



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

More smoke on cigarette issue from Senate Commerce group. p27

SPECIAL REPORT: The new tricks of counterprogramming. p36

TELESTATUS: Gearing local TV buying to market demand. p52

FCC keeps its hands off broadcast reporting again. p55

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DEAD RINGER	THE ROMAN SPRING OF MRS. STONE*
DEAR HEART*	THE SECOND TIME AROUND
A DISTANT TRUMPET	SEX AND THE SINGLE GIRL
ENSIGN PULVER	THE SINS OF RACHEL CADE
GAY PURR-EE	SPENCER'S MOUNTAIN
GYPSY	SPLendor IN THE GRASS
THE INCREDIBLE MR. LIMPET	A SUMMER PLACE
ISLAND OF LOVE	ULYSSES
KISSES FOR MY PRESIDENT	WALL OF NOISE
THE LION	WHAT A WAY TO GO!
THE MARRIAGE-GO-ROUND	YOUNGBLOOD HAWKE

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In the \$4.7 billion Sacramento market, Beeline Radio KFBK continues to keep up-to-date both in programming and equipment for the 1.6 million people in its 18-county broadcasting area. Put your quality products on clear channel station KFBK, one of the highest powered, most modern stations in the nation. And remember, KFBK is just one of four Beeline stations covering California's Inland Valley Area and Western Nevada.

Beeline Radio's KFBK

Now broadcasting from new
high fidelity 50,000 watt transmitter.



**McCLATCHY
BROADCASTING**



KATZ RADIO • NATIONAL REPRESENTATIVES



Data Source: Sales Management—June, 1969.
Effective Buying Income



If stock exchanges quoted the daily prices of houses, you'd be astonished at what good investments they are.

About the only time a homeowner realizes the true value of his house is when he's selling it.

If he put his house on the market today, he might be pleasantly surprised at just how much it is worth. Many houses are now selling for thousands of dollars more than they did just a short time ago. And with land, labor and material costs rising, the trend continues up.

Scarcity in some urban areas

Along with savings, insurance and stocks, real estate offers a good field for investment, especially on a long-range basis. And with rapid population increases, houses in dense urban areas are already at a premium.

Through our subsidiary, Levitt and Sons Incorporated, a leading international home and community

builder, we are adding thousands of new houses where the need is great, both in the U.S. and abroad.

Levitt has already built a record total of more than 85,000 houses. By the end of the next decade, Levitt estimates that it will have provided shelter—both houses and apartments—for an additional 200,000 families.

50 designs and 150 variations

The qualities which make Levitt houses so popular also make them excellent investments. Dozens of different designs are offered at a wide range of prices. New features and designs are constantly being tested. Through this development work, Levitt can combine high volume economies with the attention to detail and the flexibility of a custom builder.

It's no wonder thousands of purchasers are finding that their Levitt house is one of the best investments they ever made.

ITT and you

Housing is one of many fields we have gone into because of a growing need. From pipeline controls and telecommunications equipment to baked goods, we are making more products and services available to people who need them.

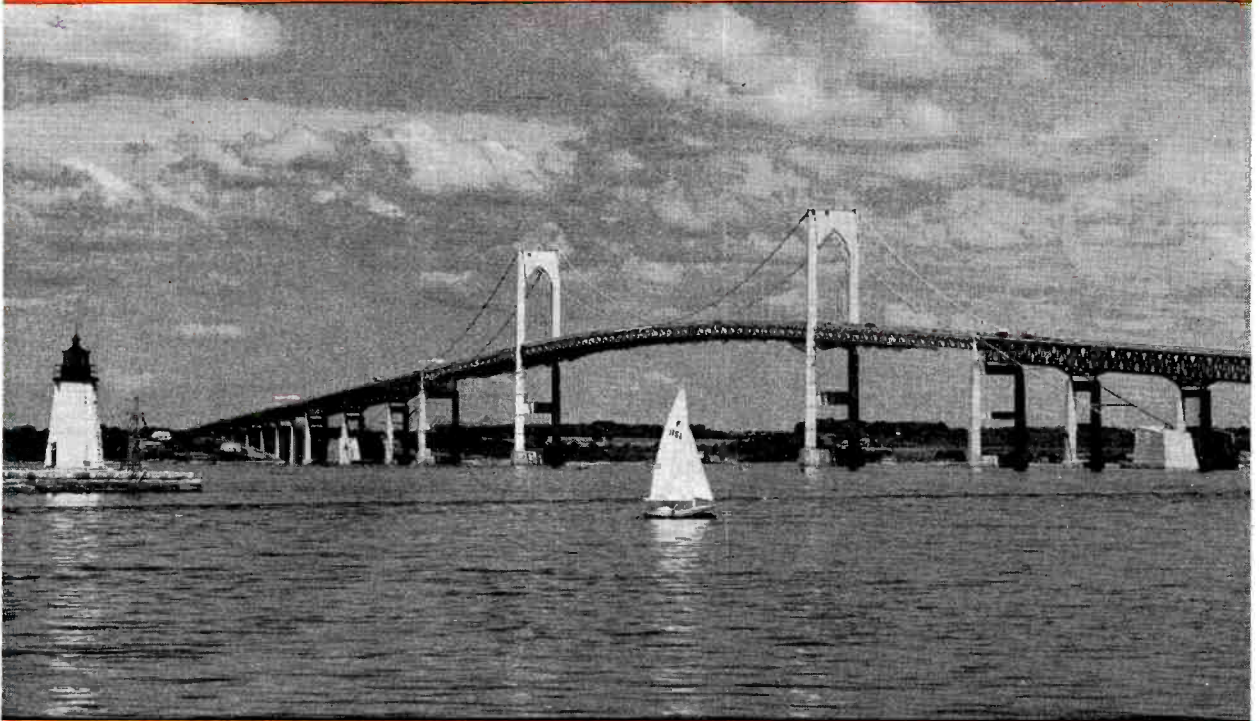
And in all the fields we have entered, our resources and skills have resulted in increased competition, which results in more efficient use of manpower and material. That makes the future a better investment for you and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

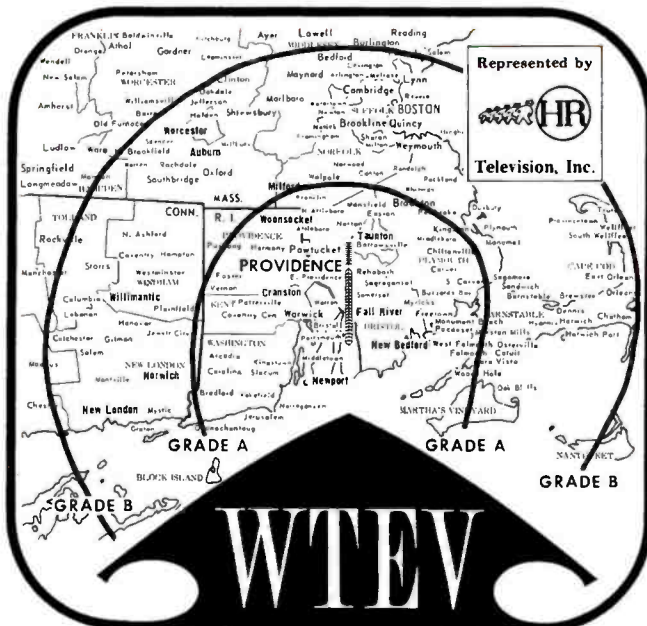
SERVING PEOPLE AND NATIONS EVERYWHERE

ITT

THE NEWPORT-JAMESTOWN BRIDGE, an important new transportation link, was built because of the area's population growth. It joins Jamestown and the city of Newport, thus averting the long drive around Narragansett Bay or a long wait for ferry service.



When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 29%—7:30 pm to 11:00 pm Sun. thru Sat.

UP 34%—9:00 am to midnight Sun. thru Sat.

UP 77%—noon to 5:00 pm Mon. thru Fri.

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



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

Word from on high

Date that special White House intra-governmental committee will complete report on its study of domestic-satellite issue—its original deadline was Oct. 1—remains uncertain. But indications now are that FCC, which has responsibility for establishing policy, will have White House views in week or two. Representatives of number of industry parties, including networks, that have presented their comments to committee have been having follow-up discussions with presidential aide, Dr. Clay T. Whitehead, who is chairman of committee.

Among proposals said to be under consideration is one that would permit establishment of number of domestic-satellite systems. At same time, however, committee is considering impact of satellites on existing terrestrial service. It's understood that committee is concerned principally with technical and economic aspects of various proposals and that Dr. Whitehead will have chief responsibility for drafting report containing White House policy views.

Loosening up

Key element in increased interest in domestic-satellite system proposed by Communications Satellite Corp. is that Comsat is promising each entity complete autonomy for its "pipe," with ownership of own ground stations. And prospective rates are said to be "real good." Originally Comsat proposed multi-use system in which, under normal common carrier practice, it would take traffic and handle it completely to destination. Current thinking is major revision of this attitude and has networks, publishers, wire services and even CATV operators smiling.

Candidates

Marion Corwell (Ford Motor Co., Dearborn, Mich.), national president of American Women in Radio and Television, has sent President Nixon list of 18 AWRT members selected from its roster of 2,400 to aid in "fulfilling your campaign promise to elevate competent women to positions of high responsibility in your administration." No specific mention was made of FCC, but she stated that in addition to cabinet there are special advisory committees and commissions for which women are "eminently qualified."

Here's list: Elizabeth Bain, Katz Television, New York; Gene Barnes,

McFadden, Strauss, Eddy & Irwin, New York; Marianne Campbell, Avco, Cincinnati; Patty Cavin, RCA, Washington; Marion Corwell, Ford, Dearborn, Mich.; Muriel Fox, Carl Byoir, New York; Lou Letts, Houston Bank, Houston; Evelyn McDonald, WSM(AM) Nashville; Mary Denman, KENS-TV San Antonio, Texas; Dene Murray, American Association of Medical Assistants, Chicago; Lorie Molnar, attorney, Washington; Virginia Pate, WASA-AM-FM Havre de Grace, Md.; Lee Phillip, WBBM-TV Chicago; Timmi Pierce, WRC(AM) Washington; Elaine Pitts, Sperry & Hutchinson Co., New York; Julianna Royal, KCOP(TV) Los Angeles; Marion Stephenson, NBC, New York; Helen Zelkowitz, WMVO(AM) Mt. Vernon, Ohio.

No change

Speculation that NBC-TV may have at least minor midseasonal adjustments in schedule was spiked Friday (Nov. 7) as word was circulated internally that network management has decided to stand pat and will make no changes. ABC and CBS announced their replacement TV shows last week (see page 58).

Long road back

With appointment of former ABC-TV executive Ed Bleier to head network programming and sales (see "Week's Headliners"), Warner Bros. is set to return full throttle to TV programming. Timetable calls for re-entry into regular network TV prime-time schedule in significant way by 1971-72 season—possibly as early as second season of 1970-71 (January 1971). Beyond network prime-time series, revitalized TV division spent last week in New York and Burbank plotting projects for network specials, daytime, syndication, animation, commercials.

Some eight years ago, Warner Bros. was largest producer of prime-time TV programming in business. Currently company is limited to production (with QM Productions) of ABC-TV's *FBI* series and Saturday-morning program, *The Bugs Bunny Road Runner Hour*.

False alarm

Report submitted to House Commerce Committee by two Investigations Subcommittee staff members charging net-

works with one-sided coverage of 1968 Democratic convention received wide exposure last week in newspaper column by Jack Anderson (successor to late Drew Pearson), but has caused few ripples in committee. Confidential document was submitted in July, has been on ice ever since, and is not generally regarded as anything new or particularly incriminating. It is also noted that FCC conducted its own investigation of convention coverage, found no evidence of wrongdoing and declined to substitute its conception of "objectivity" for that of broadcast newsmen.

Jaffe moves

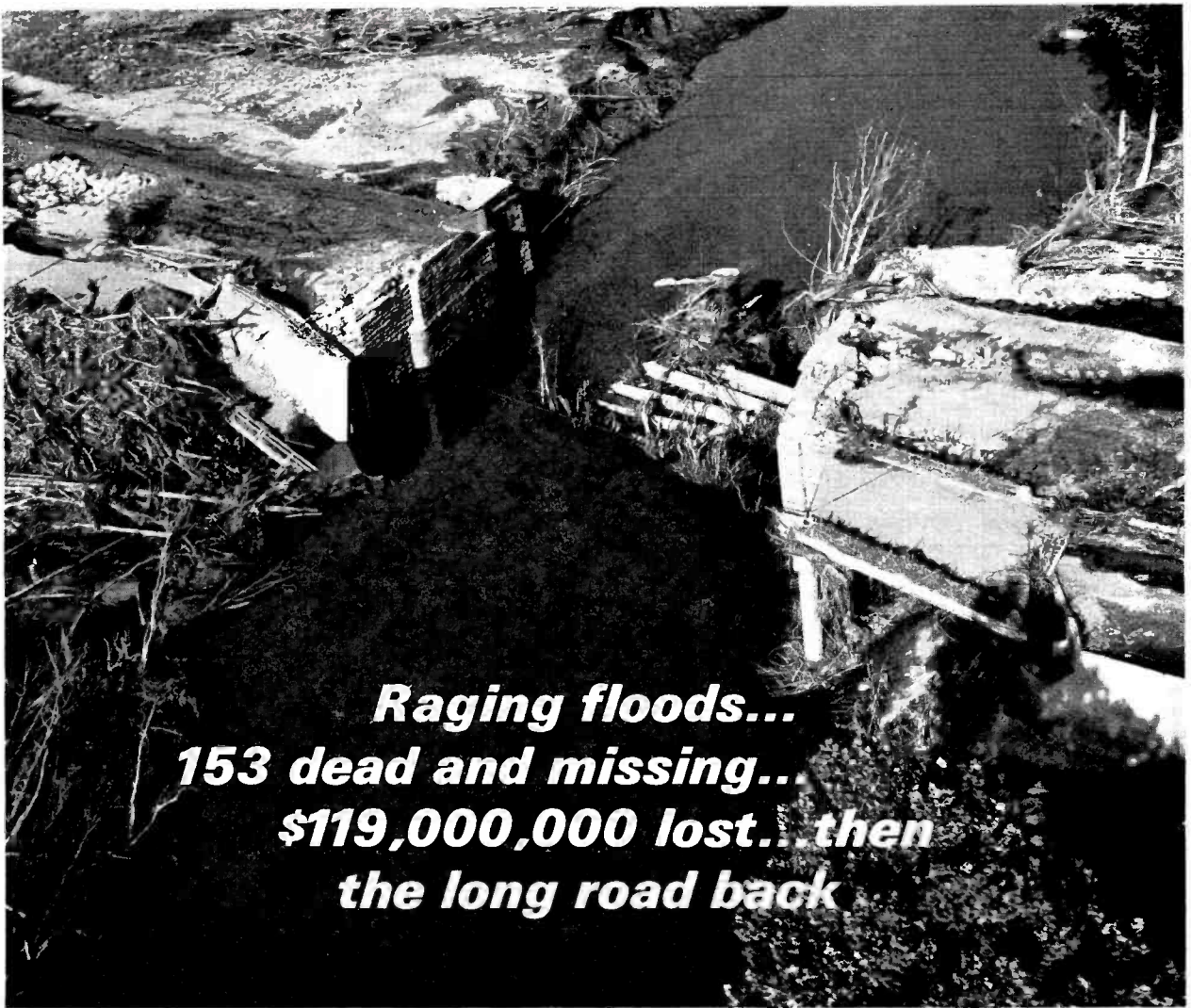
Veteran ABC News correspondent Sam Jaffe is joining Metromedia Radio News (national voice news service) by Dec. 1. He will be in new post of managing editor and based in Washington where he will report to MRN's bureau chief, Dan Blackburn. Mr. Jaffe has served for years with ABC in news posts in Far East and in Soviet Union.

Second chance

Television has taken role in negotiations for control of Seattle Pilots American League baseball franchise. Seattle theater operator, Fred Danz, is hoping to buy out current principals, Dewey and Max Soriano. Two stumbling blocks are necessity for new stadium (domed), and need for TV exposure. Last season, Seattle club's first in major league baseball, only one game was televised, that by KING-TV in unique situation. Now KTNB-TV Tacoma-Seattle, nonnetwork station, has been sounded out by representatives of prospective new owners about carrying substantial schedule of games. Station is agreeable if game rights fees are scaled down considerably from \$15,000 per game asked last season.

Author, Author

Who was architect of that CATV program-origination rule that has thrown some anti-cable broadcasters in tizzy? Not Sol Schildhouse, FCC's CATV branch chief, as some people suspect because of his pro-cable propensities but General Counsel Henry Geller, who is credited with always "looking down the road a piece" in conjuring policy matters. In this as in some other recent rulings he has had complete confidence of retired FCC Chairman Rosel Hyde.



***Raging floods...
153 dead and missing...
\$119,000,000 lost... then
the long road back***

WSVA WAS THERE

In late August, Hurricane Camille struck sections of the Shenandoah Valley, home of WSVB-TV and WSVB-AM/FM. One county was submerged by 31 inches of rain in a five hour period. From then until the raging floods subsided ten days later, station newsmen traveled by car, boat, plane, helicopter, and on foot when there was no other way, to document Virginia's worst disaster since the Civil War.

When it had ended, "The Long Road Back," which included excerpts from more than a mile of processed film, was televised by WSVB, then rebroadcast because of demand.

In addition to live and direct news reports, WSVB radio launched and participated in numerous recovery assistance projects for food, clothing, money and prayers.

There is nothing chivalrous in reporting human misery. But Hurricane Camille did happen, and WSVB was there. Because we do get involved.

CONTINUING RECOGNITION

Tim Spencer, of Gilmore Broadcasting's WEHT-TV in Evansville, Indiana, recently received the National Safety Council Public Service Award "for distinguished service to accident prevention by an individual on a television station or network." This is the third national recognition awarded the "Why" series, a continuing editorial effort to alert viewers to traffic hazards in the community. Previously Spencer had received two Alfred P. Sloan Awards for this same series.



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING

KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

WREX-TV
Rockford

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

Final decision is now up to Congress in ongoing efforts to prohibit radio-TV cigarette advertising. Senate Commerce Committee votes to ban ads from airways effective Jan. 1, 1971, shunning tobacco industry's proposal. See . . .

More smoke on the cigarette issue . . . 27

Herbert Zeltner of Needham, Harper & Steers outlines dangers of middlemen—distrust of, and government concern over, broadcast advertising practices; increased buyer competition; too much emphasis on cost. See . . .

'Mischief' seen in middlemen . . . 30

Counterprogramming with films and strips, upgrading news departments and production of more local-interest programs are major devices of nonnetwork affiliated TV stations to lure audiences away from network shows. See . . .

The new tricks of counterprogramming . . . 36

Broadcast-related stocks post over-all 2.3% gain in October with service stocks leading gainers with 14.3% increase. In broadcasting-only group, Reeves Telecom leads improved issues with 38.1% gain. See . . .

Broadcast stocks move upward . . . 48

New tables prepared by American Research Bureau show local market product usage statistics which pinpoint markets offering greatest per-household opportunity for sale of certain products. See . . .

Gearing local TV buying to demand . . . 52

FCC again clears CBS-TV of news-slanting charges—this time in connection with its coverage of last year's 'Poor Peoples' campaign'—saying issue is broadcasters' "journalistic judgment." See . . .

More hands-off on broadcast news . . . 55

Broadcast newsmen, bucking restrictions on radio-TV coverage of House of Representatives committee meetings, appear before House subcommittee to urge rules changes permitting microphones, cameras. See . . .

House unit debates letting in TV . . . 56

Corp. for Public Broadcasting announces formation of PBS, new educational network management unit, as National Association of Educational Broadcasters meets in Washington. Key topic: Interconnection. See . . .

NAEB delegates focus on PBS . . . 67

FCC is anything but serene as its new chairman, Dean Burch, gathers no moss in first week on job. Anticipated lull in commission activity fails to materialize as business-as-usual, and then some, is order of day. See . . .

No hiatus for Burch—or the FCC . . . 72

Competing applications proliferate in North Carolina as WFMY-TV Greensboro is challenged by group alleging concentration of mass media control and WGHP-TV High Point-Greensboro-Winston-Salem faces two rivals. See . . .

New strike thunder heard in Carolina . . . 74

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Broadcasting

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While Johnny,
Joey, Merv, Mike,
David, & Joan
are making talk...



**Ava, Clark, Cary,
Grace, Lauren, Bogey,
Debbie and Kirk
are making love, action,
laughter and excitement.**



It's the forever stars
like Gable, Bogart, Grant . . .
the forever pictures like
Mogambo, I'll Cry Tomorrow,

The Tender Trap . . . forever giving top ratings
with a record that proves it. They get
better every time out. 70 of Leo's greatest post
'48 features, starring the most glittering
names in screen history.

LION/70

For Young Viewers who are the
Movie Viewers.



**MGM
TELEVISION**
New York, Chicago, Culver City,
Atlanta, Dallas, Toronto

CATV gets spectrum space

CATV systems will be able to use radio waves rather than costly trunk-line cable for local distribution of their programming under rules adopted by FCC Friday (Nov. 7).

Rules provide for operation of service in 12.7-12.95 gc area of spectrum, now used by Community Antenna Relay Service and television auxiliary services.

And in separate action Friday (Nov. 7) commission adopted rules permitting use of CAR facilities for transmission of CATV-originated programming. Service had been restricted to relay of broadcast signals.

New distribution service, designated Local Distribution Service by commission, may be used for programming originated by CATV operator and others on leased channels, as well as for relay of TV broadcast signals.

System provides for distribution of signals from transmitter to one or more receiving sites, and for forwarding to subscribers' homes by cable.

LDS grew out of proposal advanced by Teleprompter Corp. Teleprompter has been authorized by commission to experiment with local distribution system in 18 gc band in New York and Farmington, N.M., and Eugene, Ore., but was turned down when it proposed nationwide local distribution service in that band. Commission instead proposed 12.7 gc band.

Commission vote on two CATV actions was identical—4-to-1, with Commissioner Robert E. Lee dissenting. Commission's newest members did not vote. Chairman Dean Burch was recorded as abstaining, Commissioner Robert Wells as not participating.

Asks affiliation limit

Triangle Telecasters Inc. has asked FCC to bar stations in markets of three or more outlets from having primary affiliations or right-of-first refusal agreements with more than one network.

Triangle, which made request in petition for rulemaking announced Friday (Nov. 7), is permittee of WRDU-TV (ch. 28) Durham, N.C. Triangle said that station's experience indicates opportunity for viable UHF operation is diminished by lack of proposed rule. WRDU-TV, on air since Nov. 4, 1968, has agreements with NBC and CBS which are subject to agreements those networks have with WTVD-TV (ch. 11) Raleigh-Durham, WRAL-TV (ch. 5) Raleigh, ABC affiliate, and WUNC-TV (ch. 4) educational station, are also

in market.

Because WTVD has right of first refusal of both CBS and NBC, Triangle said, WRDU frequently is unable to present full network schedule. Triangle cited NBC's *Laugh-In* and *Bill Cosby Show* as examples of programs denied WRDU. It said WTVD carries both on delayed basis.

Similar proposals have been offered in past, but without success. Commission turned idea down after it was offered in January 1968 by now-defunct Joint-Industry Government Committee for Full Development of All-Channel Broadcasting.

More hearings on bill

Further Senate hearings on bill to protect licensees from competing applications at renewal time are now foreseeable. Senator John O. Pastore (D-R.I.) reportedly is ready to devote his attention to bill (S. 2004) as soon as Congress finishes with appropriations for independent offices (see page 68).

Final action on money may not come before end of month, which leaves open question of whether Senator Pastore would choose to hold hearings before or after Christmas recess.

NBC tops MNA's

Two movies, two specials and seven long-running series comprised top-rated programs in multi-network area Nielsen ratings for week of Oct. 27-Nov. 2. NBC-TV had 19.6 average rating, CBS-TV had 18.1, and ABC-TV had 17.0.

Movies were NBC's Saturday night "Sergeants Three" and ABC's Sunday night "The Carpetbaggers." Herb Alpert on NBC and Jacques Cousteau on ABC were high-ranking specials. NBC's *Laugh-In* led list, which included CBS's *Red Skelton*, *Gunsmoke* and *Mayberry RFD*, NBC's *Bonanza* and ABC's *Be-witched* and *FBI*.

Seeks comments on SRI

FCC announced Friday (Nov. 7) it is seeking "comments, views and information of interested persons" on report by Stanford Research Institute on land-mobile spectrum uses (BROADCASTING, Aug. 25). SRI compiled report under FCC contract.

In soliciting comments, commission noted: "Implementation of basic concepts would have far-reaching effect on land-mobile radio services, especially on methods of assignment and management of radio spectrum allotted to services."

NAB to try again

Executive committee of National Association of Broadcasters Friday (Nov. 7) told its subcommittee to try to resume negotiations with National Cable Television Association in effort to reach accord. Committee also told subcommittee to pursue regulatory aspects of problem and work for copyright legislation to protect broadcasters. It also voted to file petition with FCC for reconsideration of CATV ruling ordering CATV's to originate programs and allowed them to sell advertising (BROADCASTING, Oct. 27).

Bill Fox, station manager of Midwest TV's KFMB-TV, San Diego, was named chairman of negotiating subcommittee by NAB President Vincent T. Wasilewski. Former chairman William Grant, KOAA-TV, Pueblo, Colo., asked to be relieved but will continue on subcommittee.

NAB executive committee also adopted resolution opposing as discriminatory legislation requiring broadcasters to grant reduced rates to political candidates (see page 59). It also reiterated stand against Senate bill to outlaw cigarette advertising by Jan. 1, 1971 (see page 27).

O&M new president

Andrew G. Kershaw, chairman of Ogilvy & Mather Ltd., Toronto, named president of agency's domestic branch. Ogilvy & Mather Inc., New York. He replaces James Heekin Jr., president since 1965. Mr. Kershaw will run agency jointly with present chairman, John Elliot, reporting to David Ogilvy, chairman of parent company, Ogilvy & Mather International.

Hyde seen off hook

House Commerce Committee apparently is not going to proceed further with its contempt citation of retired FCC chairman Rosel H. Hyde (BROADCASTING, Nov. 3), but investigation of case that led to citation may be just beginning.

FCC sent letter to Commerce Committee late last week indicating that it has further information on WIFE-AM-FM Indianapolis and other stations owned by Don Burden.

WIFE stations got six-month renewals last month despite evidence of fraudulent billing and falsely conducted contest. Stations were already on probation for similar violations (BROADCASTING, Oct. 3 et seq.).

House Investigations Subcommittee had asked commission for all documents

Week's Headliners



Mr. Allen



Mr. Bleier



Mr. Comstock



Mr. Sirmons

James E. Allen, president for Group W TV Station Group (Westinghouse Broadcasting Co.), New York, named executive VP of Post-Newsweek Stations, Florida, and general manager of Post-Newsweek's WLBW-TV Miami. No successor for Mr. Allen has been named at Westinghouse. Other Post-Newsweek Stations are WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., and WCKY(AM) Cincinnati.

Edward Bleier, president of Edward Bleier Associates Inc., New York, TV programing and packaging company, named VP in charge of network programing and sales for Warner Bros. Television. He replaced **Joseph Kotler**, who has resigned but will be available to Warner as consultant. Mr. Bleier earlier was with ABC-TV for 14 years as VP in charge of daytime programing and sales; VP and general sales manager and VP in charge of public relations and planning.

Paul Comstock, named VP and general counsel of National Association of Broadcasters. He will continue to handle government affairs (see page 76).

James F. Sirmons, director of labor relations for CBS Inc. since 1961, appointed VP, employee relations. He succeeds **Williams C. Fitts Jr.**, who retires.

Mr. Sirmons has been with CBS since 1942 and has worked as production supervisor, operations supervisor and assistant director of labor relations. Mr. Fitts had been with CBS since 1950 in various top-level legal and labor relations and personnel posts.

Foot, Cone & Belding Advertising Inc., New York, has elected six executives as senior VP's and as members of board. They are **Shirley Polykoff**, chairman of creative board, New York; **Don R. Cunningham**, general manager, Los Angeles office; **James W. Cameron**, management supervisor, Chicago; **Daniel E. Kelly**, creative director, Chicago; **Fred R. Rhode**, management supervisor, Chicago and **Daniel E. Welch**, also management supervisor, Chicago. All have been with agency 13 years or more except Mr. Welch, who joined FC&B seven years ago.

Brandon Stoddard, VP and associate program director, Grey Advertising, New York, named VP in charge of TV and radio programing. As top programing executive at Grey, Mr. Stoddard replaces **Harold Miller** who has joined Sullivan, Stauffer, Colwell & Bayles, New York, as senior VP for media and broadcast programing (BROADCASTING, Nov. 3).

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

connected with renewals. When Mr. Hyde refused to turn over confidential papers because case was still restricted, Commerce Committee took unprecedented step of citing chairman, who retired on day after committee's action.

Following Monday (Nov. 3), when case went off restricted status, commission released all documents.

Record revenues

Sonderling Broadcasting Corp., New York, reported Friday (Nov. 7) record revenues for third quarter and nine months ended Sept. 30. Sonderling owns or controls two TV and 10 radio sta-

tions, companies in television commercial and feature film procurement and distribution, and Bernard Howard & Co., station representative.

For nine months ended Sept. 30:

	1969	1968*
Income per share	\$1.14	\$0.91
Gross revenues	13,411,789	9,984,342
Net income	1,132,595	895,812

*Restated to include Bernard Howard & Co., acquired in March 1969 on pooling of interest basis. Results for 1969 include operations of WAST(TV) Albany, N.Y. acquired Jan. 1.

Lottery law test

New York State Broadcasters Association Inc. and Metromedia Inc. have gone to U. S. Supreme Court in effort

to overturn federal statute barring their broadcast of lottery information.

NYSBA and Metromedia are appealing lower court opinion holding that statute prohibiting broadcast of advertisements and information "directly" promoting lotteries is constitutional (BROADCASTING, Aug. 18).

At issue is New Yorkers' desire to broadcast information promoting New York State Lottery for Education. Failure of lottery to generate funds anticipated is laid to inability of broadcasters to carry such programing.

New York broadcasters and Metromedia, in petition seeking review that was filed Friday (Nov. 7), argued that lists of prizes and winners, editorials, news, advertising and information directly promoting New York lottery "are equally entitled to First Amendment protection."

What's done, is done

President Nixon has thing about watching replays of his speeches, according to Tricia Nixon, daughter of President, appearing in 10-minute segment of NBC's *Today* show Friday (Nov. 7).

Miss Nixon said her father "abhors" watching reruns of his speeches because "He doesn't like to rehash. He feels that once he's said it, that's it."

No second class users

Public broadcasting got shot in arm Friday (Nov. 7) as FCC ruled that interconnection service provided it must be comparable "in all material respects" to that furnished commercial users. Commission said service to educational broadcasters that results in pre-emptions or lower priority is in violation of Public Broadcasting Act.

Action was in response to request by Corp. for Public Broadcasting for declaratory ruling on aspects of free or reduced rate interconnection service for educational broadcasting (BROADCASTING, Sept. 15). CPB and AT&T are still at odds over rates for Public Broadcasting Service's network (see page 67).

Commission also ruled public interest requires free or reduced-rate interconnection service be provided public broadcasting and that service costs—including new construction—be included in carrier's total interstate rate base and operating expenses. Commission ordered carriers to "proceed expeditiously" to equip themselves with facilities to fulfill needs of Public Broadcasting Act.

Noting CPB-AT&T stalemate, commission emphasized need for prompt resolution of differences and offered to help arbitrate dispute. If informal proceedings fail, commission said it would "consider appropriate formal action."



about
time...

The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well, it's about time you talked to Hal Mayfield. He's WFAA-TV's National Sales Manager.

WFAA-TV DALLAS-FORT WORTH

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



50 years ago, Martin Luther King's voice would never have gotten past these walls

Martin Luther King, Jr. started out in a simple Alabama church. With a congregation no larger than his father had before him.

Unlike his father, he was heard throughout America. At a time when

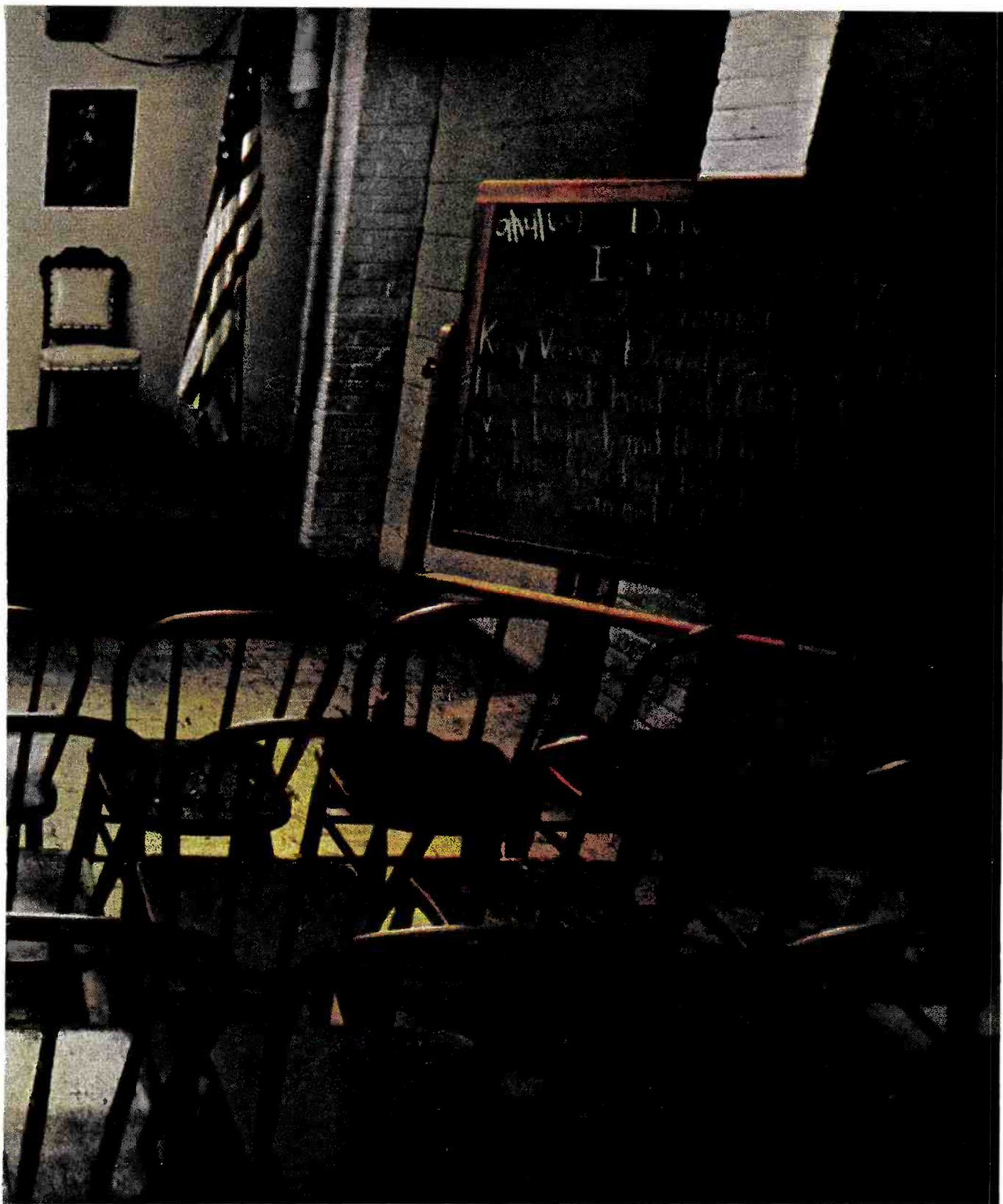
Americans of all races had need of hearing him.

If television and radio could bring his voice to millions, they can also help fight the things he spoke out against.

On a local level, there are issues like unequal housing and schooling. From Los Angeles to New York, Group W stations are among the many

committed to tackling them.

The neglected heritage of black scientists, writers, and leaders must be brought to light. Through series like Group W's "The Great Ones" and "A Matter of Pride," broadcasters are helping do just that.



Blacks and whites need a chance to talk out their hates, fears, and frustrations together, before it's too late for talk. Last year, for 3½ hours in over 65 cities, our "One Nation, Indivisible" was one program that gave them their chance.

It's broadcasting's responsibility to give you a look at today's problems.

And we at Group W want to be part of that growing effort.

Nobody's saying 300 years of ugly history can be cleaned up by radio and television documentaries.

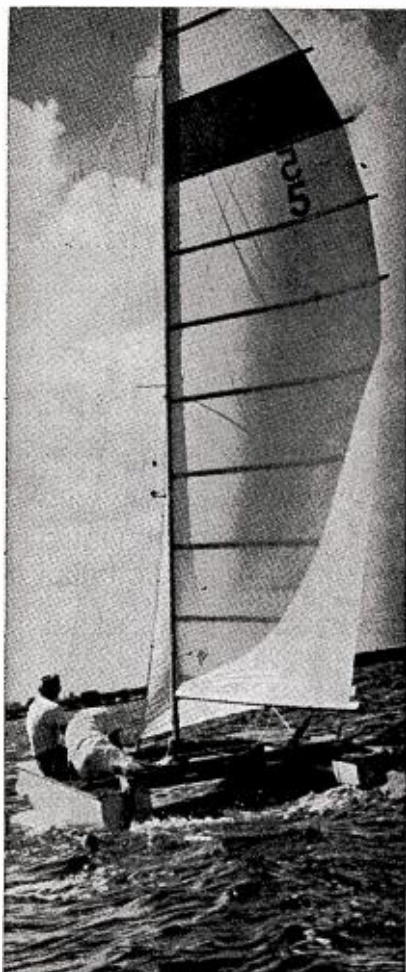
But they can get people to do the job.

GROUP



WBZ • WBZ-TV BOSTON • WINS NEW YORK
KYW • KYW-TV PHILADELPHIA • WJZ-TV BALTIMORE
KDKA • KDKA-TV PITTSBURGH • WOWO FT. WAYNE
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In the Pacific Northwest ART MOORE & ASSOCIATES

Datebook®

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

■Indicates first or revised listing.

November

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

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

Nov. 9-12—Meeting, *California Community Television Association*. Contacts are Walter Kaltz, program; Frank Masters, exhibits. Del Coronado hotel, San Diego.

Nov. 10—Annual *Petry promotion seminar*, Jefferson Room, Presidential apartments, Philadelphia.

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

■Nov. 11—Du Pont broadcast journalism awards presentations, under auspices of *Columbia University School of Journalism*. Low Memorial Library, Columbia University, New York. FCC Chairman Dean Burch will speak at presentations.

■Nov. 11—Luncheon meeting, *Hollywood Radio and Television Society*. West Coast program chiefs of three TV networks—Perry Lafferty, CBS-TV; Steve Mills, ABC-TV; Herbert S. Schlosser, NBC-TV—answer questions. Grand Trianon Room, Beverly Wilshire hotel, Beverly Hills.

Nov. 12—Annual stockholders meeting. *Four Star International*, Culver City, Calif.

Nov. 12-13—Regular meeting, board of directors, *National Cable Television Association*. Del Coronado hotel, San Diego.

■Nov. 12-15—Annual convention of *Sigma Delta Chi*, professional journalistic society. Featured speakers will be Julian Bond, Georgia state legislator; Fletcher Knebel, co-author of "Seven Days in May"; UPI's Merriman Smith, dean of White House correspondents; Marvin Kalb, CBS Washington; and Mark Ethridge, former publisher of *Louisville Courier-Journal* and this year's national honorary president of *Sigma Delta Chi*. El Cortez hotel, San Diego.

Nov. 14—New deadline for filing reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Oct. 17.

Nov. 14—Meeting of *Broadcast Advertising Club of Chicago*. FCC Commissioner Nicholas Johnson will speak. Sheraton-Chicago.

■Nov. 14—Luncheon meeting, *Pacific Pioneer Broadcasters*. Jack Webb to be presented with first "Golden Ike Award." Sportsmen's Lodge, North Hollywood.

Nov. 16-19—22nd national conference, *Public Relations Society of America*. Speakers include: Saul Bass, president, Saul Bass & Associates; Jack Hanrahan, writer-producer, *Rowan and Martin's Laugh-In* series. Also scheduled to speak are Ronald Reagan, governor of California; Sam Yorty, mayor of Los Angeles; Whitney Young, executive director, Urban League. Century Plaza hotel, Los Angeles.

■Nov. 17-18—Fall forum of *Atlanta Broadcasting Executives Club*. Speakers include Frank Blair, NBC News; John Bresnahan, Eastern Airlines; and Albert Shepard, Media Corporation of America. Riviera motor hotel, Atlanta.

Nov. 17-19—Meeting of *NBC-TV affiliates*

board. Tryall, Jamaica, West Indies.

■Nov. 18—Hearings before *House Communications Subcommittee* on bill that would prohibit pay television. Washington.

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

Nov. 18—"Media Trends." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Joseph Ostrow of Young & Rubicam will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 18-21—Annual seminar on CATV and its emerging problems, sponsored by *Practicing Law Institute*. Essex House, New York.

■Nov. 19—Luncheon meeting, *Advertising Club of Los Angeles*. Speaker: Casper Weinberger, nominee for Federal Trade Commission chairmanship. Regency Room, Sheraton-West hotel, Los Angeles.

Nov. 19—Luncheon sponsored by *International Radio & Television Society*. Newsmaker is Herbert Klein, White House director of communications. Hotel Plaza, New York.

■Nov. 20—Forum of "America's Image Abroad," sponsored by New York chapter of *National Academy of Television Arts and Sciences*. Features lecture-demonstration by Bruce Herschensohn, director of motion picture and television service for USIA. Fordham University, Lincoln Center, New York.

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

■Nov. 21-22—Fall workshop, *Iowa Broadcasters Association*. Principal speakers will be Washington attorney Marcus Cohn, and William B. Ray, chief of FCC's complaints and compliance division. Iowa State University, Ames.

Nov. 22 — Meeting of *Arizona Associated Press Broadcasters*. Camelback Inn, Phoenix.

Nov. 24—Deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy.

Nov. 25—"Media Futures." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Erwin Ephron of Carl Ally Inc. will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 28-30—Fall convention of *National Association of Farm Broadcasters*. Conrad Hilton, Chicago.

December

Dec. 4-5—Special board of directors meeting of *Association of Maximum Service Telecasters Inc.* La Quinta hotel, La Quinta, Calif.

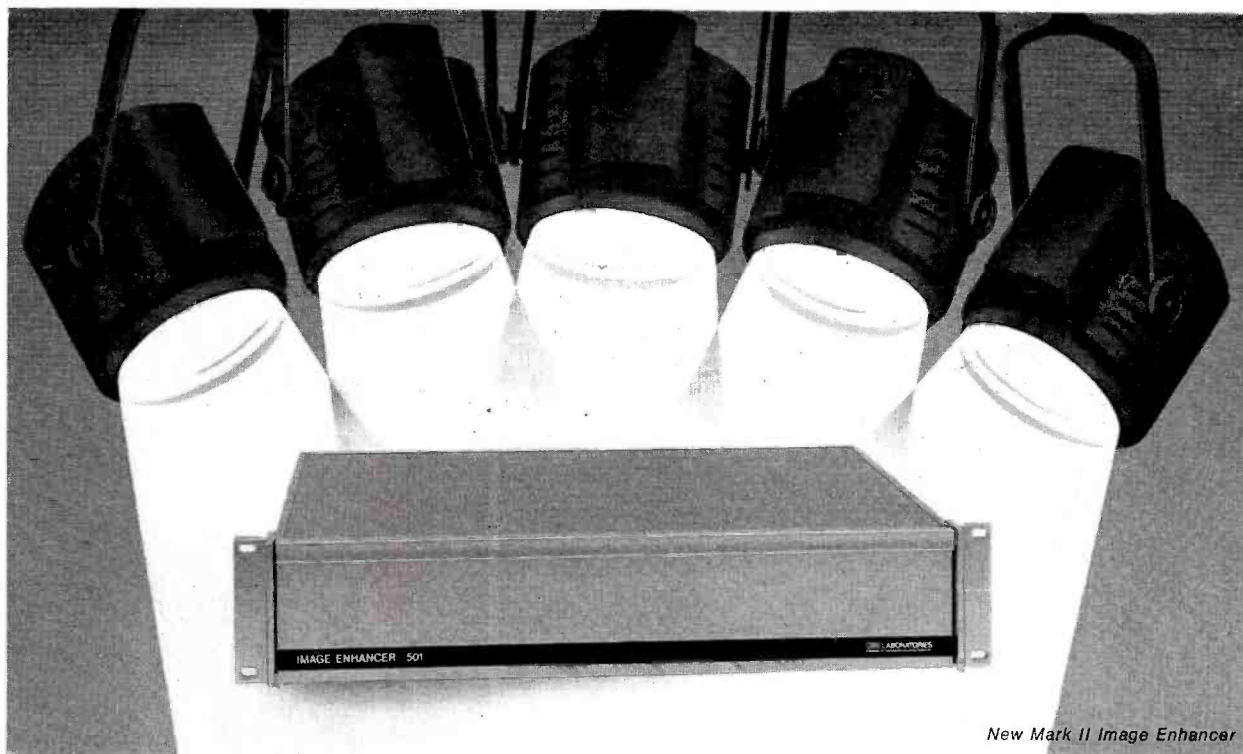
Dec. 5-7 — Fourth annual Radio Program Conference, sponsored by programing consultant *Bill Gavin*. Representatives John V.

NAB regional conferences

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

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



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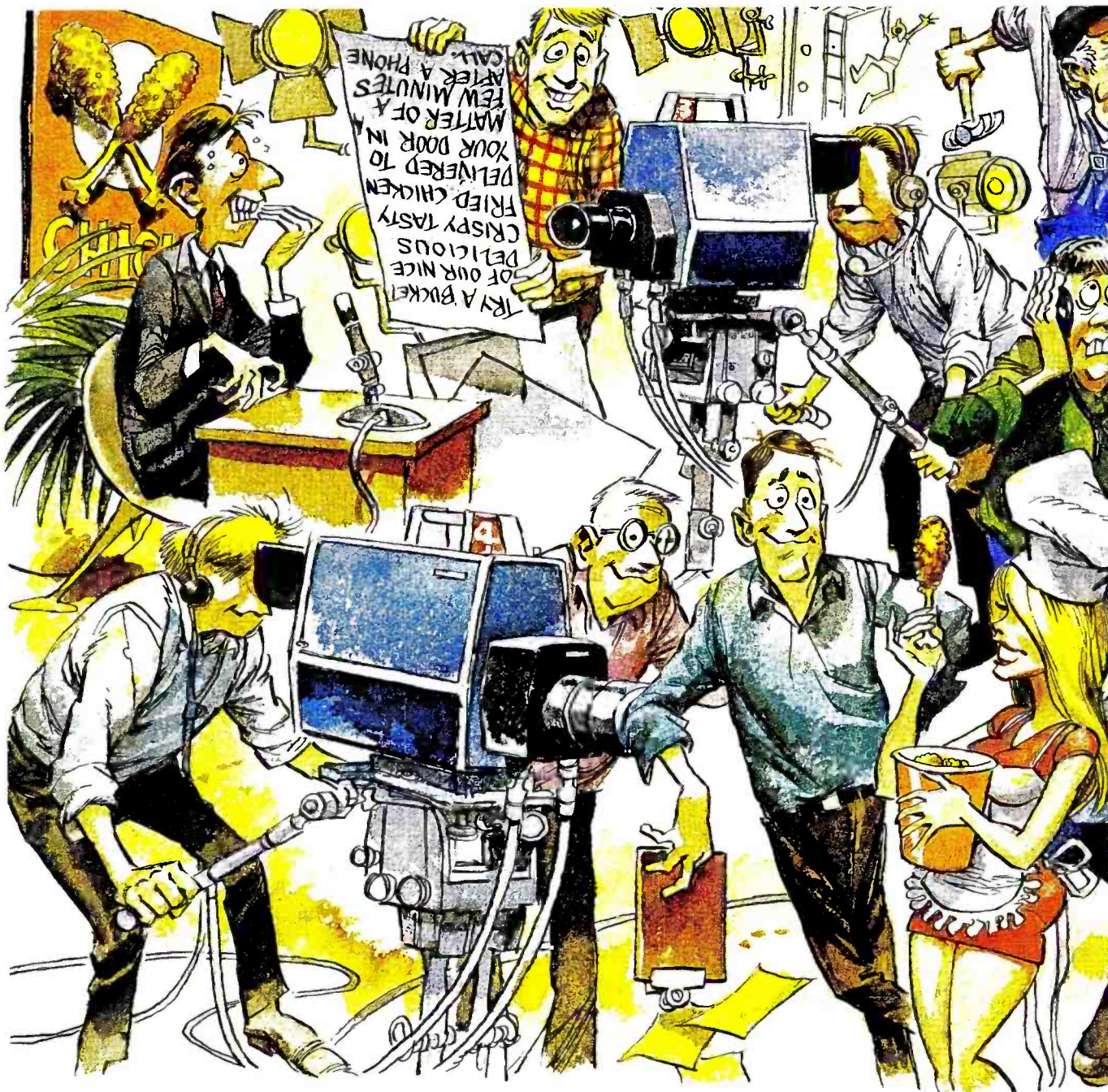
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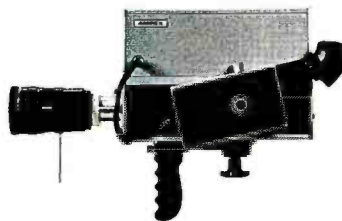
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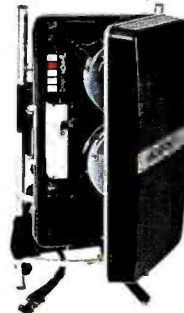
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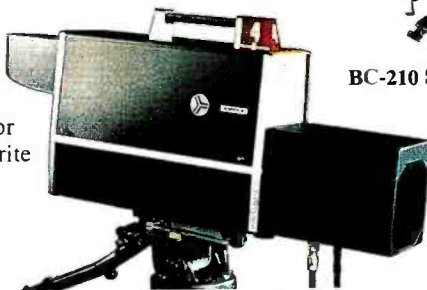
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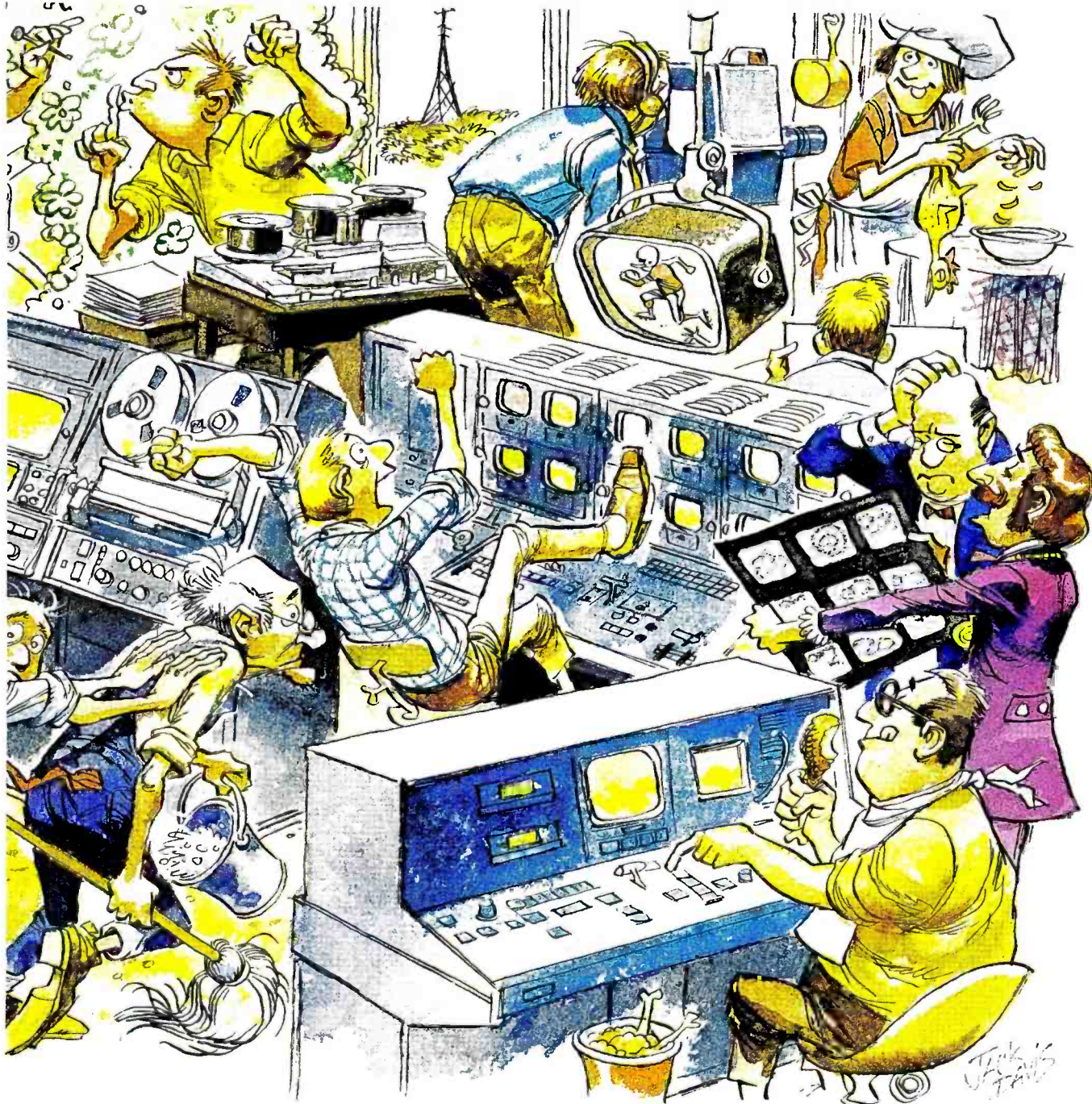


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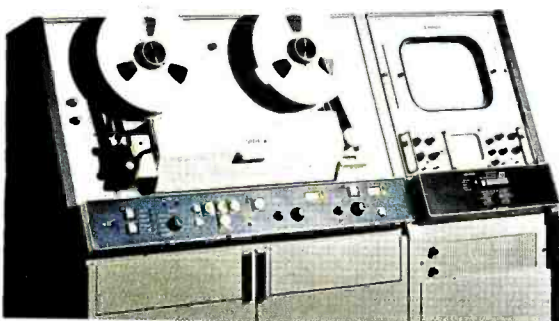
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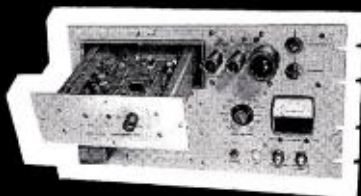
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Dec. 6-11—Galaxy conference on adult education, sponsored by *Committee of Adult Education Associations*. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr., president of Corp. for Public Broadcasting and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

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

■Dec. 8—Prehearing conference on renewal and competing application hearing, WPIX-TV New York. Washington.

■Dec. 8-9—Meeting of NAB code board. Los Angeles.

Dec. 8-12—Annual *National Association of Broadcasters* engineering/management seminar. Purdue University, West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by *American Civil Liberties Union*, New York.

Dec. 17—Deadline for filing reply comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Dec. 19—Pre-hearing conference on license renewal hearing of KRON-FM-TV San Francisco. Washington.

January 1970

■Jan. 5—WPIX-TV New York license renewal and competing application hearing. New York.

Jan. 8—Renewal hearing for KRON-FM-TV San Francisco. Washington.

Jan. 8-10—Convention of *Rocky Mountain Cable Television Association*. Safari hotel, Scottsdale, Ariz.

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by *Ditchley Foundation*, Oxford, England.

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

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

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

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

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

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

Jan. 26-29—Annual convention of *National Religious Broadcasters*, Washington.

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

February 1970

■Feb. 1-4—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

■Feb. 2-4—Government affairs conference, sponsored by *American Advertising Federation*. Washington Hilton hotel.

■Feb. 6-7—Annual convention of *New Mexico*

ARB TV seminars and research clinics

Nov. 25—New York Hilton, New York.
Dec. 9—Continental Plaza, Chicago.
Dec. 11—Thunderbolt hotel, San Francisco.
Jan. 6, 1970—Hilton Airport Inn, Atlanta.
Jan. 8, 1970—Marriott, Dallas.
Jan. 13, 1970—Denver Hilton, Denver.
Jan. 15, 1970—Willshire Hyatt House, Los Angeles.
Jan. 20, 1970—Sheraton Plaza, Boston.

Broadcasters Association. Hilton hotel, Albuquerque.

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

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

April 1970

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

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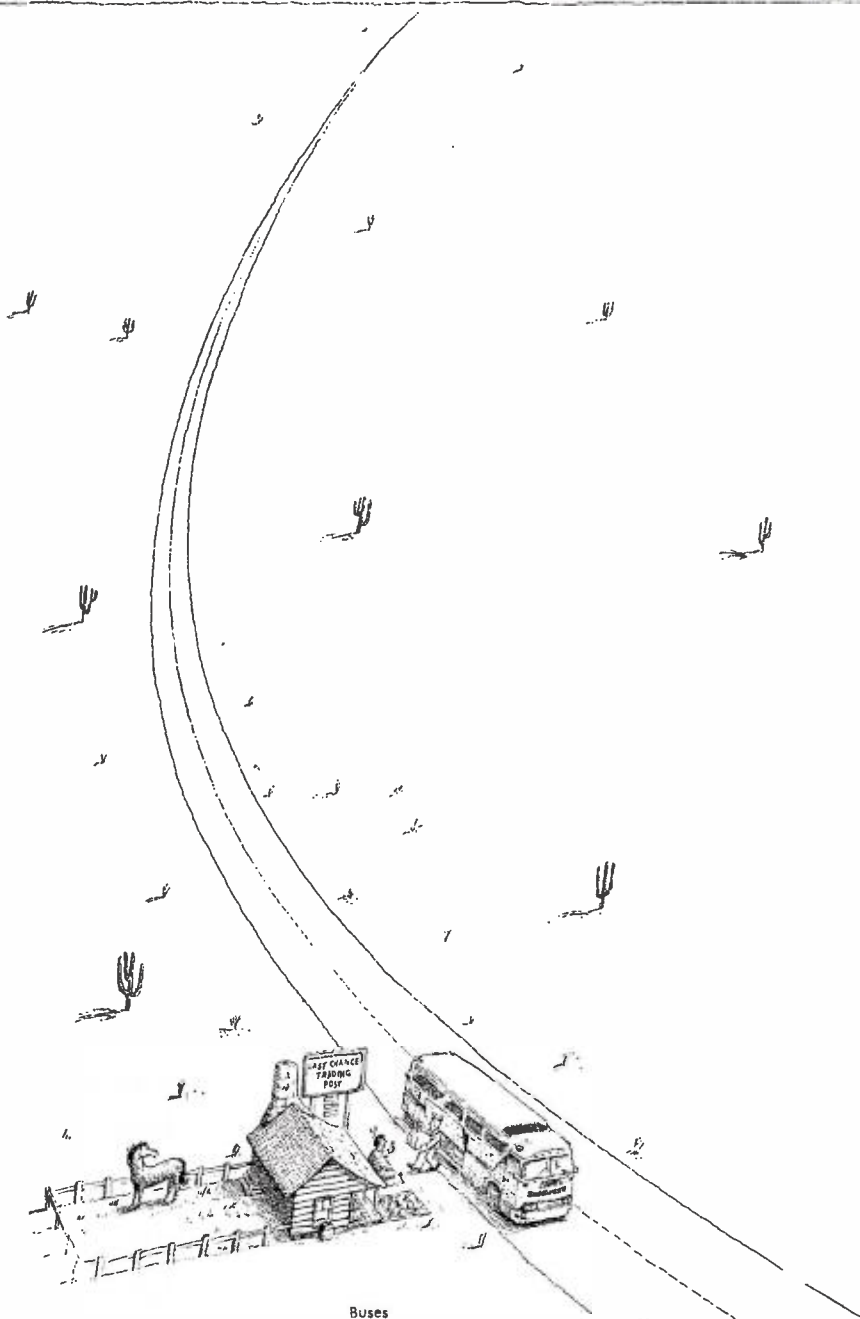
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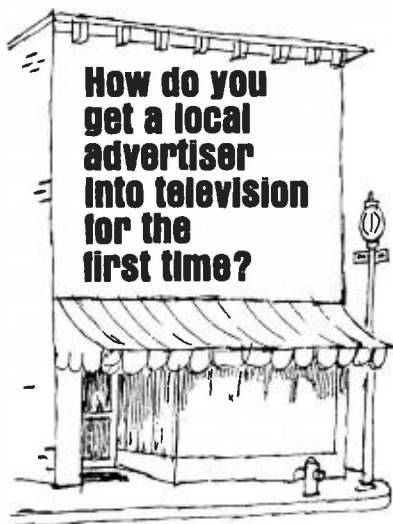
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Hi ho, Lum & Abner!

EDITOR: There are quite a number of small radio stations that have night-time hours and really nothing to fill the time. It is not readily salable time, it is usually free of commercials and is a dead weight to the stations.

It seems to me—and I've discussed this with other station managers and owners who agree—that this is a golden opportunity for revival of some of the old radio programs. This would provide improved programing, would provide salable programs, would increase audiences and provide revenue from now dead time.

And it is my belief that this would provide a welcome relief to some of the older generation who are not particularly hip to the modern sounds.

Heaven knows just who has recordings of such programs as *Amos n' Andy*, *The Man Called X*, *The Beulah Show*, *Duffy's Tavern* and others. Wherever they are, these people are missing a good bet by not offering these shows on tape at a rate based on the size of the market.—*Dale Brooks, vice president, WVRC(AM) Spencer, W. Va.*

On the Job

EDITOR: In an editorial in your Oct. 27 issue, you note the "lack of television and radio coverage of the [Secretary of Health, Education and Welfare Robert] Finch speech" before the Television Bureau of Advertising convention. The record should show that WMAL-TV filmed the speech and that our stations provided full television and radio coverage on news programs the same night (Oct. 21).—*Theodore N. McDowell, general manager of news and public affairs, The Evening Star Broadcasting Co., Washington.*

The correct stock breakdown

EDITOR: In your Oct. 20 issue reporting FCC consent to transfer of control of Voice of Three Rivers Inc., (WLKM [AM]), Three Rivers, Mich., you indicate the ownership of Williams County Broadcasting System is vested 51% in Carl L. Shipley, et al. As reflected in the records of the FCC, through Forrestal Village, Inc., I own exactly 50% of the stock of Williams County Broadcasting System, the transferee, and Mr. and Mrs. J. William Middendorf II own the other 50%. In previous reports of BROADCASTING this same 51% figure has appeared so I assume it is carried erroneously in your files.—*Carl L. Shipley, Washington.*

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How truth in advertising can halt air pollution

Truth is starting to make a comeback, these days. And, while it hasn't climbed into first place, yet, there are some indications that it's at least out of the cellar.

If you buy a car with anything less than total cash, you'll find the true interest stamped in good-sized print right on your contract. The government has taken strong measures towards more truth in packaging. The TV networks have decided that sexy females prancing healthily through the spring grass are a somewhat less than truthful way to portray the wonders of cigarette smoking. *The New York Times* has decreed that cigarette ads must state clearly that smoking, no matter how sexy and wondrous an experience, might be harmful to folks who would like to go on living a while longer.

Truth in advertising if it is indeed beginning to happen, is right in the nick of time. There has never been a greater need for a people to hear true things. Around the world, whole continents no longer believe what the United States has to say. In this country, reporters coined a phrase to describe the situation: the credibility gap. Think of it. People no longer believed words spoken by the President of the United States. Incredible. And we are faced with a younger generation whose watchword is: Don't trust anyone over 30.

People 25 and under form a totally unique generation in the history of the world. Today's young people never knew a time when there wasn't radio and TV. They had it prenatally. Some were even conceived to the melodious strains of television and radio. I admit it's hard to imagine anyone spawned to Uncle Miltie or Lawrence Welk, but it had to have happened.

For all their lives, today's young people have been overexposed to the deadly rays of radio and TV commercials. If they are today in rebellion, can anyone wonder why?

Youngsters are asking—begging really—for someone to tell it like it is, and American business spends hundreds of millions of dollars on radio and TV telling it like it never was. They want the facts about a world that seems to be slipping away from their grasp, and we tell them a bar of soap will save a marriage or a love affair. They see a political system cracking at the seams,

and on TV they see a large, happy family singing that they're terribly pleased that someone put real Borax in Fab.

We've been bombarding people with non-truths and half-truths for a lot of years in print and on the radio. I would propose a few quick rules to help close the credibility chasm.

One, if you've written it, or helped sell it, or run it, or told someone it's terrific and you find you can't go home and show it to your 15-year-old son without being embarrassed, then it's time you did something.

Rule two, if your customers are lying in their advertising, remember who they're lying to: your children, your grandchildren. If you expect to grow honest, useful citizens, help clean up the air that their minds are breathing.

And you can help. As a representative of a vital and still youthful industry, you can help set more rigorous standards of acceptance . . . and you can enforce your standards. After all, it's your station. You can decide what will run and what won't. You all operate under federal licenses. Honor your commitments. Begin a backlash. If the advertising on your station is in questionable taste—question it.

You'll not only be doing a service for the world—you'll be helping yourselves. You are undoubtedly aware that a car radio is conveniently equipped with small buttons that instantly guillotine words or sounds that offend the listener. I submit that bad commercials can cause as many listener shifts as bad music or bad disk jockeys. So, if you're to hold your audience—young or old—

involve them, tell the truth to them.

Rule three, if as a consumer you're tired of being lied to, do something. Or, more important, don't do something. Don't go on buying the product. Switch.

When a commercial shows a man getting a better job because he changed his dandruff shampoo, change your dandruff shampoo.

On the other hand, when a commercial doesn't insult your intelligence, do something about that too. Buy the product. Write the manufacturers.

Advertising—broadcast or print—is a good, honorable and very necessary business. When it helps market good products in an intelligent, honest way, it can combine the highest achievements of the industrial revolution with all the complex technology of marketing and all the inspiration of the creative arts.

If we expect the youth of today to become the buyers and listeners and participators of tomorrow, we are going to have to talk to them honestly, intelligently, and cleverly. We will have to use our wits to engage their minds with product information made interesting and informative, and true.

But, then, why shouldn't those same criteria be held up for adults? Why not tell them true things, entertainingly?

I wonder: Isn't it time for our product advertising to rise to the level of our public-service campaigns? Shouldn't the stuff we do for money be as good as the stuff we do for free? Isn't it time we all worked a bit harder to improve commercials, tell the truth, and cut down on the pollution of broadcast air?



James B. Nickel is vice president and creative director in the Los Angeles office of McCann-Erickson Inc. He joined McCann in June 1968. Mr. Nickel started his writing career with WOOD-TV Grand Rapids, Mich., where he spent three years. He was in writing jobs with Young & Rubicam, New York, for eight years and with Gardner Advertising Co., New York, for two years. The above article was adapted from a speech Mr. Nickel delivered to the Southern California Broadcasters Association.



Closing the generation gap

Teenagers are often viewed as a group having little concern for others. Or anything. By focusing its cameras on an organization known as the Geri-Teens, the Fetzer television station in Cadillac presented a closer look at this often unfairly criticized generation. These youngsters donate their time to the care, comfort and happiness of the aged in a nearby medical facility. We're pleased to provide viewers with a better perspective of tomorrow's leaders.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sious City

How to show the best profit picture in town.



Get the VHF transmitter with the best specs in the world.

Color is the medium that sells—and pays—and the new Maxim-Air can make the most of it!

The solid-state Maxim-Air TT-30FL is twice as good as the transmitter you're now using. It can help you attract more sponsors by providing you with a promotable difference they can see and appreciate—the best and most stable color signals in town!

What's more, you can forget about having to make rebates or make-up commercials. Maxim-Air not only offers you 100% better specs (and performance) than any other VHF made—but 100% redundancy as well! That's right, there are two of them (15-KW each).

You can forget about black-outs seconds before a touchdown, or smack in the middle of a \$10,000 commercial. If anything ever goes wrong with one 15-KW, the other one takes over—instantly, *automatically*! The odds against going off the air with Maxim-Air are virtually infinitesimal!

For a better profit picture, put a better picture on the home TV. Color it Maxim-Air!

For the complete Maxim-Air story, call your local RCA Broadcast Representative or write: RCA Broadcast Equipment, Building 15-5, Camden, New Jersey 08102.



THE NEW MAXIM-AIR TT-30FL 30-KW



RCA...Totally Responsive

ON MARCH 15, 1922, THE SOUTH STOPPED GETTING THE LATE NEWS LATE.

That was the day WSB Radio broadcast the South's first news program... "Late News Flashes." From then on, Atlantans didn't have to wait 'til tomorrow to find out what happened yesterday.

WSB Radio... a pioneer in reporting what's happening... is still trail blazing. With bright ideas and unique programming that keep the mighty Voice of the South light-years ahead of the competition.

So it's hardly news that more Atlantans listen to WSB any other station and that we're particularly impressive at and persuading the folks who buy most of the merchandise the Atlanta market.

from 6 in the morning

So if you've got Radio. You'll get some

WSB Radio has the largest total 'til midnight, from Monday through something to advertise, sell it on good news. In a hurry!

Radio than reaching sold in audience Sunday.* WSB

WSB RADIO ATLANTA
It's time well spent.



WSB: AM 750/FM 98.5, NBC Affiliate/Petry & Co., Inc.

*ARB April, May 1969. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology. Cox Broadcasting Corp. Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.

More smoke on the cigarette issue

Committee agrees Jan. 1, 1971 is best broadcast cutoff date; now final decision is up to Congress

Broadcast cigarette advertising, most observers agree, is in its terminal phase. Now if Congress can only reach some kind of agreement on how and when to give it a decent burial. . . .

The Senate Commerce Committee moved one step closer to that goal last week by voting to bar cigarette advertising from the airwaves, effective Jan. 1, 1971. The committee thus turned its back on the tobacco industry's offer to withdraw voluntarily from television and radio by Sept. 1, 1970. That offer was conditioned upon enactment of legislation that would exempt the joint agreement from antitrust law, an action opposed by a diverse but ultimately decisive coalition of senators.

Also adopted were two amendments to the House-passed Cigarette Labeling Act, neither of which was strong enough to satisfy the anticigarette forces. One, introduced by Senator Howard Baker (R-Tenn.), would prohibit the Federal Trade Commission from requiring

health warnings in advertising until July 1, 1972, 18 months after cigarette commercials leave the air. The preemption would not be comprehensive, since the FTC was left free to require disclosure of tar-and-nicotine levels if it discovers a substantial flow of advertising from broadcast to print. Nevertheless, the "narrow" restriction was seen as a setback for those aligned with Senator Frank E. Moss (D-Utah), who wanted to give the FTC a free hand.

The other amendment proposes yet another warning on cigarette packages. Last week's version was: "Warning: Excessive cigarette smoking is dangerous to your health." Senator Moss had proposed simply "cigarette smoking is dangerous to your health," but Southern senators and Republicans succeeded in adding the word "excessive."

Nobody's solution to the cigarette problem seems to last more than a few months, and the Commerce Committee's plan may be no exception. It now

goes to the full Senate—probably not before the end of this month—where the disagreements aired by the committee behind closed doors will be translated into floor debate. The committee members themselves will be almost evenly split: Each of the cigarette actions was adopted by a vote of 10-to-9.

A measure of the unacceptability of last week's action to antismoking forces is the fact that Senator Moss, the most adamant Senate foe of cigarettes, and Commerce Committee Chairman Warren Magnuson (D-Wash.), another key backer of strong legislation, will be speaking for the minority-committee view in every instance. Senator Moss found some satisfaction in the fact that a statutory ban on broadcast cigarette commercials would at least accomplish his primary goal: It would get rid of them. However, the senator said last week outlawing the advertising creates two "considerable difficulties."

One of these, he said, is probably



Senator Baker



Senator Moss



Senator Magnuson

not unsurmountable—the argument that such action would discriminate against broadcasters. That reasoning can be answered by noting that broadcasters are licensed to serve the public interest, the senator said. A second difficulty, which he regarded as more substantial, is that “we have not attempted to characterize the product as illegal, yet we have singled out a perfectly legal product” for banishment from the air. This is a “bad precedent,” he said.

The senator's opposition to delayed FTC action has been consistent all along; he wants the agency to supervise the exodus of broadcast cigarette commercials and to prevent a flood of print advertisements. As for the label, Senator Moss said: “How do you define ‘excessive’?”

A primary reason for the concern over a warning on the package is the belief that its wording will eventually become a required part of print advertising. If only the package rather than the advertising were at stake, the issue would probably be less prominent at this point. “What the hell,” one Senate aide commented, “nobody reads the package anyway.”

If anything remotely resembling the Commerce Committee's proposed legislation is adopted by the Senate, another major hurdle stands in the way of new legislation: Somehow, the Senate and House must reconcile their radically different approaches to the cigarette problem. The Senate will apparently pass either a flat ban on cigarette advertising or an antitrust exemption that would facilitate voluntary phase-out; the House bill has no provision that could be compared in any way to either of these. The Senate will either pass a modified pre-emption of the FTC or no pre-emption at all; the House voted to tie that agency's hands completely until 1975. The Senate will probably propose to warn the world that “excessive cigarette smoking is dangerous to your health”; the House bill contains the long-forgotten caveat, “Warning: The surgeon general has determined that cigarette smoking is dangerous to your health and may cause lung cancer or other diseases.”

The two houses are not as irreconcilable as their words would indicate, of course, since they have dealt with the cigarette question under quite different circumstances. On the House side, the issue was an extension of the Cigarette Labeling Act of 1965, the battle was waged intensely by broadcast and tobacco interests, the environment was relatively friendly and the result was a bill that was regarded as mild and palatable by both industries. Then, during the hiatus between House passage of the bill and Senate consideration of it, key legislators such as Senator Moss

Network TV is up in October

Investment in network television for October 1969 rose by 3.7% over October 1968 to \$183,817,300, according to Broadcast Advertisers Reports figures released last Thursday (Nov. 6) by the Television Bureau of Advertising. TVB noted that network-TV expenditures for the first 10 months of 1969 increased by 9.4% over the comparable 1968 period to \$1,343,020,100. Night-time network showed the largest percentage gain, growing by 6.3% over October 1968 to \$121,623,700.

made it clear that the House bill would face a long uphill fight on the other side of Capitol Hill. The upshot was that broadcasters and cigarette manufacturers fell all over each other in an attempt to ward off restrictive and possibly precedent-setting legislation. Plans for voluntary action had been devised by both sides, and made public by broadcasters, before Senator Moss's Consumer Subcommittee so much as held a hearing (BROADCASTING, July 28).

Now, with elimination of broadcast cigarette advertising seemingly inevitable, the House will reconsider its bill in a new light. In all probability, the differences between Senate and House bills will be ironed out in a joint session of the two commerce committees. Alternatively, the House Commerce Committee could hold still more hearings on the Senate bill. Theoretically, the House could approve the Senate bill without sending it to committee at all, but that is unlikely.

Preliminary speculation is that while the House-Senate confrontation may provide new sparks, it will at least be conducted on the Senate's terms—voluntary withdrawal vs. statutory ban. It was also noted that if the two committees hammer out a bill in joint sessions, the ability of broadcast and tobacco interests to influence the outcome will be at a minimum.

The battle over FTC authority may be somewhat more open-ended, since a number of congressmen will in all probability continue their opposition to any kind of health warning in any kind of advertising.

The haggling over a warning on the package could lead to anything—the Senate version, the House proposal, or a rhyming couplet. The outcome is beyond prediction.

The really significant proposal, of course, is the statutory ban—and plans to circumvent it were under way well before the Senate Commerce Committee made its final decision. The National Association of Broadcasters two weeks

ago tried to move quickly with a quick phase-out plan to avoid the mandatory legislation. The new NAB plan, a substitute for its earlier four-year phase-out proposal, would voluntarily end all advertising of cigarettes on television or radio by Sept. 1, 1971.

NAB adopted its plan after its board chairman, Willard E. Walbridge, and Tobacco Institute President Earle Clements met with Senate Commerce to present their industries' positions (BROADCASTING, Nov. 3). At that meeting, it developed that key senators were opposed to manipulation of the antitrust laws and that a flat ban might be proposed. The following day at the initial committee executive session, Senators Norris Cotton (R-N. H.) and Philip A. Hart (D-Mich.) led the drive for just such a ban in opposition to Senator Moss's proposed antitrust exemption.

NAB had consistently opposed the exemption, but a legal ban was regarded as even worse. NAB officials formulated their new voluntary plan and submitted it by telegram to their boards of directors and the radio and television code review boards. The wires, given to the telegraph company Friday (Oct. 31) evening, never got past the transmission point in Cincinnati. They were sent again the following Monday—this time by way of New York. The boards' replies were affirmative, and the new plan was forwarded to Senator Magnuson.

Meanwhile, another industry push was in motion—a campaign, conducted through the Radio Advertising Bureau, to have the question of cigarette advertising on radio separated from that of television. The move was spearheaded by former cowboy star Gene Autry, who, with his wife, Ina Mae, owns 50.1% of Golden West Broadcasters of Los Angeles. The company stands to lose \$1 million in cigarette sponsorships of broadcasts of the California Angels baseball games.

Neither the RAB nor the NAB offer carried decisive weight in the final committee executive session, although it was noted that the Jan. 1, 1971, cutoff date is a rough compromise between the tobacco industry's proposed date and the new broadcast proposal.

Most broadcast and tobacco-industry spokesmen had no particular comment on the committee's action. One group owner who did comment said the move is discriminatory and that he and many other broadcasters believe that the issue of discrimination “is now more important than the dollars involved in loss of the business.”

At the same time, he said these broadcasters believe that the NAB's plans for phased withdrawal are a lost cause. He added that broadcasters have been “harassed and picked on” and should fight back.

OVERWHELMING LEADERSHIP IN

NEWS

LATE NEWS-11 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

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

March 1969 ARB

181% More Homes Than Station B; 35% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	11-11:30pm	52,000	38,800	23,900
Station "B"	Mon-Fri	11-11:30pm	18,500	14,500	8,000
Station "C"	Mon-Fri	11-11:30pm	38,500	27,500	17,500
WSYR-TV Advantage over Station "B"			181%	168%	199%
Station "C"			35%	41%	37%

March 1969 NSI

211% More Homes Than Station B; 55% More Homes Than Station C

WSYR-TV*	Mon-Fri	11-11:30pm	59,000	50,000	27,000
Station "B"	Mon-Fri	11-11:30pm	19,000	17,000	10,000
Station "C"	Mon-Fri	11-11:30pm	38,000	31,000	18,000
WSYR-TV Advantage over Station "B"			211%	194%	170%
Station "C"			55%	61%	50%

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

EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!

WHY NO. 1?

An 18-man news team, led by the dean of Central New York newsmen, Fred Hillegas, knows its business. And its only business is WSYR-TV NEWS. Check the figures—they tell the story.

Get the full story from HARRINGTON, RIGHTER & PARSONS



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

'Mischief' seen in middlemen

NH&S's Zeltner warns 4A's that disputing agency media groups can undermine confidence in advertising

Television stations and their national representatives stand to lose as much as agencies if the trend to independent buying services that promise blue-sky savings continues. The federal government also has its eye on growing practices favoring certain large customers.

These were among the warnings on media middlemen given in Detroit last week before the central region annual meeting of the American Association of Advertising Agencies by Herbert Zeltner, senior vice president, Needham, Harper & Steers, New York. He said agency media departments are not "washed up" as some suggest these days and cautioned that "considerable mischief can come from undermining confidence in the entire structure of broadcast advertising as we now know it."

Barton A. Cummings, board chairman of Compton Advertising, New York, and AAAA chairman, and John Crichton, AAAA president, headed the list of agency speakers, who reviewed internal management, personnel and profit problems in day-to-day agency operations, all subjects covered at the earlier eastern regional conference in New York (BROADCASTING, Nov. 3).

Mr. Zeltner made it clear he was not concerned about the independent media organization typified by Dick Gershon's Independent Media Services Inc., "which provides reasonably complete, traditional media planning and buying help to those smaller creative facilities that choose not to become advertising agencies in the normal full service sense."

His target, he indicated, "is the inde-



Mr. Zeltner

pendent buying service which offers to procure the very same local broadcast locations at materially lower prices than available through normal agency channels. Their entire reason for being is based on a presumption of weakness, sloppiness or gullibility within agencies regardless of their size or quality."

Challenging the presumptions of cheaper buys, Mr. Zeltner noted that if a station can generate reasonable profit from such discount business, "then we must assume that its full-price card rates are set too high and they should be cut accordingly." He said NH&S intends to challenge stations to assure that its clients get the same best available rates as others.

If a station is using card-rate custom-

ers to subsidize its middleman "off-card" business, "then it's playing its card-rate customer for a sucker," he said.

"If the spots in question are identical in quality and terms of sale, there would be a suspicion of preferential treatment for certain customers," he said, "a trade practice which, at the very least, is viewed with suspicion in Washington when it involves large business and, at worst, is illegal under existing law."

The basic loophole, however, is "pre-emptibility," he noted, with the business at card-rate being firm and the business placed at discount via middlemen supposedly pre-emptible. There is a "major flaw" in that practice though, he charged.

"In the inbred world of broadcast buying and selling, pre-emptibility can mean something entirely different to those buyers and sellers who deal continually with each other," he said. "It can mean a veiled threat of no pre-emption if you want to keep getting more business," he indicated, "or it can mean you get the pre-emptible rate but we both know the schedule won't be touched, at least for a while."

"The practice is now so widespread," he said, "it has a name—'fixed pre-emptibility.'"

Admitting part of the middleman evolution is due to agency media practices and problems, Mr. Zeltner felt station representatives and stations also must share the blame. He particularly cited the passivity of station representatives, who could be completely bypassed if middleman volume really became large; the "crisis management of stations" caused by transient manage-

Middleman views hit by barter executive

A major operator of barter in radio and television defends his business as providing "a strong, positive contributing factor" to broadcasting but attacks the media middlemen as having "destructive" tendencies.

Stanley Grayson, executive vice president of Atwood Richards Inc., New York, a veteran barter agency, said his disagreement was with independent media-buying services that claim to be earning big profits while improving buying performances for advertisers or their agencies. Mr. Grayson specifi-

cally directed his comments toward a status report on the media middlemen published earlier this fall (BROADCASTING, Sept. 29). He said he was also attempting to make it clear that barter operation, were not of the same cloth.

He said that "While the proliferation of middlemen companies may well succeed in fragmenting the business, the growth of the barter agencies expands the scope and is a strong, positive contributing factor."

He said that as a veteran, "mature businessman," he has consistently advocated "new ideas and concepts," but that with the middleman's appearance on the scene, he has asked himself "why an executive of a first-class, reputable

[ad] agency, with unlimited resources available to help him to do the best possible job for his client, would swing over to a middleman buying service."

Reference to middlemen companies as "pioneers" is a misnomer, he said. The middlemen, Mr. Grayson said, "are not blazing any new trails, unless the trails run zig-zag."

He said he did not believe the question of whether or not these media-buying services are "specialists of the future" was "the real issue at all. I feel certain that if some drastic actions are not taken immediately to stop the mushrooming middlemen operations, this may very well be the destruction of the future of the entire industry."

ment and sales people who are never in one place long enough to really learn the market or station, and "the misplaced cupidity of station owners," who are so concerned with the balance sheet that they develop an abhorrence of unsold time and will discount.

Mr. Zeltner listed four dangers all parties involved should consider if the current trends continue:

- Exclusive attention to cost efficiency distracts "from other equally vital aspects of good spot buying," such as effective schedule dispersion, target-audience concentration, strict adherence to weight goals and precision in start and end dates for activity.

- If many new independent buying services enter the market, there obviously will be increased competition for the limited supply of veteran buyers whose superior performance is said to be the key to competitive advantage. Also, competition for the really worthwhile availabilities would intensify and "prices will rise once more."

- Increased government concern about the ability of larger advertisers to command more advantageous media pricing will be evident if this advantage is the result of clout and access to preferential treatment through negotiation.

- Wholesale dealing off-card-rate could generate widespread distrust of all broadcast advertising practices.

Mr. Zeltner said the last problem is less tangible right now but could be more insidious in the long run than the others. "If the whole process were to go underground," he explained, "no buyer, no matter how astute, could presume he enjoys the best rate being offered."

The agency official urged station owners and their sales teams to seriously reassess the selling situation, "long-term as well as current." Business can be done in trust and candor with a station that has a realistic rate card and sticks with it, he said.

Calling upon the agencies to re-examine their own media department practices, Mr. Zeltner said top management must become involved to ensure quality control. He suggested agencies might reconsider the advantages of buying specialization rather than the all-media buyer because of growing complexities.

He also urged agencies to become "a great deal more hard-nosed than they have been to date in reacting to changing media pricing and selling practices." If the middleman-discount trend continues, he said, "agencies may want to consider dealing only with station sales management directly, by-passing both the selling representatives and the station's sales force. In this way, the agency might assure itself of the front office handling best customers get."

Another technique would be to ask

Business briefly:

Campbell Soup Co., Camden, N.J., through BBDO, New York, and **Pepperidge Farm Inc.**, Norwalk, Conn., through Ogilvy & Mather Inc., New York, will co-sponsor the *Galloping Gourmet*, starring Graham Kerr in a five-minute series of programs on NBC Radio's *Emphasis* beginning Nov. 10, Monday-Friday, 11:30 a.m. NYT.

General Foods Corp., Post Division, White Plains, N.Y., through Ogilvy & Mather, New York, will begin a campaign for Start Instant Breakfast Drink, on network and spot television, print and coupons.

Quaker State Oil Refining Corp., Oil City, Pa., through Kenyon & Eckhardt, New York, has purchased time on three of ABC's radio networks including news sponsorship on the FM Network and news, sports and features on the Entertainment and Information net-

each station to assure the rates are the same as those offered all other customers with similar requirements. "If this assurance is not forthcoming," he said, "the agency can go on the assumption that all availabilities on that station are discountable."

Still another possibility, Mr. Zeltner said, provided clients are willing, would be to move all business on a pre-emptible basis. "After all, he explained, "if fixed pre-emptibility is going to become a fact of life, why shouldn't the agency take advantage of it?"

New Cincinnati agency built around sport pros

Professionals from the fields of football, baseball and basketball in Cincinnati have teamed to form a new firm that is providing media and marketing assistance to both local and national advertising agencies and is managing celebrities.

Known as the Professionals of Cincinnati Inc., the firm has as its vice president Pete Rose of the Cincinnati Reds handling baseball promotions; John Stofa of the Cincinnati Bengals, coordinating the use of football players; and Tom Van Arsdale of the Cincinnati Royals, managing basketball activities.

Jack Meyers, who is also sales and merchandising manager of the H. H. Meyer Packing Co., Cincinnati, is president and treasurer, and Ann Smith, formerly with Northlick, Stolley Inc. and Kirchner, Helton & Collett, is executive vice president and treasurer of PCI.

Address of the company: 425-26 Carew Tower, Cincinnati 45202.

works. The messages will begin in January and run on a schedule of 26 alternate weeks. **Burlington Industries**, through Don Greene Associates, both New York, has purchased a schedule to run through the year on ABC's Contemporary Network for Ballet hosiery.

New purchases on NBC Radio include: **AT&T**, New York, through N. W. Ayer & Son, that city, and **Armour and Co.**, Chicago, through Young & Rubicam, New York, both on *News on the Hour*, *Emphasis*, and *Monitor*, and **STP Corp.**, through Atwood Richards Inc., New York, on *News on the Hour*.

Electric Companies Advertising Program, New York, through N. W. Ayer & Son, that city, will sponsor *The West of Charles Russell*, as part of NBC-TV's *Project 20* series. The one-hour special will be seen Wednesday, Jan. 7 (10-11 p.m. NYT), preempting *Then Came Bronson*.

Cash discount problems of radio-TV noted

The American Association of Advertising Agencies issued a policy statement last week urging publishers to retain the cash discount on advertising space. The statement was endorsed by the Association of National Advertisers.

The AAAA board of directors' statement reminded publishers they are "well off in comparison with broadcasters." It pointed out that in national spot broadcasting, "where there is no general cash discount and where there are complicating factors, overdue payments are the general rule" (BROADCASTING, Oct. 27).

Commenting on the reference to broadcasting, the AAAA said "There is no present plan to push for the adoption of the cash discount by broadcasters." A spokesman said that "this is desirable eventually, but first we need to clear up some problems; among these are uncertainties over rates, confirmations, discrepancies and make-goods."

The policy statement in urging the retention of cash discounts, said the practice was "the main reason why U.S. print media enjoy a remarkably efficient system of billing and paying." The association estimated that advertising agencies place about \$3 billion worth of advertising in U.S. print media annually, on which a cash discount is allowed by about 98% of daily and Sunday newspapers; 96% of general magazines; 86% of business publications and 96% of weekly newspapers and farm publications.

The discount is usually 2% for payment within 10 days of invoice.

B&B plans better spot buying

Agency reports new system is needed because spot buying is more complex

Benton & Bowles, New York, is placing new emphasis on "developing spot broadcast experts" in a restructuring of its media department announced last week.

Bern Kanner, senior vice president and director of media management, in describing at a news conference the separation of the buying and planning functions under the new system, noted that the planning function too, has become more complex in that clients want more justification for advertising and they want to know what they can expect from advertising. But he spent most of his time explaining how the efficiency of spot buyers would be improved.

In the revamping, each of the agency's four media groups, divided on a client basis, will have a buying group and a planning group, headed by a buying group supervisor and an assistant media director reporting to an associate media director. Mr. Kanner and George Simko, vice president and manager of the media department, will oversee the four divisions.

The buying and planning functions will not be independent operations, Mr. Kanner stressed, but will be located next to each other physically and will continuously exchange information. Media personnel will receive training in each area, he added.

One of the new buying groups has been in operation since Aug. 1. The other three are expected to be working by next February.

The media heads are responsible for network broadcast buying, Mr. Kanner said, and the planning groups will handle print media.

A system whereby buyers would handle solely spot radio-TV was necessary, Mr. Kanner reported, because of several factors. Among those mentioned; the increased coordination involved in placing piggybacks and 30-second commercials in addition to one-minute announcements, the multiplication of paperwork, added steps with pre-and post-buying, the change in price structure and the increase in negotiation, package buying of rotating schedules instead of single spots, and in some cases buying for all products of a corporation, even though the agency may not handle the creative work.

More sophisticated computerized accounting procedures also make the change necessary, Mr. Kanner continued. Agency personnel demonstrated Benton & Bowles's computer billing system, using a table console to enter the infor-



Mr. Kanner

mation which the computer checks for accuracy in seconds. The Benton & Bowles IBM computer operation is the only one of its type in the advertising industry, Mr. Kanner remarked. "Accounting would be unmanageable without the computer," he stated.

Distinguished sponsors behind advertising school

Familiar advertising executives from more than a dozen New York agencies, film houses and other quarters of the industry gathered last week in New York to announce a joint project: the founding of Advertising Training Center Inc.

The school, which will be staffed by active professionals, will offer a curriculum to equip students with a practical knowledge of the advertising business. The school's founders hope to draw students on all levels, including unskilled minority group members and highly advanced businessmen already established in the field. Courses have also been designed with an eye to taking over for agencies' internal training programs.

In addition to classes which offer creative guidance to art directors and copy writers, there will be courses in

media research, traffic and production, and advertising and the law. Tuition will average \$450 for a 13-week course which will meet in two-hour session one night a week. Enrollment will be limited to 20 students per class. The first term starts Jan. 5, 1970, at 280 Madison Avenue, New York, which will serve as headquarters and classroom for most sessions.

On the board of directors of Advertising Training Center Inc. are: James R. Frankenberry, president, (vice president, Cunningham & Walsh); Selven Feinschreiber, vice president (adviser, NBC Enterprises); Henry Knaup, vice president (president, Panel Films); Donald V. Woolf, vice president (vice president, Pritchard-Wood); Newman F. McEvoy, dean and vice president (formerly of Cunningham & Walsh); David Herzbrun, vice president (vice president, La Roche, McCaffrey and McCall); Robert Swiskow, vice president (president, Sternburg, Swiskow and Taylor).

Department heads are John Capsis, broadcast production (president, Telpac, Inc.); Felix Kent, law (senior partner, Lawler, Sterling and Kent); Ray Ponterotto, agency services (vice president, Quad Typographers); Dr. Arthur Wilkins, research (president, Reitter, Wilkins and Associates); Charles Fredericks, account management (senior vice president, Ogilvy and Mather); George Lois, (president, Lois Holland Callaway); Ronald M. Rosenfeld, copy (senior vice president, J. Walter Thompson).

Sitting on the board of advisers are: John P. Cunningham, founder, Cunningham & Walsh; J. MacLennon executive vice president, Ted Bates & Co.; Tom Dillon, president, BBDO; David B. McCall, president, La Roche, McCaffrey & McCall; Charles S. Mitchell, Jr. deputy chairman, Compton Advertising.

Agency appointments:

- Colton Co., Boston, division of Gillette Co., assigns two new products to North Advertising, Chicago. They are men's fragrance line, "Nuts and Bolts," and prestige women's Italian-import cosmetic line, "Eve of Roma."

- Alberto Culver Co., Melrose Park, Ill., names Campbell-Mithun, Chicago, as agency for several new products in various stages of testing. Firm continues previous assignments at J. Walter Thompson Co. and N. W. Ayer & Son.

- M. Hohner Inc., Hicksville, N.Y., music company, has moved its account from Warren, Muller, Dolobowsky, New York, to Rumrill-Hoyt Inc., New York, effective Jan. 1. Hohner uses radio, television and print.

- The Londontown Manufacturing Co.,

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 26, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 26	Total dollars week ended Oct. 26	1969 total minutes	1969 total dollars
	Week ended Oct. 26	Cume Jan. 1-Oct. 26	Week ended Oct. 26	Cume Jan. 1-Oct. 26	Week ended Oct. 26	Cume Jan. 1-Oct. 26				
Monday-Friday Sign-on-10 a.m.	\$ \$	101.9	\$ 243.4	\$ 5,292.7	\$ 336.0	\$ 14,678.5	121	\$ 579.4	3,859	\$ 20,073.1
Monday-Friday 10 a.m.-6 p.m.	1,892.6	62,668.9	3,311.9	115,307.7	2,092.3	95,047.5	921	7,296.8	38,072	273,024.1
Saturday-Sunday Sign-on-6 p.m.	1,589.9	40,020.7	2,340.1	47,583.8	1,127.1	35,324.2	326	5,057.1	12,382	122,928.7
Monday-Saturday 5 p.m.-7:30 p.m.	413.7	13,962.8	895.3	28,794.6	742.8	27,151.0	95	2,051.8	4,015	69,908.4
Sunday 6 p.m.-7:30 p.m.	78.0	5,616.5	259.4	9,516.5	302.2	8,459.5	19	639.6	905	23,592.5
Monday-Sunday 7:30-11 p.m.	6,378.5	206,514.8	8,195.4	277,369.3	8,036.9	275,010.3	453	22,610.8	18,786	758,894.4
Monday-Sunday 11 p.m.-Sign-off	552.9	17,736.7	525.3	8,424.1	504.0	21,187.1	130	1,582.2	4,003	47,347.9
Total	\$10,905.6	\$346,622.3	\$15,770.8	\$492,288.7	\$13,141.3	\$476,858.1	2,065	\$39,817.7	82,022	\$1,315,769.1

Baltimore, manufacturer of London Fog raincoats and outerwear, has appointed the AC&R Advertising Agency, a member of the Ted Bates & Co., group. AC&R will produce and place advertising for Londontown for the 1970 season.

Sponsors almost set for Apollo coverage

The networks still had some sponsorship vacancies last week for the Apollo 12 coverage, scheduled to start this Friday (Nov. 14).

And one advertiser, General Foods, plans to augment its purchase by buying spot-TV adjacencies on 44 stations.

ABC-TV has sold one-quarter sponsorship to General Foods, which will advertise two products: Tang, through Young & Rubicam, and Maxim, through Ogilvy & Mather. ABC Radio reported two advertisers had options and were expected to commit themselves by the weekend.

CBS-TV's Apollo 11 co-sponsors, Western Electric, through Cunningham & Walsh, and International Paper Co., through Ogilvy & Mather, will return for the second moon landing attempt. CBS Radio sold one-half of its advertising time to Wynn Oil Co., through Needham, Harper & Steers/West, and the other half to American Home Products through Kelly/Nason.

Mutual Broadcasting's coverage will be wholly sponsored by Bankers Life & Casualty, through Marshall John & Associates, Chicago.

NBC-TV's mainstay for previous Apollo flights, Gulf Oil, will again be the sole sponsor, through Young & Rubicam. The Association of American Railroads, through McCann-Erickson,

has purchased one-quarter sponsorship in NBC Radio's coverage.

NBC-TV will provide the visual pool for all coverage up to the splashdown. CBS-TV and NBC Radio will send men aboard the carrier in the Pacific for the visual and audio pool coverage of the splashdown Nov. 24 (BROADCASTING, Nov. 3).

In the spot-TV buy General Foods, on behalf of Tang, has signed for a campaign with Blair Television on 44 stations, keyed to coverage of the lunar space mission, from Nov. 14 to Nov. 24.

Blair said that Tang, which will be advertised on ABC-TV, will be advertised on adjacencies to NBC-TV and CBS-TV coverage of the mission, and will include more than 1,000 30-second announcements over the period. Though no estimate of the cost was provided, it is said to be somewhat less than \$100,000.

The purchase was arranged through Blair's special projects division. Other sales in individual markets related to the space coverage have been made to Procter & Gamble, Philco Division of Ford Motor Co., Chrysler-Plymouth Dealers, Bank of America and Toyota Dealers, Blair stated.

Rep appointments:

- KXOK(AM) St. Louis: Robert E. Eastman & Co., New York.
- WFTN(AM) Franklin, N.H.: Eckels & Queen Inc., Boston (regional).
- WLTN(AM) Littleton, N.H.; WTHD(AM) Milford, Del.; and WNIO(AM) Youngstown-Niles, Ohio: AAA Representatives, New York.
- WPAW(AM) Syracuse, N.Y.: Avery-Knodel Inc., New York.

Viking Ltd. acquires commercial producer

Retail Spot Syndicate Corp., producer of television commercials for local retailers, has become a subsidiary of Viking Communications Ltd., New York, and will operate under the name Telefashion Inc.

Sales offices will be moved to Viking's headquarters, 2 Pennsylvania Plaza. The company's founder, Edward H. Zimmerman Jr., will remain as president and Ruth Michlin will continue as vice president.

Telefashion's fashion retail commercial production will be expanded to include the cosmetics, appliance and home furnishing fields.

Viking Communications Ltd. is composed of an advertising agency, Arleo, Johnson & Newell, and a display agency, Viking Display Ltd.

State promotion on TV

In its first use of network television, the Georgia Department of Industry and Trade has purchased sponsorship in NBC-TV's *Today* show. The participations will begin on Jan. 6 and continue throughout the first quarter of 1970. They will be used to promote the state's industry, tourism and major resources. The order was placed through Cargill, Wilson & Acree Inc., Atlanta.

Scripto finds new agency

Scripto Inc., Atlanta, manufacturer of writing instruments and lighters, has moved its estimated \$2 million in billings to the Bliss/Grunewald Inc. agency in New York. An erratic user of radio and TV in the past, Scripto was handled by Daniel & Charles, New York.

Johnson's new formula: 33 1/3% sustaining

FCC Commissioner Nicholas Johnson said last week he would like to see one-third of prime-time television turned over to sustaining programs, while providing access to those periods to political candidates at election time.

At a luncheon Thursday (Nov. 6) given in his honor by the National Citizens Committee for Broadcasting in New York, Commissioner Johnson said: "One-third of prime time should be devoted to nonsponsored programs, such as news, public affairs, cultural or educational shows, and if anyone wants access to the media, they could be given some of this time."

Mr. Johnson said one of his main concerns was the extent of political power wielded by the broadcasting industry. Two examples of this power, he noted, were the method followed by the President in "clearing" the recent FCC nominations with the broadcasting industry, and the fact that "no congressman feels secure enough to take a stand against the Pastore bill."

The latter reference was to the measure introduced by Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, to require the FCC to find a licensee unqualified before putting up his facility for other applicants.

The bill has the co-sponsorship of a score of senators. Similar bills have been introduced by nearly 100 members of the House.

Mr. Johnson called the new FCC chairman, Dean Burch, "the Marlboro man from Arizona."

T-L prefers free time to political spots

Time-Life Broadcast Inc. last week offered to make available to political candidates a limited amount of free air time for appearances of at least five minutes.

The proposal came in a letter to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, which last month held hearings on proposals to provide reduced-rate broadcast time for political candidates (BROADCASTING, Oct. 27). The letter was signed by Time-Life President Barry Zorthian.

Mr. Zorthian said his organization "reluctantly" opposes a bill, co-sponsored by 38 senators, that would grant large amounts of reduced-rate spot television time to congressional candidates. He said that the bill would not remove inequities caused by differences of financial backing, that it is unworkable and that it is mistaken in its concentration on spot advertising.

Time-Life's proposed alternative would apply to congressional and gubernatorial candidates—"all qualified candidates." They would be given a "reasonable" amount of time, Mr. Zorthian said, and the meaning of "reasonable" would be a matter for managerial judgment, except that each Time-Life station would devote a minimum of three hours to the special appearances during the last five weeks before election day.

"As to the maximum amount of free time that would be devoted," Mr. Zorthian said, "we believe that there is an upper level of reasonableness for the allotting of time for political campaigns beyond which audiences will no longer tolerate interruption of their normal television viewing or radio listening. We submit that our general managers, having accumulated many years of experience in ascertaining this level in their communities, are qualified to make these judgments."

The Time-Life president also said such a framework for political debate would be a substantial improvement over Section 315, to which he reiterated his opposition. And, he added, it would improve on S.2876 because the candidates would have "access to time periods of sufficient length to accommodate discussion of the issues, not 'spots' designed to sell the packaged candidate as if he were a commodity on the open market."

New toy commercials count on make-believe

AMF-Wheel Goods Division, New York, will present three new TV commercials in its holiday ad campaign. Each ad, rather than using the usual gift-oriented approach, tells an unusual story. The Roadmaster bicycle, for example, uses a take-off on a "Steve McQueen" motorcycle chase; a Wee Products commercial shows six four-year-olds creating a simulated Jackson Pollock painting from paint on the bot-

Botway opens his own agency

Clifford A. Botway, a partner at Jack Tinker & Partners and director of the Interpublic Group of Companies, has left that organization to form his own agency, Clifford A. Botway Inc. A full-service agency that will emphasize marketing, research and media placement, Clifford A. Botway Inc. is expected to serve both clients and other agencies. In announcing the new agency, Mr. Botway added that he believes the proliferation of agencies with emphasis on the creative process has established an urgent need for this kind of specialization.

tom of their toys' wheels; and for the Probe III, a new toy car, there is a take-off of a 10-year-old typical car salesman making his pitch to a six-year old girl prospect.

Handling the promotion campaign is Allen, Anderson, Niefeld & Paley Inc., Chicago.

Banks urged to bank on radio and TV

The nation's bankers were urged last week in separate radio and TV presentations to increase their broadcast advertising, while it was pointed out that the use of radio-TV has increased dramatically in banking during recent years.

Norman E. Cash, president of the Television Bureau of Advertising, and Miles David, president of the Radio Advertising Bureau, both told the annual convention of the Bank Public Relations and Marketing Association, essentially the same story in Bal Harbour, Fla.

Mr. David told the 2,200 delegates that radio had the ability to "increase a bank's deposits and effectively sell all of the 29 separate services banks offer for three reasons which all relate to money."

He cited the economy of radio, and added: "In a time of tight money when banks may be blamed unfairly for high interest rates, radio is the most effective way to re-establish your personality as a friend of the community." He also said that radio is highly effective in "launching new products on which the future growth of banking now seems to depend."

He pointed out that 47% of the banks advertised on radio in 1960 as compared with 67.3% in 1969. He added, however, that 75% of the savings and loans associations in the country were currently advertising on radio.

Mr. Cash said: "Television is out to sell more time to bankers who may find they need television more than ever to speak for community issues that could affect their profitability."

He stated that banks are the biggest users of 20-second commercials of all local television advertisers. "If the top-50 commercial banks didn't find television a profitable way to reach the public and key people," he said, "the 84% of them now using it wouldn't."

New VPI unit

VPI, division of the Electrographic Corp., New York, has consolidated all of its post-production services under one organization, VPI Services, and has named Robert C. Winkler as president.

Mr. Winkler was formerly president of Video Prints, one of the services.

Important Message About Equal Time...

On November 13, 1969, Cowles Publishing Company will issue a book titled

"THE CASE AGAINST PRIVATE AVIATION"

- As the title implies, this book is an attack on general aviation. Through distortions, half-truths and scare tactics, it is damaging to general aviation.
- It is customary for book publishers to seek free air time for authors to promote the sale of their books.
- If this book is promoted over any station, the Aircraft Owners and Pilots Association seeks reasonable opportunity for the discussion of conflicting views on this issue of public importance.
- In the event you believe this book worthy of promotion, we suggest a spokesman for general aviation be on the same program at the time the author appears.
- We will be glad to assist you in any way we can.



Aircraft Owners and Pilots Association

Washington, D.C. 20014

(301 654-0500)

The new tricks of counterprogramming

In the uphill fight against network affiliates
the independents are building audience loyalty

On a Wednesday night in New York City last week, Chet and David, Walter, Frank and Howard kept company with Lucy, Dick and the Starship Enterprise; later on Johnny, Joey and Merv had opposite their couches James Cagney, Laurence Harvey and Massino Girotti.

Some very familiar company, strips and flicks. But they're what nonnetwork affiliated television stations are banking on to woo ever-increasing audiences not only from network news and couch-and-talk shows, but also from network competition at just about any time of day.

By whatever name it's called—strip programming or counterprogramming or both—it's the independent's bag now. Gone is the schizophrenic past with the refrigerator-pounding spots and checkerboard program schedule that compelled a viewing audience to fumble through its *TV Guide* every day and night of the week. Among the major-market independents it's agreed that "schlock programming draws schlock advertising."

The independents are now establishing regular viewing habits with popular

shows stripped five or six nights a week; upgrading news departments to provide prime-time newscasts (usually aired between 10-11 p.m.) in hopes of drawing an early bead on late-night news audiences, and producing more local-interest programming. According to several independent TV operators, it's all an effort to dispel the "giant projector" image independents had a few years ago with one that imparts a total television concept. Hopefully, advertisers—as well as viewers—are tuned in.

It's still a hard sell for most nonnetwork independents, though. Even with Metromedia's program backing and its earned position as the top independent TV (according to the American Research Bureau's metro share tabulation), WTTG(TV) Washington still finds itself weighed in the advertiser's mind on each ratings book issued. Thomas G. Maney, vice president and general manager of WTTG, notes somewhat ruefully that network affiliated stations aren't usually put to such a test.

If the test is tough for the nonnetwork VHF, what of the U? Many inde-

pendents say they are satisfied with a 5 to 10 rating with their prime-time programming; an 11 or higher rating generates a spasm of ecstasy, 4 or lower a defensive posture. Richard C. Block, vice president of Kaiser Broadcasting Corp., which has committed itself to UHF operation, has an answer for media buyers. "If they [the buyers] question a 1 or 2 rating on TV, we say: 'Hell, you're buying \$1 billion of radio business on as little as that.' There's no substantive difference in the way radio and TV are measured," he notes.

In the mind of one media expert, Jerry Sprague, vice president and director of media of Foote, Cone & Belding, there is little difference between independent TV's and network affiliates. According to Mr. Sprague, there is currently "less feeling that the network stations have more prestige" and certainly no more differentiation in terms of quality between them. Both are considered "television," he says, principally brought on by a "decrease in program quality" on the network



Nonnetwork independent TV's have been getting ratings mileage out of old series, but none so spectacularly as *I Love Lucy* with Lucille Ball (l) and Desi Arnaz. The 18-year-old "classic" situation comedy, now into its umpteenth rerun, is still garnering audience. By contrast, the sin-and-



passion soap opera—*Peyton Place*, with Mia Farrow and Dorothy Malone (r)—is still an unknown—and expensive—quantity. Metromedia paid \$4 million for 514 episodes in hopes of equalling or bettering the series' successful network run. But no sure bets are on it, yet.

affiliates. The sole exceptions, Mr. Sprague indicates, are UHF independents in VHF markets. "They have to try a little harder," he says, with delicacy.

V or U, nearly all independents have to try harder to capture audience from their network-affiliated competition—and, at times, they have succeeded with time-tested product.

That hoary warhorse of a family situation-comedy series, which by now should be familiar to generations of Americans—*I Love Lucy*—is still garnering more than respectable ratings for independents. WTTG claims *Lucy* was the top-rated six-days-a-week show in early fringe against local newscasts during August, according to ARB, with a 12 rating and a 38% share of audience. *Lucy* can also be found in daytime or early fringe periods in such major markets as New York, Chicago, San Francisco, Los Angeles, Detroit, Boston and Cincinnati. Says Richard Woollen, vice president-programs for Metromedia, *Lucy* is a "classic show, the best situation comedy ever devised." On Metromedia's New York outlet, he says, *Lucy* was pulling a 7 rating—in its third year at the 7 p.m. slot against network news competition.

Network series that enjoyed respectable ratings on network sometimes do even better in stripping on independents. *McHale's Navy*, after a four-year network run, improved in syndication.



Whether a cafe owner in "Casablanca" or a riverboat captain in "African Queen" with Katherine Hepburn (l), Humphrey Bogart is "pure gold" as a top audience draw for many independents, proving once again that old, but good, movies never die. But independents don't always depend on strips

WTTG again claims that the series during January-February was leading all competition at 7 p.m. with a 21 rating, 41% share, according to ARB.

"Play it again, Sam" seems to be an affectionate call to New Yorkers. Two weeks ago WNEW-TV says it played the Humphrey Bogart-Ingrid Bergman classic, "Casablanca," for its 41st airing in that metropolitan area to a top viewing audience, outdrawing the Carson-Bishop-Griffin network talk shows and films on other independents.

But "Casablanca" wasn't the only movie to score heavily in New York. According to Nielsen Instantaneous Audimeters for Sept. 1-5, the WNEW-TV 11 p.m. movie scored an 8 rating, topping Johnny Carson on NBC (at 7), Merv Griffin on CBS (6) and Joey Bishop on ABC (5). A week earlier NIA reported that the weekly movie presentations on WNEW-TV, RKO General's WOR-TV and New York Daily News's WPIX(TV) scored a combined rating of 12 and a combined share of 41% against the network talk shows.

Movies on New York independents may have attracted advertiser interest, in competition with the plethora of network talk shows, but they are but one element in the intense competition—particularly in prime time—that also goes on among the independents while they counterprogram against network affiliates.

For example, the three New York independents bump head-to-head with children shows in the 6-7 p.m. slot. WNEW-TV airs *Lost in Space* for the full hour; a half hour later WOR-TV counters with *Flipper*. WPIX with *Batman*.

At 7 p.m. the independents begin to

program for young adults. Its *Lucy* on WNEW-TV against *Dick Van Dyke* on WOR-TV; WPIX has *Star Trek* from 7-8 p.m. Then begins the game-show glut. For a full hour, the New York viewer, if he tires of network programming, has a choice of five game-panel shows on the independents: *Truth or Consequences* and *To Tell the Truth* on WNEW-TV against WOR-TV's *The Game Game* and *He Said . . . She Said*. WPIX offers its game show at 8—*Beat the Clock*—making it a three-way race at that time period for the game audience.

The mid-prime-time hour—8:30-10—finds the independents offering a couch-and-talk show, song-and-dance variety hour, the first half of a *Million Dollar Movie*, and cops-and-robbers and medical retros. *David Frost* does his one-and-a-half-hour thing for WNEW-TV against *Della Reese's* hour on WOR-TV; at 9:30 WOR-TV breaks into its solid movie format with the first feature followed by another at 11:30. *Felony Squad* and *Ben Casey* occupy that mid-prime-time block for WPIX.

Then at 10 p.m. two independents, WNEW-TV and WPIX(TV), switch to an hour of news—a trademark among independents striving for a "quality image" in their markets. At 11 the New York viewer has his choice of strips, talk-interview and movies. WNEW-TV, as well as the other Metromedia TV's, are banking on *Peyton Place*, an expensive property, to garner the ratings. The sin-and-passion soap is stripped by WNEW-TV and followed by a late movie.

Until last week WPIX had joined its competition in the movie derby with a full-length feature at 12:30, but it withdrew that nightly segment in favor



Many produce huge blocks of their own local programming. Jim Conway (l) appears with guest co-host Rod McKuen on his WGN-TV Chicago show, which is aired for an hour-and-a-half each day. The program is formatted as a couch-and-talk "magazine of the air."

of talk and strips, saying that audience research showed a viewer preference for "regular television programming." The station thus is stripping *Here's Barbara* for a half hour, followed by *Perry Mason*; at 12:30 *Phil Donohue*, an Avco Corp.-produced show out of Dayton, Ohio, takes over with couch-and-talk, and Gleason-Carney-Meadows finish the broadcast day with the *Honeymooners* at 1 a.m.

Some Madison Avenue mediamen would disagree with that return to "regular" programming concept. They are generally "unimpressed" with strip programming against the Carson-Bishop-Griffin talk shows; instead they are "particularly interested," one says, in how the independents' late-night movies will perform. An October ratings sweep, due out in two weeks, will give all concerned some indication. In the meantime the stations point to coincidentals for program performance—and claims.

The New York independent programming line-up is by now a typical variation on a familiar theme that independents are playing around the country. When the networks are airing game shows in the morning, the independents are generally countering with situation comedies or couch-and-talk, syndicated or locally produced. When the networks move to soaps in the afternoon, the independents are countering with strips of situation comedies, song-and-dance varieties, locally produced children's shows, and more rarely now, afternoon movies. It's this "fresh audience" that independents are finding for strip programming, note several media experts at a large New York agency, by moving into news and different day-parts.

Fringe periods, particularly the 5 to 7 p.m. block, and the 11 p.m.-on block are independents' strong suits, and it would appear that it doesn't matter whether a *Dick Van Dyke* plays at 6 p.m. on WGN-TV Chicago or a *Star Trek* at that hour on KTVU(TV) Oakland-San Francisco, there is always an audience that cannot or will not view local and network news.

Prime time is something else again and the independents depend on the programming available to them and how they use it. Barry Thurston, future director of programming for Kaiser and currently program manager of Kaiser's WKBD-TV Detroit, frankly admits that *Perry Mason* stripped at 9 p.m. may not necessarily be the "best" counter program on any given night of the week, but the audience for that show, he says, "averages out." WTTG's Maney says much the same for his *David Frost* show where the audience may move in and out of the one-and-a-half-hour show to sample network fare.

It's at the 10-11 p.m. block that the independents have moved in on to

claim as their own. Among the major independents the rip-and-read-five-minute-news-summary days are over. Many have committed themselves to producing a full half-hour and, in some cases, a full hour of news, although there are some differences among them whether the audience will tolerate the longer time span.

"The image a station has in a market is what its news department gives it" says Robert M. Bennett, vice president and general manager of WNEW-TV. To that end WNEW-TV has a 50-man news department with a five-man camera crew continually on the street. News is also important to Cox Broadcasting's nonnetwork-affiliated KTVU. To produce its one-hour 10 p.m. news, says Roger D. Rice, vice president and general manager, the station employs 26 with six news wagons continually in use.

What kind of ratings a 10 p.m. newscast can earn is demonstrated by WTTG which says its hour news was viewed in more homes during the average quarter-hour (ARB figures in August an 11 rating for 125,700 households) than any other newscasts in the Washington area. The 10 p.m. newscast, says WTTG's Maney, "has given us a prestige we didn't have four years ago."

Independents are also filling large blocks of air time with locally produced programming. WGN-TV airs *The Jim Conway Show*, a live 90-minute talk-interview daily program, in addition to live weekday children's programs — *Ray Rayner and Friends*, *Romper Room*, *Bozo's Circus* and *Garfield Goose*. According to Dan Pecaro, general manager of the station, WGN-TV is committed to airing 125 sports events each year, which pre-empt regular programming one out of every three nights.

WTTG airs its *Panorama* daily; the two-hour live program deals in interviews, community-service projects, news-weather and filmed features. Kaiser's KBHK-TV San Francisco outlet turned to radio disk jockey personality Don Sherwood and produced an off-beat three hours of daily television from 6 to 9 a.m. Mr. Sherwood features music, news, traffic reports, weather and satirical comments and observations, all of which are designed to appeal to the listener rather than the viewer. The "radio show on TV"—which Kaiser's Block emphasizes depends almost entirely on Mr. Sherwood's drawing power in the San Francisco bay area—is being tested carefully with an eye toward exposure on Kaiser's five other UHF's (BROADCASTING, Oct. 13).

Independents share one common problem with their network competitors, however—finding enough good product to air. *Lucy* conceivably could run to the year 2,000 because of its

News of other Syndicated Programs at BCP

"PAUL HARVEY COMMENTS"

Paul's dynamic commentaries began their second year on September 1, 1969. 122 stations carried Paul's program the first year. Within the past 30 days, renewal orders and new sales indicate that Paul's commentaries will be seen on a much expanded list of stations in 1970.

"PROBE"

Dr. Albert E. Burke's program "PROBE" has been sold to two of his former sponsors, Glendale Savings and Loan in Los Angeles, and First Federal Savings and Loan in Denver. Both sales were made because of the outstanding performance for these two sponsors of Dr. Burke's prior series. After only two telecasts of the new programs in Los Angeles, Mr. Ray Edwards, President of Glendale Federal Savings and Loan, reports comments from viewers were so favorable that all indications point toward the current series exceeding in viewer interest the prior series.

"THE LARRY KANE SHOW"

This highly successful 60-minute weekly teenage program has been tested in a major market for several years. It outstrips all competition in, both, ratings and share of audience. This is one of the best produced teenage programs we have seen. We will make it available on tape in color in January of 1970. We'll have a screening print soon. If you would like to see it, let us know.

— OTHER SHOWS —

... With the FTC calling for rules and regulations on game card shows, we have redesigned "LET'S GO TO THE RACES" and "WIN WITH THE STARS" so that it conforms completely to all government regulations. It is currently running in many major markets on VHF's. Share and ratings are outstanding. We hope we can sell it for you in your market... Other programs in development include talk-variety shows and a brand new game show. You'll be hearing from us on these soon.


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BING CROSBY PRODUCTIONS, INC.
TELEVISION SYNDICATION DIVISION

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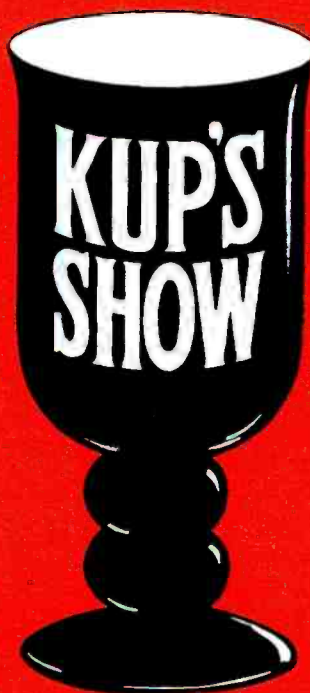
OVER 500 FAMOUS GUESTS
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to Vice President **SPIRO T. AGNEW** ...

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BING CROSBY PRODUCTIONS, INC.

Television Syndication Division

A Service of COX BROADCASTING CORPORATION

BROADCASTING, Nov. 10, 1969

"classic" stature, but there aren't many Lucys being produced today, and there is only so much mileage that can be gotten out of a *McHale's Navy* or even a *Perry Mason*.

Metromedia's Woollen, whose job it is to feel the future pulse of the American viewing public, notes some of the trends programing has taken for the independents. Three-and-a-half years ago the networks were airing primarily game shows, he says; now that they have switched to essentially family-situation comedies, the independents have gone after the games. Metromedia, he claims, saw a "spontaneous feeling in *Truth or Consequences*," so it decided to produce and syndicate the show.

Couch-and-talk is another area where independents have had to keep pace with viewing tastes. When Merv Griffin moved to CBS, Metromedia shopped around to find a suitable replacement, for which, according to Mr. Woollen, David Frost is more than adequate. "The show looks, sounds and feels as if it's happening right now," he says, "It's totally honest programing."

Independents, unlike their network counterparts, can gauge the potential popularity of a given show by its network ratings, but that alone appears insufficient to insure a long off-network run. Buying a show, particularly "for stock" (a practice which Mr. Woollen invented) can mean a shelf-life for a particular program of three years or more. Mr. Woollen has an option on *Mission Impossible*, which he negotiated after the show was on network for 10 weeks, but it may enjoy a long run on CBS before it ever hits the Metromedia markets. *Mission* was purchased, Mr. Woollen says, because of "the nature of what it deals with, how well it is written, directed, produced, and who is in it." He's also on the look-out for other network product that has "freshness, new forms, ideas and people," product that will promote a "commitment and involvement from the viewer."

Metromedia already has a \$4-million gamble on its hands with 514 episodes of *Peyton Place* for airing on its stations (except for KNEW-TV San Francisco). Mr. Woollen says he would be satisfied with a 5 rating "across the board" for the show, and in New York it's claimed by WNEW-TV's Bennett that the program at 11 p.m. already is drawing a 5 to 6. But he indicated, somewhat hopefully, that the program might pull a 7 to 10 rating when "the networks rerun Elvis [Presley] for a third time."

Among the major independent operators there are some differences of opinion whether the longer formats now being carried by the networks will work for the independent. WNEW-TV's

Fashion strip for locals

Framer & Associates, a Miami-based TV production company, announces the production of *The Fashionews Reel*, five-minute film vignettes featuring staged fashion shows and fashion news. Each segment has room for three commercial spots and will be distributed weekly as an across-the-board strip to one TV station in each of the top 20 markets. Production is to start Jan. 1.

Bennett notes that there are "few examples of hour-long successes" off-network (*Perry Mason* is one of them, he cites) and that the hour-or-more format is a "pretty scary proposition." Metromedia's Woollen agrees, saying that the hour shows are "difficult to schedule" and involve a "long commitment for the viewer especially in the early evenings." If the one-and-a-half-hour *Virginian* were to be made available as a strip, Mr. Woollen "foresees trouble for it" in syndication.

Other independents disagree, however. KTVU's Rice says that independents "must think in terms of big blocks of time." And WKBD-TV's Thurston notes that long-formatted features work well for the independents; half-hours, to his way of thinking, "create problems" in scheduling and interruption in viewing habits.

That mainstay of independents, the movie, causes some concern among independents, particularly with the number of X or R rated films being produced. "We're going to have to reassess our 'Captains from Castille,'" says Mr. Rice, but he is quick to add that there is still "pure gold" in the Humphrey Bogart-John Wayne classics. Independents have been especially adept at lumping well-worn films into thematic packages that have drawn significant ratings.

Jack Jacobson, WGN-TV program manager, notes that the station has pioneered in this area with its *When Movies Were Movies* and *Family Classics* concepts. In September, he cites ARB ratings that showed "The River's Edge" earning a 32% share of audience and "Captain Horatio Hornblower" earning a 26% share, both movies being aired in the 10:30 p.m.-1 a.m. slot.

Independents have also found risky going in producing their own shows for syndication. Metromedia came up with what some corporation sources acknowledged were "turkeys" in Allan Ludden, Woody Woodbury and Donald O'Connor, all in the couch-and-talk format and very weak against network competition, particularly in prime time.

Another venture in trouble at this moment is *Strange Paradise*, dubbed by one Metromedia source as the "Son

of *Dark Shadows*." It was hoped that the modern-day drama played against a voodoo background would "strike a blow for syndication of a half-hour scripted dramatic show."

Strange Paradise was jointly produced by Metromedia, Kaiser, the Canadian Broadcasting Corp., and Krantz Films Inc., New York, TV production subsidiary of CATV-manufacturer-and-operator Vikoa Inc. Production costs of the 260 half-hour episodes for the first year were set around \$2 million and the show received its initial airing this fall on the Metromedia and Kaiser stations. But the show, thus far, hasn't worked in early-fringe time periods and was withdrawn after four weeks by Metromedia (and placed in some Kaiser stations back in daytime) to permit new scripting, casting and a change in locale and approach. Like it or not, though, there will still be a *Strange Paradise* because the stations are committed to a full 26-week run.

With the programing that does earn the better ratings and audience shares, though, independents have been beating the sales drums to promote their advantages to advertisers, particularly in prime time. Independents have always merchandised their prime time against network-affiliate fringe time, claiming that with the limited availabilities for the advertiser on a network station in prime time, independents can offer the advertiser greater reach and frequency in prime time.

Metromedia also reportedly has research still to be completed that pits its New York outlet against a network-affiliated station in a "prime versus prime" sell. The research claims that a \$4,000 package for a four-week schedule on the station against a similar package on the network station will earn the advertiser 40 more gross rating points and a reach of almost three times the frequency of the network outlet.

Some agency media experts agree that the independents have upgraded their programing, but have "considerably overpriced themselves" as a result. Independents used to offer a way into prime time, one agency man noted, but now "too often rates approach those of network stations, although they are still more negotiable." Although these agency sources expect to see more gains among independents in market shares and quality programing, they're reserving judgment until the ratings returns are in on how well the independents are counterprograming against the networks' late-night talk shows.

(The foregoing special report was compiled and written by Robert A. Malone, associate editor, Washington, with assistance from the New York and Chicago bureaus.)

"Focus"



Metromedia Television gets right to the point of public service... community involvement.

In April, 1968, Charlotte Morris of WNEW-TV, New York, produced the first "Focus" public service one minute announcement.

Since then, over 800 New Yorkers — people deeply concerned and involved with problems — with causes big and small — have presented their views on "Focus."

WNEW-TV viewers have seen and heard the words of a corporation president whose company offered job training for "unemployables," encouraging other businesses to join the program; a housewife who pleaded for neighborhood support to stop teenage drug experiments, and a black minis-

ter and a rabbi whose appeals cooled an explosive situation.

"Focus" announcements are scheduled throughout all time periods to reach the maximum number of viewers. Results are gratifying: A year ago, a former dropout from the Harlem Preparatory School who had returned and is now in college on a scholarship, pleaded with dropouts to return to school. They did... and 36 went on to college, followed by 100 more the next semester and 200 this year!

Today, "Focus" highlights the total involvement of all Metromedia Television stations, communicating,

changing attitudes, bridging community gaps. The "Focus" format has been adapted by other TV stations across the country.

In recognition of its effectiveness in better serving the public interests, the National Conference of Christians and Jews recently presented a special award to Charlotte Morris and "Focus."

MM
METROMEDIA
TELEVISION

THE VITAL NEW FORCE IN BROADCASTING

WNEW-TV NEW YORK/KTTV LOS ANGELES/KMBC-TV KANSAS CITY/WTTG WASHINGTON, D.C./KNEW-TV SAN FRANCISCO

Represented by Metro TV Sales

**LAST
CALL FOR
COPY**

Broadcasting
THE BUSINESS SEMINAR OF TELEVISION AND RADIO

YEARBOOK

Final deadline for
station advertising
Nov. 22, 1969
Write, or call collect
today to any
BROADCASTING
office

Promotion

The promotion man gets taller

BPA study finds his influence much greater at stations; methods and media to reach audience also analyzed

The growing importance attached to the station promotion manager is underlined in a study to be released this week during the annual seminar of the Broadcasters Promotion Association in Philadelphia, starting today (Nov. 10).

The broadcast promotion manager's widening influence at the station is evidenced by the increase in his staff over the past five years; the larger role he plays in management decisions, and the aspirations he holds for station management positions and station ownership.

In terms of media effectiveness, respondents to the study's questionnaire adjudged their own stations as the most effective vehicle for audience promotion, followed by newspapers. Other significant mentions for promoting TV were radio stations and *TV Guide*. In promoting radio, the radio-only outlets used a large number of media, including heavier use of billboards and bus and taxi posters than either the TV-only or the radio-TV stations.

The results of the study, which will be given to the BPA by Ken Mills, director of research-promotion at the Katz Agency, were based on mailings to 1,000 promotion managers in the summer of 1968. More than 300 were returned, of which 297 comprised the "in-tab" sample.

The answers were tabulated by Ohio University's School of Radio and Television under a staff headed by Professor James Saunders. He was assisted by Drewry O. McDaniel and Helen Siegelin.

An analysis of the data indicates that respondents tended to represent the larger, more affluent stations. Almost 70% were employees of group-owned stations; almost 35% reported promotion budgets of more than \$100,000 annually and about one-third worked for stations employing more than 100 persons in their total operations.

What emerged as the profile of the broadcast promotion manager was that, with few exceptions, he was a man (by a 7-to-1 ratio); he is relatively youthful (more than 88% were 44 years old and younger); he is married

and the father of from one to three children; he is a member of BPA and active in community service organizations; he is well-educated (more than 50% have a bachelor's degree; 18% have done post-graduate work and only 10% did not go beyond high school).

As of 1968, 33% of the respondents reported a yearly salary of under \$10,000; 25% between \$10,000 and \$12,500; 13% between \$12,500 and \$15,000, and 20% at \$15,000 and over.

The most appealing aspects of their jobs, participants in the study said, were the creative and diverse challenges they faced. They regarded as the most distasteful phases of their positions such factors as the constant deadline pressures; the paperwork and trivia, and the occasions of communication-cooperation breakdown.

Almost 90% of the respondents said they reported directly to the station manager. Promotion was the sole activity of 57% of the executives participating in the survey while the remainder had additional duties in such areas as public service, programing or sales.

With regard to staff assistance, only 7% of the respondents said they function without the services of an aide. Almost 40% had a staff of one or two; 32% had a staff of three to five, and 21% had six or more. This is in sharp contrast to 1963, the study noted, when only about a third had staffs of more than two people. Nearly 60% said they used an advertising agency, mostly for copy, production and placement.

Respondents listed their primary responsibilities in the area of on-the-air advertising, print advertising, sales promotion and public relations, but many said they were concerned with such widely separated activities as scenic design, programing and sales.

Emphasizing their importance to their stations' operations, 55% of participants said they usually are consulted on matters of overall policy and another 35% reported they are called upon in such matters occasionally. About

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

this is Gray Communications

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

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

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



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

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

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

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

Gray Cablevision, Inc.
Albany, Georgia

3-Plumbicon color to Zanesville...from

Broadcasters throughout the country are saying great things about a new camera from IVC. Take for instance WHIZ-TV in Zanesville, Ohio, and KTAL-TV in Shreveport, Louisiana.

They're using a new television camera that delivers superb color — color that is equal to any broadcast camera in use today — yet available at a sensible price. The camera is the IVC-300 "Maverick."

IVC's new three-Plumbicon camera is proving itself both as a front line studio camera and a

"winner" for remotes.

In Zanesville WHIZ-TV General Manager, Bob Hodous, comments:

"We were on the air four times a day with live, half hour presentations from the Muskingum County Fair. The IVC camera was easily remoted to 'capture' the various events and the color was excellent. The importance of this camera is evident in one fact — all 20 program segments were completely sold out."

From Lee Bryant, General Manager of KTAL-TV in Shreveport:

"A quality camera at a reasonable price . . . the IVC-300 is increasing our profits. It has enabled us to offer a wider variety of color programming than ever before and stir-up a great deal of enthusiasm and excitement with our local advertisers."

The IVC-300 weighs only 72 pounds and is easily operated by one man. Pick up of fast action is outstanding. All the sophistications are built-in — Varotal XX 10:1 zoom lens, with local or remote servo driven iris . . . negative registration



...from Shreveport studio to remote ...

... four-step gamma correction ...
filter wheel ... R/G/B sequencer
... color masking.

The complete IVC-300 system includes tubes, vertical aperture equalizer, intercom, encoder, camera control and junction unit, and 100 feet of camera cable including all interconnecting cables.

Priced complete at \$36,000, the IVC-300 "Maverick" is an ideal combination of three-Plumbicon color, light weight, and high sensitivity.

Let us tell you more about

how the IVC-300 can satisfy your production requirements. IVC sales offices around the U.S. and in Canada are at your service. Interested in demo? Call collect.

In the East phone Jim Landy in White Plains, New York at (914) 761-7820. In the Southwest, Clarence Deal in Dallas at (214) 357-1881 will work with you. In the Southeast call Dick Rex in Atlanta at (404) 633-1462. Midwesterners can phone Coyle Dillon in Des Plaines, Illinois at (312) 297-5160. Jim Jensen in Englewood, Colorado at (303) 761-

3850 serves the Rocky Mountain area. Dick Reilly in Sunnyvale, California at (408) 738-3900 handles Western sales. Emil Adamyk in Montreal at (514) 636-4480 serves Canada.

IVC has the broadest line of studio and film chain cameras available today. Prices range from \$14,000 to \$76,000.

Last year IVC built and sold more color television cameras than any other manufacturer. Our friends in Shreveport and Zanesville can tell you why.



the
Maverick
makes it
happen

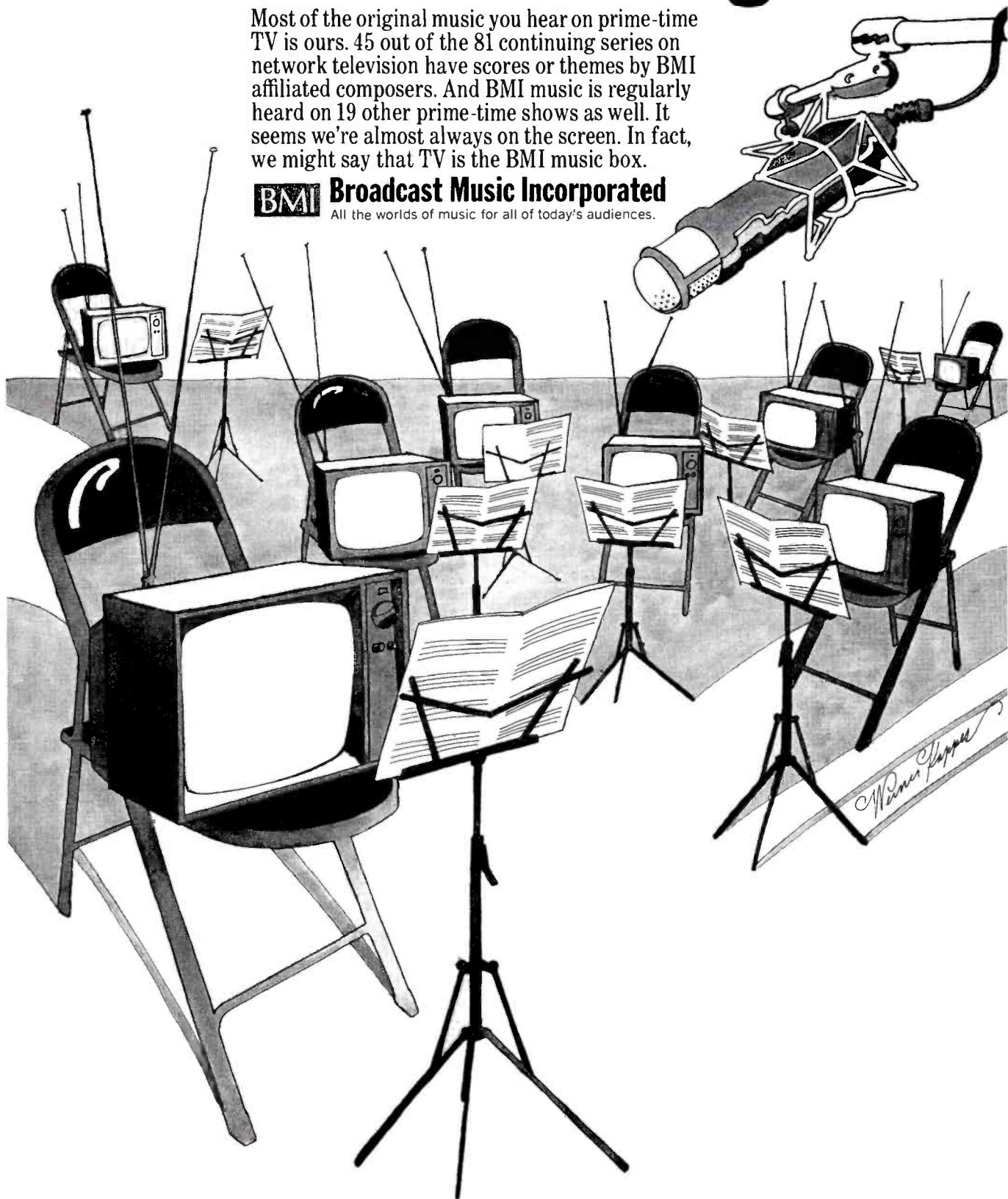


BMI music is worth watching

Most of the original music you hear on prime-time TV is ours. 45 out of the 81 continuing series on network television have scores or themes by BMI affiliated composers. And BMI music is regularly heard on 19 other prime-time shows as well. It seems we're almost always on the screen. In fact, we might say that TV is the BMI music box.

BMI Broadcast Music Incorporated

All the worlds of music for all of today's audiences.



75% stated they establish and administer their departmental budgets.

In addition to Ohio University, various individuals assisted in preparation of various phases of the study. The questionnaire design and sample selection was by Chet Campbell, WMAQ-TV Chicago; Howard Coleman, Lutheran Church of America, New York; Al Korn, RKO Television New York, and Dean Linger, The Abbey Book Shop, Montclair, N.J. Mr. Mills and Daniel Denenholtz, The Katz Agency, were responsible for the writing, editing and compilation. The art, layout and production aspects were by Barbara Roberts, KTUL-TV Tulsa.

Nine honored for promotions

Broadcasters Promotion Association will present gold medals for excellence in audience promotion to five TV and radio stations tomorrow (Nov. 11) during the BPA's annual seminar in Philadelphia (see story page 42).

The winning stations and their promotion executives are WLBW-TV Miami (Don Fischer); WITI-TV Milwaukee (James Behling); WWL-TV New Orleans (Mrs. Mickey Wellman); KDKA-TV Pittsburgh (Peter Thornton) WSPD-TV Toledo, Ohio (Jonathan Oken); CJAD (AM) Montreal (Gordon Hope) and WCBS(AM) New York (Helen Demos).

BPA also will give its awards in TV sales promotion to WTVJ(TV) Miami and the NBC-owned stations. Honorable-mention awards will be presented to Avco Broadcasting Co. and the CTV Television Network in Canada.

Promotion tips:

Retardation spots ■ Pelican Films Inc., New York, has produced seven public service TV commercials for the National Association for Retarded Children. The commercials feature retarded children, who are residents at the Mansfield State Training School in Connecticut. The commercials will be seen nationally starting the middle of this month.

New PR merger ■ Underwood, Jordan Associates Inc., New York, and McLeish Associates Ltd., London, are forming a new international public relations firm, Underwood Jordan McLeish Associates Inc. Mr. Duncan McLeish will be president.

Ike for Jack ■ The first Golden Ike Award of the Pacific Pioneer Broadcasters will be given to producer-actor Jack Webb of NBC-TV's *Dragnet* 1970 series. The award, to be given annually, derives its name from the iconoscope, the early TV camera tube. Mr. Webb was chosen as the first recipient "for his unique contributions to television, as

Good arias and bad air

To underline the gravity of air pollution, a 60-second spot produced as a public service by Griswold-Eshleman Co., New York, in cooperation with the Department of Health, Education and Welfare, shows the well-known American Choral (below) singing

"America The Beautiful." The performance is marred by intermittent coughing and the narrator interjects: "If you want to sing about America, you'd better make sure you have the breath to sing."

The HEW commercial is being distributed to about 700 TV stations in the U.S.



performer, producer, director and creator." The award will be presented at the next luncheon meeting of the industry organization Nov. 14 at Sportsmen's Lodge in N. Hollywood.

Country music promotion ■ The Country Music Association will again this year award three trophies to radio stations which do the best job of promoting October as Country Music Month. Factors to be considered in the judging are: amount of on-the-air and outside promotion, and overall creativity of concept. Stations wishing to participate should send in the entry blank before midnight of Nov. 15. The address is 700 16th Avenue, South, Nashville, 37203.

Tip of hat ■ Plus Two Productions Ltd. and the Gardner Advertising Co., both New York, have donated their services to produce a one-minute public service television spot honoring the National Federation of Settlements and Neighborhood Centers. The commercial will

explain the changing role of settlement houses since the federation's creation in the 19th century.

Ad Council effort ■ Nov. 1 marked the beginning of a new advertising council campaign on behalf of Religion in American Life. Public service spots are being shipped to stations now. One-minute, 30-second and 10-second television and radio spots have been prepared by J. Walter Thompson Co., New York, the volunteer agency, based on a theme of "Love Your Neighbor."

Continuing success ■ An hour documentary on air pollution, *The Slow Guillotine*, has won the silver award from the 1969 International Film and TV Festival of New York for KNBC-TV Los Angeles. It was the third successive year that the NBC-owned station has been honored at the festival. This year's honored film was written and produced by station publicist Don Widener and narrated by actor Jack Lemmon.

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Broadcast stocks move upward

89 broadcast-related stocks are up 2.3%, with the service group setting the pace

Virtually all issues in the BROADCASTING stock index posted gains in October but moved up at only about half the pace of the market's general trend which was up 4.6% from September, according to the Standard and Poor Industrial Average. In all, the 91 selected broadcasting-related companies

scored a confident 2.3% rise with several individual groups leading the way.

Service stocks led the gainers last month boasting a 14.3% increase. Close behind were the broadcasting-with-other-major-interests stocks, posting a 9.1% advance, and broadcasting-only issues, up 8.8%. CATV, boosted by recent

FCC decisions, showed a marked gain of 8.1%. Manufacturing companies and those in programing posted marginal gains that came to 0.5% and 0.1% respectively.

Although almost all selected companies showed on the plus side, all CATV stocks improved with Teleprompter reading new highs and a 29.8% jump for the month, H&B American boasting an increase of 40% and General Instrument Corp. moving upward with 10.1%.

In the broadcasting-only group,

The Broadcasting stock index

A weekly summary of market activity in the shares of 91 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 6	Closing Oct. 30	% change Month of Oct.	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	60½	62	+19.8	76½	45½	4,859	\$ 301,258
Atlantic States Ind.		O	8½	8¾	+20.7	15½	6	1,798	15,733
Capital Cities	CCB	N	34½	33¾	+18.4	37¾	26	5,804	195,885
CBS	CBS	N	49¾	48½	+9.8	59½	41¾	25,617	1,232,690
Corinthian	CRB	N	25½	25½	+10.9	37½	20	3,384	86,292
Cox	COX	N	53½	54	+20	59	37	2,893	156,222
Gross Telecasting	GGG	A	17	17½	+11.3	24¾	15	805	13,975
Metromedia	MET	N	23½	22¾	+19.7	53¾	17½	5,603	127,468
Pacific & Southern		O	21	19½	+14.7	26½	13½	1,627	31,727
Reeves Telecom	RBT	A	20½	19½	+38.1	35¾	12¾	2,253	43,934
Scripps-Howard		O	24½	24½	-2.1	31½	21	2,589	62,783
Sonderling	SDB	A	40½	37½	+23.1	47½	29½	985	36,800
Starr Broadcasting		O	13½	13	+14.7	13	6¾	338	4,394
Taft	TFB	N	31½	33½	+5.6	43½	27½	3,437	113,833
						Total		61,992	\$ 2,422,994
Broadcasting with other major interests									
Avco	AV	N	26½	28	+13.1	49½	23½	12,872	360,416
Bartell Media	BMC	A	12½	13½	-1.9	22½	8¾	2,292	30,942
Boston Herald-Traveler		O	30	28	-9.7	71	27	574	16,072
Chris-Craft	CCN	N	14½	14½	+15.6	24½	11½	3,201	47,503
Combined Comm.		O	12½	12½	+22	12½	8¾	1,800	22,500
Cowles Communication	CWL	N	14½	14½	+36.8	17½	9¾	3,969	56,995
Fuqua	FQA	N	34	35½	-3.8	47	30½	5,073	178,164
Gannett	GCI	N	29½	28	-25.4	29½	24¾	7,116	199,248
General Tire	GY	N	19½	20½	+16.7	34½	17½	17,914	362,759
Gray Communications		O	10½	10	+13.1	12½	8¾	475	4,750
Lamb Communications		O	3¾	3¾	-6.2	10	3¾	2,650	9,938
Lee Enterprises		O	22½	22½	+13.4	22½	15½	1,957	43,289
Liberty Corp.	LC	N	21½	20½	-0.8	24½	14	6,743	140,524
LIN		O	13½	14	+35.1	32½	7¾	2,174	30,436
Meredith Corp.	MDP	N	46	44	+0.6	59½	32½	2,779	122,276
The Outlet Co.	OTU	N	18½	19½	+8.9	30½	16¾	1,336	26,186
Plough Inc.	PLO	N	74	75½	+13.9	78½	57½	7,892	597,819
Post Corp.		O	22	21	+16.7	40	14½	566	11,886
Rollins	ROL	N	41	39½	+9.7	41½	30½	7,983	315,329
Rust Craft	RUS	A	30½	29	+10.5	38½	24¾	1,168	33,872
Storer	SBK	N	31½	34	+16.2	62	24½	4,220	143,480
Time Inc.	TL	N	52	53½	+7.6	100½	36¾	7,238	384,483
Trans-National Commun.*		O	4¾	5	NA*	5½	11½	1,000	5,000
Wometco	WOM	N	20	18½	+0.5	23½	16¾	5,683	105,704
						Total		108,675	\$ 3,249,571
CATV									
Ameco	ACO	A	13½	12	+13.7	14½	7¾	1,200	14,400
American TV & Comm.		O	18¾	17½	+29.1	17½	9¾	1,775	31,506
Cablecom-General	CCG	A	17½	14½	+53.6	17½	8¾	1,605	23,674
Cable Information Systems		O	2¾	2¾	+11.1	5	2¾	955	2,388
Columbia Cable		O	12½	12½	+30.1	15½	9¾	900	11,475
Cox Cable Communications		O	18½	17½	+29.6	22	12½	3,550	62,125
Cypress Communications		O	13	13	+30.0	23	10½	854	11,102
Entron		O	4½	4½	+67.3	10½	2¾	607	2,792
General Instrument Corp.	GRI	N	35¾	37	+10.1	43½	26	6,028	223,036
H & B American	HBA	A	23½	21	+40	23	11¾	5,016	105,336
Sterling Communications		O	8½	8¾	+75	10½	5¾	500	4,375
Teleprompter	TP	A	85	77½	+29.8	88½	46	1,007	8,266
Television Communications		O	15½	15½	+47.6	20½	10	2,654	41,137
Vikoa	VIK	A	34	29½	+20.6	35½	20	1,795	53,563
						Total		28,446	\$ 595,175

Reeves Telecom led the improved issues up 38.1%, while Scripps-Howard, the only loser in that category, inched downward 2.1%. Metromedia moved up with the pacers 19.7%. The big gainers in broadcasting-with-other-major-interests were Cowles Communications, up 36.8%, and LIN, climbing to a 35.1% gain. Gannett was the loser in this group for October, falling 25.4% following its recent stock split.

Among the soaring gainers in the service group were Movielab, up 47.1%, Doyle Dane Bernbach, displaying a 33.8% climb, and PKL Co.'s moving up 33.2%. Two losers in this group were Creative Management, down 14.3%, and Foote, Cone & Belding, down 4.6%. Programming had its pacers in the plus column too with Trans-Lux ex-

hibiting a solid 68.7% gain, Disney increasing 23.6% and Gulf and Western up 22.5%. The lone loser was Four Star International, dipping 15% for the month.

Manufacturing companies showed conservative gains with only Visual Electronics out in front by itself, climbing 25.6%. Other gainers were Westinghouse, up 9.4%, Ampex close behind, up 9.1%, and Admiral increasing 8.4%. Motorola showed a respectable gain of 13%. Losers in this category were Zenith, dipping 3.5%, and General Electric, slipping 0.6%.

There are two new additions to the BROADCASTING stock index this month. Trans-National Communications, a company engaged in broadcasting, athletic teams, recording studios and film pro-

duction, is to be listed in the broadcasting-with-other-major-interests section. Music Makers Group Inc., a company dealing in broadcasting, theaters and specializing in sound recording and audio production, is to be listed in the programming section. Both new issues are traded over-the-counter.

Dividend increase, stock split due at ABC

The board of directors of ABC Inc. has declared a three-for-two split of the company's stock and has approved an increase in the quarterly dividend beginning with the first quarter of 1970.

Leonard H. Goldenson, president of ABC, said the new shares will be dis-

	Stock symbol	Ex-change	Closing Nov. 6	Closing Oct. 30	% change Month of Oct.	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	30 $\frac{3}{4}$	33 $\frac{1}{4}$	—	42	25	5,863	194,183
Disney	DIS	N	116 $\frac{1}{4}$	112 $\frac{1}{4}$	+23.6	116 $\frac{3}{4}$	69 $\frac{1}{4}$	4,381	492,863
Filmways	FWY	A	26 $\frac{1}{2}$	26 $\frac{1}{2}$	+13.0	38 $\frac{1}{2}$	19 $\frac{1}{2}$	1,244	33,389
Four Star International		O	4 $\frac{1}{4}$	4 $\frac{1}{4}$	-15	10	3 $\frac{1}{4}$	666	2,831
Gulf and Western	GW	N	23	24 $\frac{1}{4}$	+22.5	50 $\frac{1}{4}$	19	16,426	402,437
Kinney National	KNS	N	31 $\frac{1}{2}$	30 $\frac{1}{2}$	+16.4	39 $\frac{1}{2}$	19	5,940	183,190
MCA	MCA	N	21 $\frac{1}{2}$	23 $\frac{1}{2}$	+11.8	44 $\frac{1}{2}$	20 $\frac{1}{2}$	8,297	197,054
MGM	MGM	N	33 $\frac{1}{2}$	35 $\frac{1}{2}$	—	44 $\frac{1}{2}$	25	5,801	203,731
Music Makers Group*		O	12 $\frac{1}{4}$	12 $\frac{1}{4}$	NA*	15 $\frac{1}{2}$	11 $\frac{1}{4}$	589	7,510
National General	NGC	N	21 $\frac{1}{4}$	22 $\frac{1}{4}$	+ 6.5	46 $\frac{1}{4}$	18 $\frac{1}{4}$	4,539	103,262
Transamerica	TA	N	28	26 $\frac{1}{4}$	+11.2	38 $\frac{1}{4}$	23	61,869	1,624,061
Trans-Lux	TLX	A	23	30 $\frac{1}{2}$	+68.7	58 $\frac{1}{2}$	17 $\frac{1}{2}$	1,020	30,967
20th Century-Fox	TF	N	20 $\frac{1}{2}$	21 $\frac{1}{4}$	+ 7.5	41 $\frac{1}{4}$	16 $\frac{1}{4}$	8,155	17,533
Walter Reade Organization		O	10 $\frac{1}{4}$	10 $\frac{1}{4}$	+16	15 $\frac{1}{2}$	8	2,342	24,006
Wrather Corp.		O	9 $\frac{1}{4}$	9 $\frac{1}{4}$	+16.6	23	7 $\frac{1}{4}$	2,161	21,070
Total								129,293	\$ 3,538,087
Service									
John Blair	BJ	N	26	24	+ 2.1	28 $\frac{1}{4}$	17 $\frac{1}{4}$	2,667	64,008
Comsat	CQ	N	55 $\frac{1}{4}$	56 $\frac{1}{4}$	+27.4	58 $\frac{1}{4}$	41 $\frac{1}{4}$	10,000	568,400
Creative Management		O	10 $\frac{1}{4}$	10 $\frac{1}{4}$	-14.3	20 $\frac{1}{4}$	8 $\frac{1}{4}$	1,020	10,710
Doyle Dane Bernbach		O	25 $\frac{1}{4}$	25 $\frac{1}{4}$	+33.8	33	20 $\frac{1}{2}$	2,104	54,178
Foote, Cone & Belding	FCB	N	13 $\frac{1}{4}$	13 $\frac{1}{4}$	— 4.6	15 $\frac{1}{4}$	11	2,149	28,711
Grey Advertising		O	15 $\frac{1}{4}$	15 $\frac{1}{4}$	+14.5	18 $\frac{1}{4}$	13	1,163	18,311
Movielab	MOV	A	8 $\frac{1}{4}$	9	+47.1	14 $\frac{1}{4}$	6	1,407	12,636
MPO Videotronics	MPO	A	11 $\frac{1}{4}$	10 $\frac{1}{4}$	+32.4	22 $\frac{1}{4}$	7 $\frac{1}{4}$	548	6,278
Nielsen		O	36	34 $\frac{1}{4}$	+17.8	37 $\frac{1}{4}$	28 $\frac{1}{4}$	5,240	182,090
Ogilvy & Mather		O	23	25 $\frac{1}{4}$	+12.1	35	16 $\frac{1}{4}$	1,090	27,795
PKL Co.	PKL	A	12	14 $\frac{1}{4}$	+33.2	30 $\frac{1}{4}$	10 $\frac{1}{4}$	725	10,237
J. Walter Thompson		O	33 $\frac{1}{4}$	33 $\frac{1}{4}$	+ 5.5	41	24 $\frac{1}{4}$	2,778	93,758
Wells, Rich, Greene		O	11 $\frac{1}{4}$	10 $\frac{1}{4}$	+ 9.1	18 $\frac{1}{4}$	8 $\frac{1}{4}$	1,601	16,202
Total								32,492	\$ 1,093,314
Manufacturing									
Admiral	ADL	N	17 $\frac{1}{4}$	18 $\frac{1}{4}$	+ 8.4	22 $\frac{1}{4}$	14 $\frac{1}{4}$	5,124	93,513
Ampex	APX	N	48 $\frac{1}{4}$	47 $\frac{1}{4}$	+ 9.1	49	32 $\frac{1}{4}$	10,815	517,390
General Electric	GE	N	84	84 $\frac{1}{4}$	- 0.6	98 $\frac{1}{4}$	81	91,025	7,678,869
Magnavox	MAG	N	41 $\frac{1}{4}$	42 $\frac{1}{4}$	+ 4.6	56 $\frac{1}{4}$	39 $\frac{1}{4}$	16,561	697,549
3M	MMM	N	115 $\frac{1}{4}$	110 $\frac{3}{4}$	+ 1.8	115 $\frac{1}{4}$	94	54,521	6,038,201
Motorola	MOT	N	149 $\frac{1}{4}$	157	+13	166	102 $\frac{1}{4}$	6,148	965,236
RCA	RCA	A	40 $\frac{1}{4}$	41 $\frac{1}{4}$	+ 0.6	48 $\frac{1}{4}$	35 $\frac{1}{4}$	62,773	2,605,080
Reeves Industries	RSC	A	5 $\frac{1}{4}$	5 $\frac{1}{4}$	—	10 $\frac{1}{4}$	4 $\frac{1}{4}$	3,443	18,076
Visual Electronics	VIS	A	12 $\frac{1}{2}$	12 $\frac{1}{2}$	+25.6	37	9 $\frac{1}{4}$	1,357	16,773
Westinghouse	WX	N	63	61 $\frac{1}{4}$	+ 9.4	71 $\frac{1}{4}$	53 $\frac{1}{4}$	38,750	2,373,438
Zenith Radio	ZE	N	40 $\frac{1}{4}$	51 $\frac{1}{4}$	- 3.5	58	35 $\frac{1}{4}$	18,965	788,944
Total								309,482	\$21,793,069
Grand total								670,380	\$32,692,210
Standard & Poor Industrial Average			107.38	106.52	+ 4.6				

N-New York Exchange

A-American Stock Exchange

O-Over-the-Counter (bid price shown)

Shares outstanding and capitalization as of October 30.

* New addition to stock index.

Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Wash. inpton.

tributed to stockholders at the close of business on Dec. 1. He added that no additional shares need to be authorized for the split since ABC has approximately 4,715,400 shares outstanding and 10 million shares are authorized.

Mr. Goldenson announced that the board has declared a 40-cent quarterly dividend for the fourth quarter of 1969 payable on Dec. 15 to stockholders of record on Nov. 17. He said that, beginning with the first quarter of 1970, the board intends to declare quarterly dividends at the rate of 30 cents per share on the shares outstanding after the stock split, which is an annual rate of \$1.20. This is equivalent to an annual rate of \$1.80 on shares currently outstanding, compared with the present rate of \$1.60.

The board also elected Robert T. Goldman to the new corporate post of vice president for planning analysis, ABC Inc. Mr. Goldman has been vice president and general manager of ABC News since April 1965.

RCA to acquire frozen foods maker

RCA Corp. plans to expand into the frozen food field by acquiring the F.M. Stamper Co., St. Louis, for stock valued at approximately \$141 million.

Robert W. Sarnoff, RCA president, and Howard A. Stamper, Stamper president, said that an agreement in principle has been reached under which RCA would acquire Stamper for 3,450,000 shares of RCA stock.

Stamper is a privately-owned company that prepares frozen foods sold under the trade name of Banquet. When the agreement is completed and approved by the boards of directors and shareholders of both companies, Stamper will become a wholly-owned subsidiary of RCA.

Mr. Stamper said that sales in the current fiscal year, ending Feb. 29, 1970 should be \$150 million to \$175 million but declined to estimate earnings. In 1968 RCA grossed almost \$3.13 billion and netted \$154,047,000, equal to \$2.37 a share.

Airline losses cut Storer income

Storer Broadcasting Co., Miami Beach, group owner and operator of CATV systems, last week reported a \$6-million decrease in consolidated net income for the first nine months of the year. Gross revenues from broadcast operations, however, increased by \$600,000.

The sharp decline in earnings was attributed to the results of Northeast Airlines Inc., the company's 86%-owned subsidiary. Pretax income for

Company reports:

Combined Communications Corp. Phoenix-based group broadcaster, reported gains in revenues and net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.49	\$0.32
Gross revenues	10,118,919	5,548,369
Net income	737,166	486,738

Note: 1969 net income included extraordinary income from sale of real estate amounting to 8 cents per share.

Cowles Communications Inc., New York, publisher and group broadcaster, reported increases in revenues and net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.07	(\$0.18)
Revenues	124,556,000	121,404,000
Net income	279,000	(705,000)

Average shares outstanding 3,968,587 3,968,587
Notes: Revenues and net income for both periods include results of Ocala Star Banner Co., acquired July 2, 1969, and accounted for as a pooling of interests. Certain other 1968 accounts have been reclassified for comparative purposes. No provision has been made for loss on disposition of capital assets of the Suffolk Sun, Long Island, N.Y., because it is not yet possible to arrive at reasonably accurate estimate of such losses.

tal assets of the Suffolk Sun, Long Island, N.Y., because it is not yet possible to arrive at reasonably accurate estimate of such losses.

Memorex Corp., Santa Clara, Calif., magnetic tape-maker, reported net income rose 60% and sales increased 37% for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$1.31	\$0.83
Revenues	54,834,000	39,956,000
Net income	4,824,000	3,020,000

Zenith Radio Corp., Chicago, reported declines in sales and net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$1.28	\$1.42
Net sales	500,363,000	512,710,000
Pretax income	53,249,000	58,206,000
Net income	24,336,000	26,904,000
Shares outstanding	19,019,655	18,893,574

Teleprompter Corp., New York, group operator of CATV systems reported record revenues and net earnings for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.58	\$0.22
Revenues	8,065,456	5,299,317
Net income	675,175	47,138

Storer's broadcast-related operations suffered only a moderate decline—\$13.4 million for the 1969 period vs. \$14.0 million for the 1968 period.

For the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.78	\$2.16
Broadcasting revenues	46,720,500	46,127,700
Pretax income	4,460,508	12,810,320
Net income	3,274,108	9,078,420
Average shares outstanding	4,220,955	4,199,281

Financial notes:

■ **Gray Communications Systems Inc.,** Albany, Ga., newspaper publisher, group broadcaster and CATV operator, reported net income of \$26,913 or 6 cents per share on revenues of \$1,251,257 for the three months ended Sept. 30. The company also declared a quarterly dividend of 7½ cents per share, payable Nov. 14 to stockholders of record Oct. 31.

■ **Media Horizons Inc.,** New York-based group broadcaster, has acquired United Business Publications, New York, after a successful public offering (BROADCASTING, Oct. 27). Former Cowles Communications executive Joel W. Harnett is president of Media Horizons and Kenneth Cowan, former director of station services for the RKO Broadcasting Group, is executive vice president and supervisor of broadcasting operations. Headquarters for Media Horizons remains at the United Business Publications address: 200 Madison Avenue, New York.

■ **Kansas State Network,** Wichita, Kan.-based group broadcaster, has approved an increase in its authorized capitalization from 1.1 million to 2 million common shares. The increase will enable KSN to acquire Wichita Ice and Cold

Storage Co. in accordance a plan previously approved by the KSN board. KSN owns KARD-FM-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City and KOMC-TV Oberlin, all Kansas, and has interest in six Kansas CATV systems.

■ **General Telephone & Electronics Corp.,** New York, reported that its Sylvania Electric Products Inc. subsidiary had net income of \$21,076,000 on revenues of \$650,630,000 for the nine months ended Sept. 30, compared to net income of \$19,210,000 on revenues of \$618,317,000 in the 1968 period.

■ **Cox Broadcasting Corp.,** Atlanta, has bought Lakeland Automobile Auction, Lakeland, Fla., for an undisclosed amount of cash. Other Cox-owned automobile auctions are in Manheim, Pa.; Bordentown, N. J.; Fredericksburg, Va.; Kansas City, Mo. and Indianapolis. They provide facilities and services whereby authorized auto dealers can buy and sell cars.

■ **Cor-Flex International Corp.,** Chicago, one of three local cable TV applicants and operator of hotel closed-circuit television systems there, has acquired four other companies in the master antenna, equipment and background music fields in purchases totaling more than \$4 million in cash, notes and stock. The firms are L. J. Kayle, & Associates, Service Master Communications Systems Inc., Service Master Music Co. and Patio Television. Service Master's national trade names of Boom Sound and Video Systems will be retained by Cor-Flex. Also seeking CATV in Chicago are Teleprompter and Pacific and Southern Broadcasting Co. (BROADCASTING, Nov. 3).

▪ Directors of Gannett Co., Rochester, N.Y., group broadcaster and newspaper owner, have authorized the company to purchase from time to time up to 300,000 shares of the company's common stock. Stock acquired would be used to meet certain future needs, including possible acquisitions and employee incentive plans, without increasing the 7,116,450 shares outstanding.

▪ Twentieth Century-Fox Film Corp., New York, and Medical Investment Corp., diversified Minneapolis company, announced last week termination by mutual agreement of negotiations for the acquisition by Fox of a 20% voting interest in Medical Investment, whose operations include the Blaine Thompson Co., a major advertising agency dealing with the entertainment industry. Medical Investment is merging with group broadcaster Basic Communications Inc., subject to FCC approval (BROADCASTING, Sept. 29).

▪ Post Corp., Appleton, Wis., newspaper owner and group broadcaster, reported a 35% increase in net income for the nine months ended Sept. 30—\$487,135 or 82 cents per share in 1969, compared with \$360,129 or 74 cents per share in 1968. It was also reported that Post has acquired over 90% of All-Star Insurance Corp., Milwaukee, as the result of a successful tender offer (BROADCASTING, Aug. 11).

▪ John Blair & Co., New York, has completed its acquisition of City News Printing Corp. (BROADCASTING, June 30, et seq.). The transaction, involving an exchange of stock, had an indicated value that was said to be approximately \$8.5 million.

▪ Republic Corp., Los Angeles, involved in film processing among diversified interests, has acquired the Sta-Hi Corp., Newport Beach, Calif., developer and manufacturer of equipment for newspaper printing and handling. Sta-Hi is a leading manufacturer of newspaper stereotyping equipment and automated systems for high-speed conveying, stacking, counting, tying and traffic control of newspapers bundles. Acquisition of the privately owned company (sales in excess of \$4 million per year), was for an undisclosed amount of common stock.

▪ Gulf & Western Industries Inc., New York complex which includes Paramount Pictures, has announced a regular cash dividend of 10 cents a share on its common stock, payable Jan. 1, 1970. The board of directors also elected Roy T. Abbott Jr. a G&W senior vice president, to fill a vacancy on the board.

▪ DFI Communications Inc., New York, reports it has acquired Golden-Penn Theatre Ticket Service Inc. and the Communications Group, both New

York, which consists of Gerald Productions, Sponsors Film Service, Sight and Sound Productions and Caldwell Pictures. The purchases were made through an exchange of stock for 100% of the acquired companies.

▪ Tracy Investment Co., Las Vegas, holding firm owned by financier Kirk Kerkorian, will open an office in Los Angeles to keep up with its expanded interests in the area, the company has announced. A similar branch office may be opened in New York City. Tracy Investment owns 40% of Metro-Goldwyn-Mayer, whose corporate headquarters are in New York with studios in Southern California. Tracy also owns

28% of Western Airlines, based in Los Angeles. Corporate headquarters for Tracy will remain in Las Vegas.

▪ Ogilvy & Mather International Inc., New York, has declared a regular quarterly dividend of 15 cents per share, payable Nov. 28 to shareholders of record Nov. 10.

▪ Columbia Pictures Industries Inc., New York, group broadcaster and producer and distributor of motion pictures and TV programs, has filed with the Securities and Exchange Commission seeking a public offering of \$30 million of convertible subordinated debentures. The offering is being handled through Hornblower & Weeks-Hemphill, Noyes.



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Gearing local TV buying to market demand

New ARB tables permit national sponsors to tailor budgets to match the product usage in individual local markets

It's highly unlikely that Miami Beach will be saturated this winter with TV commercials for snow tires. Which is an extreme way of saying that time buys in behalf of a specific product should be weighted according to actual, if not potential, demand for an item in that locality.

In national media planning the product usage statistic for a market is important supplemental material that should be mixed with the traditional audience demographics.

American Research has been putting this product usage concept into local market reports. But this data has not been available in a form suitable for national spot planning.

At BROADCASTING's request, ARB has prepared local market product usage rates that offer a local ratio to the national average. The resulting number pinpoints the markets that offer the greatest per-household opportunity for sale of specific products.

For example, the New York index is 110 for dishwashing soaps and detergents. This indicates that the average New York household uses 10% more of these products than the national average.

These indices provide a means of weighting local markets when allocating spot dollars. If on a straight population basis New York would receive 10% of total advertising weight, the index of 110 would boost New York's share to 11% ($110\% \times 10 = 11$).

The following tables provide product usage indices for 13 categories and 150 television markets ranked by size. Because of sample-size requirements, the usage data is available only for markets with a reported metro area. But the data relate specifically to the ARB-defined ADI (Areas of Dominant Influence) and were tabulated from the February-March 1969 sweep.

Rank	ADI Homes	Dish- washing Soap/ Det	Laundry Soap/ Det	Hand & Bath Soap	Deo- dorants	Head- ache Reme- dies	Tooth Paste	Dog Food	Instant Coffee	Mar- garine	Soft Drinks	Beer	Gas- oline	New Cars
1. New York	5,682.8	110	74	116	93	86	97	62	110	67	119	129	73	87
2. Los Angeles	3,182.0	84	95	92	88	87	96	99	81	97	67	89	109	99
3. Chicago	2,466.2	102	94	108	96	106	98	63	74	99	119	117	96	101
4. Philadelphia	2,070.0	105	99	123	104	101	106	93	124	77	100	127	90	104
5. Boston	1,432.8	115	98	119	101	94	112	82	140	91	107	130	92	94
6. San Francisco	1,372.8	79	90	84	86	86	98	89	80	81	73	76	104	85
7. Detroit	1,368.7	96	111	102	101	100	103	86	103	101	94	151	127	140
8. Cleveland	1,227.1	98	113	104	104	102	101	85	127	106	101	100	101	101
9. Washington	978.8	85	84	107	104	90	99	84	108	87	99	93	93	130
10. Pittsburgh	959.0	107	113	117	109	99	103	103	116	110	90	116	90	91
11. St. Louis	834.0	109	115	93	99	106	96	106	97	96	111	129	99	93
12. Dallas-Ft. Worth	798.5	82	99	83	104	99	99	121	86	110	105	72	125	120
13. Minneapolis-St. Paul	702.2	95	111	76	93	106	95	70	56	102	82	104	101	118
14. Indianapolis	642.2	91	102	83	97	102	91	115	109	100	119	82	103	96
15. Baltimore	638.4	105	99	128	112	112	107	93	122	98	134	141	114	97
16. Houston	633.3	89	113	90	110	91	105	118	62	110	108	96	124	127
17. Atlanta	615.3	94	96	109	104	111	102	137	118	126	119	56	115	109
18. Seattle-Tacoma	613.1	83	100	76	84	98	94	111	67	113	68	114	107	85
19. Miami	567.8	98	92	111	110	105	104	91	119	88	97	99	104	117
20. Cincinnati	560.4	96	101	99	99	125	94	90	118	99	115	133	97	98
21. Buffalo	553.8	109	115	113	112	130	112	92	144	112	82	150	90	104
22. Hartford-New Haven, Conn.	546.0	109	94	115	99	82	108	84	111	80	102	109	92	149
23. Milwaukee	545.4	100	113	89	99	108	98	83	86	114	104	231	93	116
24. Kansas City, Mo.	514.4	95	104	81	100	105	94	132	65	105	96	77	96	123
25. Sacramento-Stockton, Calif.	504.3	83	113	84	98	92	98	145	72	112	75	87	121	96
26. Tampa-St. Petersburg, Fla.	488.8	102	90	102	104	106	92	102	112	102	72	91	94	93
27. Memphis	481.2	108	99	103	102	110	99	137	105	116	124	44	106	146
28. Portland, Ore.	473.2	84	103	73	90	109	99	119	58	115	64	91	101	86
29. Providence, R.I.	470.0	118	91	124	111	104	108	85	133	99	115	135	94	80
30. Nashville	441.6	104	96	99	103	111	96	110	104	116	108	33	105	90
31. Denver	422.9	77	97	75	86	99	94	88	58	86	71	88	101	121
32. Columbus, Ohio	412.8	89	103	89	99	96	93	89	139	93	100	108	105	107
33. Charleston-Huntington	412.1	107	105	100	113	115	105	121	129	125	145	44	103	96
34. Birmingham, Ala.	400.1	103	104	108	105	90	99	149	85	115	115	40	117	93
35. New Orleans	398.2	96	132	131	115	106	117	118	60	107	138	128	103	96
36. Grand Rapids-Kalamazoo	390.2	96	110	83	99	100	99	104	93	117	77	87	100	106
37. Syracuse, N.Y.	388.7	103	104	103	96	103	100	114	123	115	76	128	99	108
38. Albany-Schenectady-Troy	387.8	113	91	101	101	90	100	96	140	101	90	130	91	110
39. Charlotte, N.C.	386.7	103	91	104	110	109	106	106	136	110	134	30	106	90
40. San Diego	380.4	93	99	83	94	81	106	110	91	100	70	104	99	90

Rank	ADI Homes	Dish- washing Soap/ Det	Laundry Soap/ Det	Hand & Bath Soap	Deo- dorants	Head- ache Reme- dies	Tooth Paste	Dog Food	Instant Coffee	Mar- garine	Soft Drinks	Beer	Gaso- line	New Cars
41. Louisville, Ky.	369.7	103	103	97	110	96	96	96	113	109	119	103	100	90
42. Oklahoma City	362.7	91	108	74	106	118	95	120	68	106	94	39	109	103
43. Dayton, Ohio	358.7	95	114	98	109	108	97	100	128	103	120	118	108	106
44. Greenville-Spartanburg, S.C.-Asheville, N.C.	350.2	109	88	109	103	108	105	139	116	125	109	34	111	91
45. Norfolk-Portsmouth-Newport News-Hampton	344.6	103	100	111	105	108	106	122	119	105	105	79	103	95
46. Phoenix	331.9	91	108	85	98	105	102	102	82	110	83	102	105	95
47. Harrisburg-Lancaster-Lebanon-York, Pa.	326.1	103	102	105	103	78	100	81	122	107	76	93	92	68
48. San Antonio, Tex.	322.2	105	108	103	105	95	108	134	73	108	110	131	107	98
49. Flint-Saginaw-Bay City, Mich.	315.3	98	123	89	102	98	93	130	105	123	93	119	111	140
50. Salt Lake City	305.0	102	115	85	104	120	120	78	42	107	73	45	107	89
51. Tulsa, Okla.	303.0	87	98	75	96	105	91	145	84	107	109	42	104	78
52. Greensboro-Winston-Salem-High Point, N.C.	299.1	109	89	102	106	133	104	111	111	107	154	28	113	85
53. Wichita-Hutchinson, Kans.	297.8	94	107	72	93	113	85	113	70	100	89	41	100	93
54. Orlando-Daytona Beach, Fla.	294.9	93	100	98	98	100	102	98	100	98	89	91	104	109
55. Shreveport, La.-Texarkana, Tex.	285.8	102	117	100	112	117	106	152	71	113	112	40	123	135
56. Toledo, Ohio	284.4	100	108	90	104	108	94	102	117	104	96	137	98	96
57. Richmond, Va.	278.4	108	82	110	100	98	98	108	124	102	116	86	98	78
58. Little Rock, Ark.	278.0	102	108	92	102	120	94	141	92	116	124	35	110	104
59. Wilkes-Barre-Scranton, Pa.	270.9	124	106	139	116	98	106	94	143	104	110	165	88	61
60. Omaha, Neb.	256.8	106	119	79	94	115	91	79	77	111	70	102	89	70
61. Jacksonville, Fla.	256.5	98	96	102	106	98	106	123	119	104	102	79	104	104
62. Davenport, Iowa-Rock Island-Moline, Ill.	254.2	104	115	78	100	113	89	93	76	120	91	93	98	87
63. Des Moines-Ft. Dodge, Iowa	252.4	102	117	72	98	126	85	72	67	117	76	78	98	85
64. Knoxville, Tenn.	DATA NOT AVAILABLE													
65. Roanoke-Lynchburg, Va.	248.2	111	82	104	107	109	98	109	120	129	133	47	100	78
66. Mobile, Ala.-Pensacola, Fla.	246.2	100	104	111	118	91	109	173	80	113	109	67	116	111
67. Rochester, N.Y.	242.8	95	98	102	100	91	107	61	111	84	86	136	102	134
68. Champaign-Decatur-Springfield, Ill.	238.0	100	107	84	98	123	91	95	79	112	95	100	100	88
69. Fresno-Visalia, Calif.	237.7	91	109	91	95	93	98	144	77	95	65	60	114	93
70. Cedar Rapids-Waterloo, Iowa	225.6	107	122	76	93	120	90	68	71	115	78	83	93	85
71. Raleigh-Durham, N.C.	224.6	102	88	107	107	100	105	137	129	110	141	44	112	105
72. Green Bay, W-s.	220.9	108	118	83	105	100	100	85	93	105	88	233	90	85
73. Johnstown-Altoona, Pa.	217.9	110	110	120	120	108	103	103	145	123	83	90	93	100
74. Spokane, Wash.	215.2	95	110	74	92	103	92	123	49	128	67	110	100	77
75. Portland-Poland Spring, Me.	209.1	118	92	103	92	103	108	92	150	142	92	76	82	87
76. Greenville-New Bern-Washington, N.C.	206.4	116	103	116	108	119	108	124	143	92	159	46	114	89
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	203.3	108	97	92	100	103	92	122	95	108	122	51	105	73
78. Jackson, Miss.	200.9	114	117	108	117	111	114	206	94	128	119	53	111	94
79. Chattanooga, Tenn.	193.6	100	106	100	109	106	103	129	109	120	140	26	109	120
80. Lincoln-Hastings-Kearney, Neb.	184.8	103	118	68	91	112	85	100	71	109	56	74	91	68
81. Springfield, Mass.	176.2	113	109	116	103	72	116	81	153	94	106	144	97	75
82. Albuquerque, N.M.	176.1	94	116	84	97	94	113	144	50	106	94	84	119	113
83. Fort Wayne, Ind.	171.9	100	110	87	103	97	90	71	132	106	94	81	100	94
84. Sioux Falls-Aberdeen, S.D.	169.2	113	116	68	97	106	81	58	58	116	55	58	94	106
85. Honolulu	167.1	107	103	113	90	67	130	77	93	63	100	113	117	97
86. Peoria, Ill.	163.9	100	107	83	93	107	87	87	67	107	93	80	103	93
87. Bristol-Johnson City, Tenn.	156.9	107	86	107	103	121	103	114	117	131	131	34	83	93
88. South Bend-Elkhart, Ind.	156.4	93	107	86	107	100	93	114	96	100	96	100	111	111
89. Evansville, Ind.	148.8	107	111	96	107	111	96	89	130	119	133	107	104	70
90. Duluth, Minn.-Superior, Wis.	146.7	115	111	81	89	89	104	78	56	141	74	119	96	85

Rank	ADI Homes	Dish- washing Soap/ Det	Laundry Soap/ Det	Hand & Bath Soap	Deo- dorants	Head- ache Reme- dies	Tooth Paste	Dog Food	Instant Coffee	Mar- garine	Soft Drinks	Beer	Gaso- line	New Cars
91. Lansing, Mich.	144.2	92	104	85	100	92	100	100	131	96	85	100	115	131
92. Rockford, Ill.	143.9	100	112	88	100	104	92	104	65	112	100	115	104	111
93. Amarillo, Tex.	141.8	85	115	77	100	96	96	138	58	115	96	35	131	108
94. Salinas-Monte- rey, Calif.	139.4	92	100	80	92	100	104	148	100	104	76	88	116	104
95. Fargo, N.D.	139.3	112	116	72	96	104	96	76	64	100	64	88	100	80
96. Augusta, Ga.	138.4	108	96	112	112	100	104	176	140	120	104	32	112	112
97. Wheeling, W. Va.- Steubenville, Ohio	137.6	120	112	112	120	100	100	108	128	120	100	92	100	80
98. Wichita Falls, Tex.-Lawton, Okla.	136.7	100	104	80	96	100	92	116	72	108	108	40	116	108
99. Baton Rouge	135.8	108	140	112	120	120	116	120	44	100	104	88	120	116
100. Springfield, Mo.	134.6	104	96	75	100	108	88	158	92	104	83	38	92	83
101. West Palm Beach, Fla.	133.9	100	92	108	100	96	104	96	96	96	96	121	104	121
102. Columbus, Ga.	133.1	104	96	104	104	92	100	154	117	121	121	46	108	96
103. Terre Haute, Ind.	133.1	104	100	83	104	133	88	142	125	108	117	67	100	79
104. Columbia, S.C.	132.8	104	96	108	117	88	108	150	121	104	117	42	121	96
105. Waco-Temple, Tex.	132.1	104	100	88	92	92	96	117	83	108	100	104	108	104
106. Beaumont-Port Arthur, Tex.	131.1	108	125	104	121	100	113	133	50	100	117	83	113	133
107. El Paso, Tex.	130.7	92	100	104	104	117	108	150	92	96	117	113	113	108
108. Binghamton, N.Y.	129.6	113	108	104	100	100	108	104	138	108	75	113	83	71
109. Youngstown	128.2	109	104	109	113	109	109	104	143	109	96	91	109	96
110. Burlington-Vt. Plattsburgh, N.Y.	128.1	113	109	113	104	126	109	130	157	139	83	117	100	109
111. Colorado Springs-Pueblo, Colo.	125.5	91	96	78	91	96	96	109	57	96	87	70	100	83
112. Sioux City, Iowa	125.0	113	122	74	91	126	87	61	57	130	65	70	83	70
113. Tucson, Ariz.	124.9	87	100	91	91	109	91	130	74	96	100	104	100	87
114. Madison, Wis.	119.5	91	105	82	95	91	91	77	73	82	68	159	95	91
115. Charleston, S.C.	119.1	109	105	114	123	114	118	182	155	95	114	73	114	109
115. Monroe, La.- El Dorado, Ark.	119.1	105	118	91	114	95	105	168	77	109	109	45	118	114
117. Huntsville-De- catur-Florence, Ala.	DATA NOT AVAILABLE													
118. Quincy, Ill.- Hannibal, Mo.	116.9	105	105	76	90	114	81	105	95	114	81	86	95	81
119. Joplin, Mo.- Pittsburg, Kan.	115.6	100	100	76	100	124	86	152	105	110	90	38	95	76
120. Lafayette, La.	113.9	119	148	105	114	105	124	119	38	86	114	114	119	110
121. Corpus Christi, Tex.	113.4	100	105	100	100	95	105	105	81	105	95	114	114	110
122. Montgomery, Ala.	113.3	100	95	105	100	100	110	157	105	124	100	67	110	100
123. Lubbock, Tex.	112.3	90	115	85	110	90	95	115	50	120	120	50	135	125
124. Yakima, Wash.	109.9	85	115	75	105	130	100	130	85	115	75	95	115	70
125. Columbia- Jefferson City, Mo.	109.8	110	100	80	100	105	85	140	100	110	105	60	100	100
126. Topeka, Kan.	109.8	95	116	68	95	95	84	158	68	105	95	79	105	95
127. Minot-Bismarck, N.D.	DATA NOT AVAILABLE													
128. Odessa-Midland, Tex.	101.9	89	116	84	105	111	111	132	47	116	116	68	116	111
129. LaCrosse-Eau Claire, Wis.	DATA NOT AVAILABLE													
130. Rochester-Mason City-Austin, Minn.	DATA NOT AVAILABLE													
131. Savannah, Ga.	99.5	106	100	111	117	111	106	106	144	111	89	67	111	100
132. Lexington, Ky.	98.8	100	89	94	100	100	94	94	117	122	139	56	106	94
133. Austin, Tex.	98.5	94	106	89	100	94	100	100	72	111	89	128	106	106
134. Erie, Pa.	97.5	106	117	100	106	100	106	100	144	111	83	111	83	94
135. Macon, Ga.	97.5	106	100	106	117	94	106	200	128	117	94	33	117	83
136. Utica, N.Y.	DATA NOT AVAILABLE													
137. Eugene, Ore.	94.6	88	124	76	100	94	100	129	59	147	71	71	100	88
138. Abilene-Sweet- water, Tex.	93.8	94	106	82	100	124	94	106	88	124	100	76	112	100
139. Tallahassee, Fla.	92.4	100	112	94	106	88	112	129	135	106	88	41	124	112
140. Wausau-Rhine- lander, Wis.	91.1	112	106	82	88	106	100	88	118	106	88	206	94	94
141. Las Vegas, Nev.	89.6	94	106	94	100	94	113	125	81	113	94	131	106	100
142. Lower Rio Grande Valley	DATA NOT AVAILABLE													
143. Chico-Redding, Calif.	87.3	94	113	81	94	106	100	188	63	119	63	94	113	69
144. Wilmington, N.C.	85.0	120	100	107	113	113	107	140	147	87	147	40	113	100
145. Bakersfield, Calif.	83.1	93	120	93	107	100	100	187	73	100	73	80	120	87
146. Boise, Idaho	82.3	80	107	67	87	107	93	133	53	100	60	67	107	87
147. Traverse City- Cadillac, Mich.	81.7	107	107	80	100	120	100	100	113	133	67	133	100	100
148. Santa Barbara, Calif.	DATA NOT AVAILABLE													
149. Bangor, Me.	76.9	129	114	107	100	93	100	129	207	179	79	86	93	100
150. Albany, Ga.	72.5	115	108	115	115	92	108	169	115	115	100	31	123	108

Rank	ADI Homes	Dish- washing Soap/ Det	Laundry Soap/ Det	Hand & Bath Soap	Deo- dorants	Head- ache Reme- dies	Tooth Paste	Dog Food	Instant Coffee	Mar- garine	Soft Drinks	Beer	Gasoline	New Cars
151. Florence, S.C.	66.2	108	92	108	117	100	117	175	167	100	125	50	117	108
152. Watertown- Carthage, N.Y.	66.0	117	108	92	117	92	108	92	167	125	75	108	100	92
153. Reno, Nev.	65.8	92	100	83	92	100	100	175	58	100	58	133	108	108
154. Bluefield, W. Va.	DATA NOT AVAILABLE													
155. Meridian, Miss.	DATA NOT AVAILABLE													
156. Cheyenne, Wyo.	DATA NOT AVAILABLE													
157. Dothan, Ala.	DATA NOT AVAILABLE													
158. Alexandria, Minn.	DATA NOT AVAILABLE													
159. Billings, Mont.	54.9	100	110	70	90	110	90	70	50	110	60	120	100	100
160. Idaho Falls- Pocatello, Idaho	54.2	90	110	70	90	100	100	90	40	120	70	80	100	100
161. Fort Smith, Ark.	DATA NOT AVAILABLE													
162. St. Joseph, Mo.	DATA NOT AVAILABLE													
163. Great Falls, Mont.	51.5	100	111	67	89	122	111	111	56	144	56	89	111	122

Programming

More hands-off on broadcast news

FCC clears CBS again of claims it slanted coverage, this time for report on Poor Peoples' Campaign

For the second time in a month, the FCC last week cleared CBS-TV of charges it slanted the news. And in the process, it affirmed the policy, stated in the first case, of declining to second-guess broadcast newsmen where there is no evidence of improprieties.

At issue was CBS-TV's coverage of the "Poor Peoples' Campaign" filmed in Marks, Miss., in April and May 1968. The network was accused of staging the news in an effort to emphasize the poverty of the area, where the Poor Peoples' march on Washington originated.

The commission, citing its own investigation of the charges, as well as a report on an investigation that CBS made, said that it had no evidence of a kind that would require a hearing. It added that no further action is warranted ("Closed Circuit," Sept. 29).

The issue comes down to a "judgment as to what was presented, as against what should have been presented—a journalistic judgment which must be made by the broadcaster and review of which the commission must eschew," the commission said.

The ruling, adopted Oct. 31 and released Nov. 5, is in line with the commission's Oct. 17 decision clearing CBS-TV of charges of news slanting in its May 1968 documentary *Hunger in America* (BROADCASTING, Oct. 20). In that decision, the commission said that since "no government agency can authenticate the news," it would "eschew the censor's role, including efforts to

establish news distortions in situations where government intervention would constitute a worse danger than the possible rigging itself."

The complaint against the network was filed by a resident of the area, Charles D. Carleton, of Clarksdale, Miss. In addition, Representative Jaime L. Whitten (D-Miss.) had denounced the program in a speech in Congress.

Four allegations figured in the complaint. The commission found them either to involve a question of news judgment or to be "without ascertainable basis."

The allegations and the commission's disposition of them follow:

- The network concentrated its coverage in a Negro area without water or sewer service and represented it as typical. The commission said CBS, "in

the exercise of its journalistic function, was covering a news event in the area where it was occurring."

- CBS persuaded people to change into old clothes and removed late-model cars from the area before filming. The commission noted that the several busloads of marchers changed into denims and overalls and said that while the organizers of the march may have encouraged participants to dress in that fashion, there was no reason why broadcast coverage should have been prohibited. The commission said that two cars—one belonging to a resident of a nearby town, the other bearing Wisconsin license plates—were moved to permit the filming of a group of houses.

- CBS arranged for "paid agitators," including children, to go to a church

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and to "tell what they wanted to hear and put it on film." The commission found no basis for the charge.

▪ CBS attempted to bribe a local black police officer to say that Marks

residents were starving. The commission said the officer involved was unable to identify the person who allegedly made the offer and that, although he said he saw the CBS insignia on a tape recorder

the person was carrying, CBS records indicated that no such equipment was used. The commission also pointed out that representatives of other news media were in Marks at the time.

House unit debates letting in TV

Various broadcast witnesses point out how restrictions would impede good coverage

Since the late Speaker Sam Rayburn (D-Tex.) ruled against television and radio coverage of House of Representatives committee proceedings in 1952, news broadcasters have been asking that the restrictions be lifted.

Last week, at a hearing in the Rayburn building, closed to cameras and tape recorders, key representatives of broadcast news urged rules changes to permit television and radio coverage of House committees such as is now possible on the Senate side of Capitol Hill. Although favoring any relaxation as an improvement, all witnesses objected to specific language in a proposed measure that apparently would permit only live coverage of certain committee hearings, limited to two cameras.

Chairman B. F. Sisk (D-Calif.) indicated that this particular portion of the bill probably would be rewritten. The hearing was before Mr. Sisk's Subcommittee on Legislative Reorganization, part of the Rule Committee. Witnesses were: Vincent T. Wasilewski, president of the National Association of Broadcasters; Richard M. Schmidt Jr., counsel for the American Society of Newspaper Editors; Samuel J.

Archibald, Washington office, Freedom of Information Center of the University of Missouri; John F. Lynch, chief of the ABC News bureau in Washington; William Small, manager of CBS's Washington news bureau; Frank Jordan, director of NBC News, Washington; J. W. Roberts, Washington bureau chief for Time-Life Broadcast stations and president of the Radio Television News Directors Association; and Roger Mudd, CBS News correspondent and chairman of the executive committee of the radio and television correspondents galleries.

The bill is part of the proposed Legislative Reorganization Act of 1970. Present language implies only live coverage and that would be by pool. No problem, the networks observed, when live coverage is contemplated, but this would eliminate all other camera and radio coverage such as now are done on the Senate side.

Roger Mudd, CBS correspondent, who as chairman of the radio and television correspondents galleries executive committee favored no restrictions on film cameras, said the galleries are "aware of the problems you

gentlemen face in getting any rules change through the House." He asked that radio be permitted to use the multiple outlet system for microphones. In face of the reality that some camera restriction seems certain, he asked it be no less than five. This, it was observed by several witnesses, would allow the three networks to have sound cameras at a hearing, one available to UPI Newsfilm and one left to be handed to one of many local stations that might want it. Most witnesses indicated they could live with the limit of five since very often the hearings being covered by the networks would not be of particular interest to local news operations.

That some kind of a bill relaxing the present restrictions will be reported out by the subcommittee seemed certain. That it would be approved by a traditionally reluctant House was less certain—but it is given a little better than even chance. It was reported that Speaker John McCormack (D-Mass.) would not oppose the bill. When Speaker Rayburn returned to the chair of the House in January 1955 following the Republican 83d Congress, he



At a hearing in the House of Representatives office building named for the late Sam Rayburn, and closed to television and radio coverage, a House subcommittee last week took testimony on a bill that would open future such



occasions to electronic reporting. Testifying for open hearings was CBS correspondent Roger Mudd (l), J. W. Roberts, president of the Radio Television News Directors Association and Vincent T. Wasilewski, president of the

National Association of Broadcasters (r). Representative Rayburn, as House speaker, first ruled out TV and radio coverage of House committee hearings in 1952. Radio-TV coverage is permitted, however, in Senate committees.

reissued his interpretation of the rules barring television and radio from covering House events. Speaker McCormack has continued this interpretation to the present.

Minority members of the subcommittee were most concerned over possible re-use of filmed portions in later political campaigns, and in what was termed unfair coverage of majority points of view.

Representative Delbert L. Latta (R-Ohio) said he thought the fact that only three days of Senate hearings were carried live by networks during this past year was a severe criticism of their news service and the Senate. He was referring to facts brought out by Mr. Mudd and the bureau chiefs to show that limiting coverage to live cameras would virtually ensure no television coverage for most hearings. Only those of national importance, enough to warrant the great expense, would be open to television and radio.

Mr. Mudd, who represented about 450 working broadcast newsmen, members of the galleries, said "if you contemplate restricting television coverage of House hearings to a pool arrangement of either video or film cameras 'the regional coverage, which is truly one of TV news' most encouraging and promising developments of the 1960's, would suffer immeasurably."

The present procedure of television and radio crews in covering House hearings is to set up in the hall outside of the room. Mr. Mudd said: "Until you have stood outside a House hearing room and tried to recreate on film what went on inside, you cannot understand the frustration of covering the House with television. Recreating is not the function of television journalism. It is unfair to us, unfair to you but most of all unfair to the public."

Representative Latta suggested that television coverage of Senate hearings is inclined to favor only the chairman of the Foreign Relations Committee (Senator J. William Fulbright [D-Ark.]) and tended to ignore minority opinions. He suggested his constituents might be more interested in the doings of the agriculture and banking and currency committees. Mr. Mudd observed that allowing camera coverage would enable bureaus serving individual stations or regions to do a better job by covering just such events.

Mr. Mudd said: "You won't always like what we do but we do the best we can . . . we don't always do well . . . but neither do you."

Mr. Mudd observed that newsmen naturally spend more time covering the chairman of a committee, since he usually dominates a hearing and that

Tobacco spot losses gain for game shows

What effect will the tobacco dollars that are being withdrawn from television have on future network programming? This is a particularly relevant question in the television industry these days and producer-packager Ralph Andrews thinks he has at least part of the answer. He's convinced that because economics of production are going to be more important than ever before—what with the scramble to find replacement sponsorships for the tobacco advertisers—game shows probably "will make their biggest surge upwards since radio days."

Mr. Andrews says games shows represent "low-cost programming," and television is likely to see a "disproportionate" share of game-show productions, particularly in daytime, over at least the next year.

Mr. Andrews has been a producer-packager of game and comedy panel shows for seven years. His Ralph Andrews Productions in Burbank, just a fickle finger of fate away from the *Laugh-In* office, is one of the major producers on the West Coast of live-tape productions. Over the years, he has had more than a dozen shows on the networks or in syndication.

His *You Don't Say* daytime panel, half-hour strip, was recently canceled by NBC-TV after an unprecedented seven-season run. The Andrews organization, however, retains syndication rights to 260 half-hours in color that will be distributed through Paramount TV. Andrews Productions also is producing *It's Your Bet*, a daytime panel show featuring celebrity husbands-and-wives and with Hal March as host, which started on three of the NBC-owned TV stations last month (WNBC-

TV New York, WRC-TV Washington and KNBC-TV Los Angeles). A second current Andrews production, *It Takes Two*, made its debut as NBC-TV daytime strip last March. *The Liars Club*, still another game show, recently completed a first-run of 26 weeks in syndication, essentially on Metromedia-owned stations, including ones in New York and Los Angeles.

All of Ralph Andrews's shows are geared to make money from the very first show. "I can make more money in daytime programming than the major studios can make in nighttime," Mr. Andrews says. He turns out his daytime strips for between \$30,000 and \$40,000 a week, including prizes. A weekly half-hour nighttime version of a daytime game show would cost about \$48,000, according to Mr. Andrews. Compared with the \$90,000 to \$160,000 a film half-hour in prime time can cost, he feels that there's no question that game or panel shows make "all kinds of economic sense."

Mr. Andrews' company grossed a little more than \$3 million last year. He seems convinced that his independent company, sticking to live-tape area for television and making small-budgeted feature films (two already have been made), will gross as much as \$30 million within the next five to ten years.

"I think we're going to see more game shows on television in the next five years than we did in the last 10-15 years," he says. The firm is not limiting itself to game shows. The company is reviving *The Mickie Finn Show* (it had a 17-week run in prime time on NBC-TV in 1967) for syndication with 20th Century-Fox TV distributing. It's also preparing a pilot for NBC-TV of a daytime strip that would combine fashions in clothes and music.

it is expected committee members of "more stature" might be singled out for comment. "We try to give proper coverage to opposing views too."

Representative Sisk at the outset of the hearings warned industry witnesses they must accept some curbs as the price of getting House approval of any bill to overturn current rulings.

Representative H. Allen Smith (R-Calif.) said flatly he would oppose any bill that did not contain restrictions on the future use of televised hearings. Mr. Lynch of ABC, Mr. Small of CBS and Mr. Jordan of NBC pointed out difficulties in controlling such uses. Mr. Lynch said the rapid development of home video-tape recorders would soon make it possible for viewers to tape material from the air. He favored putting the restrictions on the user rather than the broadcaster and agreed

to submit satisfactory language for the bill.

Leading off the witnesses, Mr. Wasilewski, the president of NAB, told the committee "many significant actions of the House of Representatives do not receive coverage they merit because of the limitations imposed on broadcast media. . . . The NAB has for many years sought to secure permission for radio and television coverage of public hearings in the House . . . your encouraging draft proposal . . . we believe . . . will be too restrictive.

"We believe that if radio and television are permitted access to House proceedings broadcast journalists would exercise their role with decorum, dignity and fairness, as has been the situation in the Senate," he said.

Richard M. Schmidt Jr., counsel for the American Society of Newspaper

Editors, made a number of suggestions relative to language in the present draft of the bill but said "we congratulate the subcommittee for working to bring to the public full information concerning the functions of Congress."

Representative John Young (D-Tex.) questioned a change advocated by Mr. Schmidt, who disagreed with a provision allowing witnesses to refuse to be photographed. Representative Young suggested this was an invasion of privacy but Mr. Schmidt insisted "it is well established that one who appears before a committee in an open hearing would become subject to news coverage by both the reporter using pad and pencil, and the camera. There would be no right of privacy accruing to the witness."

Mr. Archibald of the University of Missouri's Freedom of Information Center told the subcommittee some of the proposed language needed revision . . . but the proposed rules change moved in the right direction and if it were this or nothing, he would advise the media to accept it.

Mr. Lynch, in addition to pointing out the impracticability of the requirement now in the bill that coverage be live and by pool, objected to a provision requiring coverage be uninterrupted. He noted this might create problems with existing FCC regulations requiring regular station identification. "Editorially," he said, "it deprives us of any journalistic choice. For broadcasters to agree to this would be to blindly contract to carry every word, every witness, without opportunity to concentrate on the significant or explain the complicated."

"It is our experience to date good judgment in broadcast journalism has already resulted in long periods of uninterrupted coverage. Good judgment also requires us to report the important, to digest the less important, and to explain to the audience those intricate matters that come before you. Practically, your restriction would pre-

vent our newsmen from even coming in and verbally re-establishing the scene for the television viewer. This is even more essential to the radio listener. Live coverage of Senate hearings is infrequent at best. If this provision is enforced as written, live coverage of House hearings might remain nonexistent."

Representative Richard Bolling (D-Mo.) cited as an example a special television report by the late Edward R. Murrow on the late Senator Joseph McCarthy, which he thought was a sharp distortion of the total personality although he personally agreed with it. Mr. Lynch replied that "programs are a product of journalistic choice," and indicated journalistic judgment must be the right of the media.

Mr. Roberts, RTNDA's president, was speaking primarily for the local broadcast newsmen. RTNDA's position, which he stated, heartily endorsed the rule changes with important reservations. He noted that broadcasters already operate under the strictures of the "fairness doctrine" and the personal-attack rules of the FCC. No additional strictures were needed. Mr. Roberts pointed out the problems of the pooling requirement and noted camera restrictions would virtually eliminate local coverage.

Hearings resume Nov. 13 on the entire reorganization act.

CPB backs pilot show for citizens advocacy

The noncommercial WCNY-TV Syracuse, N. Y., will put an "ombudsman" on the air next month with the aid of a Corp. for Public Broadcasting grant of \$32,856. Richard Boddie, 31, candidate for a law degree at Syracuse University, will serve as the ombudsman in the half-hour weekly *Citizen Advocate* series. He will be assisted by a volunteer staff of law students in investigating complaints against agencies of local and county government.

First drop-outs of new season

CBS-TV set to cut two; ABC-TV reshuffles to lop off five shows

ABC-TV and CBS-TV announced mid-season program changes last week affecting more than 13 hours of prime-time fare.

Except for Sunday and Tuesday nights, ABC's schedule has been revamped extensively. The new schedule, to go into effect (Jan. 19) will include four new shows: a comedy called *The Nanny and the Professor*, starring Juliette Mills and Richard Long; musical variety programs starring Johnny Cash and Engelbert Humperdinck; and a half-hour comedy show starring Pat Paulsen.

Programs being dropped are three that started this fall, *The Music Scene*, *The New People*, *Mr. Deeds Goes To Town* and two holdovers from the previous season, *Dating Game*, and *Hollywood Palace*.

A number of other programs have been placed in different time periods. The new schedule will look like this:

Monday: *It Takes a Thief* 7:30-8:30; movie 8:30-11.

Tuesday: no change.

Wednesday: *The Nanny and the Professor* 7:30-8, *Courtship of Eddie's Father* 8-8:30, *Room 222* 8:30-9, *Johnny Cash* 9-10, *Engelbert Humperdinck* 10-11.

Thursday: *Pat Paulsen* 7:30-8, *That Girl* 8-8:30, *Bewitched* 8:30-9, *Tom Jones* 9-10, *The Survivors* 10-11.

Friday: *Flying Nun* 7:30-8, *Brady Bunch* 8-8:30, *Ghost and Mrs. Muir* 8:30-9, *Here Come the Brides* 9-10, *Love American Style* 10-11.

Saturday: *Let's Make A Deal* 8-8:30, *Lawrence Welk* 8:30-9:30, *Jimmy Durante* 9:30-10:30, station time, 10:30-11.

Sunday: no change.

ABC also announced the renewal of *Movie of the Week* (Tuesday, 8:30-10) for the 1970-71 season, which involves the production of 26 new films. The budget is expected to increase from \$15 million to \$16.5 million, according to Martin Starger, ABC-TV's vice president for programming. ABC noted that some presentations next year might run longer than the hour-and-a-half now allotted.

On CBS, the *Leslie Uggams Show* (Sunday, 9-10 p.m.) will be replaced by *The Glen Campbell Goodtime Hour* starting Dec. 21. Moving into the Campbell spot (Wednesday, 7:30-8:30 p.m.) Dec. 17 will be *Hee Haw*, a summer-replacement program that was high on the rating list. A new program coming

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on at 8-8:30 p.m. Friday will be the *Tim Conway Show*, starring two performers from *McHale's Navy*, Tim Conway and Joe Flynn. It will replace *Good Guys* starting Jan. 30.

The changes were announced after being presented at a meeting with the CBS-TV Affiliates Advisory Board in Lyford Cay in the Bahamas (BROADCASTING, Nov. 3).

NBC-TV had no changes to report as of last week.

CBS leads in seesaw of fast Nielsen tally

CBS-TV took the lead in average Fast National Nielsen ratings for the second time this season in the report covering the week ending Oct. 26. The network increased its rating by 3% over 1968 to 20.4, while NBC-TV declined 2% to 18.7 and ABC-TV increased 8% to 15.7.

Programs giving a big boost to CBS's average rating were *Gunsmoke*, which led the list; a special, "It's the Great Pumpkin. Charlie Brown," being shown for the fourth time; and comedies *Here's Lucy*, *A Family Affair*, *Mayberry RFD*, *Red Skelton* and *My Three Sons*. NBC had four shows in the top 20 and ABC had three.

It was a slow week for movies and new programs. CBS's Thursday movie, "Two on a Guillotine," was the first to appear in the rankings, and it placed 24th. *The Jim Nabors Hour* on CBS was the highest-rated new program, ranking 15th, followed by NBC's *Bill Cosby* in 22d place.

NAB is worried over rates set by Congress

The increasing pressure in Congress to legislate cut rates for political advertising on radio and television produced serious discussion at a Washington meeting of the National Association of Broadcasters executive committee last week.

Willard Walbridge, chairman of the NAB board, said the NAB is "gravely concerned with the implication that Congress might get into rate fixing."

Although the networks and some groups have announced plans to ease the burden of political advertising costs on the politician, many smaller station operators have expressed adamant opposition to any change. Pressure in Congress for rate concessions increased sharply after the 20th Century Fund study recommended partial government subsidies for complete takeover of all networks, stations, and CATV systems for half-hour appearances of presidential and vice presidential candidates in prime time (BROADCASTING, Oct. 6). To date some 38 bills have been introduced in Congress providing for various

political rate concessions.

Mr. Walbridge said NAB would continue to study the issue closely with the aim of evolving the proper action to take.

The NAB executive committee also said it would continue to fight the proposed AT&T rate increase for audio-program transmission service. Two weeks ago the increase was suspended for three months by the FCC (BROADCASTING, Nov. 3). The rate boost would raise AT&T revenues an estimated \$3,533,000 annually. Many small broadcasters say they would bear the brunt of the increase and that it would

force many to virtually eliminate remote broadcasts now aired by their news and feature departments. The NAB reports it is receiving many complaints from its members on this proposal.

The NAB executive board also said it would continue to press for passage of a law that would protect licensees from competing applications at renewal time. It was reported the climate in Congress was good for such a bill but that the association plans to continue to enlist the aid of member stations in getting their area congressmen to side with the industry.



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North Overshoe High is a hit in Hollywood

When the package containing an unsolicited, unknown audio tape came in the mail from Pensacola, Fla., last spring, veteran Hollywood radio producer Harry O'Connor shoved it aside and didn't look at it for days. As do all producers of entertainment products, Harry O'Connor is always on the lookout for fresh and genuine talent. But, again as others have, he has grown leery of hopeless amateurs compulsively seeking professional exposure. He also has despaired, after several disappointing experiences, of ever coming across raw talent on the vine that has never been picked.

Curiosity, or the hope that springs eternal, finally got the best of Harry O'Connor and eventually he played his gift tape. It turned out to be a satirical report—in the high camp tradition—about a sort of every-teenager's-high school, North Overshoe High School. The voice delivering the report did so in the deliberate, didactic style of Pete Smith, he of the many, memorable Metro-Goldwyn-Mayer short-subject films. The report, Mr. O'Connor decided, was relevant, biting, funny. Most of all the person delivering the report, who also wrote it, was obviously genuinely talented.

Reading the letter that came with

the tape, Mr. O'Connor found that his mailbox discovery was Hans Peterson Jr., 27, a night disk jockey for WCOA-AM Pensacola. He had served in the U.S. Air Force and was just back after serving two years in Biafra for the Peace Corps. Mr. O'Connor immediately invited Hans Peterson to Hollywood.

Radio stations across the country have heard about what happened next. North Overshoe High School has been changed to Hickey High and a radio feature series of 130 one-minute programs is being produced about the school with Mr. Peterson as the on-air talent. The program already is on the air in 16 markets and has been sold in a total of 35 markets and more orders are on the way.

Mr. O'Connor projects that the program will be playing in some 100 markets by the end of the year. He plans to flood the country with T-shirts, pins, sweaters, bumper stickers, all pertaining to Hickey High.

Mr. Peterson, meanwhile, is no longer a small-market disk jockey. Instead, he lives in Hollywood and has become a full-fledged radio program comedy writer and performer. He still thinks about the satisfactions of his Peace Corps experience and may reenlist for another two-year term. The thing is he believes in people, even believes they pay attention to mail from strangers and listen to demo tapes performed by unknowns.

War protests covered on collegiate network

Two Washington universities have established a temporary radio network to cover anti-Vietnam war demonstrations this week (Nov. 13-15) by the New Mobilization Committee to End the War in Vietnam.

American University's WAMU(AM) and Georgetown University's WGTB-FM will run the Intercollegiate News Network to feed live and taped coverage to 150 college stations around the country. WAMU(AM) will be in charge of INN. American's WAMU-FM will originate its own programming, using a feed from its AM affiliate, to use on the Eastern Educational Radio Network, of which it is a member.

Avco Broadcasting's WWDC(TV) Washington may also use portions of the INN feed to supplement its own programming.

'Sesame Street' begins series with new grant

The Children's Television Workshop series *Sesame Street*, which debuts today (Nov. 10) on over 185 noncommercial stations and a few commercial outlets, received an added monetary boost last week from the John and Mary R. Markle Foundation, New York.

The foundation announced a \$250,000 grant to the Children's Television Workshop to help finance the 19-week series. The workshop's total budget is \$8 million, with major funding coming from the Carnegie Corp., Ford Foundation, Corp. for Public Broadcasting and the U. S. Office of Education.

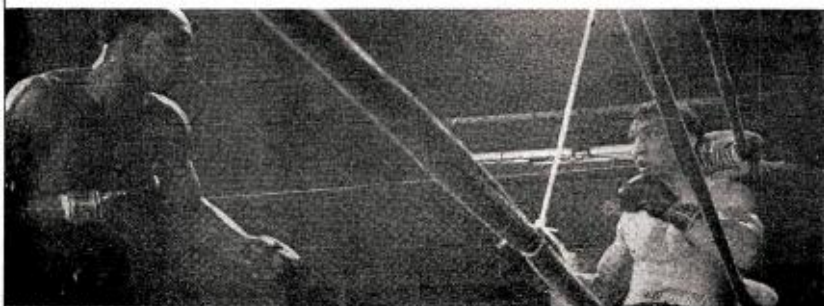
Taping of the one-hour program is being handled by Tele-Tape Productions, New York, in its new facilities on Broadway. Most of the shows have already been put together.

Several commercial stations are giving the series on-air promotion. In addition to an NBC-TV half-hour special scheduled Saturday, Nov. 8, sponsored by Xerox Corp. (BROADCASTING, Oct. 20), WCBS(AM) New York ran a series of short features three times daily last week, and all of the CBS owned-and-operated radio and television stations aired spot promotions. The Time-Life Broadcast stations also promoted the *Sesame Street* series.

British aristocrat due for Frost treatment

As part of its *Spectrum 52* series of 52 specials for the 1969-70 season, Westinghouse Broadcasting Co. will schedule the week of Nov. 17, "David Frost Presents . . . A Gentleman's Home Is His Castle," a light-hearted view of the life style of a British aristocrat.

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Program notes:

Record cash-in ■ Merv Griffin is finding out that having his own nightly 90-minute talk-variety series on CBS-TV can pay off in related entertainment fields. Metromedia Records, New York, in existence as a record manufacturer for 10 months, has signed Mr. Griffin to a recording contract. The first Griffin record on the Metromedia label is scheduled to be released in mid-November. Entitled "Appearing Nightly," the record features Mr. Griffin as a pianist playing a variety of music including some of his own composition.

Radio on location ■ KFWB(AM) Los Angeles, an all-news station owned by Westinghouse Broadcasting, has taped a 13-part series of programs on crime and violence in the U.S. on location from various points around the country. Such authorities as Chief Justice of the Supreme Court Warren Burger, former Attorney General Ramsey Clarke and Detroit Mayor Jerome Cavanagh are interviewed and offer possible solutions to the problems of crime and violence. The radio series, entitled *The Law And Its Enforcers*, was produced in cooperation with the school of criminology, University of California at Berkeley.

Caribbean fantasy ■ "Dream On Monkey Mountain" an original play written by Derek Walcott, will be presented on NBC-TV's *NBC Experiment In Television* this season at a date to be announced. The play is a poetic fantasy filmed on location in Trinidad and performed by a company of non-professional Trinidadians. Bruce Bassett produced the one-hour special with Hugh Robertson directing.

Puppet specials ■ National Educational Television will highlight puppets in two specials Jan. 5 and Feb. 2 at 7 p.m. *The Muppets on Puppets*, produced by WTTG-TV Hershey, Pa., will review the history, creation and design of the Mup-

pet characters by Jim Henson. The second program, *NET Puppet Special*, will have animated puppets performing fairy tales of Hans Christian Andersen and the Brothers Grimm. The one-hour program is an NET production.

Talks coverage ■ NBC News has assigned a 16-man team, headed by correspondents John Chancellor and Ray Scherer, to cover the arms talks between the U.S. and the Soviet Union, starting Nov. 17. Ten satellite color transmissions have been scheduled during the first five days of the talks. Two will be used daily (Nov. 17-21) within the 6:30-7:30 a.m. and 5:30-6:30 p.m. time periods.

Israeli interview ■ A one-hour special, *Conversation with Golda Meir*, based on an exclusive interview with the premier of Israel to be conducted in Israel next week by Rowland Evans, Metromedia political analyst and William Tuohy, Pulitzer prize-winning journalist from the *Los Angeles Times*, will be produced by Metromedia Television News, New York. The program will be broadcast by Metromedia's WNEW-TV New York, WTTG(TV) Washington, KMBC-TV Kansas City, Mo., KTTV(TV) Los Angeles and KNEW-TV San Francisco. Metromedia said the dates and time of the broadcasts will be announced by the stations.

Putt-Putt programs ■ Jefferson Productions, a division of Jefferson Standard Broadcasting Corp., Charlotte, N.C., is preparing to distribute a series of seven 30-minute television programs which feature the finals of the \$110,000 Putt-Putt golf tournament sponsored by the Professional Putters Association. More than 1,000 golfers played in elimination tournaments throughout the nation to qualify for the tournament. The programs feature the eight finalists.

Out of Nashville ■ Show Biz Inc., Nashville, is presenting the first in its 60 *Spe-*

cial Minutes program series. *An Old-Time Country Christmas*, featuring stars from the Grand Ole Opry, is an hour special filled with traditional songs and sight gags in an informal, festive atmosphere. The holiday production, starring Porter Wagoner, is now available for syndication.

Ghetto broadcasts ■ KYA(AM) San Francisco will produce a special documentary about the exploits of its news director, Brad Messer, who, with the help of a wig and cosmetic dye, disguised himself as a black man and with a hidden tape recorder initiated a series of broadcasts from that city's ghetto area. "Operation Undercover," the name of the station-involvement project, lasted one week. No date has been set for the special program, which will report on Mr. Messer's experiences.

On the nose ■ Decca Records, New York, to aid air personalities in programming, will begin indicating the number of seconds of instrumental introduction on all promotional copies of singles products. It will enable the announcer to better time his talk over period and segue directly into the heart of the record.

Agreement signed ■ Duo Productions Inc., New York television commercial production company, announced last week it had signed an association agreement with SEPA, a television and film production company in Europe.

Film exposure ■ Perin Film Enterprises, New York, has been retained as consultant to WTOP-TV Washington for a project in which Perin will seek and acquire short films made by professionals and amateurs and not usually exposed in theaters or on TV. The films (maximum length of 10 minutes) will be carried twice a week on *Martin Agronsky's Washington* under the title of "Filmmakers' Sketchbook."

crat, Sir Giles Fittock. Ronnie Barker wrote the script and stars as Sir Giles, Bob Kellett directed and Mr. Frost's Paradine Productions and Gannet Films Ltd., produced the one-hour program.

In a more serious vein. WBC will present during the week of Dec. 1, a one-hour documentary on race relations in "Oakland: A Tale of Two Cities." The polarization of the two societies in Oakland, Calif., will be studied through discussions by ex-Senator William Knowland, white, conservative Republican, and two black middle-class spokesmen. Dick Hubert is executive producer with Paul Galan directing.

WBC television stations are WBZ-TV Boston; KYW-TV Philadelphia. KDKA-TV

Pittsburgh, WJZ-TV Baltimore. and KPX(TV) San Francisco.

NAB approves funds for 50th anniversary book

A book on broadcasting's role in contemporary America will be published next year as part of the National Association of Broadcasters 50th anniversary program.

The NAB executive board last week authorized a \$12,000 expenditure to get the book underway. John Couric, NAB vice president for public relations, said "the book will 'zero-in' on broadcasting's role in contemporary America, the tone and direction based on the concept that today broadcasting is on

the threshold of it's golden age."

"We plan to put strong emphasis on the benefits of commercial broadcasting . . . how commercial sponsorship of past broadcasting underwrote the research and development which has led to communications breakthroughs the public enjoys today and those in the offing for tomorrow . . . how instant replay came about," Mr. Couric said.

The book will be produced by the Benjamin Co. of New York and will be distributed nationally by Simon & Schuster.

NAB hopes to have the book ready for its Chicago convention next April 5. The association has been working on the project with Benjamin for eight months.

LBJ's reasoning probed by Cronkite

CBS-TV will present on Dec. 27 a program titled, *Why I Chose Not to Run* (7:30-8:30 p.m.), the first of three CBS News productions examining former President Lyndon B. Johnson's years in government service. They are scheduled for showing during the 1969-70 season.

The first CBS News special consists of a conversation between correspondent Walter Cronkite and Mr. Johnson, filmed at the LBJ Ranch in Texas, and focusing on the reasons for Mr. Johnson's decision not to seek re-election. Each of the other broadcasts in the series will spotlight various issues, such as civil rights, the missile crisis and escalation of the Vietnam war, and will include Mr. Johnson's recollections of Presidents Franklin D. Roosevelt and Harry S. Truman, and Senators Robert A. Taft and Everett M. Dirksen.

Bingham seeks rebuttal to Nixon TV speech

Representative Jonathan Bingham (D-N.Y.) last week called on the networks to provide equal time for a critic of the Vietnam war to rebut President Nixon's televised address on that subject.

In a telegram, the congressman said either Senators J. William Fulbright (D-Ark.) or George McGovern (D-S.D.) would be an appropriate spokesman.

Noting that the networks provided time last year for Republican congressional leaders to answer President Johnson's State of the Union message, Representative Bingham called it a "commendable precedent" which should apply to major addresses by Mr. Nixon as well.

The telegram had caused few ripples at the networks as of late last week. ABC said it had referred the request to its legal department and had no comment. CBS said nobody at the network "knows anything about it." An NBC spokesman said that "network has cov-

ered all sides of the Vietnam issue." He noted that the network presented several varying reactions to the speech the day after it was delivered.

Auto races go to TV

TVS Television Network, New York announced Thursday (Nov. 6) that it has acquired exclusive live television rights to a series of United States Auto Club championship races for an amount "in excess of \$1 million." According to TVS, the races will be telecast by more than 170 stations. Heading the announcing staff for the races will be Sid Collins, who has been covering the Indianapolis 500 continuously since 1948.

Lower rebuts charges TV causes social ills

ABC News President Elmer Lower upheld the view last week that television does not cause the ills of society but merely reports on them.

He told a meeting of the Physicians Scientific Society in New York that "blaming television news for the conditions it reports on would be a little like blaming the physician for causing the condition he has come to diagnose." He noted that some TV critics have claimed that the medium has made Americans accustomed to war and has created "a nation of hawks." Others have contended, he added, that coverage of the Vietnam conflict has "so horrified our audience that we have created a nation of doves. Obviously, TV news can't be doing both," Mr. Lower stated. "I submit it is doing neither; it is merely reporting on the war."

Commonwealth United goes into TV production

Commonwealth United Corp., under fire from the Securities & Exchange Commission and the American Stock Exchange in recent months, has taken

its first expansion step since these troubles by moving into TV production.

The company's entertainment division will develop TV films and specials among other TV projects. Moose Charlap, composer and lyricist for the *Hans Brinker* special to be presented on NBC-TV, Dec. 14, has been appointed to newly created post of director of network television production.

President tells prince about the 'Today' show

Prince Philip of England was scheduled to be interviewed on NBC-TV's *Today* show today (Nov. 10), thanks somewhat to his part-time agent. President Richard M. Nixon.

In his own interview aired Nov. 5, the President told *Today* show hostess Barbara Walters that he recommended the program to Prince Philip, and that "if he doesn't do it this year, he'll do it next year." When told that the prince had agreed to an interview the next day, the President told Miss Walters to "ask him the right questions."

"Would you write them for me?" Miss Walters asked.

"Oh, I don't need to," was the President's reply.

Burch's duPont speech to be 1st as FCC head

FCC Chairman Dean Burch is to give the main address this week (Nov. 11) on Columbia University's Morningside Heights campus in New York at the presentation of the first Alfred I. duPont-Columbia University awards in broadcast journalism.

The awards winners, who included Dr. Everett C. Parker, director of the office of communications of the United Church of Christ, were announced two weeks ago (BROADCASTING, Nov. 3).

Columbia University said that Dean Burch will deliver his first public address since becoming chairman of the FCC—he was sworn in Oct. 31 the day after his appointment received Senate confirmation. Chairman Burch will speak in the evening in the rotunda of Low Memorial Library.

International TV in

The Hollywood Festival of World Television, preparing for its sixth annual event, for the first time is holding an international awards competition for the outstanding television programs produced during the previous 18 months. A total of 22 countries are participating in the competition. At the three-day Hollywood TV Festival (Nov. 24-26) at the Century Plaza in Los Angeles awards will be given in 16 categories to competition winners.

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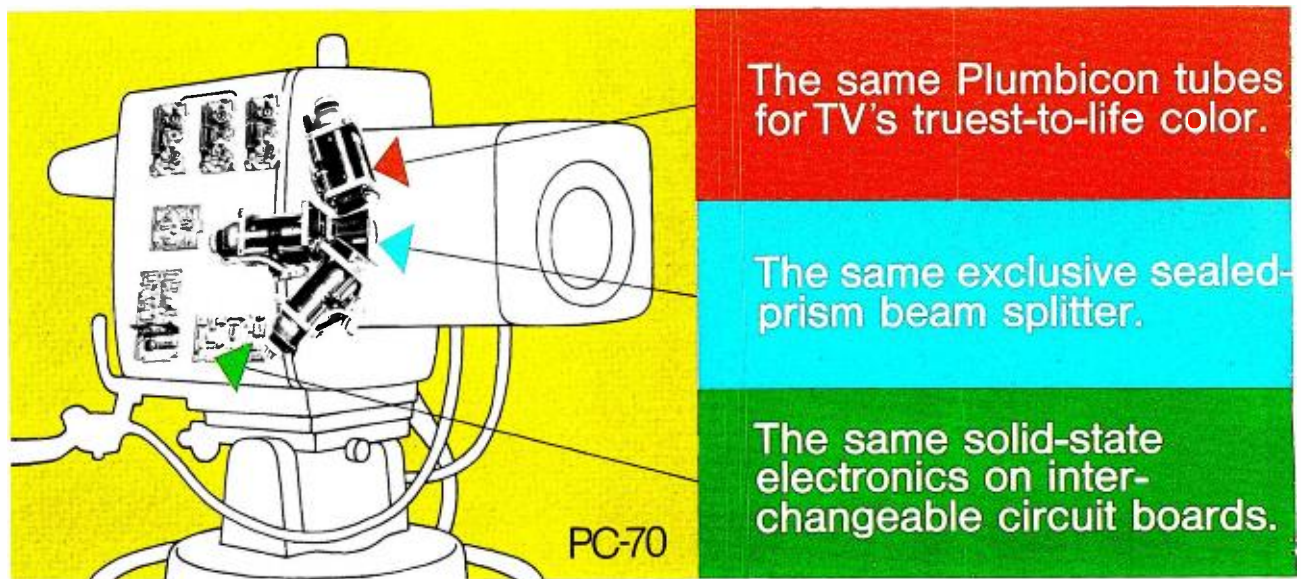
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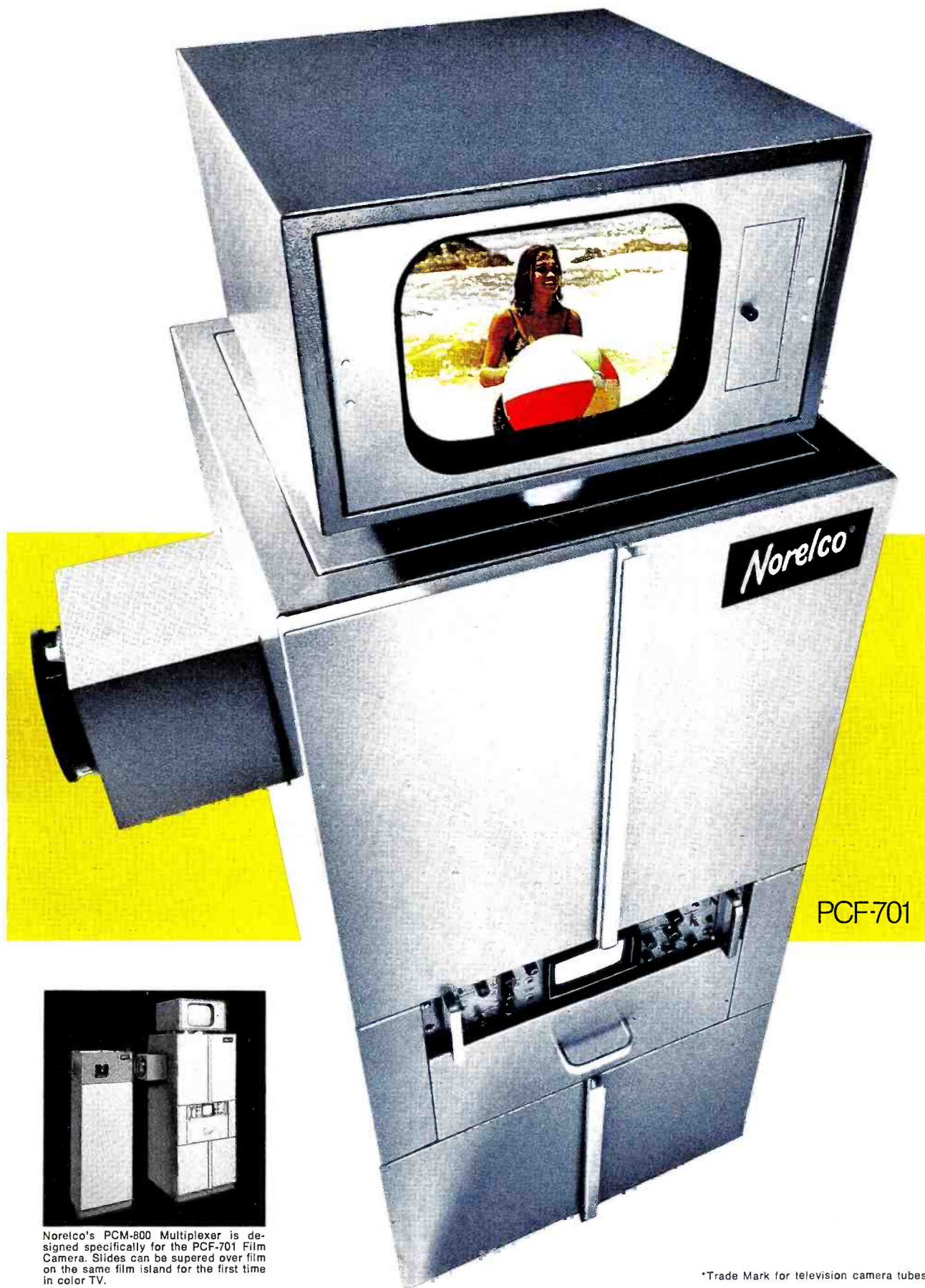
To get the most out of film, the PCF-701 also has exclusive features the PC-70 doesn't. Examples: The only built-in Automatic Light Control. And a Linear Matrix unit that facilitates accurate reproduction. With any other color camera these are separate extras. Inconvenient. Expensive.

Also built in: a lazy-susan picture monitor on top,

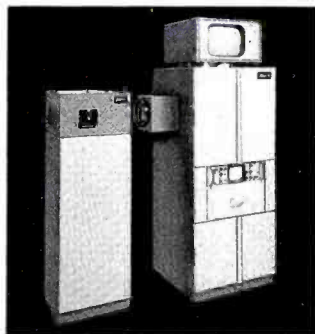
a side-mounted waveform monitor, plus drawer-mounted registration and operation panels. Signal-checking and set-up are easier. All controls and monitors can be mounted separately in racks or consoles if desired.

The PCF-701 has a multiplexer specifically designed for it...our PCM-800. With this combination, for the first time in color TV, slides can be supered over film on the same film island.

With its PC-70 inside, the PCF-701 is easily the most advanced color film camera available today. If you already have a PC-70 outside, in your studio, it's even better. Because you already have a complete maintenance set-up for the PCF-701.



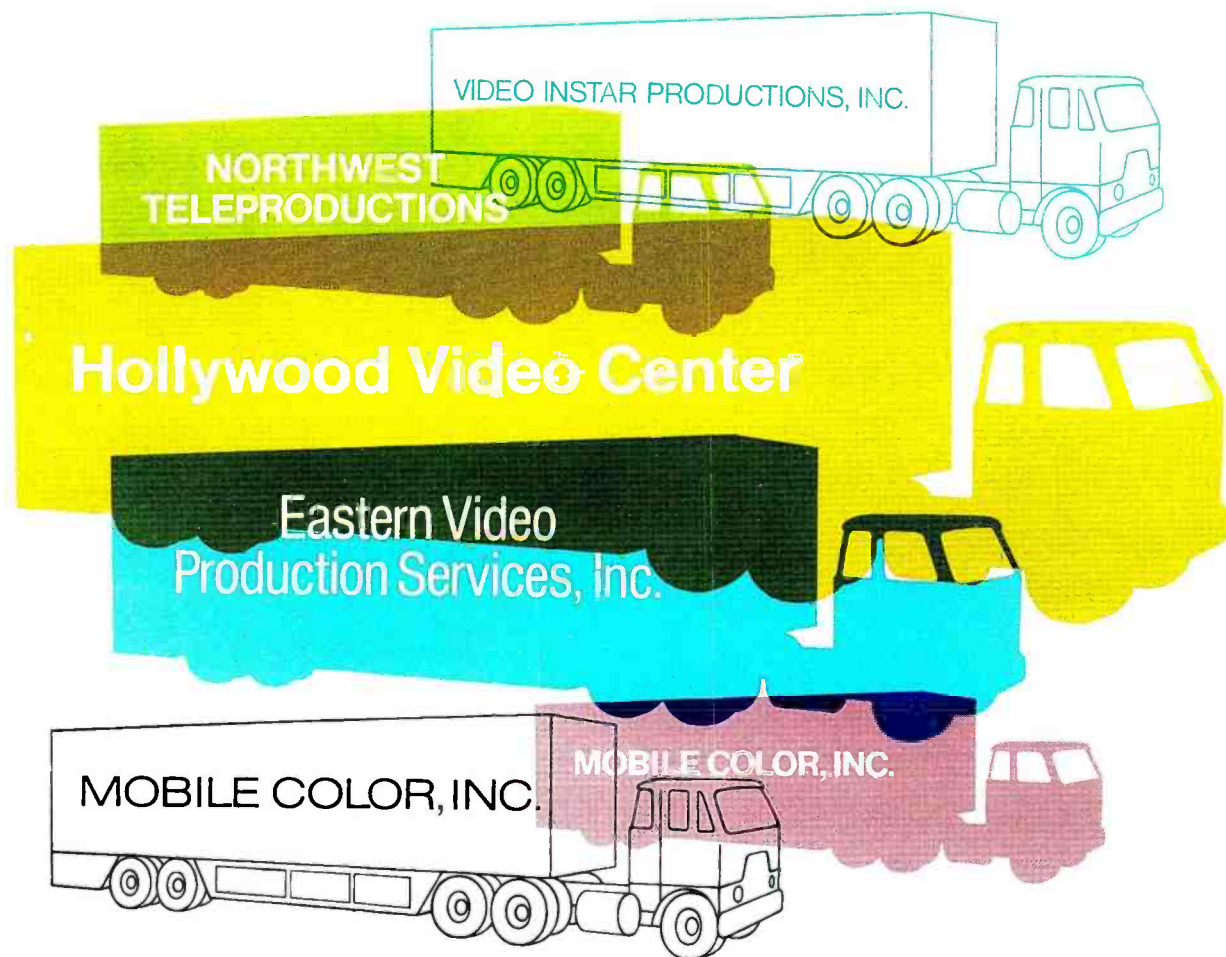
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NAEB delegates focus on PBS

New educational network management setup certain to be key topic at 45th convention

Interconnection has become the major topic of conversation at the 45th annual convention of the National Association of Educational Broadcasters meeting in Washington this week.

The subject leaped to the top of the list for the NAEB meeting, following the announcement last week of the establishment of a new entity, Public Broadcasting Service, by the Corp. for Public Broadcasting. PBS will manage and allot programing time on the existing TV interconnection network. Radio networking is to follow at a later date.

Also announced last week was a list of almost 90 non-commercial, educational radio stations that have been found to qualify for CPB financial support. The list (see page 68) follows a set of criteria established by CPB last month that involves power, operating hours, programing and facilities and staff.

A majority of the vote on the nine-man board of the newly incorporated PBS will be held by public television stations. They will choose five members. There also will be one from CPB (presumably John W. Macy Jr., president of that organization), and one from National Educational Television (presumably James Day, president of NET). These seven then will choose two to represent the public.

Incorporators of the independent PBS organization, incorporated in the District of Columbia last Monday (Nov. 3), were Messrs. Macy, Day, Hartford N. Gunn Jr., general manager of WGBH Educational Foundation, Boston, and chairman of board of the Educational TV Stations division of NAEB; and Dr. Kenneth A. Christiansen, director, WUFT-TV, University of Florida, Gainesville, who is chairman of the NET Affiliates Council.

PBS will be a separate entity, it was emphasized by CPB vice president Ward Chamberlain, although it will be funded principally by CPB.

At the present time, about 140 non-commercial, educational TV stations are interconnected through AT&T long lines. This service, (two hours a day in evening hours, five days a week) in existence for about a year, is run by NET under contract from CPB. It costs

about \$1.5 million a year, with the funding underwritten by CPB and the Ford Foundation. The cost is reportedly about 40% of what the rates would be for commercial broadcasters. CPB and AT&T have been negotiating for a permanent network interconnection facility that would permit additional connections and longer hours. AT&T has offered to regularize the existing network at present charges, but CPB is seeking even lower rates.

ETV stations received an outline of the proposed PBS establishment last month. Last week's incorporation basically follows that outline.

NET, whose status as a network has been superseded by PBS, will continue, however, to provide the bulk of the national programing. The minimal fees it collected from the stations for network service may be suspended.

On the radio side, qualifications for eligibility for CPB grants include: (1) powers of not less than 250 w, (2) operation for at least eight hours a day, six days a week, 48 weeks annually; (3) at least half of broadcast programs directed to the general public, and (4) minimum qualifications for facilities and staff.

These criteria were circularized among educational radio broadcasters last month. They were enunciated by a special committee of radio broadcasters and approved by the CPB board and its radio committee, a CPB radio advisory council and the board of the National Educational Radio division of NAEB. Members of the special committee were Richard Estell, WKAR-AM-FM East Lansing, Mich.; Albert Fredette, WAMC-FM Albany, N.Y.; Karl Schmidt, WHA-AM-FM Madison, Wis.; Robert Mott, NER, and Al Hulsén, CPB.

Both CPB activities, of course, are predicated on the organization receiving funds from the federal government. Congress has already authorized \$20 million for CPB, but this is still subject to appropriations. President Nixon has recommended only \$10 million to CPB for the present fiscal year that began last July 1. CPB itself has set up a \$24 million budget for the 1970 fiscal year, which includes \$4 million

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The NAEB convention's theme is the proposition "Educational Broadcasting and Social Responsibility." Marya Mannes, author, writer and social critic, is the keynote speaker. Also listed is Richard Hatcher, mayor of Gary, Ind.

Others on the program, more directly associated with public television, are Messrs. Macy and Day; Dr. James Allen, U.S. commissioner of education; Sir Charles Moses, secretary-general, Asian Broadcasting Union; Dr. John I. Goodlad, dean, graduate school of education, University of California at Los Angeles; and Dr. Lee A. DuBridge, science adviser to the President.

Any of 88 outlets may rate CPB aid

A total of 88 noncommercial, educational radio stations, predominantly FM, have been qualified to receive financial aid from the Corp. for Public Broadcasting. The list, announced by CPB last week, consists of 17 AM and 71 FM stations, which includes 15 satellite stations (2 AM and 13 FM). The stations:

KUAC(FM) College, Alaska; KFCA(FM) Phoenix and KUAT(AM) Tucson, both Arizona; KPFA(FM) Berkeley, KPFF(FM) Los Angeles, KEBS(FM) San Diego, KQED-FM San Francisco, all California; WAMU-FM Washington; WFSU-FM Tallahassee, Fla.; WSIU(FM) Carbondale, WNIU(FM) DeKalb, WILL(AM) Urbana, all Illinois; WFIU(FM) Bloomington, WBOI(AM) Lafayette, both Indiana; WOAI(AM) (satellite), WOI-FM Ames, WSUL(AM) Iowa City, all Iowa.

KANU(FM) Lawrence, Kan.; WBKY(FM) Lexington, WFPK(FM) Louisville, WEKU-FM Richmond, all Kentucky; WFCR(FM) Amherst, WBUR(FM) Boston, WGBH-FM Boston, all Massachusetts; WUOM(FM) Ann Arbor, WDET-FM Detroit, WKAR(AM) East Lansing, WKAR-FM East Lansing, WVGR(FM) Grand Rapids (satellite),

WIAA(FM) Interlochen, WMUK(FM) Kalamazoo, WNMN(FM) Marquette, all Michigan; KSJR-FM Collegeville, KUOM(AM) Minneapolis, KSJN-FM New Brighton (satellite), WCAL-FM Northfield, all Minnesota; KBFL(FM) Buffalo, KCUR-FM Kansas City, KSOZ(FM) Point Lookout, KCMW-FM Warrensburg, all Missouri.

WFMU(FM) East Orange, N. J.; KRWG(FM) Las Cruces, N. M.; WAMC(FM) Albany, WBFO(FM) Buffalo, WBAI(FM), WNYC(AM), WNYC-FM and WRVR(FM), all New York; KDSU(FM) Fargo, KFJM(AM) Grand Forks, both North Dakota; WOUB(AM), WOUB-FM Athens, WGUC(FM) Cincinnati, WCBE(FM) and WOSU(AM), WOSU-FM Columbus, WMUB(FM) Oxford, all Ohio; KOAC(AM) Corvallis, KWAX(FM) Eugene, KOAP-FM Portland (satellite), all Oregon; WUHY-FM Philadelphia and WDUQ(FM) Pittsburgh, both Pennsylvania; KUSD(AM) Vermillion, S.D.; WUOT(FM) Knoxville, WMOT-FM Murfreesboro, WPLN(FM) Nashville, all Tennessee.

KUT-FM Austin, Tex.; KBYU-FM Provo, KUER(FM) Salt Lake City, both Utah; WRFK-FM Richmond, Va.; KWSU(AM) Pullman, KRAB-FM and KUOW-FM Seattle, all Washington; WYWC(FM) Buckhannon, W. Va.; WLBL(AM) Auburndale (satellite), WWSA(FM) Brule (satellite), WHKW(FM) Chilton (satellite), WHWC(FM) Colfax (satellite), WHAD(FM) Delafield (satellite), WHHI(FM) Highland (satellite), WHLA(FM) Holmen (satellite), WHA-AM-FM Madison (satellite), WUMW(FM) Milwaukee, WHRM(FM) Rib Mountain Park (satellite), WHMD-FM Suring (satellite), all Wisconsin; WIPR-AM-FM (satellite), Hato Rey, P.R.

Wounded in action

CBS News reported Thursday (Nov. 6) that two members of a news crew sustained injuries from an incoming mortar round on Nov. 5 in South Vietnam, but with no serious result. Injured were Mai Van Duc, sound man, and Michael Marriott, cameraman.

Betting-tips charges part of United hearing

An issue of whether WOOL(AM) Washington broadcast illegal lottery tips has been added to renewal and competing application proceedings involving commonly controlled WOOL and WFAN-TV, also Washington, by the FCC.

Competing applications for both stations, owned by United Broadcasting Co. and United Television Co., respectively, have been filed by Washington Community Broadcasting Co. A hearing was set on the renewal and competing applications last June.

Washington Community has charged that WOOL promoted, "in the guise of religion," Washington numbers rackets. The group said that Sunday religious programs featured preachers who dispensed spiritual guidance containing thinly veiled tips on the numbers games, usually couched in the form of textual references to the Bible (BROADCASTING, June 30).

United has contended that Washington Community has failed to present sufficient facts to warrant an inquiry. It also contends that it was unaware of any wrong-doing, and therefore not liable for the alleged misconduct.

As to United's claim that an inquiry into the charges would involve religious censorship, the commission noted that First Amendment guarantees do not "shield either the individual or the press, or any media for the communication of thought, from the application of criminal laws designed for the protection of the general public."

The commission said facts and evidence introduced in the case "persuasively argue for the conclusion that the licensee did have knowledge of the nature and purpose of the broadcasts in question," adding that even if United persisted in denying such knowledge, "a serious question would arise concerning the proper exercise of the licensee's responsibility in the management and operation of its station WOOL."

FCC gets budget boost from Senate committee

The Senate Appropriations Committee voted last week to give FCC \$22,850,000 for 1970 fiscal year that began July 1. This is \$1.25 million more than the House voted last June.

The increase over the House-approved figure of \$21.6 million for the FCC was for increased staff to meet its workload, the Senate committee said.

The Senate unit, however, concurred with the House in denying the FCC request for \$1 million for research and


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policy studies (BROADCASTING, June 23).

If the Senate approves the committee's recommendation for the FCC budget, it will be necessary for both houses to iron out the differences in the respective bills. Customarily these are compromised by halving the differences. If custom is followed, the FCC may end up with an appropriation of \$22,225,000, which is \$1.7 million below the \$23,950,000 it had asked for originally for the current fiscal year, but well above the \$20,720,000 it operated on during the 1969 fiscal year.

Reportedly, the FCC is preparing to ask the Bureau of the Budget for \$30 million for the 1971 fiscal year ("Closed Circuit," Oct. 27).

In other actions, the Senate committee, of which Senator John O. Pastore (D-R.I.) is chairman, recommended \$19.5 million for the Federal Trade Commission. This is the same as the House figure for this agency, which asked \$19,940,000 for the fiscal year.

\$1-million fire knocks Montana TV off the air

An early morning fire on Nov. 2 completely destroyed a building that housed the executive offices, studio and transmitter of KFBB-TV Great Falls, Mont. The TV station's tower and antenna system escaped damage.

The station, owned by Harriscop Broadcasting Corp., Beverly Hills, Calif., was off the air for four days. Also destroyed in the fire was the transmitting equipment for KKGf(AM) Great Falls. The radio station, formerly owned by Harriscop and then operating under the call letters of KFBB (AM), but sold last spring to W. L. Holter, was off the air for some 21 hours.

Estimate of total damages caused by the fire was placed at \$1 million. Cause of the fire is unknown at this time. There were no injuries.

In order to get KFBB-TV back on the air, Harriscop flew an RCA transmitter in from Camden, N. J. The station group organization also purchased two mobile trailers and was able to make use of a fully equipped mobile unit belonging to the University of Montana, which was transported from Bozeman, Mont. KFBB-TV came back on the air with network programming on Nov. 6. It's expected that the station will be transmitting local shows by Nov. 10.

According to Burt I. Harris, president of Harriscop Broadcasting, a completely new television plant will be constructed, probably at a new location. In addition to the Great Falls station, Harriscop encompasses KULR-TV Billings, Mont.; Ktwo-AM-TV Casper,

Wyo.; KBAK-TV Bakersfield, Calif.; and has part ownership of wsns-TV Chicago; KGGM-AM-TV Albuquerque and KVST(AM) Santa Fe, both New Mexico. Harriscop also has substantial and widespread cable TV holdings.

Newspaper bill wins committee approval

The Senate Judiciary Committee last week approved the "newspaper preservation bill." The measure would exempt joint newspaper operations of competing newspapers from the antitrust laws, if one of the newspapers is in financial difficulty.

The bill legalizes joint production, setting of advertising rates and profit-pooling. It gained substantial momentum in this session of Congress after the Supreme Court ruled earlier this year that such arrangements violate the antitrust laws.

Under an amendment, proposed by Senator Philip A. Hart (D-Mich.) and accepted by the committee, private antitrust suits filed against merged newspapers prior to enactment of the bill would be tried under the law as it now stands.

Similar bills are under consideration in the House, where hearings have already been held. At one of the House sessions, it was revealed that a split exists within the Nixon administration on the bill. The Department of Commerce supported it; the Justice Department opposed it, but acknowledged that the President shared Commerce's view.

Study says CATV is boon to stations

CATV helps more than it hurts TV stations—that's one of the findings by Martin H. Seiden & Associates in its new CATV study.

TV stations that fear CATV drives down their audiences because it offers subscribers more channels to view can relax, according to Mr. Seiden, one-time economic consultant to the FCC specializing in CATV. Based on a calculation of CATV subscribers and the TV stations carried by cable systems, Mr. Seiden claims that although TV stations may lose viewers in their A and B contours they pick up more viewers in so-called fringe areas. This results, he says, in a finding that half of all TV stations on cable TV end up with a net gain in viewers.

The two-volume study, which includes among other information an analysis of the profitability of CATV systems (down) and of both local and FCC regulation, is being offered to broadcasters, communications lawyers, advertising agencies, CATV operators, and program syndicators. Cost is \$750.

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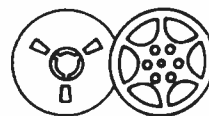
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A plea for drastic brakes on mergers

FTC staff report voices fear permanent harm may be done while conglomerates' situation is being evaluated

A tough, massive Federal Trade Commission staff report on merger policy, outlined before a Senate subcommittee last week, called for bold action to curb conglomerate mergers while acknowledging that evidence as to their effects is still tentative and incomplete.

Dr. Willard F. Mueller, formerly the FTC's chief economist and now at the University of Wisconsin, was quick to note and defend this double-edged position in his presentation to the Senate Antitrust and Monopoly Subcommittee.

The FTC study was undertaken last year at the urging of the subcommittee's chairman, Senator Philip A. Hart (D-Mich.), as part of a general inquiry into conglomerate mergers.

"Should we pursue a policy of inaction, an essentially laissez-faire attitude toward conglomerate mergers," Dr. Mueller said, "there is danger that the economy may become cartelized and centralized in a fashion that cannot be reversed." On the other hand, he said, if a zealous enforcement

policy proves damaging to economic efficiency, that policy can be more easily changed.

Although the report did not single out multimedia owners as unusually active in conglomerate acquisitions, Dr. Mueller singled out broadcasting and newspapers as examples of those who have been "caught up in the movement."

The FTC report warned that economic power is becoming more and more concentrated in the hands of the 200 largest manufacturing corporations, and attributed the development primarily to merger activity.

It said that such concentration produces a lessening of competition without a corresponding gain in economic efficiency.

There has been a decline in merger activity during most of 1969, the report said, because of falling stock prices and sterner government policy. It added, however, that to interpret this development as evidence that the movement is dying would be "a gross

mistake."

The report recommended a halt to tax policies which it says "subsidize" mergers; an extension of the present ban on interlocking directorates, to include not only actual competitors as is now the case, but also "potential competitors and those which operate in a buyer and seller relationship"; and a "fuller public disclosure requirement" for large firms. The disclosure proposal would require statements of profits and losses by divisions or product lines, rather than one consolidated lump sum.

A majority of the FTC commissioners decided neither to endorse nor reject the report at this time, according to FTC Chairman Paul Rand Dixon. He noted that another phase of the investigation is underway and said the material so far has provided "useful background."

In a separate statement, Commissioner Philip Elman called the report "soundly based" and said that in his view, "it does not call for any drastic change in present enforcement policy on conglomerate mergers." Commissioner Mary Gardiner Jones, on the other hand, said the report's conclusions "are premature and not supported by the type of hard empirical data which is potentially available to the commission. . . . Indeed staff's conclusions and recommendations could have been made before this study was initiated."

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Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities, see "For the Record," page 84):

■ WKOW-TV Madison, WAOW-TV Wausau and permittee wxow-TV La Crosse, all Wisconsin: Sold by N. L. Bentson, Joseph L. Floyd and Edmond R. Ruben to William Mulvey, Ed Wood and Jerry Feniger for \$3 million ("Closed Circuit," Nov. 3). Sellers own BFR station group—KELO-AM-FM-TV Sioux Falls, KLDO-FM-TV Florence and KPLO-TV Reliance, all South Dakota, and WLOL-AM-FM Minneapolis. Mr. Mulvey is chairman of McCann-Erickson, New York advertising agency. Mr. Wood is president of WALK-AM-FM Patchogue and WRIV-AM-TV Riverhead, both New York. Mr. Feniger is vice president of Grey Advertising, New York. The Madison and Wausau stations are ABC-TV affiliates and the La Crosse station will become an ABC-TV affiliate when it goes on the air. WKOW-TV is on channel 27 with 880 kw visual, WAOW-TV is on channel 9 with 204 kw visual and

wxow-TV has a CP for channel 19 with 132 kw visual.

■ **KIDD(AM)** Monterey, Calif.: Sold by George R. Walker and Robert K. and Julie I. Sherry to John B. Walton Jr. for \$600,000. Mr. Walton owns KDJW-AM-FM Amarillo, KELP-AM-TV El Paso, KBUY-AM-FM Fort Worth, all Texas; KIKX(AM) Tucson, Ariz., and KVOD(AM) Albuquerque and KAVE-TV Carlsbad, both New Mexico. KIDD is full time on 630 kc with 1 kw.

FCC accedes to AMST on records inspection

The Association of Maximum Service Telecasters succeeded last week in obtaining access to technical data that it has alleged was withheld by the FCC in violation of the Freedom of Information Act.

AMST last month invoked the act in formally requesting permission to inspect the materials, after charging that previous requests were refused, deferred or met with the suggestion that they be put in writing (BROADCASTING, Oct. 13).

The data consists mainly of field and laboratory tests conducted by the commission's technical staff in connection with a proposed rulemaking opposed by AMST. The rulemaking would permit the licensing of police and fire emergency-radio call boxes in the 72-76 mc band. AMST contends that such operation would interfere with reception of television channels 4 and 5.

In granting access to the data, the FCC's executive director, Max Paglin, said: "The laboratory reports referred to . . . are intraoffice memoranda which are not routinely available for inspection. However, it has been determined that the petitioners have made a proper request . . . and that in this particular case the public interest would be served by making these documents available for public inspection."

KTTV stage burns

Sparks from a welding torch caused a spectacular fire last Thursday (Nov. 6) on a sound stage at the studios of KTTV(TV) Los Angeles. The blaze raged for nearly four hours and required 17 fire units to control. No estimate of damage was immediately made. Workmen were refacing the TV station's stage four when the fire broke out. The flames shot through insulation and electrical circuits within the three-foot-thick walls of the sound stage. Three firemen were overcome by smoke but no station personnel were injured. KTTV is owned and operated by Metro-media Inc.

FCC agrees to meet on lawyers' complaint

The Federal Communications Bar Association has won a procedural point with the FCC, one that the lawyers consider critical.

The commission has agreed to permit an FCBA committee to meet with the commission staff in an effort to define the commission's policies and requirements regarding broadcasters' responsibilities in ascertaining community needs.

Rosel H. Hyde, in one of his last acts as chairman, on Oct. 31 wrote Morton H. Wilner, FCBA president, reporting that the commission was agreeable to such a meeting. He said arrangements will be made "in the near future."

Mr. Wilner had written the commission on Oct. 22 to renew the association's request that the commission direct its staff to meet with an FCBA ad hoc committee on the matter (BROADCASTING, Oct. 27). Mr. Wilner expressed the association's concern over the commission's earlier refusal to permit such a meeting.

He also accused the commission of causing confusion among the legal profession by allegedly changing its policies on the ascertainment question, and to

have violated the Administrative Procedure Act by making the alleged changes "by administrative fiat."

The commission has denied altering its policies. But Mr. Hyde acknowledged that the commission staff is studying the matter "in an effort to provide applicants and licensees with a better understanding of the commission's requirements" on the ascertainment-of-community-needs question.

Bank sees rosy future for FM

The FM radio industry should surpass the \$1-billion mark by 1975, including the sales of receivers, broadcast advertising and equipment, according to a study by the Chase Manhattan Bank in New York.

The study predicted that by 1975 the annual sale of receivers will increase to more than 50 million units; broadcast revenues will grow to \$200 million and the equipment market will expand at a corresponding rate.

The study cited these factors supporting an optimistic outlook for FM radio: its technical superiority; the increasingly urbanized population; a strong demand for quality entertainment; widening advertiser interest; a favorable government attitude, and the promise of syndicated formats and station automation to offset rising costs.

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No hiatus for Burch—or the FCC

New chairman rolls up his sleeves, gets to work to study host of critical issues that face commission

The FCC's new chairman, Dean Burch, has been carrying on in his new job as though he were afraid there will be no tomorrow.

The 41-year-old Tucson, Ariz., lawyer and former chairman of the Republican National Committee, was sworn in as FCC commissioner and chairman a few minutes after 4:30 p.m. Friday, Oct. 31, coincidental with the retirement of Rosel H. Hyde (BROADCASTING, Nov. 3).

Then he spent some 13 hours in each of his first two days on the job, Monday and Tuesday, trying to penetrate the mysteries of some of the communications-industries issues he will be facing.

And on Wednesday he presided over a commission meeting—his first—that began at 9 a.m. and ran through to 5:30 p.m., with only an hour off for lunch (one and a half hours is the usual minimum). But since most of the meeting was devoted to confidential matters Mr. Burch vaguely described as "internal," he called his colleagues back into session Friday morning (Nov. 7) at 8 a.m., to dispose of the agenda items left untouched Wednesday. The FCC has not met as early as 8 a.m. in recent memory.

Mr. Burch was on hand for the swearing-in Thursday morning of Robert Wells, of Garden City, Kan., who succeeded Commissioner James J. Wadsworth, who resigned to join the U.S. delegation to the International Telecommunications Satellite conference. And that afternoon, he toured the commission's offices to greet his new fellow

workers. "I don't want to sit up here on the eighth floor like a myth," he said. "I want to be a real person."

Nor is there any indication the pace will slacken soon. On Tuesday, he will be at Columbia University in New York, speaking at the first presentation of the new Alfred I. duPont-Columbia University Awards in Broadcast Journalism (BROADCASTING, Nov. 3). Over the weekend, he expected to take home a heavy file of documents on commission matters to study.

He plans to spend a number of weekends on the job, occasionally with staffers he will ask to brief him. The administrative work takes up too much of his time to permit him to study during the week. "The letters, the telephone calls, the travel authorizations have to go on," he said. "I don't want to slow anything down."

This kind of itchiness to keep going seems to underlie all of his actions so far. Some staffers had expected a quiet hiatus between the departure of Mr. Hyde and the new chairman's taking hold of his new duties. But Mr. Burch said last week: "We can't afford a hiatus."

This feeling apparently is affecting one of the major decisions he will have to make soon—whether to and what kind of changes to make in the commission's top staff jobs. Normally, commission chairmen coming in with a new national administration put in their own men as general counsel and Broadcast Bureau chief. The commission's execu-

tive director's job, which hadn't been in existence the last time the White House passed from one party to the other, is a likely area for change.

General Counsel Henry Geller and Executive Director Max Paglin are Democrats while Broadcast Bureau Chief George Smith is a Republican, leading to the conventional wisdom that the two Democrats, at least, will be dropped. However, Mr. Burch said that, while he has had "plenty of suggestions" on persons he might hire, he has no instructions from the White House to fire anyone.

He said he has made no decision on any of the key staff jobs, and won't until he has a better chance to evaluate the individuals involved against the qualifications of potential successors. "I'm not going to do anything to slow down the agency until a change can be made for the better," he said.

He has made some changes in his office staff, however. He named Robert Cahill, legal assistant to Rosel H. Hyde, his administrative assistant, and will pick a new legal aide. He is hiring a new confidential assistant, Jennifer Fitzgerald, who now works at the State Department and who was with him at the GOP national committee in 1965, to succeed Vera Nordness, who has retired.

Mr. Burch's first impression of the commission's staff and his fellow commissioners is favorable. He said he was "gratified at the ability and perceptiveness of the staff people" he had met



Dean Burch (r) was sworn in Friday (Oct. 31) as a member and chairman of the FCC. Chief Hearing Examiner Arthur Gladstone administered the oath of office in a brief ceremony in the commission meeting room attended by outgoing Chairman Rosel H. Hyde and members of the commission.



FCC Chairman Dean Burch stands by as the commission's newest member, Robert Wells, of Garden City, Kan., is sworn in on Thursday (Nov. 6). Mr. Wells, who succeeds James J. Wadsworth, formerly was general manager and a minority stockholder of the Harris Radio Group.

so far. As an old-time supporter of economy in government, he feels "the government is getting its money's worth" from the commission. In fact, he feels the commission is short handed, particularly in the area of rule-enforcement duties—an attitude broadcasters may regard as an augury of the kind of role he will play as chairman.

As for the commissioners, he is "impressed" by their lack of partisanship in deciding issues. They "make decisions in a very agonizing way"—and he said agonizing was precisely the term he meant. The only issue on which the commission had so far acted since he joined it—and one on which he voted with the majority—was the agreement concluding informal negotiations with AT&T under which the company will reduce its rates on long-distance telephone calls by \$150 million annually, effective Jan. 1.

His colleagues are returning the compliment. One commissioner following the meeting Wednesday said of Mr. Burch: "He's very cool and will probably be a very effective chairman. He learns fast." Another said he was "sharp" and "very businesslike."

No one is prepared to predict the policy line the new chairman will follow. And Mr. Burch said he was not yet sufficiently familiar with the critical issues facing the commission to take a position on them. But he wants to be briefed soon on communications satellites—domestic and international—and on the commission's frequency-allocation functions.

Other matters of particular interest to him are CATV, pay TV, the commission's inquiries into the relationship between computers and communications and into conglomerates' ownership of broadcast properties, the land-mobile radio industry's plea for additional spectrum space, and the commis-

sion's proposals to limit broadcast ownership within a market and to restrict network ownership of programming.

Some of these, he said, "are coming up quickly, and I've got to be prepared to act on them." Asked how quickly, he retreated a little, saying he didn't know for sure and that it would take some time for him and Commissioner Wells to become well enough versed in them to vote.

But his performance during his first week in office, and particularly his willingness to participate in the AT&T matter, are being interpreted to mean he will come to grips soon with the major issues. As he said, the commission can't afford a hiatus.

Who's to absorb new AT&T rates?

After ABC-TV agrees to carry whole load CBS asks stations to split

CBS-TV is asking its affiliates to share 50-50 the \$6-million-plus increase annually in its AT&T rates. The CBS action, yet to be accepted by its affiliates, follows an ABC-TV agreement with its affiliates to absorb its entire estimated \$5.8 million increase the first year ("Closed Circuit," Nov. 3).

The CBS plan was presented to the Affiliates Advisory Board meeting last week in Lyford Cay in the Bahamas. The exact proportion of the cost ratio was not disclosed, but one report put the division at about \$3 million for the network and a little over \$3 million for the stations. This source said the yearly increase in station costs would be in the range of "between \$17,000 and \$20,000 for each of the stations."

Though formal business sessions had ended at Lyford Cay, conversations between the affiliate board members and network executives on the CBS proposal on AT&T increases were continuing Thursday evening (Nov. 6). It was reported that the affiliates representatives were not inclined to give immediate acceptance.

NBC-TV has a similarly scheduled affiliates board meeting Nov. 17-19, with the AT&T rate hikes sure to top that agenda.

The situation at ABC, meantime, was being formalized. Letters were being mailed out to affiliates Thursday (Nov. 6) by Mort Cohn, WLOS-TV Asheville, N. C., the ABC-TV Affiliates Board of Governors chairman, as a follow-up to a wire he had sent the stations Oct. 31. The wire had called ABC's move an "outstanding demonstration of under-

When John Sherman says there have been "technical difficulties" ...the tower fell down.



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standing and cooperation."

The ABC decision is to assume the cost beyond the first year if the stations provide better clearances and step up other activities that would strengthen the network. In noting this, Mr. Cohn told affiliates that the situation would be reviewed throughout the year.

ABC had first sought to pass the entire boost on to the stations; then it proposed to share it 50-50. The network's officials had said the AT&T increase is equal to about 10% of the affiliates' annual network compensation (putting ABC-TV's total station payments at about \$58 million).

It was acknowledged, however, that a 50-50 sharing would have forced many of the affiliates to cut back on such activities as news programming and promotion and would have tended to increase program pre-emptions. ABC officials determined this would be to the detriment of the network.

The annual increase in AT&T costs for ABC, according to Mr. Cohn, comes to \$5,845,000. He said his letter told affiliates that the rate hike was considered "unwarranted" and the affiliates board was offering to help the network "prove this point to the FCC."

Mr. Cohn said that in future meetings the procedures the stations could take to strengthen the network would be discussed thoroughly, and that the

affiliates were hopeful of providing "some assistance."

While the AT&T hike had a priority at Lyford Cay, the CBS affiliates board had other matters to consider. During the sessions, they were apprised of competitive reasoning behind midseason program changes being made by the network (see page 58). They also reviewed the prospect of a cigarette advertising loss (some 10% of CBS-TV billings), the status of the late-night *Merv Griffin Show*, the improved ratings and showing of the Cronkite early-evening news show against NBC's *Huntley-Brinkley*, Apollo 12 coverage plans, and various housekeeping items.

CBS officials indicated advertiser categories that could be developed further to help offset cigarette ad losses. They noted, for example, that of 16 advertisers new to the network and participating in the *Merv Griffin Show*, seven had never been in television before. In discussing *Griffin*, CBS authorities noted that the show started only last August against a well-entrenched *Tonight Show* on NBC-TV and *Joey Bishop* on ABC-TV which also had considerable lead-time on *Griffin*. Yet, they explained, *Griffin* was outdistancing *Bishop* in audience. It was agreed that the network would attempt to speed up transmission of news about upcoming *Griffin* shows so that the stations could better promote them.

New strike thunder heard in Carolina

WFMY-TV, WGHP-TV are the targets for competing bids

The Greensboro-High Point-Winston-Salem, N.C. area, was a hub of competing-application activity last week.

WFMY-TV Greensboro found its renewal threatened by a group charging it with concentration of mass-media control. And WGHP-TV High Point-Greensboro-Winston-Salem found itself involved in a three-way contest for its channel 8 facility as Furniture City Television Co. made good its promise to cross-file and an existing station—UHF WUBC-TV Greensboro—sought to occupy WGHP's frequency. North Carolina licenses expire Dec. 1.

Applying for WFMY-TV's channel 2 was the Greensboro Television Co., a new group with no present media interests and composed mainly of Greensboro area residents. The group's president is Alan W. Cone, who is president of Blue Gem Manufacturing Co., chairman of the board of Consolidated Apparel Corp., a director of a branch of the North Carolina National Bank; chairman of the board of Fisher Haneson Printing Co., and a director of Gate City Savings and Loan Association, all Greensboro. Its executive vice president is Benjamin V. Mast, an editorial and film consultant and commentator on United Nations activities. Mr. Mast was previously a program producer for Voice of America and a news writer for ABC and NBC in New York.

WFMY-TV is owned by Landmark Communications Inc., Norfolk, Va., which also owns the Greensboro News Co., publisher of the *Greensboro Daily News* and *The Greensboro Record*. Landmark acquired the CBS-affiliated station in 1964.

Greensboro Television's attorney said the concentration-of-mass-media-control attack was "leveled against the existing Norfolk ownership because of its control of both of Greensboro's daily newspapers and its only [VHF] television station."

Although the group's application stressed the diversification issue, another point raised was "the need for broad-based local ownership attuned to community needs and interests." Several of the new corporation's members are blacks, and one of these—a lawyer and state representative—is a vice president.

The group proposed a programming format emphasizing news, cultural affairs and community needs. It said it would maintain a 17-man news staff

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and devote 11.5% of its programing to news and 2.6% to public affairs.

William A. Gietz, president and general manager of licensee WFMV Television Corp., commented: "During WFMV's 20 years of operation, we have always attempted to serve this area and its needs. We believe we have done a good job. Now the FCC must decide between our record of actual performance in contrast with promises that are untested in practice. We are confident that the commission will decide once again, as it has six times in the past, that WFMV-TV should continue to operate on channel 2."

The latest bid for WGHP-TV comes on the heels of another filed Oct. 31 by a group of High Point residents, operating as Furniture City Television Co., who contended that licensee Southern Broadcasting Co. fails to serve local needs in its programing (BROADCASTING, Oct. 13).

The new applicant is WEAL Inc., permittee of UHF WUBC-TV and licensee of WEAL(AM), both Greensboro. Ralph Price, majority stockholder of WEAL, is also 52% owner of Murray Hill Broadcasting Co., licensee of WQMG(FM) Greensboro. Mr. Price was a member of a group which unsuccessfully competed with Southern Broadcasting in 1962 for channel 8. Two members of the Furniture City group were also involved in that venture.

WEAL requested FCC authority to change WUBC's frequency and location to permit it to occupy WGHP-TV's facility. With an eye toward the commission's proposed one-to-a-customer rulemaking, the permittee said that if its application were granted, WEAL would divest itself of WEAL and that Mr. Price would relinquish his interest in WQMG(FM). Carroll G. Ogle, president of WEAL, was designated president, 30% owner and general manager of the proposed station, which would have its main studios in High Point and an auxiliary studio in Greensboro.

A news staff of 16 and programs dealing with community affairs, youth, and religion were proposed, as well as one specifically directed to the black community and featuring a Negro anchorman.

WEAL has operated WUBC for two years.

Bartell pays \$30,000 in fines to the FCC

The U.S. Treasury was \$30,000 richer last week, thanks to the largest haul ever made by the FCC from one source as the result of a single forfeiture action.

Licensees of WADO(AM) New York, WOXY(AM) Milwaukee and KCBQ(AM) San Diego, all subsidiaries of Bartell



Mr. Ethridge



Mr. Kalb



Mr. Smith

Ethridge SDX keynoter

More than 800 broadcast and print media newsmen meet in San Diego this week to probe common problems at the 60th anniversary convention of Sigma Delta Chi, professional journalistic society. Keynote speaker at the Nov. 12-15 event is Mark Ethridge, former publisher of the *Louisville Courier-Journal* (under same ownership as WHAS-AM-FM-TV there), who is national honorary president of SDX this year. Marvin Kalb, CBS News, Washington, and Steve Fentress, NBC News, Los Angeles, will talk Nov. 14. Also on agenda is Merriman Smith, VPI White House correspondent.

Media Corp., forfeited \$10,000 each for violation of FCC rules barring unauthorized transfer of control.

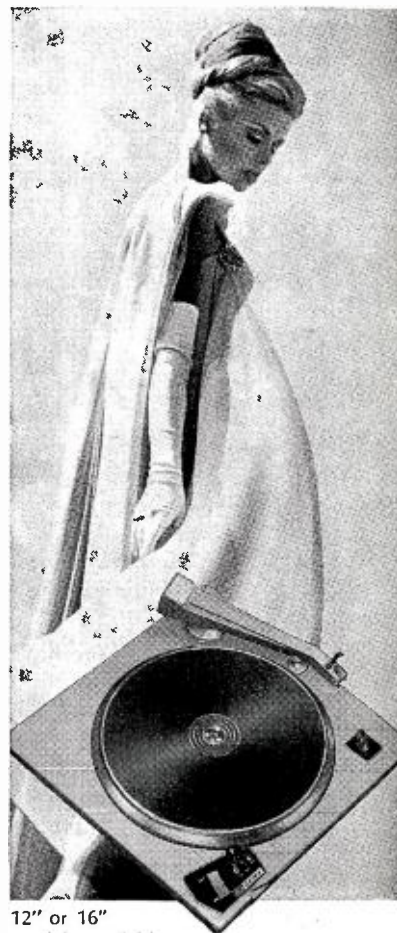
The commission imposed the forfeitures last month in the same action in which it conditionally approved a transfer of control of Bartell to Downe Communications Inc. (BROADCASTING, Oct. 6).

The parties informed the commission last week that the conditions attached to the transfer authorization had been met and that the transfer had been consummated on Oct. 28.

The transfer of control denounced by the commission involved the acquisition of defacto control of Bartell by a Wall Street brokerage and investment firm, Weiss, Voisin and Cannon Inc., which Bartell had hired as a financial adviser, and some of its customers.

In asserting that the conditions attached to the commission's approval of the transfer to Downe had been met, the parties said that Downe has acquired control of Bartell—it now has seven members on the 12-member

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board of directors—and that Gerald Bartell and three voting partners in the Weiss firm have resigned.

Downe owns 32% of Bartell, which gives it de facto control of the company, and is attempting to acquire a majority of the stock through purchase from existing stockholders.

A guide to help at renewal time

NAB publications offers tips to stations, but warn against neglecting legal counsel

The National Association of Broadcasters is offering an assist to broadcasters preparing license renewal applications in the critical area of determining community needs.

In a booklet designed to help stations follow new FCC logging rules, a chapter on the problem, the ascertainment of community needs, is included. The booklet was prepared by NAB Assistant General Counsel John Summers. It seeks to clear up confusion on the matter but carefully warns it is a general treatment and not intended as a substitute for private legal counsel.

Key to the understanding of the FCC stand is the emphasis on determining community needs, the booklet says, adding that programing service proposed to meet the needs as evaluated then may be indicated to the commission.

The NAB booklet notes that applicants, despite long residence in an area, are no longer considered, ipso facto, to be familiar with the needs and interests of the community. The commission requires consultation with leaders in community life, public officials and educators; in the fields of religion, entertainment, farming, business, labor, professions and service or-

ganizations.

Consultations should include a representative range of groups, the commission has noted.

The license renewal application must include significant suggestions as to community needs received through the consultations. Then, the commission expects the applicant to evaluate the relative importance of the suggestions and consider them in formulating the station's over-all program service. This evaluation does not have to be submitted to the FCC, however.

The NAB booklet notes that communities differ and each must be surveyed in terms of its own characteristics. Here, it is indicated by Mr. Summers, the advice of the station's own legal counsel is important. Following a study of FCC decisions, the booklet cites examples.

For community leaders: the mayor, city manager, councilmen, selectmen or other local government officials; superintendent of schools; local college or university officials; religious leaders; heads of minority groups; newspaper publishers; chief of police; chairmen of charitable drives; union officials; youth leaders; hospitals; professional groups leaders such as bar and medical associations; business leaders and such.

Examples of needs identified: urban renewal, governmental consolidation, school problems relative to facilities, curriculum, integration, community support, future requirements; housing problems; agricultural needs; lack of understanding between races; crime and drug problems; better highways. . . .

The FCC stance has put new pressure on broadcasters in the renewal period. Robert Rawson, chief of renewals and transfers for the FCC, speaking at the NAB's current fall conferences, has announced the FCC itself plans to publish a primer to be used as a guide by broadcasters. The survey requirements already have inspired several firms to offer the survey service (BROADCASTING, Nov. 3).

Comstock, Summers assume new NAB duties

Paul B. Comstock was named vice president and general counsel of the National Association of Broadcasters last week at the meeting of the NAB executive committee.

At the same time, Vincent T. Wasilewski, president of NAB, announced the promotion of John B. Summers to chief counsel and head of the NAB legal department, reporting to Mr. Comstock.

Mr. Comstock has been vice presi-

dent for government affairs since Sept. 1, 1962, and will continue to devote his major attention to this field, Mr. Wasilewski said, but will add the over-all supervision of the NAB legal department to his duties ("Closed Circuit," Sept. 29). It is expected the NAB will continue to engage outside counsel for special projects and probably will add another attorney to its staff.

Mr. Summers, assistant general counsel since November 1967, takes over the post held by Douglas A. Anello, who resigned Oct. 1 (BROADCASTING, Sept. 29).

Hot broadcast issues move to Southwest

The National Association of Broadcasters fall conference tour resumes with the Southwestern sessions Thursday and Friday (Nov. 13-14) in Dallas.

A feature of the conferences will be the discussion of issues facing broadcasting this season: license renewals, cigarette advertising, CATV and pay TV, copyright legislation and rate reductions for political campaigns.

The discussions are to be moderated by NAB Board Chairman Willard E. Walbridge, executive vice president and general manager of KTRK-TV Houston. Four panelists slated to assist the discussion in Dallas are James M. Caldwell, vice president and station manager of WAVE(AM) Louisville and vice chairman of NAB's radio board; Allan Page, president and general manager of KOWA(AM) Enid, Okla., and Raymond A. Plank, owner of WKLA(AM) Ludington, Mich., both members of the radio board, and Mike Shapiro, of WFAA-AM-FM-TV Dallas.

What U.S. thinks of TV is focus of CBS study

The role of television in the life of Americans and their attitudes toward the medium will be explored in a survey to be conducted by the Bureau of Social Science Research, Washington. The study, cost of which are estimated between \$150,000 and \$200,000, has been initiated and supported by a grant from CBS Inc.

The survey will encompass detailed interviews with a nation-wide sample of adults, 18 years and older, and will attempt to determine the public's attitude toward television; how the medium is used in everyday life; its general importance to people, and how it relates to the use of leisure time.

CBS initiated a similar study that was conducted by the late Dr. Gary A. Steiner and was published in 1963 by Alfred A. Knopf under the title of *The People Look at Television*. As a result of this earlier work, CBS noted, it will be possible to trace changes in attitudes regarding television and to relate these changes to developments in the technology and content of the medium as well as to trends in the demographic characteristics of the television audience.

The new study will be conducted by Dr. Robert T. Bower, director of the Bureau of Social Science Research since its establishment in 1950. He has conducted extensive research in the fields of communication and public opinion. Dr. Ira Cisin, of George Washington University group, will collaborate with Dr. Bower. Study is to be completed in late 1971.

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CBS adopts new rules governing its reporting

CBS Inc. has issued a memorandum setting forth guidelines for investigative reporting as a result of the FCC's decision criticizing CBS-owned WBBM-TV Chicago for its report of a marijuana party.

The memo said the general manager of each CBS-owned station is responsible for day-to-day operations and the station's investigative reporting must be conducted under his supervision. When questions arise, station managers must consult with the division president, and, in projects by CBS News with the president of CBS News. CBS said its law department must be consulted prior to commencement of the investigative project and should be kept advised as it proceeds.

CBS emphasized that its personnel must not knowingly engage in criminal activity, nor induce any person to commit a crime. It was stressed that CBS News personnel are not to stage news improperly or to encourage persons to do things or say things that they would not otherwise have done.

WPIX license contest hearing set in N.Y.

A hearing date of Jan. 5, 1970, was set by the FCC last week for the license renewal of WPIX-TV New York, and a competing application for the channel 11 facilities filed by Forum

Communications Inc. Hearing Examiner James F. Tierney will preside at the hearing to be held in New York. A prehearing conference is scheduled for Dec. 8 in Washington.

The FCC renewed WPIX's license May 22, then rescinded its action following allegations of news distortion on the part of WPIX news personnel (BROADCASTING, June 23).

FCC Commissioner Robert T. Bartley, joined by Commissioner Nicholas Johnson, has said he will seek to add an issue of whether WPIX exercises an undue concentration of control of mass media (BROADCASTING, Oct. 27).

WGN's new rotunda

Construction of a \$500,000 rotunda to the east of the main building of WGN Continental Broadcasting Co.'s headquarters in Chicago has been announced by the group owner. Completion is set for early next year. The rotunda is designed to provide added space for WGN Continental's varied sales activities as well as community functions.

NLRB orders disclosure

A National Labor Relations Board trial examiner, Bernard J. Seff, has told WLOL-AM-FM Minneapolis to furnish precise wage and salary information to the Twin City local of the American Federation of Television and Radio Artists, if the union requests it. The examiner said the station earlier this year had refused to provide salary data on employees represented by the union.

Equipment & Engineering

Another lunar spectacular due

NASA gives go-ahead on color-TV broadcasts from the moon's surface

The moon in living color may be contradictory, but that's what earthlings are going to see next week when the Apollo 12 astronauts spend 31 1/2 hours on the lunar surface.

The decision to install a color-TV camera in the lunar module was made last week by officials of the National Aeronautics and Space Administration, following successful tests of the Westinghouse color-TV camera at Cape Kennedy. Last month, the color camera failed to produce clean pictures and a black-and-white TV camera, similar to

the one used by the first moonwalkers of the Apollo 11 flight, was installed in the module (BROADCASTING, Oct. 27).

NASA officials said the color-TV broadcasts from the moon should result in better pictures than came from the black-and-white camera used in the July moonwalk. There will be less blurring, for one thing, it was pointed out, since the color-TV camera operates at 30 frames a second with 525-line resolution. The Apollo 11 monochrome camera was operated at 10 frames per second with 320 lines. The color-TV camera, which uses the field sequential color-TV system by means of a tiny revolving filter with the three prime colors (red, green and blue), also contains a zoom lens which the monochrome camera did not have.

The difficulties with the color camera at tests last month at Cape Kennedy were found to be caused by interference feedback from the motor used to drive

the color wheel. The interference was overcome by changing the grounding technique and adding another circuit to the camera.

The camera, tied to the lunar module by a 100-foot cable, will be used at seven different positions, under present plans, during the scheduled 13 hours 25 minutes of telecasts from the moon by Astronauts Charles Conrad and Alan L. Bean. Astronaut Richard F. Gordon remains in the command spaceship circumnavigating the moon during this period.

Inside the command ship, a second color-TV camera will show viewers on earth activities enroute to and return from the moon, similar to the broadcasts from inside the Apollo 11 command ship last summer.

Cable-satellite talks are held in Washington

Officials of the Communications Satellite Corp. met in Washington last Thursday (Nov. 6) with Irving B. Kahn, president of Teleprompter Corp., multiple CATV owner, who announced last month that Teleprompter was interested in establishing a domestic satellite system for Cable TV (BROADCASTING, Oct. 27). Mr. Kahn had no comment on the Comsat proposal to establish a 24 or 48-channel TV and broadcast service using two satellites that followed the call by Frank Stanton, president of CBS, for a broadcast-owned and operated domestic satellite system (BROADCASTING, Oct. 20).

Earlier in the week, Comsat met with representatives of newspaper publishers and wire services. They expressed strong support for the Comsat proposal. Those present included representatives of the American Newspaper Publishers Association, AP, UPI and Copley Press.

Meanwhile, following its meeting with TV-network officials last month, Comsat met with Hughes Sports Network on Friday (Oct. 31).

Richard Bailey Sr., said afterward he thought the Comsat plan represented an advantage to HSN as well as to the regular networks "and could represent quite a saving." He said further meetings with Comsat officials would be held.

Technical topics:

A new one ■ Cascade Electronics Ltd., Port Moody, B.C., introduces a new monitoring system to accompany their new UNICOM equipment. With it, the output levels of individual trunk amplifiers are monitored at the head end (or other convenient point) and faults are detected and located the instant they occur.

Marti's newest ■ Marti Electronics, Cleburne, Tex., announces immediate

availability of its RMC-2AX remote control system, available with either 10 or 24-channels, permitting AM radio broadcasters to telemeter back transmitter meter information on the carrier. FCC approved this means of remote metering of AM transmitters last month (BROADCASTING, Nov. 3). Marti's equipment operates in the 22 to 28 cycle-per-second range, and is compatible with FCC standards.

Automated TV stations big in Ampex future

Ampex Corp., for the last two years has been intent on changing from being merely a supplier of TV recording equipment to becoming a broad line developer and manufacturer of virtually every technical equipment need of the station operator. It has reached a plateau in this transition but still is looking to broaden its line.

On the occasion of Ampex's 25th anniversary as a company (Nov. 1), Lawrence Weiland, vice president and general manager of the video products division (the division concerned with television broadcasting), told BROADCASTING that besides other areas of sales development there are two bright new markets opening for equipment-makers. One is automation in television and the other is recycling of VHF

New EVR market

CBS Electronic Video Recording division and the Huntington-Rockford Corp. Ltd., Toronto, reported plans to convert teacher training and student lecture material to EVR cartridge format. The EVR system will be introduced initially in 10 selected schools in Canada and by 1973, it is anticipated that mobile EVR libraries will be available to 2,000 schools.

transmitter equipment.

About the first, Mr. Weiland predicts: "Without a doubt, in the near future, television stations will be completely automated." About VHF transmitters, he says: "This is a hell of a market. Nothing new has been offered for the last 20 years."

Mr. Weiland also sees important markets in high-band color video tape recording ("some 200 stations in the U.S. are not high-band equipped"), all kinds of color equipment for foreign countries ("they are three or four years behind us in color in Europe"), and home video tape recorders ("we're going to be a leader in this field").

Before coming to Ampex in 1960, Mr. Weiland was manager of advance planning for NBC in New York.

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The staff is restless tonight at BBC

The British Broadcasting Corp. is facing a staff crisis.

Besides a disputed pay claim of 10%—which would give producers, administrators and technicians an extra \$240 to \$1,200 a year—the BBC staff is protesting against the corporation's blueprint to alter the whole structure of broadcasting in Britain along lines of a recently issued manifesto.

There is also the fear that the management is sacrificing quality for quantity to boost its TV audience measurement figures. In the words of one TV producer:

"Programs that pioneer new ground, appeal to minorities and do not satisfy the magical rating figures, just do not get made. If they do, it's with limited facilities, time and money, all of which contribute to declining standards."

With staff militancy reaching the point of almost open revolt in the London, Manchester, Bristol and Birmingham studios, the Associations of Broad-

casting Staff and Cinematograph and TV Technicians is building up pressure for an inquiry into the new broadcasting policy. What the unions are particularly concerned with is the BBC's intention of making "some reduction" in its radio staff.

Australian TV to get 'Gems' for \$5 million

Screen Gems International has licensed virtually all of its available programming to several Australian companies for approximately \$5 million, it was announced by Lloyd Burns, vice president of the international arm of SG.

Mr. Burns said that Television Network of Australia Pty. has bought almost \$3 million worth of feature films and series including *Death Valley Days*, *Screen Gems Presents*, *Playboy After Dark* and has renewed *I Dream of Jeannie* and *The Flying Nun*. In addition, the Australian Mini-buying Pool, representing various Australian TV stations, has licensed *The Johnny Cash Show* and *Mr. Deeds Goes to Town*.

Comest formed to aid European satellite hopes

A European consortium has been formed to provide a domestic satellite communications system for Europe and Africa. The group, Communications European Satellite Team (Comest), has submitted a bid to the European space agency to provide a communications-satellite system to carry TV and radio programs within Eurovision countries and Africa.

The system, to be operated by the European Broadcasting Union, which operates the Eurovision TV and radio network, would provide two color-TV programs and 10 sound channels between a satellite and ground terminals in Europe and Africa.

The Comest group includes electronics and communications firms from Britain, Sweden, Italy, France, the Netherlands and West Germany.

Associated are firms from Belgium, Denmark, Spain and Switzerland.

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Roger P. Laven, account supervisor in Chicago division of Needham, Harper & Steers, elected VP.

William A. Fricke, associate media director with McCann-Erickson Inc., New York, elected VP.

George G. Milliken, executive VP, Norman, Craig & Kummel, New York, joins Kenyon & Eckhardt there as VP

and management supervisor. **Howard Stabin**, formerly creative director, Grey Advertising, New York, joins K&E there as VP and co-creative head.

David K. Wham, VP and account supervisor for Warwick & Legler, New York, appointed eastern sales manager for radio division of Golden West Broadcasters, with headquarters in New York.

Steven Banks, VP and senior art di-

rector/TV producer, William Esty Co., New York, resigns. Future plans have not been announced.

Ed Hawkins, account executive for RKO General TV Representatives, New York, appointed general sales manager of KHJ-TV Los Angeles, RKO General-owned station.

Robert Walker, with Richard K. Manhoff Inc., New York, joins Media Corp. of America, New York independent media-buying company, as account supervisor. **Marvin Glasser**, group supervisor at J. Walter Thompson Co., New York, and **David Specland**, assistant media supervisor-buyer, Ted Bates & Co. there, join Media Corp. of America as media supervisor and media buyer, respectively.

Richard C. Shepard, local-regional sales manager, WKBW-TV Buffalo, N.Y., appointed general sales manager. He is succeeded by **Marc Edwards**, account executive.

Edward D. Bushman, with WTOP-AM-FM Washington, joins KEZY-AM-FM Anaheim, Calif., as regional sales manager of Hollywood office.

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Charles Edwards, Dallas sales manager of KTVT(TV) Fort Worth-Dallas, joins WTVT(TV) Milwaukee as general sales manager. Both are WKY Television System Inc. stations. WKY Television System Inc. is subsidiary of Oklahoma Publishing Co.

Michael R. Walton, with Walton Broadcasting Sales Corp., Chicago-based rep firm, appointed eastern manager of company's newly opened New York office at 501 Fifth Avenue, New York.

Don Horowitz, Carlton Advertising Inc., Pittsburgh, elected president of Mutual Advertising Agency Network, Minneapolis. Others elected: **Howard Hilton**, Hilton Advertising Agency Inc., Tampa, Fla., first VP; **Robert Townsend**, R. S. Townsend & Associates, Kansas City, Mo., second VP; **Billy Prescott**, The Prescott Co., Denver, third VP; **Fran Faber**, Faber Advertising Inc., Minneapolis, secretary; and **Gladys Lamb**, Kelly & Lamb Advertising, Columbus, Ohio, treasurer.

James A. Aberle, with Edward Petry & Co., New York, joins Radio Advertising Representatives there in newly created position of director of marketing services.

Russell E. Walters, senior art director, Buchen Advertising, Chicago, named VP and executive art director. **James E. Flurry**, also with Buchen Advertising, Chicago, named VP.

Milt Trazenfeld, creative director, Warren, Muller, Dolobowsky Inc., New York, and **Charles Blas**, art director and producer, J. Walter Thompson Co., New York, join Needham, Harper & Steers there as copy group head and executive art director, respectively.

Arthur Scarmeas, with Burton Sohigian Inc., Detroit-based agency, named VP. He is responsible for broadcast production for agency's Detroit and Toronto offices.

George A. Sperry, with E. W. Baker Inc., Detroit advertising and PR firm, appointed director of radio and TV.

Tommy E. Perkins, special aide on community affairs for mayor of Washington, joins WDCA-TV there as director of merchandising.

Chet Gulinski, with Sonderling Broadcasting Corp.'s WOPA(AM) and WGLD(FM), both Oak Park, Ill., appointed general sales manager.

Vivian Sutlin, with Dodge & Delano Inc., agency, New York, named VP-creative director.

Media

James R. Kerr, president and chairman of executive committee of Avco Corp., New York, also named chief executive officer.

Julian Brownstein, general manager, WMMW(AM) Meriden, Conn., also named VP.

Dick Paul, operations manager, WAVY-TV Portsmouth-Norfolk-Newport News, Va., joins WTTN-TV Washington, N.C., as VP of operations.

Brian Loughran, with KXTV(TV) Sacramento, Calif., joins KJTV(TV) Bakersfield, Calif., as general manager.

Nick LaRich, local sales manager, WHK(AM) Cleveland, appointed general manager of WMMS(FM) there. Both are Metromedia stations.

Allen H. Berke, formerly sales manager of WOKO(AM) Albany, N.Y., joins WDKC(FM) there as general manager.

Chuck Manson, station manager, WGLD(FM) Oak Park, Ill., appointed general manager of WGLD(FM) and WOPA(AM), both Oak Park, Ill. **Sidney Schneider**, chief engineer, appointed operations manager for both stations. Both are Sonderling Broadcasting Co. stations.

Norman S. Greenberg, assistant general manager and program director, WTBV(AM) Belleville, Ill., appointed station manager.

Victor C. Diehm, newly elected president of Mutual Broadcasting System, New York, appointed network repre-

sentative on board of directors of NAB. He succeeds **Robert R. Pauley**, former MBS president (BROADCASTING, Oct. 20).

Richard A. Solomon, general counsel of Federal Power Commission and one-time assistant general counsel of FCC, joins Wilner, Scheiner & Greeley, Washington law firm, as partner.

W. F. Karnes, executive VP, Dallas-based National Trans-Video Inc., CATV systems operator, elected president.

Louis Smith, local sales manager, KITE(AM) Terrell Hills, Tex., appointed assistant general manager.

Hal Dasbach, head of production department of KTLA(TV) Los Angeles, named assistant to general manager.

James G. Hanlon, WGN Continental Broadcasting Co., Chicago group owner, elected president of Illinois Broadcasters Association. He succeeds **Milton Friedland**, WICD(TV) Champaign-Danville.

Don N. Schendel, art and promotion manager, KCFW-TV Kalispell, Mont., joins new CATV in Brookings, S.D., associated with Able Cable of Marshall, Minn.

Thomas J. Carr, with Vikoa Inc., Hoboken, N.J., appointed controller of company's Continental CATV division.

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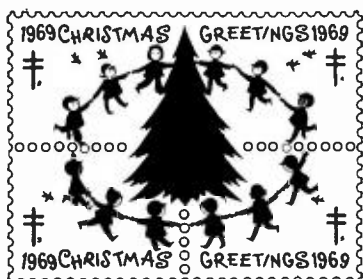


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Bob McGinty, Atlantic Coast TV Cable Co., Atlantic City, elected president of New Jersey Community Cable TV Association. Others elected: **John Scarpa**, National Cable TV Systems, Stone Harbor, VP; and **Edward G. Murray Jr.**, Philadelphia CATV, Philadelphia-based group owner, secretary-treasurer.

Charles B. Craig, with WREX-TV Rockford, Ill., appointed station controller.

Paul E. Denehie, with WTHI-AM-FM-TV Terre Haute, Ind., joins WTWO-TV there as operations manager.

Van P. Dunn, with WIGO(AM) Atlanta, appointed operations manager.



Mr. Cahill, legal assistant to former FCC Chairman Rosel H. Hyde, named administrative assistant to FCC Chairman Dean Burch. He joined commission in 1964 as chief of complaints branch of Broadcast Bureau. He was assistant to general counsel of National Association of Broadcasters, Washington, before joining commission.

Frederic W. Constant, controller for Kaiser Broadcasting Corp.'s WKBD-TV Detroit and WKBF-TV Cleveland, joins Valjon Inc., Minneapolis, owner and operator of KDWB(AM) St. Paul, in newly created position of assistant to president.

Programing

Michael H. Filerman, general program executive and supervisor of daytime drama series, CBS-TV programing department, New York, appointed director of daytime programs there. **Faith Frenz**, formerly cartoon coordinator in CBS-TV program department, New York, appointed general program executive there.

Robert M. Silberling, assistant head of post production, T&L Productions, Hollywood, joins ABC-TV programing department there as program executive, West Coast. **William Rietzel**, production coordinator for ABC's KABC-TV Los Angeles, also joins ABC-TV programing department in Hollywood as program administrator, West Coast. **Paul R. Schreier**, manager of TV Network operations for ABC-TV programing department, New York, appointed to newly created position of program administrator in New York. **Michael A. Rosenberg**, formerly with law offices of Herman Kanfer and Eric Roeckl, Hicksville, N.Y., joins programing department, New York, in newly created position of contract administrator, programing.

Harry Francis, program director for KCMO-TV Kansas City, Mo., appointed to newly created position of director of program services for station's owner and operator, broadcast division of Meredith Corp., Des Moines, Iowa. Meredith Corp. also owns and operates WHEN-AM-TV Syracuse, N.Y., WOW-AM-FM-TV Omaha, KPHO-AM-TV Phoenix, KCMO-AM-TV and KFMU(FM) all Kansas City, Mo., and WNEM-TV Bay City-Saginaw-Flint, Mich.

Clair E. McCoy, supervisor, technical operations for NBC, appointed manager, studio-field technical operations, NBC West Coast. He succeeds **Craig Pickett**, who retires.

Lawrence M. Clamage, program manager, WDIO-TV Duluth, Minn., joins WWJ-TV Detroit as program and production manager.

Warren A. Baker, production manager, WLWT-TV Cincinnati, joins WLWC-TV Columbus, Ohio, as program director. Both are Avco Broadcasting Corp. stations.

Mark Leonard, music director, WMMW(AM) Meriden, Conn., appointed to newly created position of program director.

Steve Stafford, with Sonderling Broadcasting Corp.'s WOPA(AM) and WGLD(FM), both Oak Park, Ill., appointed program director.

Wes Parker, first baseman for Los Angeles Dodgers baseball team, joins KFI(AM) Los Angeles, as sportscaster.

David E. Wilson, director of public affairs, KYW-TV Philadelphia, appointed executive producer.

Herbert N. Gottlieb, in charge of American Society of Composers, Authors and Publishers West Coast office in Beverly Hills, Calif., appointed western regional director for ASCAP.

Jack Dolph, director of TV sports for CBS-TV, New York, appointed commissioner of American Basketball Association there. He succeeds **George Mikan**, who resigned in July. Successor at CBS has not been announced.

Paul Berman, music director, WFBR(AM) Baltimore, appointed director of public affairs.

News

John Flynn, formerly bureau chief in Saigon for CBS News, appointed assignment editor for NBC News, West Coast.

Dean Griffin, reporter, WJW(AM) Cleveland, appointed news director.

Larry Webb, news director, KONO(AM) and KITY(FM) San Antonio, Tex., joins WJBK-AM-FM Detroit as news director.

Fred L. Bradshaw, newsman, WDBO-AM-

FM Orlando, Fla., appointed news director.

John F. Wheeler, AP correspondent in Cuba until expulsion last month, appointed chief of AP bureau in Madrid with responsibility for AP operations in Spain and Portugal. He succeeds **Kenneth L. Davis**, who transfers to London for new assignment.

Tom Frandsen, formerly with KNBC-TV Los Angeles, appointed director of community affairs for KHJ-TV there.

Paul H. Lockwood, newscaster, KNTV-TV San Jose, Calif., joins WBAL-TV Baltimore in same capacity.

Ann Taylor and **Robert Capps**, reporters with WATE(AM) Knoxville, Tenn., and WWDC(AM) Washington, respectively, join WTOP(AM) Washington in same capacities.

Alexander Cabot, newscaster, WTOP(AM) Washington, joins WAVA-AM-FM Arlington, Va., in same capacity.

George Crollus, sportscaster, WSMS-TV Fort Lauderdale, Fla., appointed sports director.

Promotion

Donald M. Wilson, associate publisher of *Life* and deputy director of U.S. Information Agency during Kennedy administration, appointed to new post of VP-corporate and public affairs at Time Inc. Mr. Wilson will be in charge of press, public and community relations, both in U.S. and abroad, for Time Inc.

Tony Habeeb, director of advertising, publicity and promotion for Paramount Television, Hollywood, resigns. No future plans announced.

Lee Askervold, retired, joins WQUA-AM Moline, Ill., as air personality and promotion manager.

Sally A. Goldenbaum, formerly assistant PR director, noncommercial WQED-TV and noncommercial WQEX-TV, both Pittsburgh, appointed information-promotion writer for National Instructional Television Center, Bloomington, Ind.

Raymond Fournival, PR director, American Can Co., New York, named director of public affairs.

Equipment & engineering

George Rusnack, with Stainless Inc., North Wales, Pa., named VP in charge of plant and production at company's two manufacturing plants, one in Pine Forge and other in Perkasio, both Pennsylvania. Plants produce Stainless tall towers for TV, CATV and microwave transmission.

Andrew Mueller, VP with Mark Products Co., Skokie, Ill., named president. He succeeds **Edward Harris** who re-

mains as chairman of firm. Company designs and manufactures antennas for various applications.

Charles H. Haubrich, with Belar Electronics Laboratory Inc., Upper Darby, Pa., appointed development engineer.

International

Nairn Mogridge, with Canadian Broadcasting Corp. for more than 45 years, most recently as head of CBC's station-relations department in Toronto, retires.

R. E. Redmond, CHSC(AM) St. Catharines, Ont., elected president of Central Canada Broadcaster's Association. He succeeds **John A. Radford**, with CFJR(AM) Brockville, Ont. Others elected: **D. C. Trowell**, CKEY(AM) Toronto, VP; and **John Funston**, CKSL(AM) London, Ont.

Deaths



Mr. Reeves

George C. Reeves, 64, retired vice chairman of board and former manager of Chicago office of J. Walter Thompson Co., died Nov. 1 at Lake Forest hospital, Lake Forest, Ill. He had also held various positions in American Association of Advertising Agencies, including governor and vice chairman of central region, chairman of committee on improvement of advertising content, national director and vice chairman. He is survived by his wife, Margaret, and one daughter.

J. Frank Willis, 60, senior Canadian Broadcasting Corp. producer of radio drama and special programs, died Oct. 26 in Toronto, of heart attack. He is survived by his wife, Gladys.

Murray Snyder, 58, President Eisenhower's assistant White House news secretary from 1953 to 1957, died Nov. 2 in Georgetown University hospital, Washington, of heart ailment. Mr. Snyder also served as assistant secretary of defense for public affairs and was assistant administrator for public affairs with Federal Aviation Administration at time of his death. He is survived by his wife, Bette, and two daughters.

Whitney Bolton, 69, drama critic, syndicated columnist, and network radio commentator, died Nov. 4 in New York, of cancer. He was drama critic of *Morning Telegraph*, racing newspaper. He also had two daily commentaries on Mutual Broadcasting System, where he also served as drama and entertainment critic.



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As compiled by BROADCASTING, Oct. 28 through Nov. 4 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

Applications

■ *Phoenix—Maricopa County Junior College District. Seeks VHF ch. 39: ERP 254 kw vis., 50.6 kw aur. Ant. height above average terrain 1,600 ft.; ant. height above ground 174 ft. P.O. address: c/o Charles E. Buzard, 1201 West Thomas Road, Phoenix College, Phoenix 85103. Estimated construction cost \$792,425: first-year operating cost \$250,850; revenue none. Geographic coordinates 33° 20' 22" north lat.; 112° 03' 42" west long. Type trans. RCA TTU30J. Type ant. RCA TFU-30J. Legal counsel none; consulting engineer none. Principals: Dr. John F. Prince, president of college, et al. Ann. Oct. 22.

Start Authorized

■ KXMD-TV Williston, N.D. — Authorized program operation on ch. 11, ERP 130 kw vis., ant. height above average terrain 980 ft. Action Oct. 17.

Other actions

■ Review board in San Francisco. TV proceeding, Doc. 18500, denied appeal from presiding officer's adverse ruling filed Oct. 7 by Albert Kihn and Blanche Streeter. Action Oct. 29.

■ Review board in San Francisco. TV proceeding, Doc. 18500, granted petition filed Oct. 30 by Chronicle Broadcasting Co., extended to Nov. 7 time to file responsive pleadings to appeal from presiding officer's adverse ruling. Action Oct. 31.

■ Review board in Baton Rouge TV proceeding, Doc. 18555, granted joint petition for extension of time, filed Oct. 27 by Louisiana Television Broadcasting Corp. and Southwestern Louisiana Communications, Inc. Action Oct. 29.

■ Review board in Fajardo, P.R. TV proceeding, Docs. 18048-49, granted petition filed Nov. 1 by WSTE-TV Inc., and extended to Nov. 24 time to file exceptions to initial decision. Action Nov. 4.

■ Review board in Charleston, S.C. TV proceeding, Docs. 18569-72, granted motion to accept late filed petition to enlarge issues, filed Aug. 8 by Palmetto Radio Corp., Rovon of Florence Inc. and Cosmos Broadcasting Corp., and petition to enlarge issues. Action Oct. 29.

■ Review board in Tijuana, Mex., TV proceeding, Doc. 18606, granted appeal, filed Sept. 7 by Radio-Television, S. A. and Bay City Television Inc.; granted request for official notice, filed Sept. 26 by Radio-Television, S. A. and Bay City Television Inc.; dismissed in part as moot and denied in all other respects request for expedited consideration, filed Oct. 2 by Western Telecasters Inc. and granted request for official notice filed Oct. 3 by Western Telecasters Inc. Action Oct. 31.

Rulemaking action

■ Mount Vernon, Ill.—FCC approved assignment of VHF ch. 13 in amendment of rules and regulations. Assignment becomes effective Dec. 10. Action Oct. 31.

Existing TV stations

Initial decision

■ WBVI-TV Panama City, Fla. Hearing Examiner Thomas H. Donahue in initial decision proposed denial of application of Bay Video Inc. for extension of time to build the ch. 13 station (Doc. 18301). Action Oct. 29.

Final actions

■ Broadcast Bureau granted licenses covering changes for following commercial TV's: WTVW(TV) Evansville, Ind.; WNDT(TV) Newark, N.J.; WORA-TV Mayaguez, P.R.; WRCB-TV Chattanooga, Tenn. Action Oct. 30.

■ Broadcast Bureau granted licenses covering new non-commercial educational TV's: *WTIU(TV) Bloomington, Ind.; *WKHA Hazard, Ky.; *WKPI(TV) Pikeville, Ky.; *KRNE-TV Merriman, Neb.; *WLIW(TV) Garden City, N.Y. Actions Oct. 30.

■ KJTV(TV) Bakersfield, Calif.—Broadcast Bureau granted license covering permit for changes in existing station. Action Oct. 30.

■ KJTV(TV) Bakersfield, Calif.—Broadcast Bureau granted license covering permit for installation of auxiliary trans. Action Oct. 30.

■ *WNIN(TV) Evansville, Ind.—Broadcast Bureau granted mod. of CP to make changes in ant. structure. ant. height 580 ft. Action Oct. 27.

■ KVFD-TV Fort Dodge, Iowa—Broadcast Bureau granted CP to change ERP to 414 kw vert., 41.4 kw horiz., change trans. location to 1 mile north of Bradgate, Iowa; change type trans. and ant., ant. height to 1,160 ft. Action Oct. 29.

■ KTVH-TV Hutchinson, Kan.—FCC denied request for reconsideration of order released Sept. 3, designating for hearing application

for transfer of control of Wichita-Hutchinson Inc., licensee of KTVH-TV, ch. 12, from Minneapolis Star and Tribune Company to WKY Television System Inc. Action Oct. 31.

■ WXPO-TV Manchester, N.H.—FCC granted request for PTA filed by Merrimack Valley Communications Inc. Grant contained conditions requiring Merrimack to show that main station meets minimum requirements; majority stockholders submit detailed affidavits showing time and value of services rendered on corporate business, and three principals increase their commitments to permittee to \$210,000 each, less cash and services already contributed. Action Oct. 30.

■ WPIX(TV) New York — FCC scheduled hearing on license renewal and competitive application by Forum Communications Inc., for CP for same facilities, to begin in New York, Jan. 5, 1970 (Docs. 18711-2); prehearing conference held Dec. 8; Hearing Examiner James F. Tierney designated as presiding officer. Actions Oct. 27 and 30.

■ WHEC-TV Rochester, N.Y.—Broadcast Bureau granted renewal of license. Action Oct. 23.

■ WIIC-TV Pittsburgh — FCC granted renewal of license subject to pending civil antitrust action in which Cox Broadcasting Corp. is party defendant, and subject to requirement that licensee immediately notify commission of final disposition of case. WIIC-TV Corp., licensee of ch. 11, is wholly owned subsidiary of Cox Broadcasting. Action Oct. 31.

■ WKTO-TV Nashville — Broadcast Bureau granted mod. of CP to change ERP to 520 kw vis., 42 kw aur., change trans. location to Grays Point Road and Eatons Creek Road, Morry, Tenn.; change type trans. and ant.; make changes in ant. structure; ant. height 1400 ft.; granted mod. of CP to extend completion date to April 27, 1970. Action Oct. 27.

■ WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted license covering changes. Action Oct. 30.

■ WSVI(TV) Christiansted, St. Croix, V.I.—Broadcast Bureau granted license covering use of formerly licensed main trans. as auxiliary trans. Action Oct. 30.

■ KREM-TV Spokane, Wash.—Broadcast Bureau granted license covering permit for authorization of installation of auxiliary trans. Action Oct. 30.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Panama City, Fla. (Bay Video Inc. [WBVI-TV]), TV proceeding, ordered transcript of record in proceeding corrected in accordance with request made in following pleadings: motion by Gray Communications Systems Inc.; response of Broadcast Bureau to motion; motion by Bay Video Inc. (Doc. 18301). Action Oct. 23.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, continued conference to Nov. 12 (Docs. 18358-9). Action Oct. 29.

■ Chief Hearing Examiner Arthur A. Gladstone in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, dismissed as moot motion by Forum Communications requesting that hearing be held in New York since Oct. 30 order prescribed such action (Docs. 18711-2). Action Oct. 30.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KBLI(TV)] and Eastern Idaho Television Corp.), TV proceeding, scheduled prehearing conference for Nov. 7, to discuss procedural problems stemming from addition of new issues and acceptance by Examiner of amendment and supplemental amendment to application of Eastern Idaho Television Corp., rebuttal phase of hearing and establishment of further hearing date (Docs. 18401-2). Action Oct. 28.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBTI Inc. [KBTI(TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition and supplemental petition by Eastern Idaho Television Corp. for leave to amend application to relocate trans. site to hill-top approximately 1 1/2 miles to east southeast of present site (Docs. 18401-2). Action Oct. 28.

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New AM stations

Application

■ Onalaska, Wis.—Jerry J. Collins. Seeks 850 kc, 500 w-D, P.O. address: Route 1, Box 67, Larsen, Wis. 54947. Estimated construction cost \$17,747; first-year operating cost \$35,000; revenue \$60,000. Principals: Jerry J. Collins, sole owner. Mr. Collins owns 51% of WLKE(AM) Waupun and of WQTC-AM-FM Two Rivers, both Wisconsin. 1.

Start authorized

■ WQMA Marks, Miss.—Authorized program operation in 1520 kc, 250 w-D. Action Oct. 30.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Graham, Asheboro and Rose Hill, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., et al.), AM proceeding, granted petition by applicants and continued evidentiary hearing to Dec. 2 (Docs. 18441-3 and 18445). Action Oct. 27.

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, in view of lack of response to examiner's memorandum opinion and order Sept. 26 reopening record, ordered record reclosed (Docs. 18235-6). Action Oct. 29.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted motion by 1400 Corp. and ordered hearing transcript corrected (Docs. 18131-4). Action Oct. 29.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Crank County Broadcasting Co., et al.), AM proceeding, on joint petition of M. W. Cooper and Tinker Area Broadcasting Co., extended to Nov. 18 deadline for submitting amendments to respective applications (Docs. 13341-2 and 13344). Action Oct. 24.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, scheduled further hearing conference for Nov. 5 (Docs. 17722 and 18395). Action Oct. 29.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, denied petitions by applicant for leave to amend application to reflect new community survey in Globe area during Sept. 1969 and to reopen record to receive evidence on new survey (Doc. 18225). Action Oct. 29.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazelton, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, granted motion by Summit Broadcasting and Broadcasters 7 Inc. and extended certain procedural dates and rescheduled hearing for Feb. 2, 1970 (Docs. 18489-91). Action Oct. 27.

Other actions

■ Review board in Costa Mesa, Calif. AM proceeding, Doc. 15742, et al., denied petition for expedited disposition, filed Sept. 23 by Pacific Music Inc., California Regional Broadcasting Corp. and Western Broadcasting Corp. Action Oct. 30.

■ Review board in Anderson, Ind., AM proceeding, Doc. 18450, scheduled oral argument before review board for Nov. 25 in Washington. Action Nov. 3.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion filed Oct. 28 by Home Service Broadcasting Corp. and extended to Nov. 7 time to file oppositions to supplementary motion to enlarge issues, filed by Natick Broadcast Associates Inc. Oct. 10. Action Oct. 30.

■ Review board in Warrenton, N.C., AM proceeding, Docs. 18501-02, granted joint request for approval of agreement and withdrawal of application, filed July 15 by Warren County Radio and Radio Voice of Warrenton, agreement approved, dismissed with prejudice application of Warren County Radio; accepted motion to file supplemental pleadings; granted petitions for leave to amend, filed July 15 and Sept. 26 by Radio Voice of Warrenton and accepted amendments; granted application of Radio Voice of Warrenton subject to conditions. Action Nov. 3.

Designated for hearing

■ Las Cruces, N.M.—FCC designated for hearing application by Marvin C. Hanz for new AM on 1280 kc, 1 kw DA-D. Action Oct. 29.

Existing AM stations

Applications

■ WNPS New Orleans—Seeks CP to increase from 250 w-D to 1 kw-D and install new trans. Ann. Oct. 29.

■ KRCH(FM) St. Louis—Seeks CP to change trans. location; change ant. system; TPO 20 kw; ERP 100 kw; ant. height 256 ft. Ann. Oct. 31.

■ KAGT Anacortes, Wash.—Seeks CP to increase power to 1 kw-D. Ann. Nov. 3.

Final actions

■ Broadcast Bureau granted renewal of licenses for following: WDNE Elins, W. Va.; WGAN Portland, Me.; WIRL Peoria, Ill.; WMMN Fairmont, W. Va.; WSAY Rochester, N.Y. Actions Oct. 28.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WJLD Homewood, Ala., to Dec. 1; KYCA Prescott, Ariz., to Dec. 1; KIRL St. Charles, Mo., to March 20, 1970; WRAI San Juan, P.R., to Feb. 20, 1970, with auxiliary to March 23, 1970. Actions Oct. 24.

■ Broadcast Bureau rescinded grants of renewal of licenses for following: WENZ Highland Springs, Va.; WCVU Portsmouth, Va.; WLPM Suffolk, Va. Action Oct. 23.

■ KRKC King City, Calif.—Broadcast Bureau granted remote control. Action Oct. 30.

■ KFBK Sacramento, Calif.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 31.

■ KICM Golden, Colo.—FCC denied request by Voice of Reason Inc. that commission set aside action directing KICM to cease operation and that station be granted temporary authority or interim operating authority. Action Oct. 30.

■ KPAC Lake Charles, La.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans. site, operated by remote control from main studio during daytime on 1470 kc, 1 kw, DA-N for auxiliary purposes only. Action Oct. 27.

■ WROW Albany, N.Y.—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control from Beaver Dam Road, Helderberg Mountain, New Scotland, N.Y. (daytime only, second remote control point). Action Oct. 30.

■ WHN New York — Broadcast Bureau granted mod. of CP to extend completion date to April 16, 1970. Action Oct. 28.

■ WMCA New York—FCC notified Straus Broadcasting Group Inc. that introduction of responses by candidates to its editorial endorsement of Mayor Lindsay would provide additional exposure for own viewpoint and result in imbalance inconsistent with fairness doctrine. Action Oct. 31.

■ KCJB Minot, N.D. — Broadcast Bureau granted license covering increase in daytime power; change to DA-Z; install new trans. Action Oct. 31.

■ KCNW Tulsa, Okla.—Broadcast Bureau granted mod. of license covering change in studio location; remote control permitted from studio location; conditions. Action Oct. 29.

■ WICK Scranton, Pa.—Broadcast Bureau notified apparent liability forfeiture of \$25.00 for violation of rules by failing to timely file renewal application. Ann. Oct. 21.

■ WHBQ Memphis — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 6555 Raleigh-La Grange Road, near Memphis (WHBQ-FM & TV trans. site-main trans.); conditions. Action Oct. 30.

■ KBOX Dallas—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Oct. 31.

■ KOMW Omak, Wash.—Broadcast Bureau granted license covering permit authorizing installation of alternate main trans. Action Oct. 31.

■ KWSU Pullman, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action Oct. 29.

Actions on motions

■ Chief, Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLK(AM), granted

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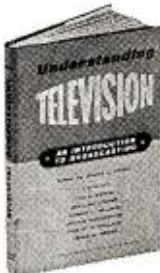
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petition by Broadcast Bureau and extended through Nov. 12 time to file response to Bluegrass' petition for reconsideration (Doc. 18285). Action Oct. 31.

■ Chief Hearing Examiner Arthur A. Gladstone in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Dec. 8 and hearing for Jan. 5 (Doc. 18710). Action Oct. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Clermont, Fla. (Fidelity Broadcasting Corp. [WSLC]), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Dec. 8 and hearing for Jan. 5, 1970 (Doc. 18707). Action Oct. 27.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, on request of Broadcast Bureau, extended to Oct. 30 date for filing replies to proposed findings of fact and conclusions (Dors. 16813-4). Action Oct. 24.

■ Hearing Examiner Herbert Sharfman in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV(AM), extended to November 17 time for filing reply findings (Doc. 17945). Action Oct. 30.

Fines

■ WSUX Seaford, Del.—Broadcast Bureau notified apparent liability forfeiture of \$25.00 for violation of rules by failing to timely file renewal application, Action Oct. 21.

■ KAWL York, Neb.—FCC denied request by Prairie State Broadcasting Inc. for mitigation of \$500 forfeiture. Licensee assessed \$500 Jan. 8 for failure to observe provisions of rules in that trans. was operated by improperly licensed operator. Action Oct. 29.

■ WNAK Nanticoke, Pa.—Broadcast Bureau notified of apparent liability forfeiture for \$200 for violation of rules by failing to timely file renewal application. Action Oct. 21.

■ KCVL Colville, Wash.—FCC ordered to pay \$1,000 forfeiture for violation of terms of license and rules by operating with full daytime power of 1 kw before sunrise from Sept. 1 through Sept. 30, 1968, excluding Sundays. Action Oct. 29.

Rulemaking action

■ FCC adopted amendment to rules permitting remote-controlled AM's to transmit meter readings and other telemetry signals by direct amplitude modulation of low frequency tones on carrier of broadcast station, effective Dec. 8 (Doc. 17873). Action Oct. 29.

Call letter actions

■ WCLR, Lake-Valley Broadcasters, Crystal Lake, Ill. Granted WIVS.

■ WGOL, Peace Broadcasting Corp., Goldsboro, N.C. Granted WYNG.

■ WDBJ, WHBC Inc., Roanoke, Va. Granted WFIR.

■ KEPR, Tri-Cities Communications Inc., Pasco, Wash. Granted KONA.

■ KIMA, Kakima Valley Communications, Yakima, Wash. Granted KMWX.

New FM stations

Applications

■ Chanute, Kan.—Neosho County Broadcasting Inc. Seeks 98.3 mc, 3 kw. Ant. height above average terrain 162 ft. P.O. address Box 664. Chanute 66720. Estimated construction cost \$21,209.50, first-year operating cost \$6,360; revenue \$9,650. Principals: Dale W. McCoy, president (60%), W. R. Murfin (20%), Neal W. McCoy and Everett Glenn Strange (each 10%), et al. Principals own respective interests in KCRB(AM) Chanute. Mr. D. McCoy owns 10% of KTTR(AM) Rolla, Mo. Ann. Oct. 31.

■ *Concord, Mass.—Concord-Carlisle Regional School District Seeks 88.3 mc, TPO 10 w. P.O. address Thoreau Street, Concord 01742. Estimated construction cost \$12,950; first-year operating cost \$5,000; revenue none. Principals: Michele G. Lombardo, school committee chairman, et al. Ann Oct. 29.

■ Virginia Beach, Va.—Sea Broadcasting Corp. Seeks 94.9 mc, 50 kw. Ant. height above average terrain 73 ft. P.O. address 3108 Pacific Avenue, Virginia Beach 23451. Estimated construction cost \$24,200; first-year operating cost \$25,000; revenue \$25,000. Principals: Sidney S. Keilam, president-treasurer (33%), Beach Motel Corp., Beachland (each 27.9%), et al. Principals own WVAB(AM) Virginia Beach. Mr. Keilam owns 50% of Beachland Inc., real estate

firm, and 33 1/3% of two other real estate interests. Ann. Oct. 21.

Starts authorization

■ WAFM(FM) Angola, Ind. — Authorized program operation on 100.1 mc, ERP 3 kw, ant. height above average terrain 210 ft. Action Oct. 27.

■ WCLB-FM Port Washington, Wis.—Authorized program operation on 106.1 mc, ERP 3 kw, ant. height above average terrain 185 ft. Action Oct. 29.

Final actions

■ De Witt, Ark.—De Witt Broadcasting Inc. Broadcast Bureau granted 96.7 mc, 3 kw. Ant. height above average terrain 145 ft. P.O. address Box 326, De Witt 72042. Estimated construction cost \$3,312; first-year operating cost \$7,000; revenue \$7,500. Principals: Edward A. Moory, president (43%), Edward E. Colt, vice president (25%), De Witt, Wailes (10%), et al. Principals own KDEW(AM) De Witt. Action July 16.

■ *Ames, Iowa — Residence Associations Broadcasting Service. Broadcast Bureau granted 91.9 mc, TPO 10 w. Ant. height above average terrain 100 ft. P.O. address: Box 880, Friley Hall, Iowa State University, Ames 50010. Estimated construction cost \$2,205; first-year operating cost \$100; revenue none. Principals: Student Board of Directors, Richard Becvar, technical director, et al. Principals operate KISU Ames, a student-owned station. Action Oct. 28.

■ *Corinth, Miss.—Alcorn County School District. Broadcast Bureau granted 90.5 mc, 10 w. Ant. height above average terrain 95 ft. P.O. address: Box 287, Corinth 38834. Estimated construction cost \$6,732.44; first-year operating cost \$2,000; revenue none. Principals: Board of Education; Bobby R. DePoyster, county superintendent and secretary of board, et al. Action Oct. 30.

■ *Cincinnati—Xavier University. Broadcast Bureau granted 91.7 mc, 10 w. Ant. height above average terrain 200 ft. P.O. address: Victory Parkway and Dana Avenue, Cincinnati 45207. Estimated construction cost \$2,056; first-year operating cost \$6,100; revenue none. Principals: Board of Trustees; Very Rev. Paul L. O'Connor, S.J., president, et al. Action Oct. 30.

■ Houston—Pacifica Foundation Inc. FCC granted 90.1 mc, 47 kw. Ant. height above average terrain 432.92 ft. P.O. address: 2207 Shattuck Avenue, Berkeley, Calif. 94704. Estimated construction cost \$40,588; first-year operating cost \$52,292; revenue none. Principals: Robert Goodman, president of the board, et al. Principals own KPFA(FM) and KPFB(FM) both Berkeley, KPFB(FM) Los Angeles, all California, WBAI(FM) New York and applicant for new FM at Washington. Action Oct. 29.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Peoria, Ill. (Peoria Community Broadcasters Inc.), FM proceeding, ordered transcript of Volume 2 corrected (Doc. 18583). Action Oct. 29.

■ Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, set certain procedural dates; rescheduled hearing for Jan. 6, 1970 (Docs. 18667-8). Action Oct. 28.

■ Hearing Examiner Charles J. Frederick in Donelson and Hendersonville, both Tennessee (Great Southern Broadcasting Co. and Hendersonville Broadcasting Corp.), FM proceeding, granted petition by Hendersonville Broadcasting Corp. for leave to amend application to reflect change in employment of Michael R. Fleming, treasurer, and bankruptcy of optical firm in which one of stockholders held 20% interest (Docs. 18517-8). Action Oct. 24.

■ Hearing Examiner Charles J. Frederick in Donelson and Hendersonville, both Tennessee (Great Southern Broadcasting Co. and Hendersonville Broadcasting Corp.), FM proceeding, set certain procedural dates; scheduled hearing for Dec. 9 (Docs. 18517-8). Action Oct. 29.

■ Chief Hearing Examiner Arthur A. Gladstone in St. Johns and East Dewitt, Mich. (Ditmer Broadcasting Inc. and David Allen Carmine, Jr., Edgar Carmine, Frances Ward Carmine), FM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for Dec. 8 and hearing for Jan. 5, 1970 (Docs. 18708-9). Action Oct. 27.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louis-

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Summary of broadcasting

Compiled by FCC, Oct. 1, 1969

	On Air			Total On Air	Not On Air	
	Licensed	STA*	CP's		CP's	Total Authorized
Commercial AM	4,251 ¹	3	7	4,261	74	4,335 ¹
Commercial FM	2,010	0	43	2,053	140	2,193
Commercial TV-VHF	495	2	9	506	17	523
Commercial TV-UHF	121	0	54	175	142 ¹	317
Total commercial TV	616	2	63	681	158	840
Educational FM	375	0	10	385	44	429
Educational TV-VHF	71	0	6	77	7	84
Educational TV-UHF	89	0	16	105	13	118
Total educational TV	160	0	22	182	20	202

* Special Temporary Authorization

Includes 25 educational AM's on nonreserved channels.
Includes two licensed UHF's that are not on the air.

ville, Ky. (Harrison Radio, Inc. et al.), FM proceeding, rescheduled hearing conference for Oct. 30 (Docs. 18636-9). Action Oct. 28.

■ Hearing Examiner Ernest Nash in Wichita, Kansas (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, on request by Jaco, rescheduled further hearing for Nov. 10 (Docs. 18515-6). Action Oct. 24.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, set date for filing proposed findings of fact and conclusions of law together with appropriate legal briefs for Nov. 27 and reply findings for Dec. 10 (Docs. 18514). Action Oct. 27.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, amended order released Oct. 28 by adding on Oct. 27, 1969 following word "closed" in second full paragraph to show precise date of closing of record (Doc. 18514). Action Oct. 29.

Other actions

■ Review board in Birmingham, Ala., FM proceeding, Docs. 18664-66, granted motion filed Nov. 3 by First Security and Exchange Company and extended to Nov. 12 time to file responsive pleadings to motion to enlarge issues, filed by Voice of Dixie Inc. Oct. 8, Action Nov. 4.

■ Review board in Inglewood, Calif., FM proceeding, Doc. 18616, granted to extent indicated and dismissed without prejudice in all other respects petition to enlarge issues, filed Aug. 18 by Trans American Broadcasting Corp. Action Nov. 4.

■ Review board in Raytown, Mo., FM proceeding, Doc. 18529, granted petition filed Oct. 28 by Brinsfield Broadcasting Co. and extended to Nov. 12 time to file responsive pleadings to Broadcast Bureau's petition to enlarge issues, filed Oct. 1. Action Oct. 30.

■ Review board in New York, FM proceeding, Docs. 17454-55, granted petition for leave to amend, filed Oct. 13 by New York University. Action Oct. 31.

■ Review board in Rochester, N. Y., FM proceeding, Docs. 18673-76, granted motion filed on Oct. 27 by Monroe County Broadcasting Inc., extended to Nov. 13 time to file oppositions to petition to enlarge issues filed by Auburn Publishing Co. Action Oct. 28.

■ Review board in Sheboygan, Wis., FM proceeding, Doc. 18374 granted petition for leave to file supplement, filed Oct. 28 by WHBL Inc., and denied petition to enlarge issues filed by WKTS Inc. Sept. 12. Action Oct. 31.

Rulemaking petitions

■ WERK Muncie, Ind.—Requests rulemaking to change FM table of assignments to make second FM channel available at Muncie, Ind., and to issue orders to specified stations to show cause why authorizations should not be modified. Following changes in Table are proposed: Muncie, Ind.; add ch. 244A or ch. 221A; Celina, Ohio, delete ch. 244A, add ch. 249A; Lima, Ohio, delete ch. 249A, add ch. 244A; Fostoria, Ohio, delete ch. 244A, add ch. 249A. Ann. Oct. 31.

■ KIRL St. Charles, Mo.—Requests amendment of FM table of assignments to add ch. 246 at St. Charles and substitute ch. 242 for ch. 243 at St. Louis, both Missouri. Ann. Oct. 31.

Call letter applications

■ Recreation Broadcasting of Aspen Inc., Aspen, Colo. Requests KSPN(FM).

■ Central Nebraska Tech. College, Hastings, Neb. Requests *KCNT(FM).

Existing FM stations

Final actions

■ KARM-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to change trans. location; remote control permitted. Action Oct. 31.

■ KPER-FM Gilroy, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kcs. Action Oct. 31.

■ *KDHS(FM) Modesto, Calif.—Broadcast Bureau granted license covering permit for new station. Action Oct. 31.

■ KBRG(FM) San Francisco — Broadcast Bureau granted license covering permit for changes. Action Oct. 31.

■ KFMS(FM) San Francisco—Broadcast Bureau granted license covering permit for changes. Action Oct. 31.

■ *KCPR(FM) San Luis Obispo, Calif. — Broadcast Bureau granted CP to change type trans.; condition. Action Oct. 27.

■ KDB-FM Santa Barbara, Calif.—FCC deferred action on application for assignment of license from KDB Broadcasting Co. to Heller Communications Inc. Commission found no compelling reason advanced for waiver of interim policy (Doc. 18110) requested by Heller Communications. Action Oct. 29.

■ WFMT(FM) Chicago—FCC granted motion filed Oct. 17 by WGN Continental FM Co. and Gale Broadcasting Inc., requesting stay of proceedings for thirty days in application for assignment of license from Gale to WGN. Hearing was scheduled for Nov. 4 (Doc. 18417). Action Oct. 29.

■ WGFA-FM Watseka, Ill.—Broadcast Bureau granted CP to install new trans.; change ERP to 19 kw. Action Oct. 27.

■ WIKY-FM Evansville, Ind. — Broadcast Bureau granted CP to install new transmission line; change type ant.; condition. Action Oct. 30.

■ WGGC(FM) Glasgow, Ky.—Broadcast Bureau granted CP to install new trans.; ERP 13 kw. Action Oct. 31.

■ WKOF(FM) Hopkinsville, Ky.—Broadcast Bureau granted mod. of CP to make changes in transmitting equipment. Action Oct. 28.

■ WHAV-FM Haverhill, Mass. — Broadcast Bureau granted CP to change type trans. and ant.; change ERP to 50 kw horiz., 36 kw vert.; remote control permitted; condition. Action Oct. 29.

■ *WICN(FM) Worcester, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1970; granted mod. of CP to make changes in trans. equipment; condition. Action Oct. 27.

■ WMTW-FM Mt. Washington, N. H.—Broadcast Bureau granted CP to operate by remote control from WMTW trans. building, on summit of Mt. Washington, Sargents Purchase; change type trans. and ant.; make changes in ant. system, ant. height 3760 ft. Action Oct. 27.

■ WOIV(FM) Deruyter township, N. Y.—Broadcast Bureau granted CP to change type ant. (circular polarized); make changes in ant. system, ant. height 560 ft.; ERP 5.3 kw; remote control permitted. Action Oct. 31.

■ WLNA-FM Peekskill, N. Y.—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ERP 50 kw; remote control permitted; condition. Action Oct. 31.

■ WRCM(FM) Jacksonville, N. C.—Broadcast Bureau granted CP to install circular polarized ant.; make changes in ant. system, ant. height 220 ft.; condition. Action Oct. 28.

■ WMFD-FM Wilmington, N. C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Oct. 31.

■ KAKC-FM Tulsa, Okla. — Broadcast Bureau granted CP to change trans. location to 0.37 miles east of McKinley Rd.; 2.25 miles north of Osage county line, Sand Springs, Okla.; change studio and remote control location to east 51st Street & south Peoria Avenue, Tulsa; change type trans. and ant.; make changes in ant. system, ant. height 680 ft.; ERP 97 kw; remote control permitted. Action Oct. 30.

■ KUHF(FM) Houston, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 12 kw; make changes in ant. system, ant. height 110 ft. Action Oct. 27.

■ KEEZ(FM) San Antonio, Tex.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location on ch. 247. ERP 5 kw horiz., 3.5 kw vert. for auxiliary purposes only. Action Oct. 27.

■ WGAT-FM Gate City, Va.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system, ant. height 480 ft.; ERP 1 kw; remote control permitted. Action Oct. 31.

■ WRIG-FM Wausau, Wis.—Broadcast Bureau granted CP to change type trans. and ant.; remote control permitted; condition. Action Oct. 27.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago (application for assignment of license of WFMT[F] from Gale Broadcasting Inc. to WGN Continental FM Co.), granted motion by applicant to hold proceedings in abeyance; continued to dates which will be specified by examiner if and when conditions warrant action evidentiary hearing now scheduled in Chicago, Nov. 4, and all procedural steps relating to evidentiary hearing, including exchange of responses to interrogatories and production of documents and exchange of exhibits (Doc. 18417). Action Oct. 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, denied petition by Chronicle Broadcasting Co. for reconsideration of order released Oct. 6 to compel answer to interrogatory No. 6 of Albert Kihn's further set of written interrogatories; by separate action, denied petition by Albert Kihn and Blanche Streeter for reconsideration of examiner's oral order setting date for presentation of Chronicle Broadcasting Co.'s exhibits (Doc. 18500). Action Oct. 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, pursuant to review board's order Oct. 20 remanding to examiner certain rulings on discovery, ordered Chronicle Publishing Co. to produce documents specified in board's order on or before 10 days from release of this order (Doc. 18500). Action Oct. 30.

Rulemaking actions

■ FCC, in response to request by WBAI(FM) New York, a noncommercial educational station unreserved or commercial channel, ruled such stations subject to educational FM rules except for allocations and assignments and equipment performance measurement requirements. In associated action, FCC proposed to extend equipment performance measurement requirements to all educational FM's on reserved channels with exception of 10-w Class D's. Action Oct. 28.

Call letter application

■ WLAE(FM), Paulson Broadcasting Corp., Hartford, Conn. Requests WLVB(FM).

Call letter actions

■ KAMU(FM), Stereophonic Alaska Inc., Anchorage. Granted KWKO(FM).

■ KULA(FM) Las Vegas Electronics, Las Vegas. Granted KVEG-FM.

■ WPPA-FM, Pottsville Broadcasting Co. Pottsville, Pa. Granted WAVT-FM.

- WBYN(FM), Radio Aeropuerto Inc., Bayamon, P. R. Granted WEYA(FM).
- WDBJ-FM, James L. Gibbons, Roanoke, Va. Granted WPVR(FM).
- KEPR-FM, Tri-Cities Communications Inc., Kennewick, Wash. Granted KONA-FM.
- KIMA-FM, Yakima Valley Communications, Yakima, Wash. Granted KMWX-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following: KPOI Honolulu; WBRV Boonville, N. Y.; WCRO Johnstown, Pa.; WDMV Pocomoke City, Md.; WFMD Frederick, Md.; WSVB(FM) Tamaqua, Pa.; WTID-FM Newport News, Va.; WBAI(FM) New York. Actions Oct. 30.

Translator actions

- Broadcast Bureau granted licenses covering new VHF translators: K13IT Canby and Alturas, Calif.; K13IU Eagleville and Cedarville, Calif.; K06FF Lake City and Fort Bidwell, Calif.; K13IV Tule Lake, Calif.; K09JB Spring Creek, Taylor River Resort and summer home area, Colorado; K12HK Empire, Nev. Actions Oct. 30.
- Broadcast Bureau granted licenses covering changes for following UHF and VHF translators: K70BA Lewiston, Idaho; K06GI Hulett, Wyo. Actions Oct. 29.
- Broadcast Bureau granted licenses covering new VHF and UHF TV translators: K13JI Flagstaff, Ariz.; K18AB El Dorado, Ark.; K83BT Alturas, Calif.; K06FY Litchfield, Calif.; K77CJ Owatonna and Havana, both Minnesota; K73CF Austin, Minn.; K80CR Eyota, Minn.; K06FZ Red River, N.M.; W09AT Fajardo, P.R. Actions Oct. 28.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K10AU North Fork Lodgepole Creek and Steve's Fork Creek community, Mont.; K11BD Leadore, Leadore area and Lee Creek area, Idaho; K07AV and K11AQ Stanford, Mont.; K7JCZ, K72CJ, K74CD, K76CF and K82BF all Ely, Minn. Actions Oct. 28.
- Broadcast Bureau granted renewal of licenses for following VHF translators: K06GI Hulett, Wyo.; K07BM Boulder, Mont. Actions Oct. 29.
- Broadcast Bureau granted assignment of licenses of following Montana translators to Phillips County T.V. Translator District: UHF translators, K75AW Malta; K79AY and K82BL Phillips county, from Phillips County T.V. Association Inc.; VHF TV Translators K06FI Saco, Hinsdale area west and rural area north of antenna site; K07IB Wynott, Lovejoy, Loring and Whitewater; K07IC rural area northeast and northwest of Malta, Malta, Strater and Wagner; K12GP Dodson and Wagner from Phillips County T.V. Association Inc.; K08FS Dodson and Wagner; K10FC Dodson and Wagner; K11GX Wynott, Whitewater, Lovejoy and Loring; K11IH rural northeast and northwest of Malta, Malta, Strater and Wagner rural area; K12FB Saco, Hinsdale rural area, west and north rural areas of ant. site; K13GP rural area northeast of Malta, Malta, Strater, Wagner and rural area northwest of Malta from Phillips County T.V. Association Inc.; K09BX Saco and Hinsdale and rural area, from Saco T.V. Club; K13DU Wynott, Whitewater, Lovejoy and Loring from Skyline TV Club. Actions Oct. 27.
- Broadcast Bureau granted licenses covering changes for following UHF and VHF TV translators: K77BT Rushford, Minn.; K87CQ Mason City, Iowa; W78AJ Mountain Brook, Vestal Hill and Cahaba Heights, all Alabama; K04DS Upper Kenai river area and Cooper's Landing, both Alaska; K12GU Victor, Colo.; K09JF Bowman, N. D.; K08AU, K19AZ Carbon county, Spring Glen, Price and rural Emery county, all Utah; K09FZ Spokane, Minnehaha Park and East Valley, all Washington; K11EY Soap Lake, Larson AFB, Moses Lake and Ephrata, all Washington; K07HC Sheridan, Wyo. Actions Oct. 27.
- K08FZ Maxwell, Calif.—Broadcast Bureau granted CP to change trans. location of VHF translator to 10 miles east of Colusa on south butte, Calif.; change type trans. Action Oct. 27.
- K06FC Quincy, Calif.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 6 to ch. 5; change type trans.; call letters changed to K05DZ. Action Oct. 24.
- Montrose, Colo.—FCC granted application by Storm King T.V. Association Inc. for

new 10-w VHF translator to serve Montrose on ch. 4 by rebroadcasting KBTB(TV) ch. 9, Denver, subject to condition that it provide KREY-TV, ch. 10, Montrose, which carries all three networks, with same day program exclusivity on ABC programming. Storm King was granted CP Sept. 24 for another VHF translator to serve Montrose by rebroadcasting KOAA-TV, ch. 5, Pueblo, Colo., subject to condition that it provide KREY-TV with same day program exclusivity to protect KREY-TV's NBC programming. Action Oct. 31.

- K1CAO and K12AT Lodge Grass, Mont.—Broadcast Bureau granted licenses covering operation of VHF translators. Action Oct. 30.
- K10GS Carson City, Nev.—Broadcast Bureau granted license covering new VHF translator; specify type trans. Action Oct. 30.
- K06GB Verdi, Nev.—Broadcast Bureau granted license covering changes in VHF translator; specify type trans. Action Oct. 27.
- K10GP Verdi, Nev.—Broadcast Bureau granted license covering changes in VHF translator; specify type trans. Action Oct. 27.
- K12HI Verdi, Nev.—Broadcast Bureau granted license covering new VHF translator; specify type trans. Action Oct. 28.
- K82AT Tillamook, Ore.—Broadcast Bureau granted CP to replace expired permit for changes for UHF translator. Action Oct. 27.
- Twin Canyon TV Inc., Leakey, Tex.—Broadcast Bureau granted CP's for new UHF translator to serve Leakey and surrounding rural area on ch. 70 by rebroadcasting WOAI-TV; condition: ch. 72 by rebroadcasting KENS-TV; condition: ch. 74 by rebroadcasting programs of KSAT-TV all San Antonio, Tex.; condition. Action Oct. 24.
- K08CG, K10CM and K12CF Malaga, South Wenatchee and Sunnyslope area, all Washington—Broadcast Bureau granted CP's to change type trans. of VHF translators. Action Oct. 30.
- Rhinelander, Wis.—FCC ordered J. R. Karban, licensee of translator W82AH to pay forfeiture of \$1000 for rebroadcasting signals of WEAU-TV Eau Claire, Wis., instead of WAOE-TV Rhinelander, as authorized, without prior authority from commission. Action Oct. 31.
- Lander Valley TV Association, Lander, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Lander on ch. 12 by rebroadcasting KTWQ-TV Casper, Wyo. Action Oct. 28.

CATV

Application

- Booth American Co.—Requests addition of WTU-TV Bloomington, Ind., and WFYI-TV Indianapolis to WTTV(TV) Bloomington; WKJG-TV, WPTA(TV) and WANE-TV all Fort Wayne, Ind.; WNDU-TV South Bend, Ind.; and WGN-TV Chicago to Kokomo and Howard county, Ind. (Indianapolis, Ind. ARB 18). Ann. Oct. 29.

Actions on motions

- Hearing Examiner Thomas H. Donohue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, continued hearing to Nov. 17 (Doc. 18612). Action Oct. 24.
- Hearing Examiner Millard F. French in Sault Ste. Marie, Mich. (American Cablevision Co.), CATV proceeding, continued hearing scheduled for Oct. 30, to date to be specified by subsequent order (Doc. 18578). Action Oct. 29.
- Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess County, New York (complainant) v. New York Telephone Co. (defendant) et al., CATV proceeding, on motion by New York Telephone Co., dismissed application (Doc. 18618) for certificate of public convenience and necessity for construction and/or operation of CATV channel distribution facilities to provide service to Hightower of Poughkeepsie Inc. in general vicinity of Arlington, Poughkeepsie and La Granke, all New York; by separate action, dismissed application of New York Telephone Co. for certificate of public convenience and necessity for construction and/or operation of CATV channel distribution facilities to provide service to Catskill Cablevision Corp. in general vicinity of Catskill New York. (Docs. 18619, 17441, 18525 and 18617-24). Action Oct. 29.
- Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess county, New York (complainant) v. New York Tele-

phone Co. (defendant), et al., CATV proceeding, denied motion by TelePrompTer Manhattan CATV Corp. and Manhattan Cable Television for extension of time for completion of discovery; further ordered, that notices for taking of depositions after Oct. 31 or for responses to interrogatories after date, may be honored (by mutual agreement of counsel) on condition that deadlines specified in order Sept. 17 be met (Docs. 17441, 18525, 18617, 18620-4). Action Oct. 31.

Other action

- Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted motion filed Nov. 3 by Taft Broadcasting Company, and extended to Nov. 14 time to file reply to responses to petition for deletion and change of issues, filed Oct. 9. Action Nov. 4.

Ownership changes

Applications

- WZOB(AM) Ft. Payne, Ala.—Seeks assignment of license from Margie F. Gravitt, executrix of estate of Glenn M. Gravitt (100% before, none after) to Margie F. Gravitt (none before, 100% after). No consideration involved. Ann. Oct. 28.
- KIDD(AM) Monterey, Calif.—Seeks transfer of control of Monterey Peninsula Broadcasters from George R. Walker, trustee, Robert K. and Julie I. Sherry (as a group 100% before, none after) to John B. Walton Jr. (none before, 100% after). Consideration: \$600,000. Principals: John Walton Jr. owns oil firm, KD JW-AM-FM Amarillo, KLP-AM-TV El Paso, KBUX-AM-FM Fort Worth, all Texas. KIKX(AM) Tucson, Ariz., KVOD(AM) Albuquerque and KAVE-TV Carlsbad, both New Mexico. Ann. Oct. 31.
- KKEP(AM) Estes Park, Colo.—Seeks assignment of license from KKEP Radio Co. to Paul E. Moyers for \$50,000. Sellers: Maurice J. DeVolt, president, et al. Buyer: Paul E. Moyers, sole owner. Mr. Moyers is self employed entertainer and manager of KKEP. Ann. Oct. 31.
- WXKL(FM) Winter Haven, Fla.—Seeks assignment of license from Bruce L. Parker to Recreation Broadcasting of Central Florida Inc. for \$65,000 and \$10,000 stock subscription. Seller: Bruce L. Parker, sole owner. Mayor of Winter Haven. Buyers: Susan Frehofer, executive vice president (19.6%), Allen I. and Helen J. Hunting, treasurer and president, respectively, William L. and Sarah Berry Seidman, vice chairman of board and secretary, respectively (each 17.15%) et al. Buyers own applicant for new FM at Naples, Fla. Messrs. Hunting and wife and Seidman and wife each own 11% of permittee of new FM at Aspen, Colo. Ann. Oct. 31.
- KHOM(FM) Houma, La.—Seeks transfer of control of La-Terr Broadcasting Corp. from James J. Bouquet Jr. (50% with wife before, 33 1/3% after) and Thomas Kenneth Watkins (50% with wife before, 33 1/3% after) to Raymond Saadi (none before, 33 1/3% after). Consideration: \$10,000. Mr. Saadi is manager of KHOM(FM). Ann. Oct. 28.
- WVLR(AM) Sauk City, Mich.—Seeks transfer of control of Sauk-Prairie Radio Inc. from R. J. Schwarz, Charles J. Ploetz, Gerald Batz, et al. (as a group 100% before, none after) to Sauk Prairie Communications Inc. Consideration \$82,500 plus. Principals of Sauk Prairie Communications: Richard E. Dasenbrock, Thomas F. Clark, president (each 35%), Gertrude G. Clark (20%), Diane M. Clark secretary-treasurer, and Mark Timpany, vice president (each 5%). Mr. Dasenbrock is announcer for WJOL(AM) Joliet, Ill. Mr. T. Clark is salesman-announcer for WVLR(FM). Mr. Timpany is part time engineer for WVLR(FM). Ann. Oct. 31.
- WATH-AM-FM Athens, Ohio—Seeks transfer of control of Radio Athens Inc. from Irene Kovlan, administratrix of estate of Andrew H. Kovlan, deceased (19.5% before, none after) to Irene Kovlan, president (50.5% before, 70% after). Ann. 28.
- KBK(AM) Elk City, Okla.—Seeks assignment of license from Turner-Whitehill Broadcasting Co. to Beckham Broadcasting Co. for \$94,000. Sellers: James A. Turner (51%) and Robert D. Whitehill (49%). Sellers own respective interests in KCCE(FM) Weatherford Okla. Buyers: Jackie Gene Brewer, secretary-treasurer, James Robert Brewer, president, and Howard M. McBee, vice president (each 33%). Messrs.

(Continued on page 96)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted—Management

Sales minded general manager for Midwest AM-FM two station market. Send complete resume, picture, and past performance in first letter to Box L-77, BROADCASTING.

Station manager for newly acquired daytime. Must be sales promotion minded. Stock option possible. State all including salary requirement. Box L-99, BROADCASTING.

Eastern VHF-ETV College-oriented station seeks qualified manager. Challenging opportunity in a great state. Inquire, enclosing statement of experience offered. Box L-119, BROADCASTING.

Regional Sales Manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional company, is replacing one man (personal reasons), adding another. Full-time (Monday-Friday) travel in restricted, protected territory. During ninety-day training period, salary and travel expenses. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential to ambitious, creative, organized, experienced, broadcast sales executive with ability to address, motivate and sell CCA concept to large audiences of clubwomen. Personality and good grooming a prerequisite. Our staff aware of this ad. Apply only with written resume, pix, references. We check all references. No floaters, fast-buck operators. CCA station sales considered but not necessary with strong sales background. Territories: South—Southwest and West Coast. Address John C. Gilmore, President, Community Club Awards, Inc., P.O. Box #151, Westport, Connecticut 06880.

Sales

Houston salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box L-6, BROADCASTING.

Sales manager for small market in south central. Well established station, first in sales and audience. Opportunity to become station manager. Box L-37, BROADCASTING.

South Florida Coast—population 40,000. 5000 watt fulltime with FM. Do you and your family really enjoy life? Move away from winters, pollution and unrest. The time to change is when you are a success and can command top dollar. Complete resume starts you on your way toward a new and better life. Your reply is confidential. Box L-58, BROADCASTING.

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

Unless you're already making money, we're not interested. If you have a successful background in creative selling, then we're interested and want to tell you about our opportunity. Box L-115, BROADCASTING.

Salesman, preferably with sales management potential. Must be experienced, successful, creative. Outstanding opportunity. Box L-120, BROADCASTING.

Sales manager to lead, direct and inspire a new and energetic sales staff. AM-FM single station market. Five figure guarantee plus to start. Good opportunity to advance. Reply Box L-121, BROADCASTING.

Join our AM-FM stereo station. Beautiful area, small market, big town salary station, automobile, Blue Cross. Whatever your present situation is this could be better. We are a good station. Do you have the self starting ability to join us? Do you do sports? Your airmail letter will be answered by phone. Darrel Burns, KRSN, Los Alamos, N. Mex.

Sales continued

Strong aggressive, production company with successful track record expanding sales department. Travel four or five states in various areas of the country. Call on top management in radio stations. Exciting saleable products. Salary plus bonus arrangements. Send resume to Ross Charles, Cine-Vox Productions, Inc., 12 East 41st St., New York, N.Y. 10017.

Announcers

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 K-224, BROADCASTING.

"Talk Man"—one of nation's leading all-talk-news stations in major market has opening for experienced talk master, preferably liberal point of view. Some news. Top salary and potential. Send resume, air check and photo to Box L-3, BROADCASTING.

\$100.00 reward for information leading to the employment by KWIX of an announcer-newsman-interviewer, all in the same body. We'll send you a check on the day your experienced program man joins our department. Box L-54, BROADCASTING.

New England small market station needs announcer for drive time. MOR format. Send tape, photo, resume to Box L-89, BROADCASTING.

Announcer-production manager with great adult-commercial style needed by growing Chicago radio agency. Send tape, resume, and salary requirements. Box L-94, BROADCASTING.

Pioneer northeast modern C and W, Syracuse market going directional, needs experienced personality DJ with first phone, no maintenance. PD or MD possibilities if you're qualified. Box L-109, BROADCASTING.

Uptempo MOR needs experienced announcer-production; afternoon drive air-shift. Many opportunities with this "home-station" of 6-station group. Work with finest personnel and facilities in Midlands. An equal opportunity employer. Send resume, tape, references immediately to operations mgr., KFOR, Box 391, Lincoln, Nebraska 68501.

Urgent . . . Want first phone personality combo to rock nites . . . leading station. Good working conditions . . . Send tape, resume to KOLT, Scottsbluff, Nebraska 69361.

First ticket deejay. No maintenance. Top contemporary format. Salary commensurate with experience. One of our guys is moving up with our blessings. Tape, resume, and references, first letter. Riff Sullivan, WAHT Radio, P.O. Box 15, Lebanon, Pa.

Bright sounding, experienced announcer with third-endorsement needed by five kilowatt Maryland station. MOR format. Some copy and news writing experience preferred. Good shift, fringe benefits. Advancement. Send tape, resume, WASA, Havre de Grace, Md. 21078.

What are you looking for? Stability? We've had same management 22 years. Respect? We rate high in community and in numbers. Advancement? Our ex-staffers hold top jobs in NYC, Philadelphia, Pittsburgh, Miami. Good pay? We pay top dollar. Fringe benefits? Paid hospital, medical, vacations, insurance. What are we looking for? Reliable MOR announcer, first phone, to handle evening shift. Three hours airtime nightly, co-produce talk show. No maintenance. State salary required, send tape, particulars to Ed K. Smith, WCMB, Harrisburg, Pa. 17105.

For the first time in 3 years, WDAK has daytime opening for a mature Top 40 DJ—as present man moved to a sales position. Must be knowledgeable in production. Good pay and benefits at #1 station in Georgia's second market. Send resume, tape, and photo to Alan Boyd, P.D., WDAK, Box 1640, Columbus, Georgia 31902.

Announcers continued

Indiana medium market is looking for a first phone contemporary experienced announcer for news, production and air shift. Only conscientious dj who meets above qualifications need apply. Send tape, resume and picture to: No calls—WERK Radio, Box 2465, Muncie, Indiana.

Immediate opening—stereo FM—good tone and experience. Send tape, resume and picture in first letter to Bo Ducibellan, WEZR-FM, 3909 Oak St., Fairfax, Va. 22030.

Experienced announcer wanted for news and/or board. Must be fully qualified and have good record. Middle of road to better music format. Send tape and resume to Norm Brooks, Program Director, WCST Radio, P.O. Box 7888, Atlanta, Ga. 30309. WCST is an equal opportunity employer.

Immediate opening—first phone—will train—send tape to WMIC-AM-FM, Sandusky, Michigan.

Up-tempo MOR near Boston seeks two 1st-phone announcers, 1 full-time, 1 part-time. Permanent position: no floaters. Send tape and resume to Jarrett Day, Operations Manager, WMLO, Box 344, Beverly, Mass. No phone calls. No beginners.

Morning man . . . bright and personable waker-upper for middle of the road station. Should be versatile with news and sports, 5 years experience. Send tape and resume to W. P. Cummm, WRJN, Radio Park, Racine, Wis. 53405.

Opening for all-round staff announcer and jockey who can type copy. Gene Harden, WTTA, Thomson, Georgia.

Soul Dee Jay, First phone, needed immediately at West Coast soul station. Morning drive-time. Call a/c 206—329-1457 for Frank P. Barrow. No collect calls.

10,000 watt top-rated Northeast MOR needs announcer-salesman. Call Bob Manning. 717-286-5838.

Announcer with 1st ticket, light studio maintenance. South Texas, small market 512-325-2112 . . . No collect calls. CW format.

Morning announcer for gulf coast area, country and western personality and knowledge of modern country a must. Send tape and resume to New South Radio Network, P.O. Box 5797, Meridian, Mississippi.

Technical

First class engineer wanted for northeast kilowatt. Seeking a man who wants only engineering; no announcing, sales, etc. Work in adult atmosphere. Box K-194, BROADCASTING.

Excellent opportunity now available for 1st class licensed engineer at major midwest market automated good music station. Experience required. Full insurance—profit sharing—other benefits. Send full resume to Box L-13, BROADCASTING.

Aggressive young chief engineer for southwest multiple station group. 24 hour AM-FM stereo operation—automation. Announce helpful. Send full info with salary requirements to Box L-64, BROADCASTING.

Chief engineer. Immediate opening. Top midwest AM-FM operation. Must be well qualified. All fringe benefits, plus profit sharing in metropolitan market. Box L-108, BROADCASTING.

Chief engineer, Texas, full time AM 5 kw directional, FM stereo 100,000 vertical, 100,000 horizontal. Degree in electrical engineering desirable; however, strong educational background and exceptional experience with AM directionals and FM stereo would be considered. State full educational and experience background, including all past and present salaries. Box L-110, BROADCASTING.

Dallas, \$700 to \$800 per month, broadcast engineer, first class license and extensive experience in AM and FM multiplex maintenance required. Box L-111, BROADCASTING.

Technical continued

First class, maintenance—announcing, sales, helpful. KHLI, Wilcox, Arizona.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or write WASA AM/FM, Box 97, Havre de Grace, Maryland 301-939-0800.

Need chief engineer who can do some announcing . . . prefer permanent person . . . also need news and operations manager who can run morning show, plus one staff announcer . . . no drifters or loafers wanted. Paul E. Reid, Radio Station WBBH, Fitzgerald, Ga.

Wanted: Chief engineer for AM radio. Good experience in AM radio as a chief engineer—unusual opportunity. Call Mr. Silverman collect (202) 265-4734.

NEWS

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box L-118, BROADCASTING.

Newsman. New York state. News director who can get the news and do it on the air. Congenial staff. Brand new facilities. Top working conditions. Salary open. Send tape, photo and resume. Box L-10, BROADCASTING.

Long established contemporary group seeking several experienced newsmen for west coast and upper mid-west major market number one's. Positions available after first of year. Tape, picture and resume a must in first letter. Box L-103, BROADCASTING.

KGFI Los Angeles invites newsmen with experience in soul stations to submit tapes and resumes. Primary consideration to the real pros who have major-market delivery, can re-write, get actualities and are sensitive to community needs. One of our four man news team will be resigning to run for public office and the opening will be filled quickly so send resume and tape with original wire copy and re-write to Program Manager, Jim Randolph, KGFI, 4550 Melrose Ave., Los Angeles, California 90029.

Opening for newsmen-announcer for heavily news oriented adult program station. Tape and resume to WALE, Fall River, Mass. 02722.

Aggressive, mature sounding, experienced newsmen needed immediately for central Florida's top radio news staff. Send tape, resume, photo, complete info to Fred Bradshaw, News Director, WDBO, Orlando, Florida 32802.

Sports News director. Small market. Prefer man who understands the meaning of "Hoosier Hysteria." Must be experienced. Write Box 255, Frankfort, Indiana.

News—good delivery necessary. Must gather, interview, write and deliver. Excellent news set up. Call area 603-669-1250.

Programing, Production, Others

One of America's fastest growing broadcast companies is looking for an experienced radio operations manager for a single station midwest market (northern Ohio). The person selected will understand programing, news, production, traffic and copy. This professional must also be able to train and supervise others. Future unlimited, salary open. Send complete resume including tape, picture and salary requirements to Box L-72, BROADCASTING.

Minneapolis-St. Paul, AM-FM stereo well established, respected, stable radio operation needs experienced, capable, competent, creative copy writer-producer-announcer with first-class ticket. Challenging position. Pleasant conditions. Contact Bill Stewart, President, WPBC, Richfield, Minneapolis 55423. 612-869-7503. Equal opportunity employer.

Situations Wanted Management

General management—sales—17 years experience—age 34—radio, all phases . . . Available January 1st 1970. Now employed. Family. Prefer more than one station. Resume and/or personal interview upon request Box K-248, BROADCASTING.

Young, aggressive management of your station is our bag. Sales, production, technical. Two third phones and one first. Box L-93, BROADCASTING.

Experienced young aggressive manager desires challenge in new market, small-medium. Experienced in sales, small and large market, announcing, copy writing, programing, available Feb. 1st. Box L-96, BROADCASTING.

23 year broadcast veteran in management, program and sales in major markets. Tired of rat race, freeways, etc. Want to settle in small market and run your station, sell and do air show. Locking for small market in Idaho, Montana, Nevada, Arizona or Wyoming. Currently working in major market. Let's get together and talk. Box L-98, BROADCASTING.

Situation Wanted Sales

Ready to leave O & O for another Sales Management or GM challenge. Administrator, organizer, leader, salesman. 38 with top industry, personal references. Katz and Blair know. Southwest, west preferred, will consider opportunity first. Box L-71, BROADCASTING.

Announcers

Talk personality-announcer-DJ lively "fun type" approach—also adept at serious subjects—employed medium market-top rated show. "Big talker" but salary very negotiable. No R&R. Box K-152, BROADCASTING.

Negro jock, dependable—versatile announcer. Third endorsed, military completed. Box K-246, BROADCASTING.

Announcer, first phone, experienced, draft exempt, will relocate, own car. Box L-19, BROADCASTING.

Humorous personality with voices, wild tracks, one liners, creativity, 1st phone, 10 years experience. Hard worker now available. Box L-27, BROADCASTING.

DJ announcer, newscaster, control board operator, a real go getter. Box L-51, BROADCASTING.

Got a good MOR or rock library? Our two man show will program it for you with news, promotions, and wit. Twelve years combined experience in radio: music, programing, news, production, engineering, TV. Both draft exempt, under 25 . . . one married, one single—first phone Put your money where our mouths are. Write Box L-61, BROADCASTING.

East Coast location. Announcer/newsmen or full time news. Non-rock format. Permanent. Tight board. Reliable, willing worker. Light experience. Box L-62, BROADCASTING.

Automation. Mature voice to tape daily shows for your market. Reasonable. Box L-63, BROADCASTING.

Stop Looking. Professional announcer, five years radio (Tcp 40), two years television (producer/director) desires return to broadcasting from current position with Tcp 20 public relations agency. Accomplished writer, college degree, varied background, married, military completed, 3rd endorsed. Medium to major market desired but position and working conditions more important than location. Will relocate from East for right offer. If you can help me pick up where I left off, please write Box L-68, BROADCASTING or call 315-652-5434 evenings.

Experienced sportscaster, age 31, available immediately, radio or TV. Box L-75, BROADCASTING.

First phone rock—contemporary jock wants central Florida . . . major market experience. Consider all moving expenses by station. Box L-81, BROADCASTING.

Solid, progressive MOR, POP operations: Assiduous. Smooth, bright delivery. Excellent production. Program director experience. Medium AM, major FM background. 215-455-4625 or Box L-83, BROADCASTING.

3 yr. lapse from airwaves due to auto mishap, crisp delivery—former R.T.S. grad seeks re-entry. 315 RE 6-1538 or Box L-87, BROADCASTING.

Have three years experience, interested in rock, country or contemporary. Box L-88, BROADCASTING.

Professional, T-40 Excellent experience in top 50 markets. Looking for station in top 25. 413-739-6889. Box L-97, BROADCASTING.

Available April '70 after military completion. Extensive announcing background with five years experience, from the Nation's Capitol to Asia. Young, aggressive, looking for middle or major market. Air check, resume, 3rd. Box L-101, BROADCASTING.

Solid, progressive MOR, pop operations: smooth, bright, tight. Excellent production. Medium AM, major FM background. Top references. Assiduous. Philadelphia, 215-455-4625 or Box L-105, BROADCASTING.

Experienced, dependable, disc jockey, announcer. Creative writer, third endorsed. MOR or R&B. Box L-113, BROADCASTING.

First phone, 2 years experience, 26, excellent voice Flexible personality, network news. Seek radio & TV operation. Northeast preferred. Box L-114, BROADCASTING.

Announcers continued

DJ announcer, school trained, eager beginner. 3rd endorsed. Prefer MOR. Box L-117, BROADCASTING.

Experienced announcer, DJ, 3rd phone, tight board, family man, willing to relocate. Box L-118, BROADCASTING.

Professional announcer . . . program director . . . production manager . . . music director . . . major market experience. 215-324-4125 or Box L-122, BROADCASTING.

Beginner. Well trained broadcaster. Stations! Give this personable guy his first break, DJ slot. Prefer MOR. Have first phone. No maintenance. Prefer New York. Will consider Northeast only. Call (212) 456-3090 or Box L-123, BROADCASTING.

Disc jockey salesman professionally trained, versatile female DJ, experienced, tight board, creative copy-writer, dependable. Box L-125, BROADCASTING.

P.D.—Air personality with first ticket and lots of experience can run your operation, perform, and make money for us both. Phone 815-964-8113.

Soul DJ and new man, third endorsed, draft exempt, will travel. Call Jim Richards, 312-277-5491.

1st phone, experienced, broadcast school grad. Service complete. DJ preferred. 23 yrs, single. Vance Wecking, 230 S. Orange, Fallbrook, Calif. 92028. 714-728-2327.

First phone 2 yrs. Howard Thayer, Lamolle, Ill. (815) 638-2083.

Florida-bound announcer. DJ-newscaster. Solid musical background. Professionally trained. Have tapes. Available for Florida interviews from Nov. 17 to Nov. 30. Stable, responsible, 26 years old. Call 9-5 at 212-657-5545 or 6pm-lam at 212-HA-9-2813 or write. Charlie Peters, 35-27 92nd St., Jackson Heights, N.Y. 11372.

Disc jockey, good voice, tight board, Career Academy Graduate, 3rd endorsed, draft exempt, prefer eastern coast, Steve Mausteller, 1217 Harrison, Santa Clara, Calif.

First phone announcer experienced, dependable. 1207-A Wells Ave., Huntsville, Alabama.

Justin Case you need a 1st phone professionally trained broadcasting school graduate (not correspondent school) tight board, production and sales. Call 714-279-1691 and cheer up.

Announcer, disc jockey, control board operator—male—22, single. Damon Joe Foreman, 2458 North Platt, Wichita, Kansas 67214. Telephone Area Code 316-265-8846.

Technical

Engineer. First phone. Broadcasting since 1951. 314-741-0872 or Box L-85, BROADCASTING.

Attn sunny, warm climates . . . 21, single, draft exempt, 1st phone, four years board work . . . desire maintenance exp. Phone Tom Henrie, 814-643-2722.

NEWS

Young experienced news director now selling advertising wants to get back into news. Midwest only. Box L-76, BROADCASTING.

News director—major market: desire some air work: \$325 min. Send for resume. Box L-78, BROADCASTING.

Available now—stable radio-TV news professional seeks challenging position in stable southwest organization. Box L-104, BROADCASTING.

Programing, Production, Others

Number 2 tries harder. Does four promotion/merchandising manager need an assistant? Experienced, creative, young executive with incentive to change—available. Box L-60, BROADCASTING.

Automation. I can program your station and save you money. Two years successful automation experience. Box L-70, BROADCASTING.

Agency mature voice will do your production. Reasonable. Box L-73, BROADCASTING.

Somewhere in the Southwest there's a modern, progressive radio station with an opportunity for a young, draft exempt, college grad (bachelor's in radio-TV). I offer six years combo board and production in the 10th market, automation experience, and my love for broadcasting. Currently a PD. Would move immediately for an automated stereo FM in any size market. What can you offer? Box L-79, BROADCASTING.

Situations Wanted continued

Programing, Production, Others

Top forty or modern country PD available. Stable. Ten years experience. Take charge type. Box L-86, BROADCASTING.

Look out Florida! I program winners. Fifteen years experience. At twenty-eight do all formats—talk-Rock, Orlando/Daytona priority. Moving expenses by station. Box L-90, BROADCASTING.

Situation: your station is ripe to take over in the market. But where do you find that key man to lead a contemporary programing team? Perhaps you and I can get together and do something great. I'm prepared with four years college (minor in management), four years a major market personality currently at the leading station in one of America's top seven markets. draft exempt, and files of ideas. Realizing that there is no one formula for every market, let me work with you in customizing your station into a winner. Single. Never watched a clock. Aggressive perfectionist. Nationwide contacts in music and programing. Detail man. Production and writing solid. Reference list long. Interested in learning sales. Top 30 markets only please. Salary requirement: \$16,000. No hurry. Box L-106, BROADCASTING.

Copywriter, local news legman, 3rd endorsed, limited announcing, best references, hit by economy wave. Call collect 505-393-5148.

TELEVISION

Help Wanted—Management

Business manager—dynamic TV station in top-ten. Right hand man to general manager in finance and accounting. Good growth and income. Reply Box L-28, BROADCASTING.

General manager—CATV Cable television systems in central Mass. require aggressive, experienced general manager. Management-sales-operations experience in medium sized radio, TV, or CATV desirable. Send resume with salary requirements to Mr. Gleason, Aurovideo, Inc., 1380 Main St., Waltham, Mass. 617-891-1627.

Sales

You are a professional local TV salesman now doing a great job. You could do even better selling a top station in a top market. Your response to this ad will receive the strict confidence you must have and could bring the opportunity of your lifetime. Box K-280, BROADCASTING.

Announcers

Announcer with strong news background for south Florida market. Send VTR, photo, resume to P.O. Box 510, Palm Beach, Florida Len Jasco, Operations Mgr., WPTV.

Technical

Chief engineer, experienced, for VHF station in Southeastern market. Must be thoroughly familiar with color equipment and operation. Salary commensurate with experience and background. Good opportunity for young man ready to move up. Box L-24, BROADCASTING.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York. 772-1122.

Florida VHF needs experienced studio technician who is strong on maintenance. Must have first class license. Write: WDBO TV, P.O. Box 1833, Orlando, Florida 32802. Florida applicants call: 305-241-1491.

We want two experienced TV engineers with FCC first class license. Full color CBS affiliate also doing production work. Permanent jobs with excellent fringe and pay. Send resume to: D. W. Barrington, Chief Engineer, WISN-TV, 750 N. 19th St., Milwaukee, Wis. 53233. We like it here; you will too. An equal opportunity employer.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

Technical continued

Vacationland U.S.A. Winter-water wonderland! Coho salmon, trout, sailing, skiing, hunting, snomobiles, oh yes, full color TV too. Licensed TV technicians needed for new TV production center. Excellent pay and benefits. Phone collect or write: Robert C. Smith, WOOD-TV, 120 College Ave. S.E., Grand Rapids, Michigan 49502. (616) 459-4125.

New NBC TV affiliate needs transmitter watch engineer and operator-technicians. Location in Hagerstown, Maryland, 60 miles west of Baltimore and Washington. Call Jim Grant 301-731-3120.

NEWS

TV sports director, a chance to do a personality show if you can back up style with knowledge and experience; major Florida market that is willing to offer good salary as well as a good place to live; must be up on auto racing and participation sports, immediate opening; with first letter send VTR, on film which will be promptly returned. An equal opportunity employer. Box L-17, BROADCASTING.

South Texas TV station has opening for man experienced in news, weather, commercials in TV or Radio. Excellent salary. Send resume, tape and picture to Box L-25, BROADCASTING.

Public affairs producer—require a journalism pro who would produce and host public affairs documentaries. This position includes supervision of an excellent investigative reporting team. Widely acclaimed—highly rated southeastern CBS affiliate. With first letter, please include video tape or film which will be promptly returned. An equal opportunity employer. Box L-107, BROADCASTING.

Field reporter, KOVR TV, Stockton-Sacramento. Must be adept at writing, voicing, gathering and interviewing. Only those with prior TV news experience will be considered. Excellent opportunity to join growing news operation in top news area. Send VTR or SOF and resume. Previous employers checked for references. Equal opportunity employer. Contact Personnel Department, McClatchy Broadcasting, 21st & Q, Sacramento, California 95804.

Experienced newsman needed by strong southeast VHF. We seek a man with solid background in major phases of TV news. High quality airwork required for standups and major newscasts. Emphasis on "film journalism" and investigative reporting. Salary open. Contact News Director, Al Fleming, WTVM, 1307 First Avenue, Columbus, Georgia 31901.

Film editor, expanding top ten needs experienced news and documentary editor. Single and double system. Union shop with top pay and benefits. Call Bob Harper, AC 412-242-4300.

Programing, Production, Others

Production manager, south Florida. Organize, supervise, train production staff. Some directing. Will consider creative producer-director with strong leadership qualities and heavy experience in local live VTR color production, ready for more responsibility. Send resume and salary requirements. Box L-84, BROADCASTING.

TV copywriter, producer-director—must be able to work closely with sales, start the ball rolling and keep it rolling—Top market, aggressive, independent. Reply to Box L-91, BROADCASTING.

Production/operations manager—expanding independent in top market needs hardworking, experienced man to head production/operations dept. Must be detail-minded, self-starter. Capable of producing 1st class color studio programing and commercials. Reply to Box L-92, BROADCASTING.

Production manager for active community ETV station. Must be experienced producer-director. Film and remote experience desirable. Salary competitive and depends on qualifications. Send detailed resume with references and salary minimum to John Hutchinson, WNED TV, Hotel Lafayette, Buffalo, N.Y. 14203. Call 716-334-4756.

New NBC TV affiliate needs experienced film director and director of photography. Located in Hagerstown, Maryland, 60 miles west of Baltimore and Washington. Call Paul Abert, 301-731-3120, ext. 197.

New local color UHF on the air, turning the profit corner. General manager now looking for another challenge, will build at incredible savings and profitably operate Background, management, engineering, programing. Box L-39, BROADCASTING.

Situations Wanted Management

Internal discontent? Sales below par? Need new quarterback? Twenty years in the game! Resume, references to prove I should be your general manager. Box L-67, BROADCASTING.

Wanted a TV station where they need a program-operations manager with 12 years of proven experience in all phases of programing and production. A station that needs a department head which can organize and instigate money making ideas. Available immed. Phone William Brockett, 217-422-7481.

Sales

Young executive broadcaster seeking sales position with television station. Presently managing major market Ohio radio operation. Experienced in all phases including station ownership. Aggressive competitor. Box L-65, BROADCASTING.

Announcers

Stop looking. See my ad under Radio Situations wanted, Box L-68, BROADCASTING.

Fully experienced TV announcer with background in weather, news, and sportscasting. Enlightened talk show host. Looking for challenge. Box L-102, BROADCASTING.

Technical

Chief engineer, presently employed, desires change by January 1st. In depth technical AM/FM/TV experience, plus administration, personnel, FCC applications. Prefer midwest medium market, but others considered. Box L-116, BROADCASTING.

News

Professional meteorologist, age 26, with TV weather broadcasting experience seeks such affiliation. College graduate with Navy discharge. Robert W. McLain, 883 S. Cherokee Rd., Lake Forest, Ill. 312-234-3781.

Newsman: Five years experience with dailies, wire services and in public relations. Six months color commentator for CH 39 in Dallas on pro soccer telecasts. Will relocate. Write Jeff Gale, 3373 Rowena Ave., #9, Los Angeles, Calif. 90027.

Programing, Production, Others

RCA Studio School graduate—3rd phone. Hungry for experience, 29, single, will travel. Box K-249, BROADCASTING.

Producer-director seeking part-time opportunity with creative organization in D.C. area. Box L-56, BROADCASTING.

Production manager. Experienced in organizing dynamic department. Offers administrative and creative talent. Low-budget films a specialty. Box L-112, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to buy immediately: used console, preferably in good condition, with six or more channels. Contact WTRA, Latrobe, Pennsylvania.

University interested in acquiring used quadruplex video tape record/playback unit. Will consider TR-22, VR-1100, or later models. Box L-82, BROADCASTING.

Salem College, Salem, West Virginia, is in the process of building a closed circuit AM radio station. Any assistance that anyone can provide would be greatly appreciated (ie: used equipment, technical advice, and/or meetings). Write: Howard Reich, Salem College Radio Station, Salem College, Salem, West Virginia 26426.

Urgently require used RCA transmitters, VHF up to 5 kw. Also need large quantity of used 3/8" rigid transmission line in 20' sections with hangers. Write, wire or phone Ed Ries and Associates, 413 North Alfred Street, Los Angeles 90048. (213) 651-5080.

FOR SALE—Equipment

Coaxial-cable—Helix, 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.

FOR SALE—Equipment

continued

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

35 ft semi mobile unit, 50 kw generator, 4 electric cable drums, 10-ton air conditioner, electric elevator to roof level, GMC series 5500 tractor Does not contain TV equipment. Box L-100, BROADCASTING.

Tower fabrication, erection and maintenance; used tower equipment Coastal Tower & Welding, Inc., P.O. Box 934, Tallahassee, Florida. Phone 904-377-7456.

Tower: 150 foot utility triangular, uniform guyed. Best offer. Contact Marvin Mahoney, Box 22, Hopkinsville, Ky. 42240. 502-886-1204.

26 19 1/2 foot sections M127792D-1B, 6 1/2 inch line; plus the tower-top complex and a Channel 26 antenna. Excellent condition. Contact Howard L. Green, WENY TV, Elmira, N.Y.

Voltage regulator 25 KVA, 3 phase, GE model AIRT, motorized, new in original box, FOB New Jersey. \$1000, Billie J. Clark, c/o RKO General Broadcasting, 1440 Broadway, New York, N.Y. 10018.

Immediately available. Large quantity used TC-2 sync generators, TK-10 & TK-11 cameras, fixed focus and 10 to 1 zoom lenses for 3" cameras. Used Ampex 650 B. Many other bargains in used and surplus television equipment. Write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles 90048, 213-651-5080.

16 mm sound projectors Bell & Howell, Victor, Ampro, Eastman etc. Optical & magnetic prices start at \$145.00. Also selection of jam projectors. Free listing of other items. Cavalcade Equipment Co., 2994 N.W. 7th St., Miami, Florida 33134.

Gates studioette audio console. Mint condition. Will sell because we're going stereo. KVMA, Magnolia, Arkansas.

For sale—Extra clean three kw GE FM transmitter complete with exciter \$995.00. KTFC, Route 2, Sioux City, Iowa.

FM stereo equipment—Gates FMS-5B 5 kw transmitter, 4-BY Gates cycloid antenna, transmission line, 60 ft. tower, Schafer model 60 automation system, GE console. Equipment now in use and in good condition. Entire package \$10,000 firm. Available soon. P.O. Box 492, Atlanta, Ga. 30301.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Command's "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.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$5.00. Running in major markets. Command, Box 26348, San Francisco 94126.

\$5.00 "Airchecks". All formats. California's top stations. Free brochure Write: Command, Box 26348, San Francisco 94126.

3 classic Howdy Doody shows on tape; hilarious drop-ins \$5. Info: Master Radio, R. D. Delmar, N. Y. 12054.

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44 BROADCASTING.

Happy Huffman writes for the highest-paid DJ in the world and he'll write for you. \$45/yr. One month free, 150 one-liners. 4213 Riverdale, Anaheim, Calif.

Last minute Christmas shopping for profit? Ten award winning feature programs available now. Please write or telephone Alex Dunn, WKDR Radio, Plattsburgh, New York 12901, 518-561-7600.

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog Grantham Schools, 1505 N. Western, Hollywood, California 90027.

INSTRUCTIONS

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 January 7, April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

American Institute or radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Nov. 17, Jan. 5 & Feb. 9. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

REI's new program-learning course for Radar and Micro-wave is so easy and it is guaranteed. Pay as you go and get your Radar endorsement at home. Write REI, 1336 Main St., Sarasota, Fla. 33577.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00. . . . results guaranteed.

INSTRUCTIONS

continued

T.I.B./Music City, Veteran Approved. Next class starts November 24. Tennessee Institute of Broadcasting, 2106 A 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./Miami . . . classes start Nov. 4, Nov. 24th . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

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.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

See our Display ad under instruction on page 94. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

RADIO—Help Wanted

We're Professional Headhunters!

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



Management

RADIO MANAGER

Well established and successful radio station within 50 miles of New York City is interviewing candidates interested in managing a property currently billing in excess of \$500,000 per year. Salary \$31,500 plus incentive. Current manager earned \$38,000 in 1968 and he is leaving to purchase his own station. Send resume in confidence to:

Box L-124, Broadcasting.

Help Wanted

Announcers

"TALK'S CHEAP"???

NOT HERE!!!

The nation's leading two-way Talk Station is looking for "bench strength".

Only topflight talkers considered.

Our staff knows about this ad, but if you think you might fill the bill, send a tape and resume to:

Box L-95, Broadcasting.

TALKER

Eastern Major Market Leader searching for a PROFESSIONAL Two-Way Talk Personality. He will build from an established, top-rated adult audience. He will work harder than he has ever worked in his life. He will make a lot of money. Think you can cut it? Then send Tape, Resume Immediately to:

Box L-69, Broadcasting.



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D.J.s—All Formats
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For immediate placement, Rush Tape, Resume, & Salary Requirements to:

Unicom Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

NEWS

RADIO NEWSCASTER-REPORTER

Number one rated group owned station in top 20 market. Send resume, audition, salary requirements. An equal opportunity employer.

Box L-66, Broadcasting.

Help Wanted Secretarial

SECRETARY-ASSISTANT

to

Senior Executive

in Washington, D.C., based broadcast-oriented company. Knowledge of Washington desirable.

Bright future for career woman interested in action and long-range security.

Box L-126, 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)

MAJOR PERSONALITY

VERSATILE, controversial with HUMOR; background as N.Y.-L.A. ACTOR; major Midwest special events DIRECTOR; established radio and TV NEWSMAN; 9 years major Midwest radio PERSONALITY; BIC 8 football-basketball PLAY-BY-PLAY; comment and interviews, radio and

TV HOST.

Enjoy sales contacts. Seeks change where integrity, warmth, outweigh gimmicks. Tape, resume, photo on request. 314-434-5838.

Box L-80, Broadcasting.

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.

*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)

INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION •
- COMPREHENSION •
- KNOWLEDGE •

F inest Instructors

- Years of practical experience

I ntensive Methods

- Animated Electronic Films

R easonable Costs

- Only one charge to completion

S elected Accommodations

- Student rates at Hollywood-Plaza Hotel

T op Results

- Our students obtain their 1sts.

LEARN

at the Nation's oldest
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School of Broadcast Training
DON MARTIN SCHOOL OF RADIO & TV
(established 1937)

Next Accelerated Class Starts

January 12, 1970

for additional information call or write:

DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

INSTRUCTIONS

continued

REI

**F.C.C. 1ST PHONE IN
5 WEEKS
TOTAL TUITION \$360
ROOMS and APTS. \$15-\$20
PER WEEK
ATTEND SCHOOL IN
Glendale, Calif.
Fredericksburg, Va.
Kansas City, Mo.
OR
1336 Main St.
Sarasota, Fla. 33577
Call 813-955-6922**

BUSINESS OPPORTUNITY

ARMY vs. NAVY

Football Game

Number 29—1:20 EST

Coverage

activities

activities in com-
reision reported to
rough Nov. 4. Re-
lications for permis-
and operate CATV's
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177—Cable Television Inc.
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in fee. Tex. has been granted a
20. Tex.—Community Cable Co.
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elevision Communications Inc. New
(multiple CATV owner). Margot As-
ates Inc. said the purchasing of Berke-
er active operation and management on
ct. 1. Geneva, Wis.—WMTB (AM) Lake
Lake has applied for a franchise. The firm
was represented by Paul Mueller, general
manager.

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Managers & Dept. Heads

Ready for a bigger station? We ethically
represent you to our client stations. Positions
for station & sales mgrs., chief E's, PD's,
News Directors. No fees, ever.

SS

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Latham, New York 12110
Tel. 518-785-7223

FOR SALE—Stations

CALIFORNIA

Fulltime AM grossing \$185,000. Will
generate cash flow of more than \$55,000.
Land, buildings worth \$75,000. Priced
at \$425,000, \$150,000 to handle. Very
solid; good growth potential. No brokers.

Box L-7, Broadcasting.

STATIONS FOR SALE

1. TEXAS. Exclusive. \$63,000. Terms.
2. SOUTHERN CALIFORNIA. Full time. \$200,-
000. Term payoff.
3. MIDWEST. Profitable. Absentee owned.
Exclusive. \$210,000. Terms.
4. FLORIDA. Exclusive. \$105,000. Terms.

Jack L. Stoll

and ASSOCIATES

6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

**For Best Results
You Can't Top A
CLASSIFIED AD
in
Broadcasting**

For Sale—Stations

continued

Honolulu power station. Attractive
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N.H.	medium	fulltime	90M	29%	N.Y.	suburban	AM & FM	315M	29%
	metro	FM	80M	25%	Wash.	metro	fulltime	275M	cash
	major	FM	175M	cash	Ore.	metro	daytime	225M	29%



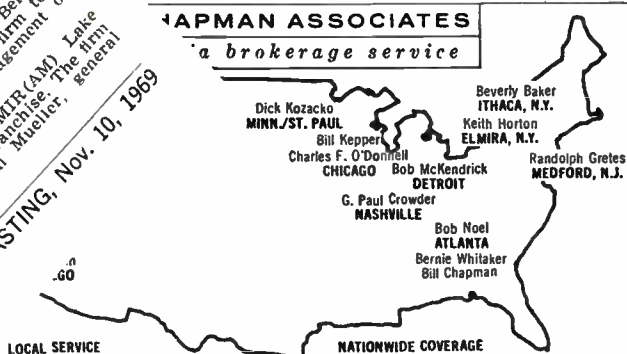
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(Continued from page 89)

Brewer each own 24.6% of KWCO(AM) Chickasha, Okla. Mr. J. R. Brewer owns 51% of KTAT(AM) Frederick, Okla., and 100% of movie theater. Mr. McBee has interests in banking, real estate development, title company and is law partner. Ann. Oct. 31.

Final actions

■ **WALA-TV Mobile, Ala.**—FCC granted assignment of license from Roywood Corp. to Universal Communications Corp. for \$4,750,000. Sellers: Royal Street Corp. (41%), Phillip Stern (22%), Stern trusts (12%) et al. Principals of Royal Street Corp.: Edgar B. Stern, president (64%), A. Louis Read, executive vice president (13%), Stern trusts (7%) et al. Edgar B. Stern, chairman of board of Roywood, votes stock of trusts. Principals of Royal Street own WDSU-AM-FM-TV New Orleans. Buyers: Evening News Association, 100%. Warren S. Booth, chairman of board (2%), Henry S. Booth (2%), Scripps trusts, ventures, family and officers (17%) et al. Buyers own WWJ-AM-FM-TV Detroit, E. W. Scripps trust owns 85.8% of E. W. Scripps Co., a 66.8% owner of Scripps-Howard Broadcasting Co., licensee of WCPO-TV Cincinnati. WEWS(AM) Cleveland, WMC-AM-FM-TV Memphis, WPTV(TV) West Palm Beach, Fla., and WNOX(AM) Knoxville, Tenn. Action Oct. 29.

■ **KPAZ-TV Phoenix**—Broadcast Bureau granted transfer of control of Spanish Language Television of Arizona Inc. from all stockholders to Louis Silverstein, trustee. No consideration involved. Action Oct. 9.

■ **KFAC-AM-FM Los Angeles and WERE-AM-FM Cleveland**, FCC granted transfer of control from Cleveland Broadcasting Inc. (100% before, none after) to Atlantic States Industries Inc. (none before, 100% after). Sellers: Richard H. Miller, president et al. Sellers will retain WLEC-AM-FM Sandusky, Ohio, but intend to sell stations at later date. Buyers: Ralph C. Guild, president, (37.1%), Daren F. McGavren, chairman of board (14%), George R. Fritzinger, executive vice president (10%), et al. Buyers own McGavren-Guild-PGW Radio Inc., station representative. They also own WNVY(AM) Pensacola, Fla.; WLOB-AM-FM Portland, Me.; WRYT(AM) Boston; KMAK(AM) Fresno and KROY(AM) Sacramento, both California. Mr. Fritzinger owns 7.5% of applicant for new TV at Boston. Consideration: about \$7.7 million. Action Oct. 29.

■ **KNUI Makawao, Hawaii**—FCC granted transfer of control of Qualitron Aero Inc. from E. G. and Doris Panissidi, et al. (100% before, none after) to Tenneco Corp. (none before, 100% after) for stock of parent Tenneco Inc. worth \$1,750,000. Sellers: Qualitron Aero Inc. is California-based owner of aircraft service business. Buyer: Tenneco Inc. Gardiner Symonds, chairman of board. Tenneco Inc. is highly diversified New York and Houston-based company which owns oil and gas transmission facilities. Action Oct. 29.

■ **KEEP(AM) Twin Falls, Idaho**—Broadcast Bureau granted assignment of license from Radio Sales Corp. to Inland Radio Inc. for \$140,000. Sellers: E. M. McCurdy, president, et al. Buyers: Gordon L. Capps, president (77.36%), et al. Buyers own KSRV(AM) Ontario and KLBM(AM) LeGrande, both Oregon. Action Oct. 23.

■ **WKLO-AM-FM both Louisville, Ky.** (from Mid America Broadcasting Corp.), WRIT-AM-FM Milwaukee (from WRIT Inc.), WIZE(AM) Springfield, Ohio (from Radio Voice of Springfield Inc.) and WCOL-AM-FM Columbus, Ohio (from Air Trails Inc.)—Broadcast Bureau granted assignment of licenses to Great Trails Broadcasting Corp. for purposes of corporate reorganization. No consideration involved. Principals: Charles Sawyer, president (87.75%), J. P. Williams, executive vice president (3.060%), Edward Sawyer, secretary, John Sawyer, director, Jean Weaver, Anne Green and John Sawyer as executors of Charles Sawyer Jr. estate (each 1.837%). Principals own WING(AM) Dayton, Ohio. Actions Oct. 23.

■ **WTIQ(AM) Manistique, Mich.**—Broadcast Bureau granted assignment of license from Manistique Broadcasting Co. to David M. Kelly (50% before, 100% after) for \$54,000. Seller: Edmund Silleck (50% before, none after). Action Oct. 7.

■ **WFTO(AM) Fulton, Miss.**—Broadcast Bureau granted assignment of license from Itawamba County Broadcasting Co. to new partnership interests in Itawamba County Broadcasting Co. for \$3,500. Principals: Olive E. Sisk, Ivous T. Sisk, H. D. Thompson (each 25% before, 37.5% after) and

Minnie Thompson (25% before, none after). Action Oct. 20.

■ **WAOP(AM) Otsego, Mich.**—Broadcast Bureau granted transfer of control of Allegan County Broadcasters Inc. from Harmon L. and Bernadine Stevens (jointly 50% before, none after) to John F. and Rose Marie Wismer (jointly 50% before, 100% after). Consideration: \$35,000. Action Oct. 8.

■ **WGLI(AM) Babylon, N. Y., and WKMF(AM) Flint, Mich.**—Broadcast Bureau granted transfers of control of WGLI Inc. and WKMF Inc. from Warwick Associates Inc. (100% before, none after) to Beck-Rose Communications Inc. (none before, 100% after). Exchange of stock: Warwick Associates Inc.'s stockholders formed Beck-Rose Communications Inc. and will merge with new company. Principals: George H. Ross (38.29% before, 40.3% after) for \$35,000; Martin F. Beck (38.29% before, 40.3% after) for \$35,000. et al. Action Oct. 7.

■ **KTNM-AM-FM Tucumcari, N. M.**—Broadcast Bureau granted transfer of control of Tucumcari Broadcasting Inc. from Hoyt Houck, deceased (37.5% before, none after) to S. J. Barnes (individually 25% before, as co-executor 37.5% after, individually 25% after). No consideration involved. Action Oct. 7.

■ **WHSL-AM-FM Wilmington, N. C.**—FCC granted transfer of control of the Progressive Broadcasting Corp. from Sidney W. and Vera R. Wilson (jointly 100% before, none after) to Wilmington Broadcasting Co. (none before, 100% after). Consideration: (none before, 100% after). Buyers: Sidney W. and Vera R. \$66,000. Sellers: Sidney W. and Vera R. 51% and 49%, respectively. Buyers: William O. Jones, president, William W. Dixon, secretary (each 30%), and Eric H. Henderson, treasurer (40%). Mr. Jones owns 75% of WRMA(AM) Montgomery, Ala. Mr. Dixon is vice president of advertising agency. Mr. Henderson owns 50% of several textile manufacturing and sales firms. Action Oct. 29.

■ **WCOR-AM-FM Lebanon, Tenn.**—Broadcast Bureau granted assignment of license from The Lebanon Broadcasting Co. to WCOR Broadcasting Corp. for \$90,000. Sellers: Theo F. Ezell Jr., president, et al. Buyers: Andrew Jackson Henderickson Jr., sole owner. Mr. Henderickson owns 40% of WCOR-AM-FM. Action Oct. 27.

■ **KJET-AM-FM Beaumont and KZEY(AM) Tyler, both Texas**—Broadcast Bureau granted transfers of control of KJET Inc. and Tyler Broadcasting Co., respectively from Rose L. McLeMore, executive of estate of Edward E. McLeMore, deceased (50% before, none after) to R. Thomas Gibson (50% before, 100% after). Consideration: \$168,750 for KJET-AM-FM and \$56,250 for KZEY. Actions Oct. 27.

■ **KZFM(FM) Corpus Christi, Tex.**—Broadcast Bureau granted assignment of license to SCA from Gulf Business Music Inc. to Dudley Waller for \$50,000. Sellers: Charles W. Balhrope, president, et al. Sellers own KEEZ(AM) San Antonio and KAML(AM) Kenedy-Karnes City, Tex. Buyer: Dudley Waller, sole owner. Mr. Waller owns 99.7% of KEBE-AM-FM Jacksonville, Tex. and 66% of coin-operated laundry. Action Oct. 7.

■ **KHEY(AM) El Paso, Tex.**—Broadcast Bureau granted transfer of control of KHEY Broadcasting Inc. from Frank C. Napier, Mrs. Nancy Slighel, Bert E. Wahlen, Jack Mills and Roderic O. Matthews (as a group, 100% before, none after) to KHEY Inc. (none before, 100% after). Consideration: \$313,162.72. Principals of KHEY Inc.: Jimmy Ray Phillips, president (51%), Charles B. Jordan Jr., vice president-treasurer (29%), and Gary R. Ackers, vice president-secretary (20%). Mr. Phillips is vice president of KPUR(AM) Amarillo, Tex. Mr. Jordan owns 33% of KPUR. Mr. Acker owns 11.66% of KRBC(AM) Abilene, Tex. and 20% of KENM(AM) Portales, N. M. Action Oct. 27.

■ **WRVA-AM-FM Richmond, Va.**—FCC granted transfers of control of WRV9 Radio Inc. and WRVA-FM Radio Inc., respectively, from Larus Investing Co. (100% before, none after) to Southern Broadcasting Co. (none before, 100% after). Consideration \$3,075,000. Sellers: W. Brooks George, president, et al. Buyers: James W. Coan (11.15%), Earl F. Slick (22.21%), Albert L. Butler (11.95%), John G. Johnson, president (9.24%), et al. Buyers own 50% of Jefferson Cablevision Corp., Birmingham, Ala. CATV systems: own WSGN(AM) Birmingham, Ala.; WTOB(AM) Winston-Salem, N.C.; WKIX-FM Raleigh, N.C.; KOY(AM) Phoenix; KTHT(AM) Houston, and 33 1/3% of WBMG-TV Birmingham. Buyers are applicants for new TV at Cincinnati and permittee of KTVJ(TV) Stockton, Calif. Mr. Slick owns 25% of manufacturing firm and is partner

in oil production firm. Mr. Butler owns 25% of textile firm and is director for numerous businesses. Action Oct. 31.

■ **WDBJ(AM) Roanoke, Va.**—Broadcast Bureau granted assignment of license from Times-World Corp. to WHBC Inc. for \$775,000. Sellers: M. W. Armistead III, president (1%), E. Ould and George Ellis (executors of Janius Fishburn and Louise Fowkes estates, jointly 28%), et al. Buyers: Joseph K. Jackman Sr., William H. Vodrey, vice president, assistant secretary-treasurer and secretary-treasurer, respectively (each 12.5%), et al. Jack Vodrey is attorney, William Vodrey is director of First National Bank of East Liverpool, Ohio. Buyers own WHBC-AM-FM Canton, Ohio. Action Oct. 23.

■ **WDBJ-FM Roanoke, Va.**—Broadcast Bureau granted assignment of license from Times-World Corp. to James L. Gibbons. \$40,000. Sellers: see above. Buyer: James Gibbons, sole owner. Mr. Gibbons is partner in Chevrolet dealership and has numerous estate investments. Action Oct. 29.

■ **WDBJ-TV Roanoke, Va.**—FCC granted assignment of license from Times-World Corp. to WDBJ Television Inc. for \$8,200. Sellers: see above. Buyers: South Tribune, 100%. Franklin D. Schurz, president, votes stock for South Bend Tribune. Buyers own WSBT-AM-FM-TV South Bend Tribune, Bloomington, Ind. Telephone and Bedford Times-Mail, a telephone and Bedford Times-Mail, a telephone. Hagerstown (Md.) Herald Daily News, Braucen News and El Imperial Valley Press, all California. Action Oct. 29.

■ **WIVI(FM) Christiansted, St. Croix**—Broadcast Bureau granted assignment of license from Raymond E. and He Higdon to H.R.H. Inc. for pure corporate reorganization. No consideration involved. Action Oct. 30.

■ **WWCF(FM) Baraboo and WIF nette, both Wisconsin**—FCC granted assignment of licenses from William C. F. Community Service Radio Inc. for \$8,000. Sellers: William C. Forrest, sole owner. Buyers: Thomas R. Holter, sole owner. Mr. Holter is former 17% owner, and general manager of WISM-FM, Wis. Action Oct. 29.

■ **WISS Berlin, Wis.**—FCC granted assignment of license from Beacon Radio Inc. to H. Murphy Jr. for \$5,500. Principals: H. Murphy Jr., sole owner. Mr. Murphy is director of Northland Communications Inc., publisher of suburban newspaper and owner of less than 25% interest in national development firm. Action Oct. 27.

■ **KODI(AM) Cody, Wyo.**—Broadcast Bureau granted assignment of license from WYCOM Corp. for \$10K. Lyle Ellis, president, et al. Bu: R. Sims, president-treasurer. Thomas F. Stroock, vice president (36%). Mr. Sims owns 8% KAWY(FM), both Casper, Wyo. has oil and gas leasing interest of Security Bank Casper, and life insurance Oct. 27.

Cable television

The following are community-antenna television stations that include applications to install grants of CAT existing installations

Franchise g

■ **Kewanee, Ill.** franchise.

■ **Pottawatomie, Ill.** franchise.

■ **Mar in op to Yor soc Cr o**

Parker S. Gates runs silent and deep, much like the Mississippi that sweeps southward just a few hundred yards below his hillside office at Quincy, Ill.

The great river carries memories of Indian traders there 300 years ago, the commerce of the packet boats a century ago and the radio-station equipment shipments of Gates Radio Co. a few decades ago. But for Mr. Gates these four-plus decades in the business of broadcasting are memories that live as vividly in the present as when they occurred.

Broadcasting is full of legends of the personal accomplishments of its pioneers. Mr. Gates is one of them, both legend and pioneer. But broadcasting has grown so large and complex it is hard to keep the personal touch intact. Mr. Gates is among those who refuse to surrender. The personal quality must live long after them, he believes, because it is the essence of the thing broadcasting is all about—service.

There are few stations in the U.S., or the world, for that matter, that over the years have not done business with Gates Radio. Networks too. At least 2,000 radio stations in the U.S. now have Gates transmitters. Many hundreds of others, both AM and FM, also have consoles, turntables and other audio gear from Gates. Gates's biggest project was at the Voice of America, Washington.

Since the merger with Automatic Tape Control Inc. several years ago, Gates also has become a leading supplier of station automation equipment. Though many years in television too, Gates presently is intent upon becoming a significant factor in the TV field, just a fortnight ago announcing a complete line of new VHF transmitters.

The Gates move to full-line TV product supplier is an evolution of the aggressive development and marketing philosophy of Harris-Intertype Corp., the Cleveland-based growth company that is pushing into practical products the latest technologies from the merging worlds of printing and electronics, including the aerospace sciences.

Harris-Intertype bought Gates Radio from Mr. Gates in 1957. He continued as president of Gates until last year when the Quincy firm became a division of the parent firm. Mr. Gates then moved up to chairman of Gates Radio under a third five-year contract. He also serves on the new-product-development committee of Harris-Intertype.

The Gates factory in Quincy recently moved inland to a 40-acre site and a big modern plant where 600 employees turn out all manner of product in air-conditioned, dust-free comfort. Many still call Mr. Gates by his first name as he tours with a visitor and he not only replies in kind but inquires about wife

Parker Gates still believes in the personal approach

and children by name as well.

Knowing people as well as product has always been a strength of Gates Radio and its chief executives. Mr. Gates personally spent many post-midnight hours at stations from coast-to-coast testing and checking transmitter installations, a policy that over the years not only won customers but close personal friends.

Rex Howell, early Colorado broadcaster who talks about Mr. Gates like a brother, tells with a chuckle that both times he and Mr. Gates were working on new rigs at KFXJ(AM) (now KREX) Grand Junction, Colo., in the middle of the night some international catastrophe occurred. The first was Hitler marching into the Ruhr, he recalls, and the second was Pearl Harbor.

Mr. Gates recalls, among other things, the period in the mid-30's when trying

to break into the tight transmitter market could be a controversial legal problem as well as a competitive battle.

Behind the scenes in the sales booths at the NAB engineering exhibits could be bloody too, competitively speaking, Mr. Gates remembers. At World War II's end when Gates unexpectedly appeared with new lines of AM transmitters featuring the latest Eimac tubes, he relates, salesmen of a bigger company told prospects it was true the tubes in the Gates gear cost only half as much "but they only last half as long."

The whispers quickly got to Mr. Gates and he put a sign on his transmitter reading "tubes cost half as much, last half as long." The sting of his joke got home quickly, he says, because the next day the sales team of the other firm "came by our booth and literally threw in a towel."

Among one of the many reasons Gates became a dominant factor in the AM-FM field after World War II was the policy of helping finance new equipment, Mr. Gates agrees. Those availing themselves of this service cite Mr. Gates's keen judgment of character as one reason for its success while others tell how Gates credit-department people come out into the field to help them over the humps in programing, personnel and business problems.

Carl Yates, KSIS-AM-FM Sedalia, Mo., who pored over his Gates catalogue in foxholes in Korea, whittled his dreams down to a modest \$15,000 start in 1954 on Mr. Gates's advice and help. Now he has nearly \$100,000 worth of Gates gear and wouldn't think of buying anything else, he says.

But the personal touch has worked both ways, Mr. Gates affirms. In 1934 on the death of his father, he says, Bob Compton, WCAZ(AM) Carthage, Ill., suddenly appeared in Quincy and bought \$1,500 worth of equipment, a big order then. Many months later when dining at the Comptons Mr. Gates was to learn the purchase was simply to encourage him to stay in the business.

Zola Compton, now WCAZ president and Mr. Compton's widow, remembers after that dinner Mr. Gates toured the station with Mr. Compton and discovered the gear unused and still packed in the original boxes.

Thursday is Rotary in Quincy and Mr. Gates always shares the lunch with Joe Bonansinga (WGEM-TV Quincy, Ill., now field testing the new Gates TV transmitter), recalling their early days moonlighting with local dance and theater bands. Winter is Florida fishing time for Mr. Gates.

A cherished memory he will never lose: his father, who founded Gates Radio in 1922 so his only son, a "wireless bug," would have a career in the field he liked most.

Week's Profile



Parker Smith Gates—chairman, Gates Radio Co., Quincy, Ill., division of Harris-Intertype Corp. Cleveland; b. Aug. 6, 1907. Davenport, Iowa; began as youth to work at radio manufacturing firm his father founded in 1922, becoming general manager in 1934 and president in 1946; continued as president after firm's sale in 1957 to Harris-Intertype, moving to chairman July 1, 1968; m. Mildred Lichtenberger of Carmi, Ill., March 25, 1933, three daughters—Mrs. William F. (Barbara) Gerdes III, Mrs. Joseph L. (Janet) Conover and Marybelle, 22.

A flexible amendment

Among a majority of FCC commissioners there seem to be two versions of the First Amendment, one applying to the Pacifica Foundation and the other applying to all other broadcast licensees.

The first version—which takes the First Amendment literally and assumes its unqualified protection of broadcasting along with older forms of the press—was applied again two weeks ago in yet another case involving Pacifica. By a vote of 5-to-2 the commission awarded Pacifica a permit for a noncommercial educational FM in Houston, overriding the vehement objections of Commissioner Robert E. Lee who accused Pacifica of broadcasting obscenities.

After the action, to which Commissioner James J. Wadsworth also dissented, Mr. Lee issued a statement quoting in full a poem that had been recited on Pacifica's KPFK(FM) Los Angeles. The poem uses Anglo-Saxon crudities for genitalia and for sexual acts ascribed to Jesus and Jehovah. Mr. Lee thinks it both obscene and blasphemous, and no doubt millions of other citizens would agree.

FCC Commissioner Kenneth A. Cox defended the majority's decision in a statement of his own. Mr. Cox couldn't force himself to a direct mention of the First Amendment, which he has all but denied exists, but he quoted with approval a benchmark obscenity case decided by the Supreme Court in 1965. Under that definition of obscenity, Mr. Cox said, KPFK had violated no law.

In the 1965 case the Supreme Court held that the First Amendment was offended when Massachusetts barred the sale of a book, "Memoirs of a Woman of Pleasure," commonly known as "Fanny Hill." Mr. Cox's citation of that case can only mean that on questions of obscenity he accords broadcasters First Amendment parity with publishers. How sad that on the larger questions of daily consequence—fairness, government meddling in program control—the Cox school's First Amendment shrinks too small to fit the commercial licensees who have displayed far more editorial responsibility than Pacifica ever has.

The snares in the wires

It must be fascinating to professionals to watch the game being played with the destinies and bank accounts of the people by those who have everything to gain through complete restructuring of our communications, including, of course, the one service the public now gets free—on-the-air broadcasting.

The Electronic Industries Association now emerges with the latest "wired nation" concept that would move all methods of broadcasting on the air to broadband cables. The only obstacle, it would seem, is the many billion dollars in property values that would have to be confiscated.

Equipment manufacturers and nonbroadcast aspirants to the broadcast spectrum have been preaching the wired-city and now the wired-nation concept for years. Most cable TV operators are behind it, head-end to antenna. The idea was invigorated in the report of the task force on telecommunications instituted by the Johnson administration and now being reviewed by a mini-task-force in the Nixon administration.

It all began quietly. About five years ago the land-mobile forces, meaning essentially private-business entities seeking their own communications systems, began beating the drum for VHF space from TV and even FM on the

ground that cable could be used as well for those services. Lobbies of EIA, National Association of Manufacturers and a new group called Associated Public Safety Communications Officers, formed to give it an aura of public service, got awfully busy. The main underwriters were trucking, railroading, utilities, large manufacturers, and, of course, the electronic manufacturing companies.

This was only the beginning. The new EIA proposal submitted to the FCC (BROADCASTING, Nov. 3) contemplates the consignment of all on-the-air broadcasting to cable. For equipment manufacturers this would create a brand-new multi-billion-dollar market without the loss of the existing one since radio and television need receivers whether transmission is by air or cable.

If everything were starting from scratch, with no TV, no radio, no satellites, no two-way services to the home, no computers talking to computers, then something might be done with broad-band cables in relation to allocations.

But the idea of broadcasting, which means to diffuse in all directions, was to serve people with live, on-the-air transmissions as far as the signal will reach. It was to serve them free. Cable would mean another bill at the end of the month.

Where's the fairness doctrine?

It would be hard to imagine a more discriminatory bill than the one the Senate Commerce Committee reported out last week to prohibit cigarette advertising on radio and television. Nor is it easier to imagine a worse legislative precedent. On however tenuous a finding of the public interest, Congress could go on passing bills to take specific aim at broadcasting while leaving other media untouched.

To beat this on the floor of the Senate and in the House may not be easy. None of the special interests are threatened with harm: Cigarette manufacturers can reduce advertising costs at little risk to sales, provided all quit broadcast advertising together; tobacco farmers and processors will go right on selling crops. Only the broadcasters would be the losers. A legislative endorsement of voluntary controls is the better way that must be sought.



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N.H.	medium	fulltime	90M	29%	N.Y.	suburban	AM & FM	315M	29%
Miss.	metro	FM	80M	25%	Wash.	metro	fulltime	275M	cash
Wisc.	major	FM	175M	cash	Ore.	metro	daytime	225M	29%



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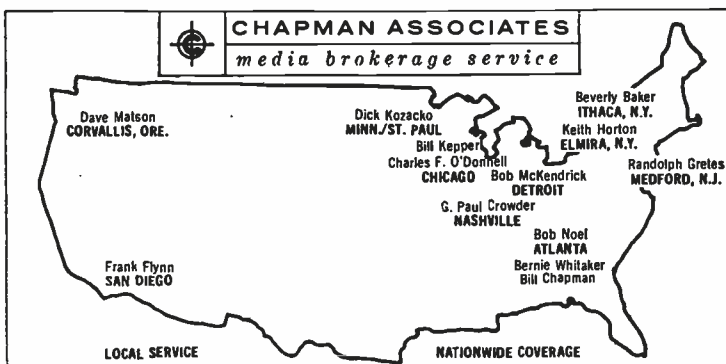
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LOCAL SERVICE

NATIONWIDE COVERAGE

(Continued from page 89)

Brewer each own 24.6% of KWCO(AM) Chickasha, Okla., Mr. J. R. Brewer owns 51% of KTAT(AM) Frederick, Okla., and 100% of movie theater. Mr. McBee has interests in banking, real estate development, title company and is law partner. Ann. Oct. 31.

Final actions

■ **WALA-TV** Mobile, Ala.—FCC granted assignment of license from Roywood Corp. to Universal Communications Corp. for \$4,750,000. Sellers: Royal Street Corp. (41%), Phillip Stern (22%), Stern trusts (12%) et al. Principals of Royal Street Corp.: Edgar B. Stern, president (64%), A. Louis Read, executive vice president (13%), Stern trusts (7%) et al. Edgar B. Stern, chairman of board of Roywood, votes stock of trusts. Principals of Royal Street own WDSU-AM-FM-TV New Orleans. Buyers: Evening News Association, 100%. Warren S. Booth, chairman of board (2%), Henry S. Booth (2%), Scripps trusts, ventures, family and officers (17%) et al. Buyers own WJWJ-AM-FM-TV Detroit, E. W. Scripps trust owns 85.8% of E. W. Scripps Co., a 66.8% owner of Scripps-Howard Broadcasting Co., licensee of WCPO-TV Cincinnati. WEWS(AM) Cleveland, WMC-AM-FM-TV Memphis, WPTV(TV) West Palm Beach, Fla., and WNOX(AM) Knoxville, Tenn. Action Oct. 29.

■ **KPAZ-TV** Phoenix — Broadcast Bureau granted transfer of control of Spanish Language Television of Arizona Inc. from all stockholders to Louis Silverstein, trustee. No consideration involved. Action Oct. 9.

■ **KFAC-AM-FM** Los Angeles and WERE-AM-FM Cleveland, FCC granted transfer of control from Cleveland Broadcasting Inc. (100% before, none after) to Atlantic States Industries Inc. (none before, 100% after). Sellers: Richard H. Miller, president et al. Sellers will retain WLEC-AM-FM Sandusky, Ohio, but intend to sell stations at later date. Buyers: Ralph C. Guild, president, (37.1%), Daren F. McGavren, chairman of board (14%), George R. Fritzing, executive vice president (10%), et al. Buyers own McGavren-Guild-PGW Radio Inc., station representative. They also own WNVY(AM) Pensacola, Fla.; WLOB-AM-FM Portland, Me.; WRYT(AM) Boston; KMAK(AM) Fresno and KROY(AM) Sacramento, both California. Mr. Fritzing owns 7.5% of applicant for new TV at Boston. Consideration: about \$7.7 million. Action Oct. 29.

■ **KNUI** Makawao, Hawaii—FCC granted transfer of control of Qualitron Aero Inc. from E. G. and Doris Panissidi, et al. (100% before, none after) to Tennenco Corp. (none before, 100% after) for stock of parent Tennenco Inc. worth \$1,750,000. Sellers: Qualitron Aero Inc. is California-based owner of aircraft service business. Buyer: Tennenco Inc. Gardiner Symonds, chairman of board, Tennenco Inc. is highly diversified New York and Houston-based company which owns oil and gas transmission facilities. Action Oct. 29.

■ **KEEP(AM)** Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Radio Sales Corp. to Inland Radio Inc. for \$140,000. Sellers: E. M. McCurdy, president, et al. Buyers: Gordon L. Capps, president (77.36%), et al. Buyers own KSRV(AM) Ontario and KLB(AM) LeGrande, both Oregon. Action Oct. 23.

■ **WKLO-AM-FM** both Louisville, Ky. (from Mid America Broadcasting Corp.), WRIT-AM-FM Milwaukee (from WRIT Inc.), WIZE(AM) Springfield, Ohio (from Radio Voice of Springfield Inc.) and WCOL-AM-FM Columbus, Ohio (from Air Trails Inc.)—Broadcast Bureau granted assignment of licenses to Great Trails Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Charles Sawyer, president (87.75%), J. P. Williams, executive vice president (3.060%), Edward Sawyer, secretary, John Sawyer, director, Jean Weaver, Anne Green and John Sawyer as executors of Charles Sawyer Jr. estate (each 1.837%). Principals own WING(AM) Dayton, Ohio. Actions Oct. 23.

■ **WTIQ(AM)** Manistique, Mich.—Broadcast Bureau granted assignment of license from Manistique Broadcasting Co. to David M. Kelly (50% before, 100% after) for \$54,000. Seller: Edmund Silleck (50% before, none after). Action Oct. 7.

■ **WFTO(AM)** Fulton, Miss.—Broadcast Bureau granted assignment of license from Itawamba County Broadcasting Co. to new partnership interests in Itawamba County Broadcasting Co. for \$3,500. Principals: Olive E. Sisk, Irvon T. Sisk, H. D. Thompson (each 25% before, 37.5% after) and

Minnie Thompson (25% before, none after). Action Oct. 20.

■ **WAOP(AM)** Otsego, Mich.—Broadcast Bureau granted transfer of control of Allegan County Broadcasters Inc. from Harmon L. and Bernadine Stevens (jointly 50% before, none after) to John F. and Rose Marie Wismer (jointly 50% before, 100% after). Consideration: \$35,000. Action Oct. 8.

■ **WGLI(AM)** Babylon, N. Y., and WKMF(AM) Flint, Mich. — Broadcast Bureau granted transfers of control of WGLI Inc. and WKMF Inc. from Warwick Associates Inc. (100% before, none after) to Beck-Rose Communications Inc. (none before, 100% after). Exchange of stock: Warwick Associates Inc.'s stockholders formed Beck-Rose Communications Inc. and will merge with new company. Principals: George H. Ross (38.29% before, 40.3% after) for \$35,000; Martin F. Beck (38.29% before, 40.3% after) for \$35,000. et al. Action Oct. 7.

■ **KTNN-AM-FM** Tucumcari, N. M.—Broadcast Bureau granted transfer of control of Tucumcari Broadcasting Inc. from Hoyt Houck, deceased (37.5% before, none after) to S. J. Barnes (individually 25% before, as co-executor 37.5% after, individually 25% after). No consideration involved. Action Oct. 7.

■ **WHSI-AM-FM** Wilmington, N. C.—FCC granted transfer of control of the Progressive Broadcasting Corp. from Sidney W. and Vera R. Wilson (jointly 100% before, none after) to Wilmington Broadcasting Co. (none before, 100% after). Consideration: \$66,000. Sellers: Sidney W. and Vera R. Wilson, 51% and 49%, respectively. Buyers: William O. Jones, president, William W. Dixon, secretary (each 30%), and Eric H. Henderson, treasurer (40%). Mr. Jones owns 75% of WRMA(AM) Montgomery, Ala. Mr. Dixon is vice president of advertising agency. Mr. Henderson owns 50% of several textile manufacturing and sales firms. Action Oct. 29.

■ **WCOR-AM-FM** Lebanon, Tenn.—Broadcast Bureau granted assignment of license from The Lebanon Broadcasting Co. to WCOR Broadcasting Corp. for \$90,000. Sellers: Theo F. Ezell Jr., president, et al. Buyers: Andrew Jackson Henderickson Jr. sole owner. Mr. Henderickson owns 40% of WCOR-AM-FM. Action Oct. 27.

■ **KJET-AM-FM** Beaumont and KZEY(AM) Tyler, both Texas—Broadcast Bureau granted transfers of control of KJET Inc. and Tyler Broadcasting Co., respectively from Rose L. McLemore, executive of estate of Edward E. McLemore, deceased (50% before, none after), to R. Thomas Gibson (50% before, 100% after). Consideration: \$168,750 for KJET-AM-FM and \$56,250 for KZEY. Actions Oct. 27.

■ **KZFM(FM)** Corpus Christi, Tex.—Broadcast Bureau granted assignment of license and SCA from Gulf Business Music Inc. to Dudley Waller for \$50,000. Sellers: Charles W. Balthrope, president, et al. Sellers own KEEZ(AM) San Antonio and KAML(AM) Kenedy-Karnes City, Tex. Buyer: Dudley Waller, sole owner. Mr. Waller owns 99.7% of KEEB-AM-FM Jacksonville, Tex. and 66% of coin-operated laundry. Action Oct. 7.

■ **KHEY(AM)** El Paso, Tex.—Broadcast Bureau granted transfer of control of KHEY Broadcasting Inc. from Frank C. Napier, Mrs. Nancy Sleighel, Bert E. Wahlen, Jack Mills and Roderic O. Matthews (as a group, 100% before, none after) to KHEY Inc. (none before, 100% after). Consideration: \$313,162.72. Principals of KHEY Inc.: Jimmy Ray Phillips, president (51%), Charles B. Jordan Jr., vice president-treasurer (29%), and Gary R. Ackers, vice president-secretary (20%). Mr. Phillips is vice president of KPUR(AM) Amarillo, Tex. Mr. Jordan owns 33% of KPUR. Mr. Acker owns 11.66% of KRBC(AM) Abilene, Tex. and 20% of KENM(AM) Portales, N. M. Action Oct. 27.

■ **WRVA-AM-FM** Richmond, Va.—FCC granted transfers of control of WRV9 Radio Inc. and WRVA-FM Radio Inc., respectively, from Larus Investing Co. (100% before, none after) to Southern Broadcasting Co. (none before, 100% after). Consideration \$3,075,000. Sellers: W. Brooks George, president, et al. Buyers: James W. Coan (11.15%), Earl F. Slick (22.21%), Albert L. Butler (11.95%), John G. Johnson, president (9.24%), et al. Buyers own 50% of Jefferson Cablevision Corp., Birmingham, Ala. CATV systems: own WSGN(AM) Birmingham, Ala.; WTOB(AM) Winston-Salem, N.C.; WKIX-FM Raleigh, N.C.; KOY(AM) Phoenix; KTHT(AM) Houston, and 33% of WBMG-TV Birmingham. Buyers are applicants for new TV at Cincinnati and permittee of KTVJ(TV) Stockton, Calif. Mr. Slick owns 25% of manufacturing firm and is partner

in oil production firm. Mr. Butler owns 25% of textile firm and is director for numerous businesses. Action Oct. 31.

■ **WDBJ(AM)** Roanoke, Va.—Broadcast Bureau granted assignment of license from Times-World Corp. to WHBC Inc. for \$775,000. Sellers: M. W. Armistead III, president (1%), E. Ould and George Ellis (executors of Janius Fishburn and Louise Fowlkes estates, jointly 28%), et al. Buyers: Joseph K., Jackman S., William H. Vodrey, vice president, assistant secretary-treasurer and secretary-treasurer, respectively (each 12.5%), et al. Jack Vodrey is attorney. William Vodrey is director of First National Bank of East Liverpool, Ohio. Buyers own WHBC-AM-FM Canton, Ohio. Action Oct. 23.

■ **WDBJ-FM** Roanoke, Va.—Broadcast Bureau granted assignment of license from Times-World Corp. to James L. Gibbons for \$40,000. Sellers: see above. Buyer: James L. Gibbons sole owner. Mr. Gibbons owns WFMD-AM-FM Frederick, Md., is partner in Chevrolet dealership and has numerous real estate investments. Action Oct. 29.

■ **WDBJ-TV** Roanoke, Va.—FCC granted assignment of license from Times-World Corp. to WDBJ Television Inc. for \$3,200,000. Sellers: see above. Buyers: South Bend Tribune, 100%. Franklin D. Schurz, president, votes stock for South Bend Tribune. Buyers own WSBT-AM-FM-TV South Bend, South Bend Tribune, Bloomington Herald-Telephone and Bedford Times-Mail, all Indiana; Haverstown (Md.) Herald-Mail Daily News, Branley News and El Centro Imperial Valley Press, all California. Action Oct. 29.

■ **WIVI(FM)** Christiansted, St. Croix, V.I.—Broadcast Bureau granted assignment of license from Raymond E. and Hazel M. Higdon to H.R.H. Inc. for purpose of corporate reorganization. No consideration involved. Action Oct. 30.

■ **WWCF(FM)** Baraboo and WIBU Poynette, both Wisconsin—FCC granted assignment of licenses from William C. Forrest to Community Service Radio Inc. for \$292,000. Sellers: William C. Forrest, sole owner. Buyers: Thomas R. Holter, sole owner. Mr. Holter is former 17% owner, president and general manager of WISM-FM Madison, Wis. Action Oct. 29.

■ **WISS** Berlin, Wis.—FCC granted assignment of CP from Beacon Radio Inc. Kingsley H. Murphy Jr. for \$5,500. Principal: Kingsley H. Murphy Jr., sole owner. Mr. Murphy Jr. is director of Northland Communications Inc., publisher of suburban newspaper in Minneapolis area, and director, president and owner of less than 25% interest in educational development firm. Action Oct. 29.

■ **KODI(AM)** Cody, Wyo.—Broadcast Bureau granted assignment of license from KODI Inc. to WYCOM Corp. for \$100,000. Sellers: Lyle Ellis, president, et al. Buyers: William R. Sims, president-treasurer (64%), and Thomas F. Stroock, vice president-secretary (36%). Mr. Sims owns 8% of KATI and KAWY(FM), both Casper, Wyo. Mr. Stroock has oil and gas leasing interests and is director of Security Bank and Trust Co., Casper, and life insurance company. Action Oct. 27.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Nov. 4. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ **Kewanee, Ill.**—Cable Television Inc., Quincy, Ill., has been granted a 20-year franchise.

■ **Pottsboro, Tex.**—Community Cable Co., Whitewright, Tex., has been granted a franchise. There will be no initial installation fee.

■ **Martinsburg, W. Va.**—Berkley Cablevision, in operation for three years, has been sold to Television Communications Inc., New York, (multiple CATV owner), Margol Associates Inc., former owner of Berkley Cablevision, said the purchasing firm took over active operation and management on Oct. 1.

■ **Lake Geneva, Wis.**—WMIR(AM) Lake Geneva has applied for a franchise. The firm was represented by Paul Mueller, general manager.

Parker S. Gates runs silent and deep, much like the Mississippi that sweeps southward just a few hundred yards below his hillside office at Quincy, Ill.

The great river carries memories of Indian traders there 300 years ago, the commerce of the packet boats a century ago and the radio-station equipment shipments of Gates Radio Co. a few decades ago. But for Mr. Gates these four-plus decades in the business of broadcasting are memories that live as vividly in the present as when they occurred.

Broadcasting is full of legends of the personal accomplishments of its pioneers. Mr. Gates is one of them, both legend and pioneer. But broadcasting has grown so large and complex it is hard to keep the personal touch intact. Mr. Gates is among those who refuse to surrender. The personal quality must live long after them, he believes, because it is the essence of the thing broadcasting is all about—service.

There are few stations in the U.S., or the world, for that matter, that over the years have not done business with Gates Radio. Networks too. At least 2,000 radio stations in the U.S. now have Gates transmitters. Many hundreds of others, both AM and FM, also have consoles, turntables and other audio gear from Gates. Gates's biggest project was at the Voice of America, Washington.

Since the merger with Automatic Tape Control Inc. several years ago, Gates also has become a leading supplier of station automation equipment. Though many years in television too, Gates presently is intent upon becoming a significant factor in the TV field, just a fortnight ago announcing a complete line of new VHF transmitters.

The Gates move to full-line TV product supplier is an evolution of the aggressive development and marketing philosophy of Harris-Intertype Corp., the Cleveland-based growth company that is pushing into practical products the latest technologies from the merging worlds of printing and electronics, including the aerospace sciences.

Harris-Intertype bought Gates Radio from Mr. Gates in 1957. He continued as president of Gates until last year when the Quincy firm became a division of the parent firm. Mr. Gates then moved up to chairman of Gates Radio under a third five-year contract. He also serves on the new-product-development committee of Harris-Intertype.

The Gates factory in Quincy recently moved inland to a 40-acre site and a big modern plant where 600 employees turn out all manner of product in air-conditioned, dust-free comfort. Many still call Mr. Gates by his first name as he tours with a visitor and he not only replies in kind but inquires about wife

Parker Gates still believes in the personal approach

and children by name as well.

Knowing people as well as product has always been a strength of Gates Radio and its chief executives. Mr. Gates personally spent many post-midnight hours at stations from coast-to-coast testing and checking transmitter installations, a policy that over the years not only won customers but close personal friends.

Rex Howell, early Colorado broadcaster who talks about Mr. Gates like a brother, tells with a chuckle that both times he and Mr. Gates were working on new rigs at KFXJ(AM) (now KREX) Grand Junction, Colo., in the middle of the night some international catastrophe occurred. The first was Hitler marching into the Ruhr, he recalls, and the second was Pearl Harbor.

Mr. Gates recalls, among other things, the period in the mid-30's when trying

to break into the tight transmitter market could be a controversial legal problem as well as a competitive battle.

Behind the scenes in the sales booths at the NAB engineering exhibits could be bloody too, competitively speaking, Mr. Gates remembers. At World War II's end when Gates unexpectedly appeared with new lines of AM transmitters featuring the latest Eimac tubes, he relates, salesmen of a bigger company told prospects it was true the tubes in the Gates gear cost only half as much "but they only last half as long."

The whispers quickly got to Mr. Gates and he put a sign on his transmitter reading "tubes cost half as much, last half as long." The sting of his joke got home quickly, he says, because the next day the sales team of the other firm "came by our booth and literally threw in a towel."

Among one of the many reasons Gates became a dominant factor in the AM-FM field after World War II was the policy of helping finance new equipment, Mr. Gates agrees. Those availing themselves of this service cite Mr. Gates's keen judgment of character as one reason for its success while others tell how Gates credit-department people come out into the field to help them over the humps in programing, personnel and business problems.

Carl Yates, KSIS-AM-FM Sedalia, Mo., who pored over his Gates catalogue in foxholes in Korea, whittled his dreams down to a modest \$15,000 start in 1954 on Mr. Gates's advice and help. Now he has nearly \$100,000 worth of Gates gear and wouldn't think of buying anything else, he says.

But the personal touch has worked both ways, Mr. Gates affirms. In 1934 on the death of his father, he says, Bob Compton, WCAZ(AM) Carthage, Ill., suddenly appeared in Quincy and bought \$1,500 worth of equipment, a big order then. Many months later when dining at the Comptons Mr. Gates was to learn the purchase was simply to encourage him to stay in the business.

Zola Compton, now WCAZ president and Mr. Compton's widow, remembers after that dinner Mr. Gates toured the station with Mr. Compton and discovered the gear unused and still packed in the original boxes.

Thursday is Rotary in Quincy and Mr. Gates always shares the lunch with Joe Bonansinga (WGEM-TV Quincy, Ill., now field testing the new Gates TV transmitter), recalling their early days moonlighting with local dance and theater bands. Winter is Florida fishing time for Mr. Gates.

A cherished memory he will never lose: his father, who founded Gates Radio in 1922 so his only son, a "wireless bug," would have a career in the field he liked most.

Week's Profile



Parker Smith Gates—chairman, Gates Radio Co., Quincy, Ill., division of Harris-Intertype Corp., Cleveland; b. Aug. 6, 1907, Davenport, Iowa; began as youth to work at radio manufacturing firm his father founded in 1922, becoming general manager in 1934 and president in 1946; continued as president after firm's sale in 1957 to Harris-Intertype, moving to chairman July 1, 1968; m. Mildred Lichtenberger of Carmi, Ill., March 25, 1933; three daughters—Mrs. William F. (Barbara) Gerdes III, Mrs. Joseph L. (Janet) Conover and Marybelle, 22.

A flexible amendment

Among a majority of FCC commissioners there seem to be two versions of the First Amendment, one applying to the Pacifica Foundation and the other applying to all other broadcast licensees.

The first version—which takes the First Amendment literally and assumes its unqualified protection of broadcasting along with older forms of the press—was applied again two weeks ago in yet another case involving Pacifica. By a vote of 5-to-2 the commission awarded Pacifica a permit for a noncommercial educational FM in Houston, overriding the vehement objections of Commissioner Robert E. Lee who accused Pacifica of broadcasting obscenities.

After the action, to which Commissioner James J. Wadsworth also dissented, Mr. Lee issued a statement quoting in full a poem that had been recited on Pacifica's KPFK(FM) Los Angeles. The poem uses Anglo-Saxon crudities for genitalia and for sexual acts ascribed to Jesus and Jehovah. Mr. Lee thinks it both obscene and blasphemous, and no doubt millions of other citizens would agree.

FCC Commissioner Kenneth A. Cox defended the majority's decision in a statement of his own. Mr. Cox couldn't force himself to a direct mention of the First Amendment, which he has all but denied exists, but he quoted with approval a benchmark obscenity case decided by the Supreme Court in 1965. Under that definition of obscenity, Mr. Cox said, KPFK had violated no law.

In the 1965 case the Supreme Court held that the First Amendment was offended when Massachusetts barred the sale of a book, "Memoirs of a Woman of Pleasure," commonly known as "Fanny Hill." Mr. Cox's citation of that case can only mean that on questions of obscenity he accords broadcasters First Amendment parity with publishers. How sad that on the larger questions of daily consequence—fairness, government meddling in program control—the Cox school's First Amendment shrinks too small to fit the commercial licensees who have displayed far more editorial responsibility than Pacifica ever has.

The snares in the wires

It must be fascinating to professionals to watch the game being played with the destinies and bank accounts of the people by those who have everything to gain through complete restructuring of our communications, including, of course, the one service the public now gets free—on-the-air broadcasting.

The Electronic Industries Association now emerges with the latest "wired nation" concept that would move all methods of broadcasting on the air to broadband cables. The only obstacle, it would seem, is the many billion dollars in property values that would have to be confiscated.

Equipment manufacturers and nonbroadcast aspirants to the broadcast spectrum have been preaching the wired-city and now the wired-nation concept for years. Most cable TV operators are behind it, head-end to antenna. The idea was invigorated in the report of the task force on telecommunications instituted by the Johnson administration and now being reviewed by a mini-task-force in the Nixon administration.

It all began quietly. About five years ago the land-mobile forces, meaning essentially private-business entities seeking their own communications systems, began beating the drum for VHF space from TV and even FM on the

ground that cable could be used as well for those services. Lobbies of EIA, National Association of Manufacturers and a new group called Associated Public Safety Communications Officers, formed to give it an aura of public service, got awfully busy. The main underwriters were trucking, railroading, utilities, large manufacturers, and, of course, the electronic manufacturing companies.

This was only the beginning. The new EIA proposal submitted to the FCC (BROADCASTING, Nov. 3) contemplates the consignment of all on-the-air broadcasting to cable. For equipment manufacturers this would create a brand-new multi-billion-dollar market without the loss of the existing one since radio and television need receivers whether transmission is by air or cable.

If everything were starting from scratch, with no TV, no radio, no satellites, no two-way services to the home, no computers talking to computers, then something might be done with broad-band cables in relation to allocations.

But the idea of broadcasting, which means to diffuse in all directions, was to serve people with live, on-the-air transmissions as far as the signal will reach. It was to serve them free. Cable would mean another bill at the end of the month.

Where's the fairness doctrine?

It would be hard to imagine a more discriminatory bill than the one the Senate Commerce Committee reported out last week to prohibit cigarette advertising on radio and television. Nor is it easier to imagine a worse legislative precedent. On however tenuous a finding of the public interest, Congress could go on passing bills to take specific aim at broadcasting while leaving other media untouched.

To beat this on the floor of the Senate and in the House may not be easy. None of the special interests are threatened with harm: Cigarette manufacturers can reduce advertising costs at little risk to sales, provided all quit broadcast advertising together; tobacco farmers and processors will go right on selling crops. Only the broadcasters would be the losers. A legislative endorsement of voluntary controls is the better way that must be sought.



Drawn for BROADCASTING by Sid Hix

"The boss is sending it to the BPA convention . . . as a door prize."



Frankly Female!

WRC-TV's new morning show is strictly for the girls. Betty Groebli, her panel of experts and studio audience exchange viewpoints on topics of real concern to women of the District of Columbia, Maryland and Virginia. *Frankly Female* discussions are lively and informative, spanning several days or an entire week, if need be. And, topics are provocative—sex education in schools, divorce, alcoholism in women, the new look in men, use and abuse of pills, and so on. *Frankly Female* offers involvement for today's woman, weekdays at 9 A.M. on Washington's community-minded station.

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