification of witnesses date to Oct. 29 (Docs. 18456-7). Action Sept. 8.

• Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., Lankford Broadcasting Co., Radio 900 Inc., Trinity Towers Corp.), FM proceeding, rescheduled prehearing conference for Oct. 7 (Docs. 18636-9). Action Sept. 10.

• Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters, Wireless of Indiana), FM proceeding, scheduled further prehearing conference for Sept. 26 (Docs. 18614-5). Action Sept. 5.

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Other actions

- Review board in Rockmart, Ga., FM proceeding, Docs. 18314-15, granted to extent indicated and denied in all other respects petition for approval of agreement filed March 7 by Georgia Radio Inc. and Faulkner Radio Inc.; denied petition to enlarge issues filed April 3 by Broadcast Bureau, Action Sept. 12.
- Review board in Peoria, Ill., FM proceeding, Docs. 18582-84, denied motion to delete filed July 10 by Peoria Community Broadcasters Inc. Action Sept. 12.
- Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, granted motion for extension of time filed Sept. 12 by Lester H. Allen, Action Sept. 15.

Rulemaking petitions

- William J. Dunn, Lowell, Ind.—Requests amendment of rules to add ch. 296A to Lowell, Ann. Sept. 12.
- Commonwealth of Pennsylvania, Department of Public Instruction, Harrisburg, Pa.—Request amendment of rules to establish educational radio broadcast table of assignments to allocate adequate educational radio facilities to Pennsylvania and to reserve them for educational use, Ann. Sept. 12.
- WHAW Weston, W. Va.—Requests amendment of rules to assign ch. 272A to Weston, Ann. Sept. 12.

Rulemaking actions

- Andrew Kerr, Lemon Grove, Calif.—FCC denied request for amendment of table of assignments to assign ch. 297B to El Cajon, Calif. Action Sept. 4.
- McLeansboro, Ill.—FCC denied petition by Hamilton County Broadcasting Co. for rulemaking to amend table of assignments by deleting ch. 292A at West Frankfort, Ill., and assigning it to McLeansboro, Action Sept. 10.

Call letter application

- Catskill Broadcasting Corp., Ellenville, N. Y., Requests WELV-FM.

Call letter actions

- University of California, Irvine, Calif. Granted *KUCI(FM).
- Lankford Broadcasting Co., DuQuoin, Ill. Granted WDQN-FM.
- WFFM(FM) Greater Muskegon Broadcasters, Muskegon, Mich. Granted WMUS-FM.
- Bemidji State College, Bemidji, Minn. Granted *KBSB(FM).
- KCNM(FM), Radio Carlsbad Inc., Carlsbad, N. M. Granted KBAD-FM.
- Hartwick College, Oneonta, N. Y. Granted *WRHO(FM).
- WSEF-FM, Waterfalls Broadcasting Corp., Seneca Falls, N. Y. Granted WSWF-FM.
- WTAB-FM, Tabor City Broadcasting Inc., Tabor City, N. C. Granted WKSM(FM).
- Mad River Local Board of Education, Dayton, Ohio. Granted *WSMR(FM).
- WLYX(FM), KWAM Inc., Memphis, Tenn. Granted KWAM-FM.

Designated for hearing

- Birmingham, Ala.—FCC set for hearing mutually exclusive applications of Voice of Dixie Inc., Basic Communications Inc., and First Security and Exchange Co., for ch. 258, Action Sept. 12.
- North Syracuse and Syracuse, both New York—FCC designated for hearing mutually exclusive applications of WSOQ Inc. and Eastern Associates for CP's for new FM's on ch. 265, Action Sept. 10.

Existing FM stations

Application

- *KCBL-FM, Greeley, Colo.—Requests CP change trans. loc.; trans. ant.; ant.-system; change to 90.1 mc. ERP 3.036 kw. Ann. Sept. 16.

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOTN-FM Pine Bluff, Ark., to Dec. 1; WSUB-FM Groton, Conn., to March 21, 1970; KFOA(FM) Honolulu, to March 15, 1970; *WSIE(FM) Edwardsville, Ill., to Dec. 28; WCYN-FM Cynthiana, Ky., to Jan. 18, 1970; WBRK-FM Pittsfield, Mass., to March 12, 1970; WDIO-FM Duluth, Minn., to March 20, 1970; WSJC-FM Magee, Miss., to Nov. 15; *WKTLE(FM) Struthers, Ohio, to Nov. 4; KSLM-FM Salem, Ore., to Feb. 14, 1970; WKVM-FM San Juan, P. R., to Feb. 19, 1970. Actions Sept. 9.
- Broadcast Bureau granted CP's to replace expired permits for following: *WMCO(FM) New Concord, Ohio; *WDUB(FM) Granville, Ohio. Action Sept. 11.
- KMEO-FM Phoenix—Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. system, ant. height to 1560 ft. Action Sept. 10.
- KHJ-FM Los Angeles—Broadcast Bureau granted license covering installation of auxiliary ant., ant. height 2880 ft.; ERP 51 kw. Action Sept. 9.
- *WWEF-FM Wallingford, Conn.—Broadcast Bureau granted license covering new station; specify type ant. Action Sept. 8.
- WEAT-FM West Palm Beach, Fla.—Broadcast Bureau granted request for SCA on 67 kc. Action Sept. 8.
- WGCO(FM) Buford, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 12.
- WFMT(FM) Chicago—FCC denied petitions by Citizens Committee to Save WFMT, asking withdrawal of WGN Continental FM Co.'s temporary authority to operate WFMT(FM), and requesting that record on WFMT be held open until completion of commission investigations of allegations about WPIX-TV New York, controlled by WGN Continental Broadcasting Co. (Doc. 18417), Motion filed by Lorraine Perman, Harry Booth, and others, supporting petition of Citizens Committee and asking that additional examiner be assigned to hearing, was also denied, Action Sept. 10.
- WQXE(FM) Elizabethtown, Ky.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 12.
- WANG(FM) Coldwater, Mich.—Broadcast Bureau granted CP to install new trans.;

make changes in ant. system, ant. height 490 ft.; condition, Action Sept. 10.

- *WGGL-FM Houghton, Mich.—Broadcast Bureau granted request for SCA on 67 kc; granted mod. of CP to change studio trans. and ant. location; remote control permitted; ERP to 450 w; ant. height to 600 ft.; conditions, Action Sept. 8.
- KTCR-FM Minneapolis—FCC denied application by Hennepin Broadcasting Associates Inc. requesting waiver of minimum separation requirements of rules, and application for change in trans. site and facilities was returned as unacceptable for filing, Action Sept. 10.
- WSNL-FM Laurel, Miss.—Broadcast Bureau granted CP to install new trans. and ant.; ERP to 28 kw; ant. height to 165 ft.; condition, Action Sept. 8.
- KMTY-FM Clovis, N. M.—Broadcast Bureau granted mod. of CP to change trans. and ant., ant. height 230 ft.; remote control permitted; change ERP to 100 kw. Action Sept. 12.
- *WRUR(FM) Rochester, N. Y.—Broadcast Bureau granted CP to change to ch. 203 (88.5 mc); remote control permitted; install new trans.; install new ant., ant. height 120 ft., ERP 19.5 kw. Action Sept. 10.
- *WKES(FM) Chattanooga, Tenn.—Broadcast Bureau granted remote control, Action Sept. 12.
- Belton Broadcasters Inc., Belton, Tex.—Broadcast Bureau granted mod. of CP to change type ant. of FM. Action Sept. 12.
- KMSC(FM) Clear Lake City, Tex.—Broadcast Bureau granted mod. of CP to change studio and remote control location; change trans. and ant. Action Sept. 12.
- KIZZ-FM El Paso, Tex.—Broadcast Bureau granted mod. of CP to operate by remote control from studio location 470 South Glenwood, El Paso; make changes in trans. equipment; change type ant., ant. height 1160 ft., ERP 27 kw. Action Sept. 12.
- Milwaukee Board of School Directors, Milwaukee—Broadcast Bureau granted request for SCA on 42 and 67 kc to new non-commercial educational FM. Action Sept. 10.
- WPDR-FM Portage, Wis.—Broadcast Bureau granted CP to change ant. height, ant. height 300 ft. Action Sept. 10.

Actions on motions

- Hearing Examiner Basil P. Cooper in Chicago, assignment of license of WFMT(FM) from Gale Broadcasting Co. to WGN Continental FM Co., set certain procedural dates, continued evidentiary hearing to Nov. 4 (Doc. 18417), Action Sept. 4.
- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted petition by Albert Kihn and Blanche Streeter and extended to Sept. 24 time to file pleadings in response to documents referenced in paragraphs 1 and 2 of motion; ordered additional pleadings specified in examiner's Aug. 27 order, due Sept. 10 and 18, respectively, be filed on or before Sept. 24 and Oct. 2, respectively; continued conference to Oct. 3; scheduled further conference for Sept. 22 to hear requests to modify presently scheduled hearing schedule (Doc. 18500), Action Sept. 9.

Call letter applications

- WFMD-FM, James L. Gibbons, Frederick, Md. Requests WFFM(FM).
- WOIA-FM, Lester Broadcasting Corp., Ann Arbor, Mich. Requests WNRS-FM.
- WFOG(FM), New Hanover Broadcasting Co., Wilmington, N. C. Requests WAAV(FM).

Other actions, all services

- Office of Opinions and Review, American Broadcasting Co.'s renewal of authority to deliver network radio and television programs to Canada and Mexico. Granted request by Western Telecasters Inc. (KCST-TV) and extended to Sept. 12 time for filing oppositions to petitions for reconsideration filed by ABC and Mission Cable TV Inc. (Doc. 18606), Action Sept. 10.
- FCC denied petition by Mutual Broadcasting System Inc. for reconsideration of commission action authorizing continued operation of four radio networks by ABC. Commission also turned down request that it rescind waiver granted to ABC, Action Sept. 12.

(Continued on page 84)

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Make midwest single, small market station go. You'll make it, too, including an interest. Box J-244. BROADCASTING.

Sales manager for AM-FM station on eastern coast of Florida. This position requires a working sales manager who will have his own list. The AM & FM are programmed separately. The man selected will be responsible for selecting additional sales personnel. Call General Manager, 305-842-1538 or write Box J-256. BROADCASTING.

Columbia School of Broadcasting (Not affiliated with CBS, Inc. or any other institution) is seeking 2 outstanding counselors. Work in one of our beautiful Midwest studios and earn between \$18M and \$30M a year. Will show you pay records. No teaching required—just explain professional broadcasting to prospective students. Must have outstanding broadcast background. Prefer ex-announcer salesman with drive and enthusiasm. One of our men makes \$40,000 a year. I prefer: Married, age 27 to 40. Send resume & snapshot: Wm. Anderson, Columbia School of Broadcasting, 4444 Ceany Boulevard, San Francisco, Calif. 94118.

Ready for management? Ownership? KWIK, Pocatello, Idaho, seeks station manager. Salary, commission, override, bonus. #1 rated station with sports, many exclusive features. 15% ownership available in two years. Complete details first letter. No phone calls. Box 2005, Pocatello.

Sales

Sales manager. Eastern single station seeks general-sales manager. Strong community-accepted facility. Box J-133. BROADCASTING.

Salesman: Single station market . . . north of NYC . . . wants experienced salesman for general manager's position now open. Outstanding operation. Box J-143. BROADCASTING.

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity. Box J-145. BROADCASTING.

Winter soon. Florida beckons. Fulltime. MOR, network, Gulf coast, large market. Aggressive productive salesman needed now. Excellent future potential with large, rapidly expanding company. Our man must be creative, make calls, and work with excellent group of young radio pros. Box J-152. BROADCASTING.

Salesman wanted for Central Florida growing market station. Box J-179. BROADCASTING.

You're sure selling would be easy if there weren't so many other competing stations in your small or medium market. We have a big single-station market (120,000 in area) and can guarantee more than you're now earning. MIDWEST. Send billing history to Box J-275. BROADCASTING.

Great opportunity for ambitious young salesman to learn and earn with professional contemporary leader in medium market. Send complete details to Box J-276. BROADCASTING.

If you're an aggressive, professional time salesman, we want you to sell for a Pulse-rated #1 contemporary music station on the west coast. Your references will be checked. Send resume and salary requirements to Box J-307. BROADCASTING.

Salesman for station being acquired in Idaho. Single station market. Our second station, we're growing. Good wages, ideal living, in the mountains, skiing, hunting, boating. Contact John Howard, KGFV, Kearney, Nebraska, or Gale Ruff, KFLI, Mountain Home, Idaho.

Sales continued

Prestige station, prestige market, looking for ambitious young salesman with good track record. Attractive income opportunity in fabulous Monterey, California. Complete information to Robert Sherry, P. O. Box KIDD, Monterey, California.

Salesman fastest growing area N. Y. State. 60 miles NYC, salary + commission. WBNR, Beacon-Newburgh, N. Y.

Just increased our power to 5 kw non-directional from 1 kw and are having growing pains. An eager creative salesman can write his own paycheck. Our expanding market needs an aggressive salesman. Contact: Frank Zezza, Comm. Mgr., WCFR, Box 800, Springfield, Vermont.

Are you successful in your present radio sales position. But unhappy with the financial return because you can go no further in your present market? Do you see yourself in the same position 5 or maybe 10 years from now? Are you ready for a major market? If this is you, then now is the time to investigate this outstanding opportunity to become a part of a young aggressive company with 5-AM and 5-FM stations throughout Mid-America. We have an opening for an ambitious and creative young man at our top-rated Mpls.-St. Paul station. WMIN Salary plus commission can put you far above your present income. Call 612-645-7757, David Millan.

Salesman/sportscaster to do play-by-play. Limited potential in major market for experienced salesman. Twin city area station. Call 612-473-2389 or write Box 1370, St. Paul, Minnesota 55075.

Announcers

Rocky mountain 5 kw needs two first phones immediately. Good pay, community, benefits, crew, and equipment. Send resume and references first letter. Box J-34. BROADCASTING.

7-midnight rock jock for top 10 market. East coast giant. Outstanding opportunity for man who has what it takes to join one of the country's top rock stations. Experienced djs only. Send current tape, resume and pic to Box J-113. BROADCASTING.

MOR announcer with 1st . . . Great Lakes area . . . best working conditions . . . \$7,000.00 year to start. Box J-147. BROADCASTING.

One half of very successful two-man morning show open. Unusual opportunity for intelligent music host with professional production know-how, good MOR music tastes, news background helpful to interrelate with warm-humored news host. Diversified format requires professional disciplines and broad creative flexibility. Rich eastern market, real opportunity for comer or seasoned pro. Job available in mid-October. Good company benefits. Send tape, resume to Box J-148. BROADCASTING.

Central Penna. Immediate opening for experienced top-40 personality strong on production. Regular raises, paid insurance, part of group. Send tape, resume with first letter. Box J-175. BROADCASTING.

Announcer-newsman for south Texas network station. Box J-178. BROADCASTING.

Announcer for middle-music network station in Texas resort city. No tapes, please. Box J-184. BROADCASTING.

Wanted—bright, happy, fast-paced afternoon drive man for #1 rocker in south Florida medium market. Must be very strong on production. No straight time & temp man. Creativity a must in the production room. Sound like you? Send tape & resume to Box J-190. BROADCASTING.

First opening in four years at southeast Pennsylvania station. To qualify: need five years experience and good references. Short on air hours, good salary, guaranteed raises, profit sharing, fringe benefits. Box J-220. BROADCASTING.

South-central Indiana 500 watt in market of 60,000 is looking for a morning man who can communicate and be as bright as our up-tempo MOR format. Some experience necessary. Preferably one year, and a third class ticket? Send tape and complete resume to Box J-225. BROADCASTING.

Announcers continued

Penna. 10,000 watt station needs two experienced, upbeat, happy MOR announcers . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirement to Box J-246. BROADCASTING.

Illinois. Experienced announcer with first phone for solid operation. Wonderful opportunity for right man. Box J-250. BROADCASTING.

Once in a lifetime opportunity. Need top DJ for modern country station in major Southern California market. Must be able to run tight format and still project personality. Send aircheck, resume and late pix immediately to Box J-258. BROADCASTING.

Experienced, for an excellent AM-FM operation in major market. Ideal working conditions. Box J-261. BROADCASTING.

Maryland station announcer with sales and public relations experience. First ticket preferred. Box J-262. BROADCASTING.

Bright, capable, experienced deejay wanted by midwest full-time kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proved ability, liberal fringe benefits. Include detailed experience, photo, references in resume, tape. Box J-270. BROADCASTING.

Telephone talk man. Top ten market for the communicator on the way up! This is a big market break—don't apply unless you're tops. East Coast. Send resume and tape to Box J-298. BROADCASTING.

Nightman for progressive up-tempo MOR station. Must have experience in running a tight announce shift and production. Plenty of opportunities with this "Home-station" of a six-station group. Please send tape and resume to Operations Manager, KFOR, Lincoln, Nebraska.

Experienced announcer by AM-FM stereo station. Excellent climate, top facilities. Blue Cross insurance. Salary \$550. If you live in New Mexico or adjacent state send resume and tape to KRNS, Los Alamos, N. Mex. Full opportunity employer.

Enjoy excellent salary and be a radio personality in beautiful vacationland where there are no big city problems in raising a family. No rigid big city format. You have freedom to display your talent and learn all phases of broadcasting. Combination sales and announcing. Contact: Charles B. Persons, Manager, KVBR, Brainerd, Minn 56401.

Experienced Top 100 announcer with 3rd endorsed needed immediately. Send tape to KWEW, Box 777, Hobbs New Mexico.

Wisconsin AM/FM in Milwaukee metro area. Combo MOR, News or sales an asset. Mature voice. Midwest background. WBKV, West Bend.

Experienced combination announcer and local news man. Good working conditions at old established 5,000 watt. Contact Creeley N. Hilton, Co-owner, WBUY Radio, Lexington, N.C.

Bilingual announcer for all French FM station. Prefer announcer or program director with heavy experience on an all French-Canadian station. Starting pay \$7,000 annually with a merit increase after first 6 months. Send tape, photograph, references and experience to WCME, Inc., Box 398, Brunswick, Maine 04011.

Announceur bilingue pour une Station Radio FM en Francais. Préférons un annonceur ou Directeur de Programme avec beaucoup d'expérience sur une station Canadienne. Salaire de \$7,000 par année avec augmentation après six mois. Envoyez un ruban, une photographie, des recommandations et votre expérience à la radio à WCME, Inc., Box 398, Brunswick, Maine 04011.

Immediate opening at WDAK, leader in Georgia's second market, first ticket for midnight to five AM, top forty, call Alan Boyd, 404-322-5447.

Group owned upstate NY AM wants announcer not afraid of work. Main job news, also air shift. Excellent fringe benefits, live-able salary. Send resume, references, tape, salary to Al Sayers, WDOS, Oneonta, N.Y. 13820.

Announcers continued

Announcer to pull board shift and assist chief with maintenance. Modern facilities, 5,000 Watt AM, stereo FM operation. Top fringe benefits include profit sharing. Wages excellent. Send resume or call Tim Grant, WDUX, Waupaca, Wis. 715-258-5528.

Top 40 personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

WFVA Fredericksburg, Va. Experienced announcer. Relaxed contemporary format with MOR approach. Must also have football, basketball play-by-play experience or exceptional potential. Send tape, include play-by-play aircheck if possible; plus full background; or phone (not collect, please) Manager or PD. (703) 373-7721.

Excellent opportunity for announcer on our FM station. Six days a week, 5 p.m. to 12:30 a.m. shift. Salary according to background and ability, maximum \$120 per week. Telephone Harry M. Thayer, WGHQ, Kingston, New York.

First phone for 5 kw DA-2 transmitter watch. Experience preferred, but will train new licensee. Reply to Ronnie Hale, Chief Engineer with WHWH, Box 1350, Princeton, New Jersey 08540 or call 609-924-3600.

Mature, MOR man for mid-day 5-day week. Gentleman with something to say will start at \$150 plus. Contact Jim Mader, WIBA, Box 99, Madison, Wisconsin.

We need a young guy, preferably unmarried, for an all-night show. We're looking for someone who can be a top innovator with eyes for better things! If the show fits, send tapes and resume to Jeff Kaye, WKBW Radio, 1430 Main St., Buffalo, New York 14209. Hurry!

MOR announcer with 1st phone (no maintenance) wanted for allnight show. Ideal location in central Florida, one of nation's fastest growing and most beautiful areas. Send tape and resume to Glenn Smith, P.D., WKIS Radio, P.O. Box 1353, Orlando, Florida.

Wanted heavy contemporary disc jockey for #1 Oklahoma City, top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

University community—round the clock station is looking for a creative and talented announcer for afternoon shift. Call Tod Jeffers, WMAJ, State College, Pa.

Immediate opening—1st phone-announcer, WMIC—Sandusky, Michigan.

There's a 1st phone MOR announcer somewhere who's interested in working about 18 hours a week on the air and spending the rest of the time writing copy and working production. If this sounds like you, contact Jack Speech, WNAM, Neenah, Wisconsin.

Morning shift. Quality Cleveland, Ohio suburb station. Major market manners minus melee. Substantial future for believable announcer who puts more into his work than asked. Stability plus. More than a stepping stone. Send tape, resume to WPVL, Painesville, Ohio.

Florida gold coast, adult full time CBS, first ticket no maintenance. Ideal working conditions and crew, all fringe benefits; salary open; creative freedom. We believe in and promote good radio and our personalities who create it. Call 305-278-1420.

Experienced first phone, strong on production, Palm Beach market country/politan format, rush tape & minimum salary to Box 1246, Jupiter, Fla. 33458.

Immediate opening. Enthusiastic, bright sounding morning announcer. Must have first phone and know MOR music. Near Albuquerque, Call 505-863-4444.

Where is all the good guys at? Beautiful north-eastern Michigan resort area looking for a do-it-all guy . . . announce, write, production, 1st phone . . . if you've got the goods we've got the job, age no barrier. Easy listening daytimer . . . lots of playtime, fringe benefits. Call us collect for full info' . . . 517-362-3417.

First phone soul jock. Ideal working conditions and crew; all fringe benefits. Part of a fast growing chain. Send tape and resume to Rod O'Dell, WWNR, Beckley, West Virginia.

Technical

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

Technical continued

First class engineer for Engineering Department of station group. Some traveling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

First ticket engineer with little news and jock work. Progressive, bright directional rocker in Pennsylvania resort area. Start \$115.00, plus benefits. Box H-287, BROADCASTING.

Chief Engineer wanted. New England Network station. Write Box J-11, BROADCASTING.

Southeastern AM-FM-TV station offers above average salaries for experienced engineers. First class license necessary. Must have TV experience. AM-FM experience desired. Reply must be complete with references, photograph & salary requirement. Reply Box J-19, BROADCASTING.

Chief engineer. Mid-west 5kw daytimer. Solid operation. Great town. Wonderful opportunity for right man. Box J-177, BROADCASTING.

Qualified engineer for network station in South Texas. Box J-181, BROADCASTING.

Chief engineer, for AM-FM station. Directional antenna. Metropolitan area. Box J-260, BROADCASTING.

Wanted—chief engineer who knows FM stereo and audio. Must be able to understand production. Please call Sam Sherwood, WAYL-FM, Minneapolis, 612-633-9667.

First class licensed technician, strong on maintenance for 10 kw stereo station. Send resume and salary required to Mr. Patrick, WCLV, Penthouse East, Terminal Tower, Cleveland, Ohio 44113.

Ohio stations need chief engineer. Five kw directional AM—full time FM station. Strong maintenance. Must take charge of technical operations. Excellent salary. Contact Gary W. Hagerich, WCNW, Fairfield, Ohio 45014.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Station in midwest metro area of 130,000 needs aggressive, creative newsman with responsibility for developing strong local image as well as delivering principal newscasts. First phone desirable but not necessary. Send tape and resume. Completely confidential. Box J-137, BROADCASTING.

News director with authoritative voice. Background must stand investigation. Prefer over thirty years age. One of top twenty markets. Bright future. Tape, picture, send resume, Box J-160, BROADCASTING.

Wanted professional newsman for leading midwestern contemporary station. Box J-161, BROADCASTING.

Network station has challenging local news opening. Controversial, competitive competitors only. Box J-255, BROADCASTING.

Experienced newsman immediately: opening for number 2 spot in recently expanded five-man TV-AM-FM operation. Upper midwest dominant news group, NBC affiliate. Prefer young person with 3-5 years experience, able to dig, write and deliver. New operation, fully equipped, with full benefits. Real opportunity for responsibility. Send air-check, writing samples, pix and resume . . . including salary needs in first reply to Box J-309, BROADCASTING.

Attention Northern New England. News director for 5,000 watt full-time WABK, Augusta-Gardiner, Maine. Number one rated station covering several counties, experience required. Tape and resume, Box 782, Augusta, Maine, or call PD 207-582-3303.

Top news station in Westchester County, N.Y. has opening for capable man who can dig, write, deliver. A "Home" for the right person, good pay, fine benefits including retirement, hospitalization, excellent working conditions. Five-day week. Tape and resume. WLNA, AM-FM, Box 188, Peekskill, N.Y. 10566.

News director, for WPAZ, Pottstown, Pa. a Great Scott station. Present newsman leaving after 15 years of 1st class news reporting. Send tape and full particulars today. Box 638, Pottstown, Pa. 19464.

Aggressive news-oriented station desires experienced morning newsman able to gather, edit, write, and air news. Full fringe benefits with company paid profit sharing. Send air check, resume, salary requirement to F. W. Ashworth, News Director, WTOB, Box 5176, Winston-Salem, N.C. 27103.

News continued

Experienced news man needed at fully equipped contemporary number one, six mobile units, two aircraft, and multiple 2-way communication units. Make this job a real challenge. Coverage area, world-wide. We go where it's happening. Call news director Terry Parker at 814-944-9458 immediately.

Programing, Production, Others

Program director—delay-first ticket—no maintenance. Knowledgeable-pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references, \$7,500 to \$10,000 to start. Great opportunity. Letter and tape first time Box G-263, BROADCASTING.

Our copywriters moving into agency ownership. Remarkable opportunity open immediately for real talent who can produce quality and quantity at dynamic contemporary station with national reputation for creative work. All details to Box J-277, BROADCASTING.

News director to assume complete administration of markets. Long rated number one news team station, number one in upstate NY. Market for 22 yrs. Group owned, rush tape, resume, salary requirements to Ken Dodd, WGVA, Geneva, N.Y. 14456. 789-1200.

Traffic director experienced for high volume contemporary station in beautiful eastern medium market, contact Burt Levine, WROV, Roanoke, Va.

Situations Wanted Management

Position programing "proven" good music format, \$15,000 618-451-7511. Box J-3, BROADCASTING.

Seeking small-medium market manership. Eleven years diversified experience. Sales know-how, programing, administration. Young (31) family. Mature, trustworthy, capable. Excellent references. Prefer Southeastern opportunity. Box J-12, BROADCASTING.

Manager/sales manager small-medium market station. Mature, thoroughly experienced station operation. Top salesman, direct selling local, retail, regional. Highest industry references. Box J-73, BROADCASTING.

Top five eastern market manager, 30, married; seeks FM-stereo good music or classical AM/FM operations and programing position. 5 figures. Box J-146, BROADCASTING.

Manager — small-medium market — midwest, SW, west—14 years—first phone. Box J-194, BROADCASTING.

Somewhere in Miss.; Ala.; La.; Ark.; Texas, there is an owner who needs a creative general manager; willing to sell him stock. Top salesman, doubled present station billings, highest ratings, from last to first, promotional minded, ideas used RAB regional meetings, best references, no rush, compatibly employed, small and large market sales background, all inquiries answered. Box J-199, BROADCASTING.

Looking!!! First class radio man looking for managers position in area 400 miles from Denver, any direction. If you're looking for a dedicated, experienced, radio man with record to prove it, write Box J-207, BROADCASTING.

Twelve successful years in radio. First six years, as top announcer, Production Mgr. and P.D. last six years in building radio stations as a general mgr. Age 30. 408-259-3697 or Box J-266, BROADCASTING.

Knowledgeable, community minded general manager with diversified background in broadcasting seeks creative challenging executive career position with progressive organization. Family, college, young, imaginative, conscientious, energetic. First class ticket. Florida, Virginia, North Carolina. 12 M plus. Telephone: 215-826-3478. Box J-282, BROADCASTING.

Experienced, aggressive manager; sales oriented first phone, M5 Degree. Take complete charge. 20 years all phases. Salary and percentage, available due notice. Consider AM or FM. Box J-286, BROADCASTING.

New England Manager—good! A-1 producer. Replies answered. Box J-301, BROADCASTING.

Manager or sales manager. 16 years experience. If you want creative ideas and sales action I'm the pro you've been looking for, available now! Box J-304, BROADCASTING.

Manager—top 50 market now. Need \$15-20,000, 10 years management experience including CATV. Basically heckuva good salesman during past 23 years. Can produce local, regional, national. Will consider TV. Make profitable call, 513-885-2298 evenings.

Situations Wanted

Management continued

No salary. Straight percentage. Consultant will relocate to manage your FM. 213-980-4000.

Sales

Radio Sales mgr. for upper Michigan. Twenty two years experience. Excellent record. Currently employed major market LP of Michigan. Family man. College grad. Write Box J-252, BROADCASTING.

Top flight, salesmanager or salesman, proven sales record, play by play of football, basketball, and baseball on college level. 22 years old, married, but aggressive. Full of creative sales ideas and promotions. If I'm your man we'll talk money. Box J-285, BROADCASTING.

Salesman who knows how to sell, seeks greater opportunity. Strong on ideas, organization and close. Current earnings in the high teens, and money motivates. Personal and professional references excellent. Family man. Box J-302, BROADCASTING.

Announcers

Beginner. Third endorsed. College degree. Creative. Flexible. Ambitious. Can write news and commercials. East coast preferred. Box J-1 BROADCASTING.

Experienced female dj, tight board, heavy production and commercial experience, MOR contemporary, news and woman's shows, third endorsed. Box J-83, BROADCASTING.

Young, experienced broadcast school grad, midwest rock station. Available in October. Box J-154, BROADCASTING.

Attention Florida, Jock Newsmen 10 years experience, married, 35, veteran, 3rd endorsed. Have done top 40 and MOR shows successfully in morning, afternoon, and night time slots. Strong on production also experienced as newsmen digging, gathering and reporting same. Have also hosted talk shows, telephone open liners, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

Major market sportscaster wants basketball pro or college. Box J-168, BROADCASTING.

Handicapped announcer with BA & 3rd endorsed small to medium southeastern market. Trained on present job. Good board, good voice, sober, reliable. Prefer MOR. Excellent references. Box J-186, BROADCASTING.

DJ, tight board, good news, commercials, 3rd Phone. Box J-196, BROADCASTING.

Eight years experience mainly in MOR formats. News, DJ, some production—versatile, can do many things. Looking for the right kind of job; one that suits my talents. Am interested in being associated with bright, alert, progressive people and an ideas and personality oriented station. Anxious to make right move. Box J-206, BROADCASTING.

Announcer/DJ—3 years experience, personable, upbeat tight board Top 40 format. Not floater or prima donna. Willing to relocate. Box J-224, BROADCASTING.

Negro jock, hard worker, dependable, third, relocate anywhere. Picture, resume, tape. Box J-242, BROADCASTING.

Experienced play by play, news air shift, third endorsed. Military exempt. Willing to relocate. Box J-254, BROADCASTING.

Sportscaster with Olympic experience wants heavy sports responsibility. Married, 29. Box J-263, BROADCASTING.

DJ digs contemporary and soul. 8 yrs., wants solid position. No small market, heavy sports background. Married, 29. Box J-264, BROADCASTING.

Joe Worthy, founder of the radio talk shows in Phoenix, Dallas, Houston, in 1949-50-51-52 is coming out of retirement and is seeking 1½-2 million market for a top flight talk show. Engaging personality, brilliant conversationalist. Could be right for your format. Box J-268, BROADCASTING.

Professionally trained announcer, newscaster, 3rd endorsed. 21 years of age, will relocate. draft exempt. Box J-271, BROADCASTING.

Two years experience, some college, third, service completed. Box J-278, BROADCASTING.

Six years experience, rock, upbeat MOR; military service completed. 24, married. Box J-280, BROADCASTING.

DJ announcer, professionally trained, newscaster, 3rd endorsed, stable, will relocate. Box J-283, BROADCASTING.

Announcers continued

Attention top 25 markets, top 40 or soul, 1st phone, major market experience. Box J-287, BROADCASTING.

Bronco Jimmy wants Top 40 MOR position now! Wants to relocate. Nine months experience, draft free—stable! Box J-288, BROADCASTING.

If you're a top 40 station looking for a personality jock and can pay \$8,000 annually. 1st phone. Box J-289, BROADCASTING.

Progressive rock only, experienced, knowledgeable, military service completed. Box J-290, BROADCASTING.

Professionally trained woman announcer, dj, newscaster, third endorsed, tight boardwork, good voice, creative, ambitious, relocation OK, prefer NE, also secretarial experience. Box J-292, BROADCASTING.

Does your progressive, friendly radio station need an experienced announcer-production man? Box J-294, BROADCASTING.

MOR . . . operations music programing . . . first class ticket . . . traffic . . . copy . . . two stations in last seven years . . . female . . . Box J-303, BROADCASTING.

Negro, professionally trained, R/G/B preferred but will consider any format. Strong on production. Will consider some sales. 3rd endorsed. Anywhere! Box J-305, BROADCASTING.

Nine year pro, top 40 personality, and production. Call 914-478-0878 and we'll talk money and market. Box J-308, BROADCASTING.

Announc. eng. 1st phone. Mature adult stn. or TV eng. Box J-312, BROADCASTING.

First class radio telephone, transmitter studio, office experience, female. Box J-313, BROADCASTING.

Successful experience in the rating race, have first . . . presently at the #2 rated overall (#1 MOR), in a market of five . . . broad experience in all formats . . . doer not a nine to five man . . . ten years professional experience no boast, just fact. Available Nov. 1st. Box J-315, BROADCASTING

Top 40 DJ wants medium-large market. Five years experience. Military completed. Available Nov. 1st. Box J-316, BROADCASTING.

First phone seeks first announcing job. MOR or C&W small or medium market. Maintenance potential. Experience in business management. Married, draft-exempt. Send salary range. Box J-318, BROADCASTING.

Professionally trained beginner: ambitious. 3rd endorsed, college degree, 2 yrs. non media sales, draft exempt. will relocate midwest or west. 312-341-0881 after 6 PM or Box J-325, BROADCASTING.

DJ, tight board, good news, third class license. Box J-327, BROADCASTING.

Beginner third endorsed, wants weekend announcer newscaster experience in Los Angeles. 213-934-0785, after 6 P.M.

Newscaster—disc jockey, professionally trained in New York city, also B.A. degree in music, prefer New York State, New Jersey or New England. George R. Dale, 4026 Carpenter Ave., New York, N. Y. 10466, phone 212-OL 4-9211.

Willing weekender—third phone endorsed, two years experience, news, sports, covering major league basketball, baseball, Baltimore market. Young, willing to travel Middle-Atlantic area. 301-484-3693.

Midwest personality, MOR, now available. 9 years experience . . . mainly small market. Family man wants security . . . larger market. 308-382-7163.

Detroit area—looking for fresh talent? I have the talent plus a lot more, the voice, the ability, the training, and the 3rd endorsed with a first soon. Are you afraid to try something new? If not call Larry Coates at 268-3725 or 535-9200 (313).

Bob Case loves people, first phone, broadcasting school graduate, 1745 West Drescher, San Diego, California 92111. Call 714-279-1691. Persuasive personality.

Professionally trained, ambitious, third endorsed. Will relocate. Alan Johnson, 4216 37th Ave., Sacramento, California 95824.

First phone top 40 announcer engineer, one year experience, available immediately. 312-328-6529.

Announcers continued

3rd endorsed beginner; single, 24 yrs.. draft free. wants first break in any radio station. Broadcast school—authoritative and good voice—will relocate. Career minded, not just a job available now! Write Richard T. Beasley, 1656 Cornwall Ave., Waterloo, Iowa 50702.

Someone must need a professional, experienced announcer-PD with first ticket. Crack copy and production. 815-964-6857.

Technical

Stable chief, directional AM, wants more of same. Desires NW major market. State salary Box J-217, BROADCASTING.

Chief Eng. or Asst. chief, 15 years experience FM, 10 kw AM & directionals, strong on maintenance. Box J-310, BROADCASTING.

Experienced engineer with first phone would like to locate in mild climate. Box J-321, BROADCASTING.

First phone, radio TV engineer, ham and marine transmitter experience. No previous broadcast, but eager to learn. Stable family man. Prefer NYC or vicinity. For resume: Fred Schwartz (212) 646-1171.

Got job for engineer experienced as chief, combo—starting \$140? Call 215-386-2550.

NEWS

Reporter-researcher: 4 years experience in radio and TV news plus 2 years printed media background. Ready for medium sized radio and/or TV outlet; general assignment or investigative reporter. Politics and government specialty. Box J-265, BROADCASTING.

Newsman, presently working for major network station in NYC as writer/editor. Wants back on air as reporter, ten yrs. exp. Previously news director . . . 1st class license. Medium or major markets only, 11 thousand base. Box J-291, BROADCASTING.

Aggressive, young, single college graduate with degree in R/GTV seeks position in news operation. Experienced in all phases of newswork, 3rd class license, draft exempt, would consider relocation. Jeff Newmark, 6554 N. Spaulding Ave., Lincolnwood, Illinois 60645 or Call 312-OR 4-1846.

Programing, Production, Others

Program director/operations manager. Experienced all phases management. Documented success. 31, married, military complete. Box J-221, BROADCASTING.

Hire your own full-time program consultant. Available, one live-in program manager. Eleven years experience with three major companies. Under 30, Box J-269, BROADCASTING.

2,028 FM Stations, but one proven major market programmer. 215-324-4125.

TELEVISION—Help Wanted

Sales

Are you a good, small market radio salesman looking for a move up? The exciting world of television is waiting for you! Earnings and opportunities are unlimited! Phone (312) 897-0466. Hear the scoop from Jay Holloway.

Sales executive (San Francisco Market) TV station sales promotion! If you are not afraid to work and are desirous of super income, year round, you are the man we are looking for. Write, Wire, Phone! Special Promotions Director, KEMO TV, 2500 Marin St., San Francisco, California 94124. Phone: 1415 285-6220.

Announcers

Personable, dependable, announcer for South Texas station Box J-176, BROADCASTING.

Illinois CBS affiliate needs strong, mature, on camera commercial announcer. Must have better than average knowledge and interest in sports for daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box J-215, BROADCASTING.

Technical

Two first class engineers for radio-TV operation in medium Wisconsin market Will train new man. Good salary and fringe benefits. Send resume and phone number. Box J-69, BROADCASTING.

TELEVISION—Help Wanted

Technical continued

Qualified, reliable transmitter engineer for VHF, Texas resort city. Box J-167, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF. Box J-173, BROADCASTING.

Ohio group ownership TV station is expanding operations. We need experienced, self starting maintenance men who can optimize our operation. \$12,000 starting pay. RCA equipped. Box J-273, BROADCASTING.

Two engineers with first class license needed immediately. Should have good solid state background and systems knowledge. Major midwest market with all RCA color. Send complete resume and salary requirements Box J-320, BROADCASTING.

Assistant chief engineer for UHF, ETV station. Must have 5 years experience in all phases of operation and maintenance. Salary \$11,000. Send resume to Sam Edens, WHRO TV, 5200 Hampton Boulevard, Norfolk, Virginia 23508.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625. Tel.; 312-583-5000.

First class license. Immediate opening. Car necessary. Soon to start installation in a new radio-TV center. Union. Operating and some maintenance. Company benefits. Send resume and salary requirements to Glenn Hall, WWNY-TV, Watertown, N.Y.

TV engineer needed immediately to assist with the maintenance of television studio, control room, and remote van equipment. Broadcasting radio experience helpful. Annual starting salary \$8,484. Experienced broadcast engineers only. Apply: Office of Staff Personnel, Washington State University, Pullman, Washington 99163. An equal opportunity employer.

National Teleproduction Corporation, America's fastest growing production house is looking for quality technical people. Jobs to be filled now: audio operator and maintenance, video operator. Man needed heavy in maintenance, newest equipment. Contact: Dallas Clark, Director of Engineering, National Teleproductions, 5261 North Tacoma, Indianapolis, Indiana.

Chief engineer—entirely responsible for the design, maintenance and operation of io and vidicon cameras, quad and helical vtr's, film projectors, cable distribution systems, audio systems and technical personnel. \$10,000 to start. Technician—will operate and help maintain above. \$6,000 to start. Wesdell Ford, College of the Desert, 43-500 Monterey Ave., Palm Desert, Calif. 92260. 714-346-8041.

Need chief engineer to establish new educational VHF. Few such challenges remain. Write Frank Blake, 200 Armory Drive, Beckley, W.Va.

Television engineer to be in charge of master control operations in CCTV including master switching, operating all facets of film chain, operating video tape machines requiring experienced quad VTR maintenance technician and operator, in state-of-the-art university operation. Interaction with operations and engineers about picture quality and everything that goes on the air and with programming about film and video taped programs. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

NEWS

Experienced newsman with editorial skills for station in Texas Gulf Coast city. Box J-164, BROADCASTING.

News-writer-editor. Experienced only. Major midwest station. Applicants from all races desired. Box J-185, BROADCASTING.

News-photographers—All with journalism degrees or comparable experience, for expanded news-documentary department. Contact: Gene Strul, WCKT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

Programing, Production, Others

Artist—experienced, all station graphics—on air—sales—newspapers—top ten market. Box J-77, BROADCASTING.

Man with directing and production experience to develop commercials for retail accounts. Not a sales job. Excellent working conditions in a fine midwest medium TV market. Send complete personal and business background and recent picture to Box J-150, BROADCASTING.

Programing, Production, Others

continued

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box J-170, BROADCASTING.

Exciting, challenging new opportunity for capable producer to head program department of established cable TV system soon to begin local origination. Must have educational or commercial TV program experience. Salary depends on experience, ability. Send voice tape, resume listing age education, marital and draft status, experience in detail, references. Box J-248, BROADCASTING.

Operations manager for midwest network affiliate. Great opportunity for management-oriented, experienced professional, knowledgeable in all phases of commercial broadcasting. Must be active in public affairs. Send complete resume and salary requirements to Box J-249, BROADCASTING.

No. 2 man for TV promotion department in top 10 market. Must be strong in creative on-air promotion. Film, video tape, experience necessary. Must be self starter and able to supervise staff. Also will be involved in print, merchandising exploitation. Send complete resume, picture, sample of air material, scripts, salary requirements. Box J-319, BROADCASTING.

Send resume and salary requirements only if you are a totally dedicated producer/director with the creative imagination and experience to produce quality television for a full-color NBC affiliate in Florida. Reply P.O. Box 510, Palm Beach, Fla.

National Teleproductions Corporation. America's fastest growing production house is looking for quality production people. Immediately have openings for: camera, audio and lighting men. State experience and salary requirements in first letter. Contact: Jerry Patton, Director of Operations, National Teleproductions, 5261 North Tacoma, Indianapolis, Indiana.

TELEVISION

Situations Wanted

Management

Top local TV salesman in top 20 market desires sales management. Box J-257, BROADCASTING.

General manager-national sales manager, etc., for medium to large station or group. Thoroughly experienced all phases: station-ownership, development, management, sales management, sales (national and local), programming, film-buying, production, promotion and network announcing-hosting-news-casting. Leader in community affairs. Leader in industry. 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age-44. Nationally recognized as successful administrator-troubleshooter-developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing substantially increased profits and prestige properties. Have just sold my station. Seeking another challenging group or large station to manage and develop. Box J-259, BROADCASTING.

Operations manager—program manager, 12 years experience, includes: operations manager, program manager, commercial production manager, weatherman, newscaster and more. Art (608) 784-8807, evenings.

Group owners attention! What does your executive training program offer an aggressive young adult whose interest lies in sales. He seeks not just a job, but a career in broadcasting. College graduate with post grad work, proven sales ability, active military service completed. Eager for knowledge, exposure and involvement. Willing to relocate. If your training program provides challenge, exposure and involvement, plus opportunity for advancement, write: T. M. B., P.O. Box 26662, U.S. Custom House, San Francisco, California 94126; or phone (415) 376-4745.

Announcers

Sports is my business. I'm no hired actor who just reads copy. Want to become completely involved in sports on a local level. Had sports show, did play-by-play, interviews. Currently at top Washington, D.C. television station. Extensive training in news, sports, film editing. Have doubled as cameraman. Radio or television. VTR available. Box J-251, BROADCASTING.

TV staff announcer available. Box J-284, BROADCASTING.

TV—Situations Wanted

Announcers continued

Am a staffman at a very large station in a very large market. Buried. Am looking for more work. Personality, talk, news anchor or legman. Mature, stable, write Box J-306, BROADCASTING.

Personality, dimples, wife, 3 kids, mother-in-law, college, 27 years old, 3rd phone endorsed, terrific with live audience. Presently a luncheon MC for large grocery chain, broadcasting graduate, and a beginner to boot! What more could you want! Seeks start with San Francisco Bay area TV or radio station. Contact Skip Ferris, 65 Newburg St., San Francisco, Calif 94131. (415) 648-4812.

Technical

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box J-162, BROADCASTING.

Highly intelligent, highly motivated individual needs good start: Television, BS (EE) magna cum laude, Brooklyn Polytechnic, 1968 Chief engineer (audio) NYC film company. Member of MNSA, E.A.T., SMPTE. Box J-279, BROADCASTING.

News

4th market TV newsman seeks change. Will consider medium market news directorship. Box J-182, BROADCASTING.

Experienced TV news-film man in top-100 seeks advancement. Journalism-film grad, 27, married, six-years in all phases of radio, TV film, writing. Two years solid TV news and film. VTR air check, films, resume available. Box J-314, BROADCASTING.

Programing, Production, Others

Competitive, young executive with proven record for top 10 market. Coordinates, trains and organizes strong departments. Box J-30, BROADCASTING.

Top 10 TV producer seeks greener pastures, possibly with independent production company. Box J-183, BROADCASTING.

Producer, director, writer who believes in TV's responsibility for leadership, seeks a station eager to create enlightened, effective community-oriented programming. A proven performer with impeccable credentials. Imaginative, dedicated, mature, a master of film and tape. Brilliant with tight budgets. Box J-218, BROADCASTING.

Television cameraman, ETV experience, graduate RCA studio school, FCC 3rd endorsed, presently employed. Box J-274, BROADCASTING.

Children's show host with own successful format desires market. Currently employed. Box J-317, BROADCASTING.

69 college grad in R-TV seeking position as director or AD. 4836 Creekview #8, Rockford, Ill. 61108.

College grad, veteran, with some commercial, educational experience, looking for production job. Charles Houlberg, Crab Orchard Estates #4, Carbondale, Illinois, (618) 549-3608.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need good used 500 watt transmitter (or 1 kw with 500 watt cutback). K-RAM Radio, 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109.

Wanted: Good second hand TV cameras. Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

1-Used diesel generator with 10 kw capacity including all operating controls suitable for emergency operation of 500 Watts AM transmitter and remote equipment. Write Box J-322, BROADCASTING with details including description and condition of equipment, selling price and availability date.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect. Co., Box 4668, Oakland, Calif 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

FOR SALE

Equipment

continued

For Sale—ITA 5 kw FM transmitter, 250 driving, 5 kw, Bay. Complete with solid state rectifiers, Harmonic filter, and directional coupler. Tuned to 97.7 mhz. Call Dave Jordan, 703-935-2816.

Electronic research type 425 25 kw isolation transformer used one year on 97.1 mc. Factory will convert to your FM frequency. Make reasonable offer. Frank Carman, KLUB-KWIC, Box 389, Salt Lake City, Utah 84110.

McKenzie recorder/repeater. McKenzie five cartridge repeater, 200 cartridges . . . cost \$2800.00 new, Now \$400.00 or make an offer . . . KRDU, Dinuba, Calif. 209-591-1130.

Used RCA TTU-25 transmitter complete. Channel 42. Available immediately. \$50,000.00. Contact Chief Engineer Tom Sleeman, WBMC-TV, Birmingham, Alabama.

Television transmitter—RCA TT5-A converted to air cooling, modified for color, presently tuned for Channel 7. T. F. Sorrells, 4461 Connecticut Ave, N.W., Washington, D.C. (202) 537-1100.

Tower fabrication, erection and maintenance; used tower equipment Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

300 ft. Radio/T.V. Tower, Ideco self-supporting three legs, \$5000 or best offer. L. W. Schoening, 2121 West Hwy. 36, St. Paul, Minnesota 55113.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Voice drop-ins; Los Angeles success sound can make you number 1. Professionally taped comedy drop-ins, 50 only \$5. ROW Broadcast Associates, 6158 Debs, Woodland Hills, Calif. 91364.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

89 albums, 16 inch. M.M. Cole transcription library of folk music. Box J-151, BROADCASTING.

The Feminine Touch . . . for your commercials, promos, intros, station ID's etc. Warm, versatile, professional female voice. Send copy, get broadcast-ready tapes by return mail. Prices, audition tape on request. Reynolds Production Company, P.O. Box 484, Pacific Palisades, California 90272.

800 Czechoslovakian records for sale. \$200.00 for the lot. Most are imported, perfect condition. W. M. Kitabogh, 2913 N. 39th St., Milwaukee, Wis. 53210.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and DJ come-back for each! \$10.00. Sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago 60611.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

"365 Days of Laughs." Only Daily Radio gag service . . . prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

Get your "ticket!" Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License, -plus- Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Can't find it?—You need: "DJ Source Book." . . . Save time looking for jokes . . . gimmicks . . . jingles . . . promotions . . . magazines . . . programming . . . plus "hundreds" more! Only \$4.95. Command, Box 26348, San Francisco 94126.

One month free for the asking! One month's material free until 10/15/69. Rate then goes to \$45/year. Highest-paid jock in the world uses our one-liners, shouldn't you? Happy Huffman, 4213 Riverdale, Anaheim, Calif.

Miscellaneous continued

"Prudence" turn on your audience with America's sexiest female voice one line drop-in's \$35. "Vip Zippers" 1200 feet of hilarious one liners \$35. Box J-272, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N Western, Hollywood, California 90027

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street Atlanta, Georgia 30309

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77062.

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition \$360. Class begins at all R.E.I. Schools Oct 13 & Nov. 17. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109 Call 18161 WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va 22401 Call (703) 373-1441.

Licensed by the New York State department of education. 1st class FCC license preparation for people who cannot afford to make mistakes. Also announcer—DJ—news—sports, training. Contact: ATS, 25 W 43rd St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.

First class license in only four weeks at TIB . . . tuition \$295.00 . . . results guaranteed.

INSTRUCTIONS

continued

TIB/Music City . . . Veteran approved classes start Sept. 29, Oct. 27th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee 37204 (615-297-8084).

TIB/New England . . . class starts Oct. 20th . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118 (203-289-9400).

TIB/Miami . . . next class starts Oct. 6th. Technical Institute of Broadcasting, 283 South Krome Ace., Homestead, Florida (305-247-1135)

American Institute of Radio has the nation's finest quality course for your first class license in five weeks, tuition \$300.00. Classes begin October 13, November 17, December 22. 2622 Old Lebanon Rd., Nashville, Tennessee 37214. 615-889-0469 or 615-889-2480.

First phone fast through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Chicago, Atlanta, Detroit, Seattle, Portland and Los Angeles. Proven results. Our seventeenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Seattle—one week first phone instruction, Dec. 4-10th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

In your town, unequalled personal FCC license instruction. Save traveling and living expenses. Our tape recorded home study first phone course with one week personal instruction in your town is available to small groups, radio stations and industry. Five year proven record. Write, Seminars, Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266.

No. Tuition, rent, Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License, -plus- Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

100% placement of Don Martin Graduates!!! Wonder why? Highly qualified beginners are needed by good stations all over the U.S.A. These stations call the Don Martin School for their new personnel. Our graduates are thoroughly trained, confident, versatile, proficient individuals. New classes start the 1st of each month. Graduates are available to these stations each month. For additional information call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO—HELP WANTED

OPPORTUNITY WITH NEW STATION

New radio station under construction in northern Ohio. Top to bottom staffing now being conducted. Interested applicants with ability and experience plus desire to grow with station. Send tape and resume to:

Box J-323, Broadcasting.

AIRCHECK TAPES \$5

Major stations-ALL formats. "Free" brochure.

Command, Box 26348
San Francisco 94126



Stay tuned to our
million dollar movie, as
Phillip's Milk of Magnesia
brings you -
Woman on the Run

(BROADCASTING BLUNDERS #2)

COLUMBIA SCHOOL OF BROADCASTING

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,
OR ANY OTHER INSTITUTION.



RADIO—HELP WANTED

Management

SALES MANAGEMENT

We are accepting applications from a limited number of Sales Managers and Salesmen for placement with our Radio and Television clients.

Many of these openings are with well-known stations in top markets. College grads currently earning under \$20,000 per year are invited to submit their resume on a confidential basis. No fee to individuals for this service.

Ron Curtis
Nationwide Management Consultants
645 No. Michigan Ave.
Chicago, Ill. 60611

Sales

PROFESSIONAL SALES MANAGER

A rare opportunity has been created for a seasoned Radio/TV General, Station or Sales Manager. We seek a man who is heavy in sales and is capable of directing a national sales force. He must be thoroughly knowledgeable in agency media operations and be a strong, aggressive, organized executive sales leader. This is a unique opening in a dynamic growth company dealing in multi-line broadcast services, where personal advancement is based on contribution. Creative sales planning, control and budgeting ability is essential. This is a demanding job with outstanding rewards for the right man. Send detailed resume. An interview will be arranged.

Replies confidential.

Box J-100, Broadcasting.

SALES MANAGER

Immediate opening for general sales manager or station manager with strong personal track record in local regional and national sales, experienced in RAB and research selling techniques must enjoy on-street selling, be capable of building up sales from ground zero to potential of \$500,000 dollars within next four years. Explosive high powered station in big northeast market near NYC. Exciting growth company for knowledgeable management oriented man ready for break through. Right man must love to sell, have proven record managing people, minimum guarantee twelve to fifteen thousand, excellent incentives. Send all first letter.

Box J-237, Broadcasting.

Announcers



UNICOM SERVICES INC.
— A WORLD WIDE MEDIA PLACEMENT SERVICE —

We Need

D.J.s—All Formats & Beginners
Newsmen

1st Ticket Combo & Engineers
Small Market Salesmen (Good
Pay)

P.D.s (Small Market)

Rush Tape & Resume Plus Salary
Requirements to:

Unicom Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

Wanted:

Drive Time Announcer for Black owned, and operated Station. 3 years experience required. Send tape, resume, and salary required to the:

Program Director, KPRS Broadcasting
Co., 2301 Grand Avenue, Kansas
City, Missouri 64108.

TOP FORTY AIR PERSONALITY WEST COAST

\$21,000 starting salary for air personality who can entertain our listeners. First opening in two years and we want the best talent in the country at this salary figure. Tapes invited from medium market air personalities, too. Send air check and resume to:

Box J-296, Broadcasting.
All replies acknowledged.

Technical

ENGINEERING OPENINGS

Radio & Television Chief Engineer openings are now available to qualified candidates in every area of the country. Also, openings with broadcast equipment manufacturers for Product Managers, Sales Managers & Salesmen and Design Engineers, etc. Send resume today! No fee and confidential.

Nationwide Broadcast Services
645 N. Michigan Ave.
Chicago, Illinois 60610

Programing, Production, Others

PROGRAM MGR.

Immediate opening in Florida for M.O.R. program manager. Major Market. \$16,000.00 starting salary. Send resume to:

Box J-267, Broadcasting.

Programing, Production, Others

continued

STATION PRODUCER/DIRECTOR

Major UHF independent needs top commercial producer/director. Creativity and experience with color VTR and film, programs and spots. Initiative, efficiency, speed and budget conscientiousness all important. Excellent promotional opportunity. Send letter and resume to:

Production Manager
WKBD TV, Box 359
Southfield, Michigan 48075
An equal opportunity employer.

COPY GAL—Chicago

Unique Broadcast Time agency seeks experienced retail radio copywriter who can do a volume job while maintaining creativity. Must carry responsibilities well. Starting salary \$8,500, plus benefits. Our rapid growth makes this a superb opportunity for the right career minded gal.

L. J. Gutter, Pres., Chicagoland Broadcasters, Inc., 2540 W. Peterson Ave., Chicago, Ill. 60645 (312) 761-1800

Situations Wanted

Management

TOP MANAGEMENT

Seasoned pro, exceptional mgmt, sales and programing savvy. Keen competitive sense. Want to move to "big time" from Suburbia! Prefer NY or Phil. Consider top dozen mkts. in key mgmt or unusual #2 position. Outstanding references and record.

Box J-253, Broadcasting.

RECRUITING PROBLEMS?

CALL A PROFESSIONAL
RECRUITER!

More and more broadcasting corporations across the country are using our modern "search" techniques to find the best executives, salesmen, and air talent.



Contact
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312-337-5318
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Chicago, Illinois 60611

Nationwide Management
Consultants, Inc.

For Best Results
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CLASSIFIED AD
in
Broadcasting

**Situations Wanted
Announcers**

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

 **Columbia School of Broadcasting**

4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

**TELEVISION—Help Wanted
Management**

ASSISTANT TO THE PRESIDENT

Midwest broadcasting corporation has an excellent opportunity for a bright young college graduate with 3 to 5 years of radio or television experience and who has demonstrated management potential. Tremendous future for sales-oriented individual interested in becoming a corporate executive after learning to evaluate and solve station problems. Send compete resume and salary requirements in confidence to Box J-295, Broadcasting.

An equal opportunity employer.

Management Placement

We are accepting applications from a limited number of executives and salesmen for placement with our radio and TV clients. College graduates currently earning under \$20,000 per year are invited to send a resume to be considered for these management openings in medium and large markets. Send background to:

Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois. NO FEE AND CONFIDENTIAL.

**TELEVISION—Help Wanted
Management continued**

U.S. OVERSEAS OPPORTUNITY

Top executive opportunity management overseas commercial television-radio. Salary-bonus-housing and company benefits. Two year contract plus transportation. Send resume in confidence.

Box J-153, Broadcasting.

**TELEVISION—Help Wanted
Technical continued**

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment, we can offer you a career opportunity as a field engineer. Applicants for position living in Midwest or Southwest preferred.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. T. J. Kirsch, RCA Service Company, CHIC, Building 225, Cherry Hill, Camden, N. J. 08101. We are an equal opportunity employer.

RCA

TELEVISION—Help Wanted Technical

OVERSEAS OPPORTUNITY

Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia. Openings exist in the following cities: Dhahran, Jeddah and Riyadh.

● BROADCAST ENGINEERS

Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits—liberal vacation policy.

Please send resume in confidence to R. E. Weirich, Manager, Industrial Relations.

AVCO

Field Engineering
P.O. Box 41300
Cincinnati, Ohio 45241
(An equal opportunity employer)

TV STUDIO ENGINEER NEEDED

Excellent opportunity for experienced engineer. Texas group of four stations offering good growth position. Send your name and short resume to:

Box J-293, Broadcasting.

**TELEVISION—Help Wanted
NEWS**

Newscaster-Commentator Top Florida TV Market

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Tenn	small	AM & FM	225M	cash	Ohio	small	AM & FM	225M	29%
NY	small	fulltime	600M	29%	Neb.	small	profitable	150M	29%
Iowa	medium	fulltime	500M	145M	Idaho	medium	daytime	200M	29%
NW	metro	daytime	155M	50M	Wash.	metro	daytime	95M	nego

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THE UNITED WAY

28.4 million families benefit from child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces through 31,500 United Way agencies.

Photo by Phoebe Dunn

(Continued from page 72)

Translator actions

- Broadcast Bureau granted renewal of licenses to following UHF and VHF translators: K66AS and K128B both Martinsdale, Mud Creek area and Lennep, all Montana; K128U Basin, Wyo.; K72AL, K75BV and K78AL, all Libby, Mont. Actions Sept. 11.
- K04FL, Lakeshore, Calif.—Broadcast Bureau granted CP to change trans. location of VHF translator; make changes in ant. system. Action Sept. 10.
- Lee Enterprises Inc. Keosauqua and Ottumwa, both Iowa—Broadcast Bureau granted licenses covering new UHF translators; specify type trans. Action Sept. 10.
- Desert Mt. T.V. Association, West Glacier, Mont.—Broadcast Bureau granted CP for new VHF translator to serve West Glacier on ch. 7 by rebroadcasting KXLY-TV Spokane, Wash. Action Sept. 9.
- Kettle Falls, Wash.—FCC denied application by Bisbee Mountain Translator Association for CP for new 1 v translator to serve Kettle Falls, Marcus, Rice and surrounding Area, all Washington, without prejudice to filing of new application conforming with rules. In same action, commission denied applicant's request for waiver of rules which state that adjacent channel assignments will not be made in translator stations intended to serve all or part of same area. Action Sept. 10.

CATV

Final actions

- Daytona Beach, Fla.—FCC authorized Halifax Cable TV Inc. to carry distant signals of *WJCT(TV) Jacksonville; *WEDU(TV) Tampa-St. Petersburg and *WFTT(TV) Gainesville, all Florida. Commission waived evidentiary hearing provisions to make grant. Action Sept. 10.
- Manatee County, Fla.—FCC prohibited General Telephone and Electronics Corp., General Telephone Co. of Florida and GT&E Communications Inc., until further order of commission, from constructing any CATV channel distribution facilities, until certificate of public convenience and necessity under Section 214 Communications Act has been issued. FCC also prohibited companies from operating any CATV channel distribution facilities in Manatee County, which had not been completed and in operation before Aug. 4. Action Sept. 10.
- Bloomington and Normal, both Illinois—FCC stayed effect of cease and desist order against General Telephone Company of Illinois, General Telephone and Electronics Corp., and GT&E Communications Inc. for period not to exceed three weeks in order to permit sale of CATV system and transfer of franchises to TeleCable Corp. Action Sept. 10.
- Bayou Vista and Patterson both Louisiana—FCC authorized All-Channel Antenna Service Inc., proposed operator of CATV system in Baton Rouge TV market to carry distant signals of KLFY-TV and KLNI-TV, both Lafayette; WDSU-TV and WVL-TV, both New Orleans, and, upon its activation, WRBT(TV) Baton Rouge, all Louisiana. Commission waived evidentiary hearing provisions to make grant. Action Sept. 10.

Other actions

- Office of Opinions and Review in Wheeling, W. Va. (Wheeling Antenna Co.), CATV proceeding, granted motion by Wheeling Antenna Co., and extended to and including Sept. 19 time to file reply to pending oppositions to WACO's petition for reconsideration (Doc. 18612). Action Sept. 9.
- Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Co.), CATV proceeding, on motion by Rust Craft Broadcasting Co., in which Wheeling Antenna Co. joins, continued prehearing conference to Sept. 18 (Doc. 18612). Action Sept. 9.
- Hearing Examiner Herbert Sharfman in Platteville, Wis. (Platteville Cable TV Corp.), CATV proceeding, with agreement of counsel, converted prehearing conference of Sept. 5 into hearing session as transcript will show; closed record of hearing; cancelled hearing scheduled for Sept. 10. Counsel agreed to submit to examiner, by Oct. 6, statements of position to be considered in preparation of initial decision (Doc. 18579). Action Sept. 9.

Ownership changes

Applications

- WFIF(AM) Milford, Conn.—Seeks assignment of CP from Colonial Broadcasting Inc. to Communications Corp. of America for exchange of stock. Principals: Blair A. Walliser, president (100% before, 75 1/2% after), et al. Ann. Sept. 11.
- WAPG(AM) Arcadia, Fla.—Seeks transfer of control of Arcadia-Plant Gorda Broadcasting Inc. from H. F. McKee (57-1/6% before, 16-2/3% after), to W. W. Benton (29 1/2% before, 70% after). Consideration: \$33,636.37. Ann. Sept. 12.
- KVGB(AM) Great Bend, Kan.—Seeks assignment of license from KVGB Inc. to Forward of Kansas Inc. for \$339,937. Sellers: Grover C. Cobb, vice president-general manager, et al. Mr. Cobb owns 22 1/2% of KSLI(AM) Salina, Kan. Buyers: Forward Communications Corp., 100%. O. Charles Lemke, vice president (29.9%), John C. Sturtevant, chairman (28.57%) et al. Mr. Lemke owns travel agency. Mr. Sturtevant is publisher of *Wausau* (Wis.) *Record-Herald* and owns 75% of real estate firm Forward Communications owns WSAU-AM-TV and WIFC-FM all Wausau, WMTV(TV), Madison, WKAU(AM) and WVLE(FM) both Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W. Va., and *Marshfield* (Wis.) *News-Herald*. Ann. Sept. 12.
- KNDY(AM) Maryville, Kan.—Seeks assignment of license from Rainbow Broadcasters Inc. to Apollo Broadcasting Corp. for \$80,000. Sellers: Arthur F. Stanley, president, et al. Buyers: Charles G. Shada Jr. sole owner. Mr. Shada owns chain restaurant consultant firm, 25% of motel, 50% of race horse stables and 16 2/3% of area distribution firm for chain restaurant. Ann. Sept. 12.
- WXOX(AM) Bay City, Mich.—Seeks assignment of license from Walter Wonderland Broadcasting Inc. to Gateway Broadcasting Co. for \$200,000. Sellers: Patrick J. Trahan, president, et al. Sellers own WSTR-AM-FM and 80% of Michigan CATV Inc., all Sturkis, Mich. Buyers: Phillip W. Arce, president, and Edwin Schreiber, secretary-treasurer (each 50%). Mr. Arce owns furniture manufacturing firm and 80% each of mechanical contracting company and trailer park. Mr. Schreiber owns 20% of investment company and 20% of electrical supplies firm. Ann. Sept. 3.
- KAMI(AM) Cozad, Neb.—Seeks assignment of license from Dawson County Broadcasting Corp. to George E. Powers for \$62,500. Sellers: Wayman E. May, president, et al. Buyer: George E. Powers, sole owner. Mr. Powers has interest in KGMT(AM) Fairbury, Neb. Ann. Sept. 12.
- KWCO(AM) Chickasha, Okla.—Seeks transfer of control of Sooner Broadcasting Corp. from M. G. Tomlinson (51% before, none after) to Jackie Gene and James Robert Brewer (jointly 49% before, each 50% after). Consideration, \$121,692.68. Principals: Jackie Gene Brewer is general manager of KWCO(AM), James Robert Brewer owns 51% of KTAT(FM) Frederick, Okla. Ann. Sept. 11.
- WYMB(AM) Manning, S. C.—Seeks transfer of control of Clarendon County Broadcasting Co. from James O. Roper, deceased (99.33% before, none after), to Betty F. Roper (.66% before, 100% after). No consideration involved. Ann. Sept. 11.
- KTRE(AM) Lufkin, Tex.—Seeks assignment of license from Forest Capital Communications Corp. to Lufkin Broadcasting Corp. for \$170,000. Sellers: Fred C. Hill, president, et al. Sellers own KLTU(TV) Lufkin, 50% of Vemore Co. of Lufkin, CATV operators. Buyers: Pilsner H. Garrison, president, and Louis R. Renfrow, executive vice president (each 48.78%), et al. Messrs. Renfrow and Garrison each own 16.82% of real estate firm and 50% of investment firm. Mr. Garrison is chairman of board of Lufkin National Bank and owns 35% of real estate investment corporation. Mr. Renfrow owns 16.83% of law firm and 17.5% of urban development firm. Ann. Sept. 12.
- WRON(AM) Ronceverte, W. Va.—Seeks assignment of license from Greenbrier Broadcasting Inc. to Radio Greenbrier Inc. for \$160,000. Sellers: Nash L. Tatum, president, et al. Buyers: Roy D. Wooster Jr., president (66%), George Ray Wooster Cook, vice president (30%), Roy D. Wooster Sr. and Margaret B. Wooster (each 2%), Mr. Roy Wooster Jr. and Sr. are vice president and chairman of board, respectively, of Borden Inc. Ann. Sept. 12.

Final actions

- KLYD-TV Bakersfield, Calif.—FCC granted transfer of control of Kern County Broadcasting Co. from Lincoln and Sylvia DeLair (jointly 100% before, none after) to Kern County Broadcasting Corp. (none before, 100% after). Sellers own KLYD(AM) Bakersfield, Buyer Atlantic States Industries, sole owner. ASI owns McGavren-Guild-PGW Radio Inc., radio representative. It also owns WRYT(AM) Boston; KROY(AM) Sacramento and KMAK(AM) Fresno, both California; WLOB-AM-FM Portland, Me., and WNVY(AM) Pensacola, Fla. It also has applications pending FCC approval to purchase KFAC-AM-FM Los Angeles; WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio. ASI principals: Ralph C. Guild, president (37.1%), Daren F. McGavren (14%) et al. Consideration: \$1,150,000. Action Sept. 11.
- WHAN(AM) Haines, City, Fla.—Broadcast Bureau granted assignment of license from WHAN Inc. to Radio Central Inc. for \$82,500. Sellers: Meyer Layman, president, et al. Buyers: John H. Everbach, sole owner. Mr. Everbach owns 65% of WOKB(AM) Winter Garden, Fla. Action Sept. 10.
- WBSR(AM) Pensacola, Fla.—FCC granted assignment of license from WBSR Inc. to Mooney WBSR Inc. for \$290,000. Sellers: George P. Mooney, president, Donel J. Lynch, vice president Janet Prince and Abe D. Wainauer, secretary (each 25%). Buyers: Mooney Broadcasting Corp., 100%. George P. Mooney votes stock for Mooney Broadcasting. Licensee of WKCN(AM) Knoxville and WMAK(AM) Nashville, both Tennessee, and WPDQ(AM) Jacksonville Fla. Action Sept. 10.
- WSTU(AM) Stuart, Fla.—Broadcast Bureau granted assignment of license from Blue Water Broadcasting Co. to WSTU Inc. for \$347,500. Sellers: Lester M. Combs, president, et al. Sellers: own WMCF(FM) Stuart. Buyers: Hurvey L. Glasecock, sole owner. Mr. Glasecock is consultant for Martin Field Broadcasting. Licensee of WPEN(AM) Philadelphia. Action Sept. 10.
- WJSW(AM) Maplewood, Minn.—Broadcast Bureau transfer of control B & G Broadcasting Inc. from Paul J. Glass, individually and as trustee and Howard L. Treshansky, trustee (as a group 100% before, none after) to Donald L. Ferichs, president (none before, 51% after) Sey J. Widman Jr., vice president (none before, 14% after), and D. D. Wozniak, secretary (none before, 35% after). Consideration: \$148,000. Principals: Mr. Widman is general manager of WJSW(AM) Maplewood. Mr. Wozniak is attorney. Action Sept. 9.
- WSLS-AM-FM-TV Roanoke, Va.—FCC granted transfer of control of Shenandoah Life Stations Inc. from Shenandoah Life Insurance Co. (100% before, none after) to Roy H. Park Broadcasting of Roanoke Inc. (none before, 100% after). Consideration, \$7,050,000. Sellers: G. Frank Clement, president of Shenandoah Life Insurance Co., et al. Buyers: Roy H. Park Broadcasting Inc., 100%. Roy H. Park, sole owner. Mr. Park owns WTVR-AM-FM-TV Richmond, Va.; WNCN-AM-FM-TV Greenville, N.C.; CP for WUTR-TV Utica, N.Y.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; KRSI-AM-FM St. Louis Park, Minn.; WERC(AM) Duluth, Minn., and WNAX(AM) Yankton, S.D. Action Sept. 10.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Sept. 16. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

- *Naples, Fla.* Gulf Coast Television has been granted a 10-year franchise.
- Winston Salem, N.C.—Vikoa Construction Corp. subsidiary of Vikoa Inc., Hoboken, N.J. announces \$385,000 turnkey contract to build 98-mile, 12-channel CATV system plus headend for Titanville Broadcasting Corp. (WSJS-AM-FM-TV). System will be convertible to 21-channels.
- *New Eagle, Pa.*—Tex-Video Co. has been awarded a franchise.

Bob Alter moved out of print and into radio in the middle 1950's, when radio was still down and out, but over the 12 years he has been at the Radio Advertising Bureau, he has watched the medium pick itself up and dust itself off. Indeed, Bob Alter made his own contribution to radio's recovery from television's success. Charitably describing radio's problems when he arrived on the scene as a "low point," Mr. Alter says he never feared for his career because "the indicators were there."

As executive vice president, Mr. Alter's principal responsibility is directing RAB's drive to divert more national and regional advertisers into broader use of radio. Over the dozen years he has served radio, Mr. Alter has seen marketing undergo a transition. He says he has been witness to a switch from numbers buying to more selective use of radio. Mr. Alter himself has played a major role in radio research, and he estimates that more radio research was undertaken in the last six or seven years than in the entire prior history of radio. "Our problem is a problem of digestion now."

Speaking of the masses of research data now ready to use, he says: "The problem we have now is communicating all of this, communicating the availability of this. And this is why the workshop is good." Mr. Alter was a guiding force behind the establishment of the "workshop" he speaks of. Three years ago, RAB instituted this annual seminar designed to keep advertisers and agencies apprised of the latest developments in radio research, marketing and creative trends. This year, the workshop has become a road show—a "suicidal task," Mr. Alter describes it—with repeat performances in six cities. While Mr. Alter will accompany the workshop tour to all six cities, that trip will constitute only a fraction of the average 50,000 miles he logs in a year on behalf of RAB. That makes his summer weekend flights to Martha's Vineyard "a short hop."

Bob Alter grew up on that lovely island off the New England coast. Born in Brooklyn, N.Y., in 1928, Mr. Alter spent many of his young years in transit between glamorous places: "It was sort of a nice life. We shuttled between New York, Florida and Martha's Vineyard." His father managed the estate of a wealthy banker. When the family had to settle down in one location for the sake of Robert Alter's education, "my father, who was a native New Yorker, opted to live on Martha's Vineyard." Though Robert Alter and family now make their home in Hastings-on-Hudson, N.Y., just last June their vacation home on the Vineyard was completed.

Mr. Alter attended Mitchell College in New London, Conn., from 1946 to

Former print man finds himself deep in the data of radio

1948, and then he switched to the State University of Iowa in Iowa City, receiving his bachelor of science degree in commerce in 1950. His media sales talents emerged while he was yet in school. At Iowa State he was business manager of various college publications.

In 1950, he joined the *New York Daily News* as an account executive, although officially he was given the Dickensian title of "solicitor." "My wife was at that time at CBS as a set designer, and she was called a 'procurer,'" he adds.

Mr. Alter remained with the *Daily News* until 1957, except for 21 months

spent in Korea during that conflict. He served with the Army's 24th Infantry Division from January 1951 to September 1952.

In 1954, he married Mrs. Alter, then Lucille Levine of Teaneck, N.J., thereby proving they were the exception to all the old jokes about blind dates. Mrs. Alter had studied broadcasting at Ithaca College in Ithaca, N.Y., and Mr. Alter credits his wife's enthusiasm for radio with having "a tremendous effect" on his decision to move into a new field. "When I got into radio, she knew more about it than I did. I used her textbooks."

The Alter family has since been expanded to include three daughters: Deborah, 13, Amy, 11, and Marjorie, 9. At home, Mr. Alter likes to read novels and biographies, and listen to all kinds of music. He is especially fond of classical and jazz, but he adds that "my kids say 'I'm hanging in' because I know what's on the charts." He has no executive-type hobbies, like golf. "Golf defeated me," he explains. His golf career ended when friend and golfing partner advised him: "You don't need a pro, you need a psychiatrist when it comes to this game."

Looking ahead in the radio business, Mr. Alter offers: "The next hurdle is definitely in the creative area." He and RAB have done much to establish the media advantages of radio, and he believes the next challenge is getting creative people to recognize the creative opportunities in radio. He cites recent interest in humor, electronic music and the matching of creative appeals to demographic groups as the direction radio will take in the future. He points to recent copy testing conducted by RAB with Schwerin Research Corp. and C. E. Hooper Inc. as "the first hard research we've had on the effectiveness of the radio commercial."

As RAB's own art-critic-in-residence, Bob Alter seems eminently qualified to talk about creativity. His reputation was established when he discovered an Andy Warhol original languishing among other RAB effects in the corner of a warehouse. It seems Mr. Warhol submitted the painting to an art contest RAB sponsored centering on a radio theme. The painting has been collecting dust in its original crate ever since, while Andy Warhol has been making his impact on the art world. A little over a year ago, Bob Alter discovered the painting, spotted the now famous signature, and rushed it in a cab to Mr. Warhol's agent for authentication. It proved to be the genuine article and now hangs in RAB's reception room. For his own office, Mr. Alter chose another candidate from that art competition, a semi-representational oil painting of a radio tower.

Week's Profile



Robert Herbert Alter—vice president, Radio Advertising Bureau, New York; b. Dec. 28, 1928, Brooklyn, N.Y.; attended Mitchell College, New London, Conn., 1946-1948; BS in commerce, State University of Iowa, Iowa City, Iowa, 1950; joined New York Daily News as account executive, 1950; served in Korea with U.S. Army 24th Infantry Division, 1951-1952; rejoined New York Daily News, 1952-1957; joined RAB as national account executive, 1957; appointed vice president, national sales, 1963; named to present post, 1965; member, New York chapter, International Radio and Television Society; on board of directors, Brand Names Foundation; member, American Society of Association Executives; m. Lucille Levine of Teaneck, N.J.; children — Deborah, 13, Amy, 11, Marjorie, 9.

The case of Johnson v. Johnson

In its issue of last Feb. 24 this publication editorially suggested that FCC Commissioner Nicholas Johnson had disqualified himself from voting in cases involving any of the numerous broadcast groups that he had publicly condemned by name for one reason or another. Since then his utterances have become more intemperate and have been broadened to include the entire broadcasting system. In all seriousness this publication now proposes that Mr. Johnson has disqualified himself to vote on any case involving any incumbent licensee.

It is altogether incomprehensible that a federal official can sit in judgment on an entire class of businessmen whom he has publicly identified as rapists. Yet there on the FCC sits the same Nicholas Johnson who said on CBS-TV's *Face the Nation* on Sept. 14 that broadcasters were not only rapists but also the kind that would steal the victim's wedding ring after the assault.

A man who makes that kind of statement may be challenged, it seems to us, not only for his prejudice but also for his judgment. The fitness of Mr. Johnson to engage in the making of policy or settlement of disputes is more and more called into question by his own comments.

Last Tuesday, for example, in testimony before a joint congressional subcommittee, he delivered a short lecture on "the growing malaise" of American life, which he saw as breaking down under commercial pressures. "Television," he said, "is not the only sick influence in our society, but it is one of the most significant ones. It leaves half of the American people dead in the water each evening. It force-feeds external additives like hair color, deodorant, mouth-wash, headache and sleeping pills, coffee, cigarettes and beer to a bewildered people in search of 'more'—instead of the stimulation to live the kind of life that can only bring the satisfactions they seek."

Three weeks earlier, appearing on ABC-TV's *Dick Cavett Show*, Mr. Johnson had given a preliminary appraisal of contemporary society by stating, without qualification, that "the country is principally run by big business for the rich And television is a very important part of this whole operation." In the same performance he accused the United States Congress of taking orders from broadcasting and broadcasters of being contemptuous of the public. It is a dark world that Nicholas Johnson sees out there—a little too dark to be real.

But what is to be done about him? He has, through a subordinate, announced his disinclination to accede to the only petition for disqualification so far filed against him (by KRON-FM-TV San Francisco). It would be out of character for him to step aside voluntarily in any case.

That leaves it up to his colleagues. With a new chairman and new member going into office, the job of dealing with Mr. Johnson may be approached more objectively than it would be if old colleagues were all staying on.

Neither Dean Burch nor Robert Wells owes Mr. Johnson anything. For that matter, none of the commissioners who are staying on owes him very much. He has taken the limelight from Kenneth Cox in the waning months of the Cox term. He has pre-empted Robert Bartley's role as questioner of group acquisitions. He has lumped Robert E. Lee in with the majority he has repeatedly maligned. He has, through intermediaries, attempted to capture the junior H. Rex Lee. All would be better off without his utterly destructive presence in the commission's meeting room.

From another flank

This seems to be the season for bombarding the administrative agencies. Those now taking their lumps include the ICC, the FTC, the CAB and, of course, the FCC.

Of the agencies, those which directly affect the broadcaster and his customers are the FCC and the FTC, but they are under attack for diametrically opposite reasons. The FCC is charged with regulatory overkill; the FTC with failure to regulate enough in the proper areas.

We have always held the old-fashioned notion that those who are regulated least are regulated best. Nothing that has taken place lately has changed this view.

What makes the situation so revolting to the majorities of both of these agencies is that they are being attacked from within, too. The FTC's Nicky Johnson is Philip Elman, but Mr. Elman has fallen short of indicting his colleagues with indignities that approach charges of malfeasance. The Johnson onslaught within the FCC is being described in high places as a "reign of terror".

The FTC also stands accused of failure to perform its delegated duties by a study group of lawyers and economists appointed by the American Bar Association at the behest of President Nixon.

Instead of pursuing "trivial matters," the task force said, the FTC should direct its energies more to consumer fraud, false and misleading advertising and other areas that might lead toward new legislation.

This activity is bound to stimulate more monitoring and closer scrutiny of broadcast advertising. So the broadcaster finds himself in double jeopardy again. He has to defend himself against the strike-application threat on the one hand while maintaining even more stringent controls over both product and copy acceptance to assuage the consumer conscious.

The broadcasters' predicament is not hard to define. The cigarette story is eloquent testimony. Because broadcast advertising is so effective, it is everybody's patsy—everybody's except the preponderance of America's 200 million listeners and viewers.

The riddle is how do you get even a fraction of one per cent of those 200 million to tell their elected representatives they like what they're getting. That is what's needed to counter clusters of intellectuals, pseudo-hippies and others who are antimajority. just for the snobbish hell of it.



Drawn for BROADCASTING by Sid Hix
"You mean all we get out of this is a meal? Who gets the residuals?"

NBC and CBS agree!

Apollo 11 was one of the great accomplishments of this century. Television coverage of this historic event has been acclaimed as one of the greatest feats of our new, young and vibrant medium. KPRC-TV was privileged to be a part of these great events.

August 6, 1969

"This letter is an attempt to briefly express my total respect and admiration for the management and staff of KPRC who were involved in the APOLLO 11 Coverage."

"I don't know how you handled the pool, NBC, and your own operations, but you certainly did. The KPRC people functioned as a cohesive, dedicated, and competent unit. I have never worked with a group of men I admired more or liked better. I think they are unique."

"Thank you and congratulations."

Frederic Rheinstein
Producer
NBC NEWS

August 18, 1969

"As you know, we decimated your operation to provide technical facilities and manpower for the broadcast pool during the historic voyage of Apollo 11. What you may not know is that during the pool operation—the longest and most extensive in the broadcast coverage of space programs—we broke every existing record."

". . . it would not have been possible without the versatility of your staff, and what seems to have been a bottomless pit of equipment at our beckon call . . . Not only did the show go on, and on, but your men performed in the face of some of the most difficult human and technical problems . . . There are no superlatives adequate to describe their work."

Peter M. Herford
Pool Producer. CBS NEWS

KPRC-TV
HOUSTON
NBC in Houston
Represented nationally
by Edward Petry & Co.

West Texas Television Network

PROUDLY
ANNOUNCES
THE ADDITION
OF STATION

K **M** **O** **M**
ONAHANS
ODESSA 
MIDLAND
TELEVISION — CHANNEL 9



KLBK-TV

LUBBOCK
CHANNEL 13



KTXS-TV

ABILENE &
SWEETWATER
CHANNEL 12



KWAB-TV

BIG SPRING
CHANNEL 4



KMOM-TV

MONAHANS, ODESSA
& MIDLAND
CHANNEL 9



Where else can you find such
COMPLETE COVERAGE
of the West Texas Market

An ARB Net Weekly Circulation of

KLBK-TV 111,400 HOMES KWAB-TV 19,400 HOMES
KTXS-TV 75,600 HOMES KMOM-TV 91,200 HOMES

OVER **297,000** TV HOMES

West Texas Television Network

4 GREAT TV STATIONS SERVING 7 GREAT TEXAS CITIES

KLBK-TV

LUBBOCK, TEXAS

Represented by  TR INC.

KTXS-TV

ABILENE - SWEETWATER, TEX.

Represented by  TR INC.

KMOM-TV

MONAHANS, ODESSA
& MIDLAND, TEXAS

Adam Young-VTM Inc.

KWAB-TV

BIG SPRING, TEXAS

Represented by  TR INC.

KLBK-AM RADIO

LUBBOCK, TEXAS

Represented by  TR INC.

KLBK-FM RADIO

LUBBOCK, TEXAS

Represented by  TR INC.