November 24, 1969:Our 39th Year:50¢

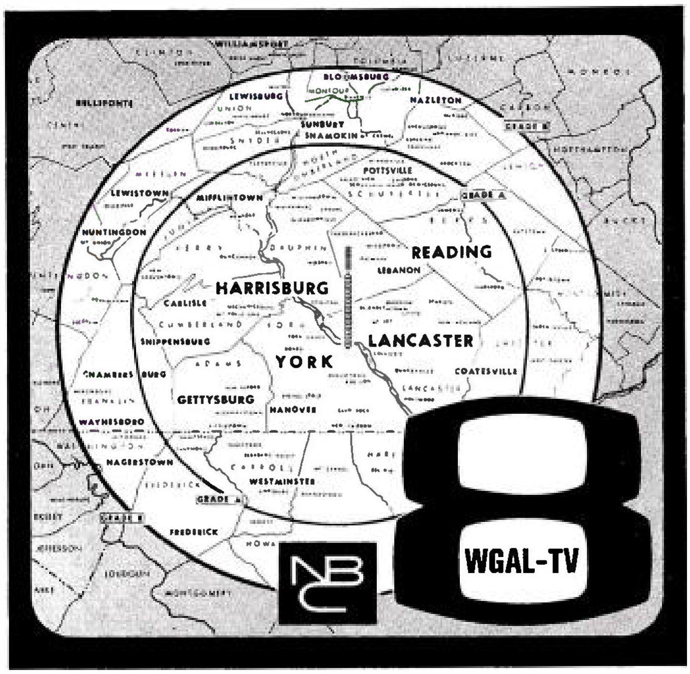
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

. . . ACT NOW AND THE HIGH RATED MITCH MILLER CHRISTMA
SPECIAL IS YOURS . . . THIS HOLIDAY HOUR RICH IN COLOR, SOUND
AND SPIRIT IS OFFERED LOCALLY FOR THE FIRST TIME . . . N
SYNDICATION SHOW CAN MATCH THE SUPERIOR PRODUCTION
QUALITY OR CONTENT OF THIS NETWORK SPECIAL . . . NOW
AVAILABLE FIRST RUN OFF NBC . . . TELEPHONE BOB MANBY . .
FRED SCHNEIER . . . (212) 421-8830 . . . SHOWCORPORATIC

Look for additiona
Mitch Miller
Seasonal Specials
in 1970.
Presented by
RKO GENERAL
and distributed
by
SHOWCORPORATI
10 E. 49 St.
New York, N.Y. 100

THE WGAL-TV MARKET WHERE IT'S BOUGHT!



The latest retail sales facts and figures just naturally prove the stand-out buying power in the WGAL-TV multicity area. 40% color penetration* completes the booming sales picture. Channel 8 assures your advertising most viewing prospects in its market. Remember WGAL-TV, the super seller!

WGAL-TV CHANNEL 8 LANCASTER, PA.

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

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

Sales figures in the WGAL-TV coverage area give proof of the market's buying power.†

total retail sales	$5,061,995,000
food store sales	$1,092,728,000
general merchandise store sales	$ 739,985,000
automotive store sales	$ 977,703,000
drug store sales	$ 137,111,000

†SALES MANAGEMENT 1969 Survey of Buying Power, 6/10/69.

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

Local boy

KRLD-AM-FM Dallas are about to be spun out of $91-million deal that will merge parent *Dallas Times Herald* and KRLD-TV into Times Mirror Co. of Los Angeles (BROADCASTING, Sept. 22). Buyer of radio stations will be John Erik Jonsson, wealthy industrialist, mayor of Dallas since 1964, former chairman, now honorary chairman, of board of Texas Instruments. Price is said to be near $7 million—less than some outside bidders offered for 50 kw, 1080 kc AM and 100 kw, 92.5 mc FM. Sellers opted for sale to hometown business-civic leader. Times Mirror publishes *Los Angeles Times*, has diversified holdings.

Up and down

Ownership authorities, in and out of government are pondering effect, immediate or long-range, of Vice President Spiro Agnew's broadsides against media with particular regard to "one-to-market" rulemaking pending before FCC. In last week's attack upon Washington (D.C.) Post-Newsweek properties, which include WTOP-AM-FM-TV, Vice President disclaimed threat of "dismemberment," but mere mention of it aroused deep concern among newspaper owners.

Although no public statement has come from White House, newspaper owners had been disposed to breathe easier since change in administration last January. Their hopes were boosted even more when stalwart Republicans Dean Burch and Robert Wells were named to FCC last month. With Agnew monopoly generalizations, however, newspaper owners are worried again and reserving judgment.

Closing in

WKY Inc. is considering one last shot to acquire KTVH(TV) Hutchinson, Kan., before sale contract expires on Dec. 31. Seller, Minneapolis Star and Tribune Co., says it won't extend contract, and application is in hearing. WKY's likely ploy: waive its rights and ask commission to grant or deny transfer application without hearing. WKY attorneys began considering that tactic after Ernest Nash, FCC examiner in hearing which was to have started last week, recessed it until Jan. 2—in effect, closing it out. Mr. Nash said that since contract is not to be extended, continuing hearing would be futile; be would not even have initial decision prepared by Dec. 31.

Apart from eagerness to acquire station, for which it is ready to pay $4.4 million, WKY is said to be eager to press case because of language in commission hearing order which WKY feels questions its integrity. Order asked whether WKY would spend money needed to make good its promise to retain KTVH program format.

Getting ready

Network operations chiefs sit down tomorrow (Nov. 25) in New York with Comsat technical officials to work out configuration specifics of domestic satellite system for broadcasters — number and location of earth stations, time-zone transmissions, sites for transmitting and receiving earth stations, and, above all, costs. It's all part of growing feeling that lid on domestic system will be lifted soon, and that Comsat will play big part in establishment and operation.

Reaching out

With at least dozen Japanese manufacturers, mainly in electronics and automobiles as advertising prospects for its U. S. stations, WGN Continental Broadcasting has gone international by establishing office in Tokyo. On recent trip, Ward Quaal, WGN president, appointed Tom Oshidari, veteran advertising-public-relations expert, as Japanese manager with offices in new 40 story World Trade Central Building, being completed in time for Japan's Expo '70. Mr. Oshidari, educated in California, in addition to sales service for WGN stations groups in Chicago, Duluth, Minn., and Denver, also will promote WGN syndicated features.

50-50 or more?

FCC is moving toward decision in four-and-a-half-year-old rulemaking aimed at limiting network ownership of programing. But question remaining is how fast it is moving. All options remain open and no commitments have been made, with commission said to have three choices under consideration.

One choice is original proposal, which would bar networks from owning or controlling more than 50% of their prime-time entertainment programing, from domestic syndication and from acquiring subsidiary rights in independent productions they air. Another is Westinghouse Broadcasting Co. alternative, which would prohibit major-market stations from taking more than three hours of network programing between 7 and 11 p.m. Third is combination of two. In addition, individual commissioners are said to be drafting alternatives of their own. Commission reportedly plans to discuss matter at meeting Dec. 3.

Take-off at last

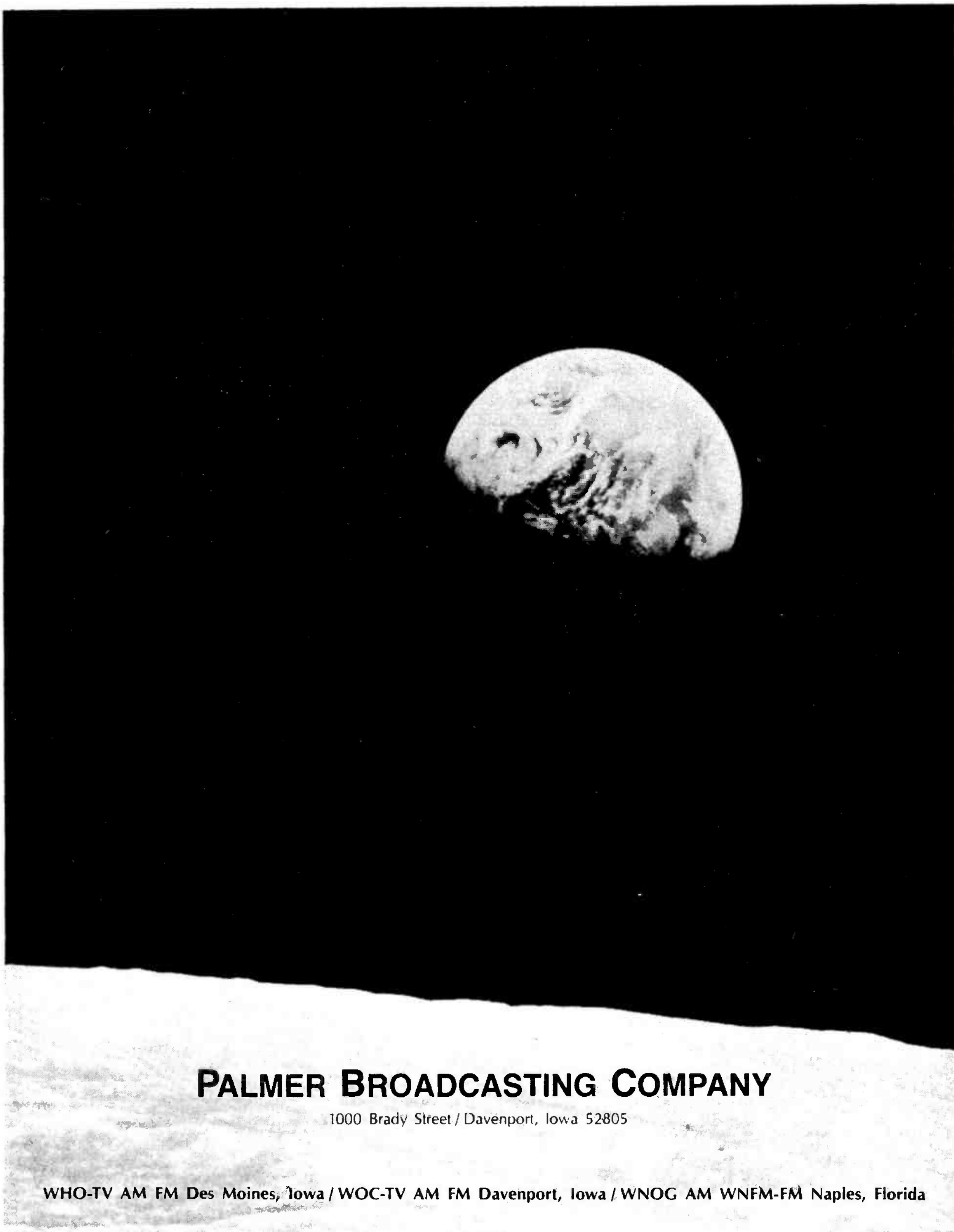
Profit worries at Hershey Foods Corp. were behind delay in launching of first ad campaign ever. Candy manufacturer declared intentions last February but broke ground in television test market only last week (see page 32). Ogilvy & Mather, Hershey ad agency since March 1, had shown signs of impatience. High prices for cocoa and other ingredients contribute to problems with profit. Rumors were reinforced last week when Hershey announced it would no longer market five-cent chocolate bar.

Indications now are that Hershey will make campaign national in early 1970. Recent marketing agreement with British candy maker, Rowntree-Mackintosh Co. Ltd., effective Jan. 1, 1970, suggests to industry insiders that Hershey will expand use of broadcast. Kit-Kat bar is expected to be first Rowntree product to get push from Hershey. Rowntree - Mackintosh had previous U.S. marketing agreement with Philip Morris, which had tested British candy in spot over last two years.

A story in itself

Most complicated program-development deal for next network-TV season involves hour dramatic show out of The Aubrey Co., independent television and motion-picture production firm run by James T. Aubrey Jr. Before being named president and chief executive officer at Metro-Goldwyn-Mayer, Mr. Aubrey had joined with 20th Century-Fox TV to co-produce projected series about attorney. ABC-TV was interested in project for 1970-71 season. But with Mr. Aubrey moving to rival studio, development of program at 20th Century-Fox was halted. Now it looks as if pilot for series, tentatively titled *Tully*, to star former TV newsman, Alex Dreier, will be produced for ABC-TV at MGM TV. In unique arrangement, 20th Century-Fox TV will own piece of what's now essentially MGM TV project.

BROADCASTING, November 24, 1969; Vol. 77, No. 21
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036.


PALMER BROADCASTING COMPANY
1000 Brady Street / Davenport, Iowa 52805
WHO-TV AM FM Des Moines, Iowa / WOC-TV AM FM Davenport, Iowa / WNOG AM WNFM-FM Naples, Florida

WeekInBrief

Billings of top-50 broadcast agencies in 1969 break 1968 record by estimated $288.6 million, despite contemplated loss of radio-TV cigarette accounts and growth of independent media buyers. See . . .

Another broadcast record set in 1969 . . . 27

Undismayed by controversy over speech attacking network news operations, Vice President Spiro T. Agnew expands indictment to include press—particularly 'New York Times,' 'Washington Post' and 'Newsweek.' See . . .

Agnew war on newsmen turns on press . . . 44

Vice President Spiro T. Agnew's blast at network news coverage leads to reappraisals by networks' Washington bureau chiefs and reporters, but newsmen say they feel their journalism is professional. See . . .

Can administration cow TV journalism? . . . 54

Capitol Hill gives out mixed reviews to attack on network news coverage by Vice President Spiro T. Agnew. Despite fears, however, little chance is seen for any legislative effects stemming from speech. See . . .

Agnew gets mixed reviews on the Hill . . . 60

Spurred by poem aired over Pacifica Foundation station, Senator John O. Pastore (D-R.I.) asks FCC to be prepared to discuss obscenity in broadcasting when it appears before his communication subcommittee Dec. 1. See . . .

More trouble ahead on obscenity . . . 64

Transmission of color TV pictures from moon is interrupted after 45 minutes. Scientists speculate astronauts exposed camera lens to direct sunlight and burned out tube. Networks revert to simulations. See . . .

Moon colorcast is short and sweet . . . 65

NBC-TV and affiliates reach agreement whereby affiliates absorb most of AT&T's rate increase in exchange for break time for station sale and deferred assessment of AT&T increase via compensation reduction. See . . .

At NBC: give a little, take a little . . . 70

Lively issue at last week's House Communications Subcommittee hearings on pay TV was whether subscription stations might not dilute the public's favorite free programs. Subcommittee's majority thinks not. See . . .

Siphoning worries pay-TV foes . . . 72

FCC's Broadcast Bureau details charges that WPIX(TV) New York distorted news as it issues bill of particulars stating alleged abuses. Station, facing renewal hearing, faces new charges by competing applicant. See . . .

WPIX renewal hinges on news issues . . . 76

Sony Corp. of Tokyo joins elite group of manufacturers (others: CBS, RCA) entering untested market for color-TV home players, with plans to introduce its Videoplayer in U.S. in late 1971. Expected cost: $350. See . . .

Sony will enter TV player market . . . 82

Departments

Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $10.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, $11.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

Agnew effect

Vice President Spiro T. Agnew's attacks on television news reporting will have absolutely no effect on news operations, NBC News' David Brinkley said emphatically last week. "We will continue to do what we have always done. Mr. Agnew can point out flaws. I can point out more. We don't claim to be objective, we do claim to be fair," newsman said.

Mr. Brinkley was answering question at panel discussion Friday (Nov. 21) on mass media at Washington's Sidwell Friends School.

In exchange with Clark Mollenhoff, special counsel to President, Mr. Brinkley hit assertion Vice President's remarks produced introspective self-examination by media. "We have been engaged in introspective examination for years," Mr. Brinkley said ". . . quite a lot longer than Spiro Agnew has."

Also on panel were Max Frankel, Washington bureau chief of *New York Times* and FCC Commissioner Nicholas Johnson.

Mr. Frankel stressed self-examination process that is continuous in news operation.

Commissioner Johnson said government officials should say less. He praised candor of newsmen and said it would be helpful if government would refrain from actions that might be interpreted as attempts to intimidate. He cited FCC action last week making clear it would not attempt to evaluate broadcast news programs (see page 56). Mr. Mollenhoff insisted newsmen often make serious mistakes but agreed most try to do good job.

Praise for Vice President came Friday from Senator Thomas Dodd (D-Conn.) who said, "first class inquiry into the power of press and how it is exercised may be in order." Senator Dodd was happy with Mr. Agnew's attack on *Washington Post* and *New York Times.*

Defense for television came last week from prominent Catholic broadcaster. Rev. Donald Connolly, coordinator of National Catholic Office for Radio and Television, told Miami Kiwanis Club that television and other media only mirror conditions that exist in society, they do not create them. He urged work to correct abuses media exposes.

J. W. Roberts, president of Radio-Television News Directors, praised moderation of most recent Agnew speech. He said he still disagrees with some of charges made by Mr. Agnew.

Robert Montgomery, former actor and TV film producer, quit National Citizens Committee for Broadcasting because of stand Committee Chairman Thomas P. F. Hoving took against Vice President's remarks. Mr. Montgomery is supporter of President Nixon.

Fees based on income

Representative Robert O. Tiernan (D-R. I.) is introducing series of bills aimed at restructuring Communications Act.

First of bills, introduced late last week, would revise present licensing fees. In place of current renewal rates of $150 for TV stations and $75 for radio, congressman wants to charge all renewal applicants amount equal to 1½% of average annual income before taxes or $150, whichever is greater. Bill (H. R. 14933) would not affect initial applications for license.

Congressman noted that FCC is considering revision of fees, and that other legislators and study groups have recommended hikes in filing fees. "Now we have talked enough," he said. "It is time to act."

Representative Tiernan, member of House Communications Subcommittee, has his office working on other bills. Next reportedly will propose creation of permanent citizens' advisory committee as counterweight to numerous industry advisory committees.

AFTRA gets 5% boost

American Arbitration Association has awarded increase of 5% in basic minimum salaries to members of American Federation of Television & Radio Artists covering agreement with networks, it was learned Friday (Nov. 21).

Arbitration award also covered 5% rise in minimum session fees for commercial performers (but not reuse fees). Award was effective on Nov. 8, one week before contract expired. AFTRA asked for arbitration and sought 10% increase in wages, citing provision in its agreements tied in with cost-of-living index (BROADCASTING, July 14).

AFTRA and networks have been continuing their negotiations to replace three-year pact that has expired. These include codes covering staff announcers and newsmen; performers on programs and those appearing on radio transcriptions. Earlier AFTRA and Screen Actors Guild won increases from Association of National Advertisers and American Association of Advertising Agencies for filmed and video-taped commercials (see page 41).

Pastore bill witnesses

Extensive witness list is forecast for next week's hearings on Pastore bill to protect broadcast licensees from competing applications at renewal time, but many names were tentative as of late last week.

Among those expected for Dec. 1 round of testimony are Rev. Dr. Everett C. Parker, director of United Church of Christ Office of Communication; FCC commissioners; Lee Loevinger, Washington lawyer and former FCC commissioner, representing views of newspapers with broadcast interests; Anthony Martin-Trigona, owner of now-dark UHF and critic of broadcast establishment, and Frank B. Estes, WKXL Concord, N. H., president of New Hampshire Broadcasters Association.

Heavy TV for new brand

Philip Morris U.S.A. will promote new cigarette brand, Parliament 100's, heavily on TV during coming year. Schedule includes CBS-TV programs *Mission: Impossible, Merv Griffin, Friends and Nabors, Green Acres,* Thursday night movies, *Governor and J.J., Mayberry RFD* and *CBS Evening News.* Spot TV will also be used in announcing new 100 millimeter-length cigarette. Leo Burnett Co., New York, is agency.

Fine, Weed to board

Jules P. Fine, senior VP and media director, and William H. Weed, senior VP and management supervisor, Ogilvy & Mather, New York, elected to board of directors. Mr. Fine joined Ogilvy in 1956 as media research supervisor, and has been media director since 1966. Mr. Weed came to agency in 1959 as account executive and currently is management supervisor on four accounts.

Backs broadcasters

Board of directors of U.S. Chamber of Commerce has voted out resolutions favoring broadcaster positions on pending legislation. In one, chamber's board recommends against adoption of any bills providing discounts for political advertising on radio-TV. In other it supports principles contained in Pastore bill requiring FCC to find licensee unqualified before putting his facility up for competitive applicants. Chamber action will be announced soon.

More "At Deadline" on page 10

Week's Headliners

Mr. Zimbert

Richard Zimbert, VP in charge of business affairs for ABC-TV, named to new post of VP and assistant general manager of network. Mr. Zimbert will supervise the network's business affairs, contracts and controller department. In addition he will assist **I. Martin Pompadur,** VP and general manager of ABC-TV.

David H. Echols, senior VP and manager, Chicago office, Fuller & Smith & Ross., joins Campbell-Ewald Co. Dec. 1 as senior VP and manager of Chicago division. He succeeds **Robert K. Powell,** VP, who continues with agency in senior management position there. **John A. McKinven,** VP-creative director, F&S&R, Chicago, also joins Chicago office of C-E in same post. **William H. Kennedy Jr.,** VP, Campbell-Ewald, Detroit, promoted to associate media director. He also continues as director of media buying.

Robert L. Myers, for 16 years with Midwest Television Inc., Champaign, Ill., most recently as assistant to president, named VP and general manager of Midwest Television's KFMB-AM-FM-TV San Diego. He succeeds **George Whitney** who resigns to accept executive position with Pacific Southwest Airlines, San Diego. Midwest Television Inc. group also includes WCIA(TV) Champaign, and WMBD-AM-FM-TV Peoria, both Illinois.

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

Record six months

Rollins Inc., Atlanta-based diversified service company and group broadcaster and CATV owner, reported record revenues and earnings for first half of 1969. Net earnings increased 10.4% and revenues were up 8.5%.

For six months ended Oct. 31:

	1969	1968
Earned per share	$0.54	$0.49
Revenues	58.040,685	53,491,571
Pretax income	9,186,347	8.373,241
Net income	4.352,649	3.942.161
Average shares outstanding	7,989,190	7.926.134

Leads council group

Rev. Dr. Everett C. Parker, church leader in minority-group's legal battles in broadcast area, has been elected chairman of National Council of Churches' Broadcasting and Film Commission, New York, which is chief representative body of Protestant and Orthodox broadcasting and film work. Dr. Parker is director of Office of Communication for United Church of Christ.

Jobs for actors seen

Actor Charlton Heston told House Communications Subcommittee Friday (Nov. 21) that pay TV would open up new jobs for actors because of increase in demand for television movies. Contrary to popular opinion, he said, most actors make little money and less than 100 "make quite a lot."

However, Mr. Heston said, he would prefer that movies with adult themes and explicit scenes, like "Easy Rider" and "Midnight Cowboy," be kept out of homes.

Mr. Heston, president of Screen Actors Guild, also said pay TV could offer more time for production and writing. He said lack of time has adverse effect on quality of conventional television.

Another witness, Terry Francois—black member of San Francisco board of supervisors—opposed establishment of pay TV, arguing that nation's poor could not afford subscription service and that they would gradually be deprived of free service they now enjoy.

Mr. Francois also expressed concern over possible effect of pay TV on minority-group programing. "I do not feel that this type of programing has developed to the point that it can compete favorably in a market determined by strict box-office considerations," he said.

Friday testimony concluded four days of hearings on pay TV (see page 72). Hearings resume today (Nov. 24).

No surprises in MNA's

No new shows appeared in top programs in Nielsen Multi-Network Area Ratings for week of Nov. 10-16, and only Bill Cosby's *Fat Albert* special on NBC's multi-special night (Nov. 12) rated above 20. Weekly averages were NBC-TV 20.4, CBS-TV 19.4 and ABC-TV 17.4.

Top 10 programs, led by NBC's *Laugh-In*, included three movies (ABC's "Flight of the Phoenix," NBC's "Pink Jungle" and CBS's "Penolope").

Vice President Spiro T. Agnew, without any fanfare, got MNA rating of 19.0 on CBS, 14.4 on NBC and 11.3 on ABC. Ratings are slightly above average for newscasts regularly slotted in that time period.

Apollo 12 launch Nov. 14 had 10.0 rating on NBC, 9.0 on CBS and 4.9 on ABC. National Trendex ratings on Apollo 12 major events show NBC and CBS quite close: Launch Nov. 14, NBC 9.4, CBS 9.3, ABC 3.8; lunar landing Nov. 19, NBC 8.4, CBS 6.6, ABC 2.3; first moon walk, Nov. 19, NBC 7.0, CBS 6.4, ABC 2.2; second moon walk Nov. 19-20, after news of camera breakdown was widespread, NBC 5.7, CBS 5.3, ABC 4.5 (includes *Joey Bishop Show*), and liftoff from moon Nov. 20, CBS 7.7, NBC 6.3, ABC 4.0. Industry sources estimate 30-32 million viewers watched each event.

Warner signs Monash

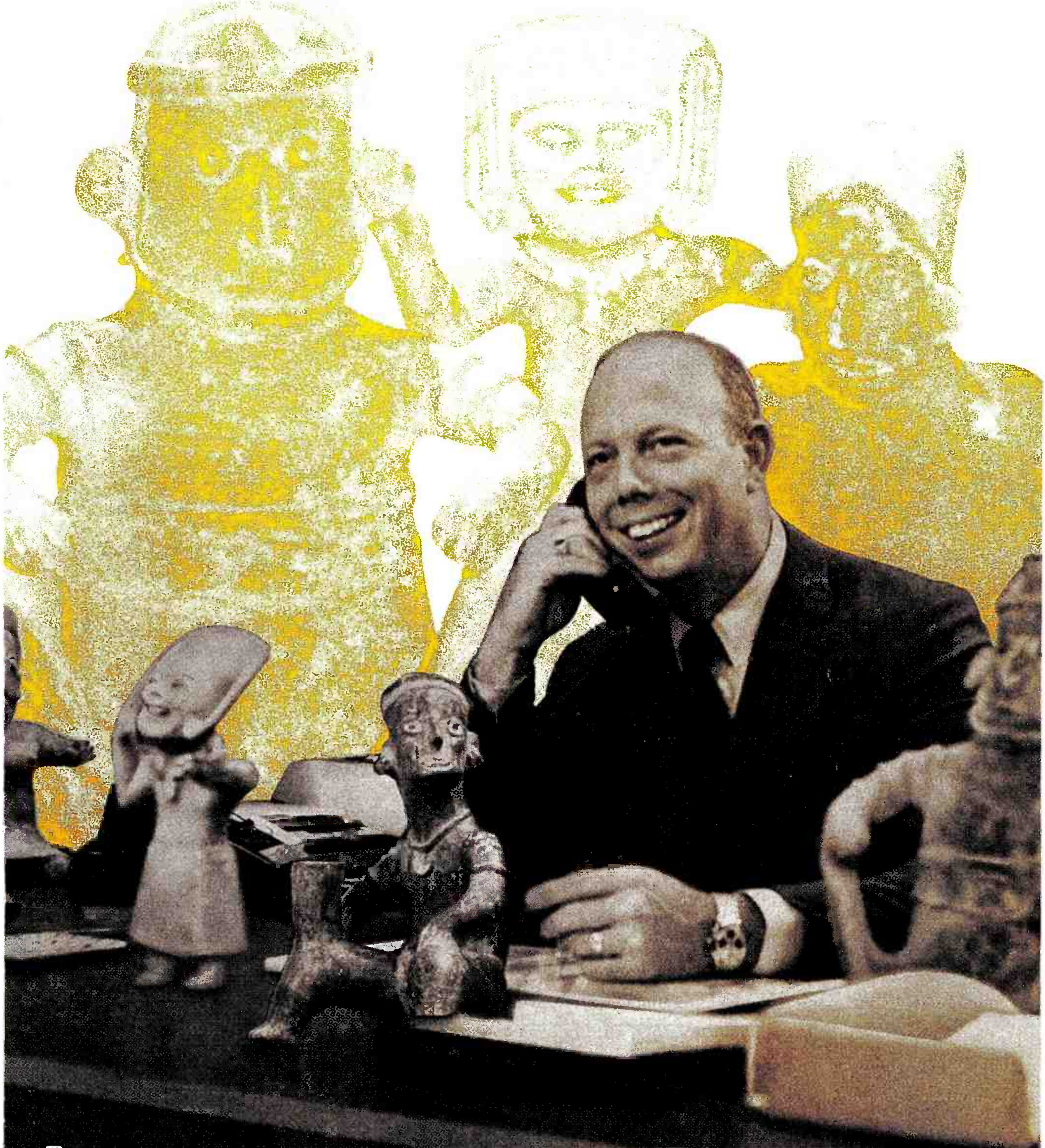
Warner Bros. Television has signed writer-producer Paul Monash and his Vanadas Productions, Hollywood, to create and produce scripts for TV film series and to supervise development of other TV projects at Warner's studio at Burbank, Calif. Mr. Monash's most recent TV series were *Peyton Place* and *Judd for the Defense.*

Equipment division sold

Westwood division of Houston Fearless Corp., Los Angeles, which produces TV and film equipment, will be sold to Technology Inc., Dayton, Ohio, for more than $3 million. Agreement is subject to approval by Houston Fearless shareholders. Technology Inc. is in aerospace research and development.

Love that pay TV, CATV

"Pay TV and cable TV are the greatest things that could happen to film producers," Joseph E. Levine, president of Avco Embassy Pictures Corp., told Sales Executives Club of New York Friday (Nov. 21). "A producer can spend $10 million on a film and get his money back in one night," said Mr. Levine, adding, "I'm being bombarded now with requests to sell our films."



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.

THE YOUNGSTERS CONCEIVED AND WFMY-TV MOTIVATED

A twelve year old Norman Rockwell? A sixteen year old Larry Rivers? With a little encouragement, who knows? Young artists in 26 counties of North Carolina and Virginia need encouragement to further their talents. For 12 consecutive years, WFMY-TV, Greensboro, N.C., has provided it with regional sponsorship of National Scholastic Art Awards. Youngsters receive recognition of their achievements on WFMY-TV, awards, and scholarships at the University of North Carolina at Greensboro and Chapel Hill, Randolph Technical Institute and Greensboro College. And the area gets to know its talented young people. Scholastic Art Awards—Another WFMY-TV public service!

Datebook®

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

■Indicates first or revised listing.

November

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. 26—Special stockholders meeting, *Official Films Inc.* Delmonico's hotel, 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—Fall meeting of *Arizona Broadcasters Association.* Mountain-Shadows, Scottsdale.

■Dec. 5—*National Academy of Television Arts and Sciences* New York chapter holds annual "close-up" dinner, dance and show with Merv Griffin as guest of honor. Americana hotel, New York.

■Dec. 5 — Annual stockholders meeting, *Allied Artists Pictures Corp.* Delmonico's hotel, New York.

Dec. 6—Annual stockholders meeting, *Kansas State Network.* KARD-TV Wichita, Kan.

Dec. 5-7 — Fourth annual Radio Program Conference, sponsored by programing consultant *Bill Gavin.* Representatives John V. Tunney (D-Calif.), and Julian Bond, member of Georgia House of Representatives, special guests. Panels on new concepts and directions in broadcast programing. Music roundtable with representatives from top-40, non-rock, country, rhythm-and-blues music stations. Regency Hyatt House, Atlanta.

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. 9—Annual stockholders meeting, *Gulf & Western Industries Inc.*, South Bend, Ind.

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. 9-12—Mid-winter meeting of *Florida Association of Broadcasters.* River Ranch Acres.

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

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

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

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

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

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

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

■Jan. 27-29—Winter meeting of *Georgia Association of Broadcasters.* U. of Georgia, Athens.

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

February 1970

Feb. 1-4—Management seminar, sponsored by *National Cable TV Center,* Pennsyl-

ARB TV seminars and research clinics

Dec. 9—Continental Plaza, Chicago.
Dec. 11—Thunderbolt hotel, San Francisco.
Dec. 18—New York Hilton, New York.
Jan. 6, 1970—Hilton Airport Inn, Atlanta.
Jan. 8, 1970—Marriott, Dallas.
Jan. 13, 1970—Denver Hilton, Denver.
Jan. 15, 1970—Wilshire Hyatt House, Los Angeles.
Jan. 20, 1970—Sheraton Plaza, Boston.

What are you doing New Year's Eve?

Millions of viewers will be spending it with Guy Lombardo, watching his 'live' entertainment special.

Telecast in color direct from New York's Waldorf Astoria with Midnight remotes from Times Square, plus surprise guest star appearances, this program's been the audience favorite year after year.

During 'Auld Lang Syne' night 1968, 41% of all the TV sets in use in New York City rang in the new year with Guy Lombardo's 90-minute party.

Now's a good time to firm up your plans for New Year's Eve and reserve Guy Lombardo for your market.

We're expecting quite a crowd.

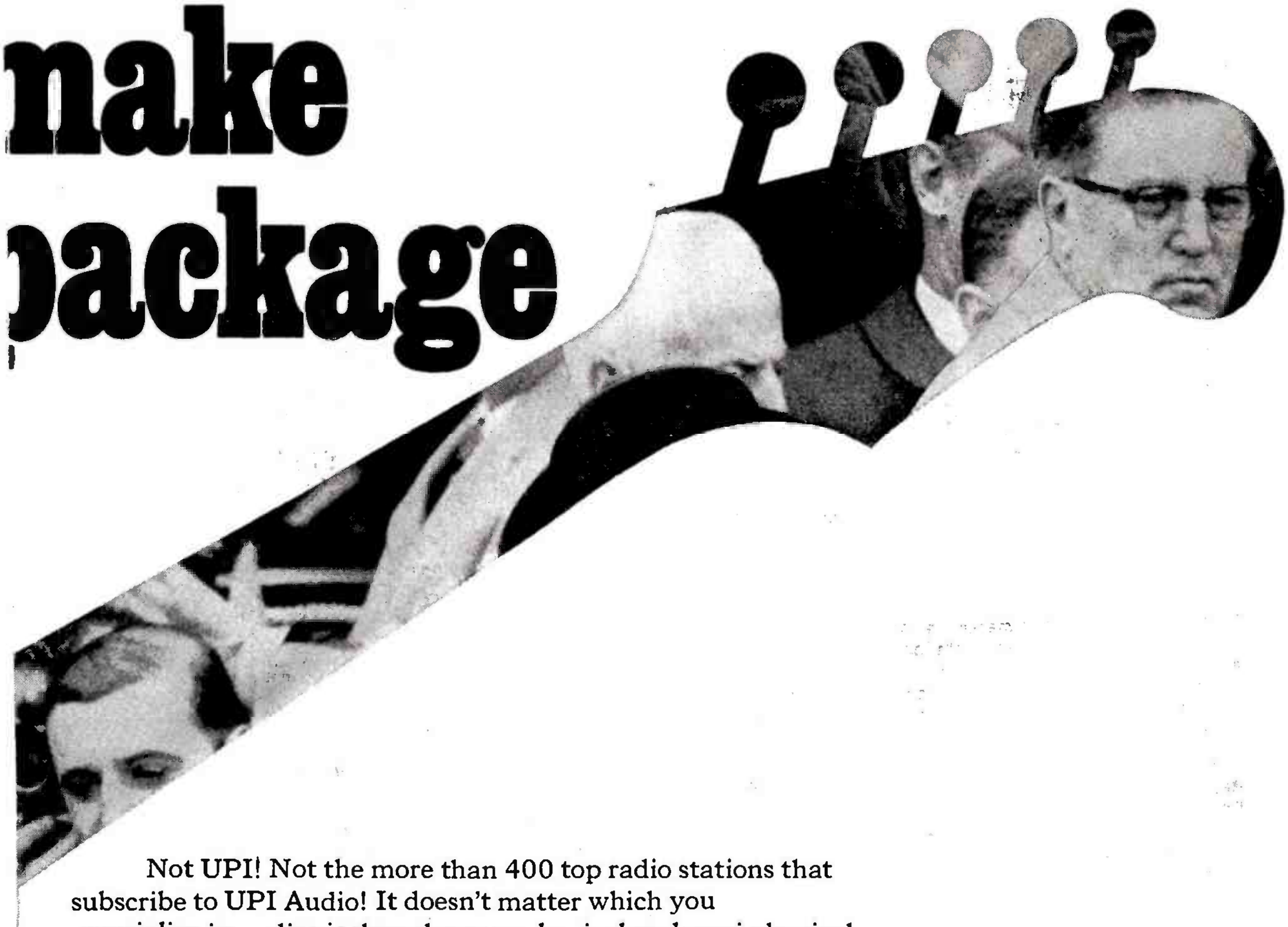
"New Year's Eve With Guy Lombardo" 90 minutes Live and in Color

·or reservations, call: **In New York** 212 LT 1-7777 • **In Chicago** 312 263-0800
In Hollywood 213 NO 3-3311 • **In Atlanta** 404 255-0777 • **In Houston** 713 665-3107

abc ABC FILMS

Who says you can't a world-wide news fit your image?

nake
package



Not UPI! Not the more than 400 top radio stations that subscribe to UPI Audio! It doesn't matter which you specialize in—disc jockey shows or classical and semi-classical music or programs of family and community interest. UPI Audio fits any format...improves any station image!

UPI Audio gives you the independence to select and slot news in he style...at the time...in the amount you want.

PI's on-the-scene sound really helps a station sell time, too. Our Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KIMN, Denver and KOIL, Omaha; WEZE, Boston and WVCG, Miami; WFBR, Baltimore and KMPC, Los Angeles.

Let us show you how simple and profitable it is to work with a news service that knows its way around radio.

Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N.Y. And don't put it off. You owe it to your listeners, your image, your station's future.

UPI AUDIO
the sound of news everywhere

Jnited Press International
!20 East 42nd Street, New York, N.Y. 10017 (212) MU 2-0400

vania State University, University Park, Pa.

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

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

■Feb. 3-6—Annual *National Association of Television Program Executives* convention. Hotel Deauville, Miami.

Feb. 6-7—Annual convention of *New Mexico Broadcasters Association.* Hilton hotel, Albuquerque.

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

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

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.

March 1970

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

■Indicates first or revised listing.

OpenMike®

Kudos for Lab story

EDITOR: I would like to take this opportunity on behalf of the Milwaukee Advertising Laboratory to thank you for your efforts in telling the Laboratory story in a comprehensive, interesting and exciting fashion. We have several compliments on the story from large companies, and we know of one instance in which it became the subject of high level executive memoranda to the troops.—*Clifford A. Wenthur, operations manager, Milwaukee Advertising Laboratory.*

. . . and thank you!

EDITOR: I have read your magazine for years and have never taken time to say thank you. Thank you for your courage and your strong positive forthright editorials. Thank you for your excellent presentation of factual material. Thank you for the information that helps us to keep abreast of things.

In this day and age sometimes we get going so fast, we fail to thank those who help make our job so much easier. I appreciate what you've been doing.—*Paul A. Stewart, president and general manager,* WRVB-FM *Madison, Wis.*

Question on FM arithmetic

EDITOR: In the Nov. 10 issue, you published a brief comment about the Chase Manhattan study regarding a rosy future for FM. The study predicted that the FM radio industry "should surpass

BROADCASTING PUBLICATIONS INC.
Sol Taishoff, *president;* Lawrence B. Taishoff, *executive vice president and secretary;* Maury Long, *vice president;* Edwin H. James, *vice president;* B. T. Taishoff, *treasurer;* Irving C. Miller, *comptroller;* Joanne T. Cowan, *assistant treasurer.*

Broadcasting THE BUSINESSWEEKLY OF TELEVISION AND RADIO
TELEVISION ®

Executive and publication headquarters BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036 Phone 202-638-1022

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

EDITORIAL
Edwin H. James, *vice president and executive editor.*
Rufus Crater, *editorial director (New York).*
Art King, *managing editor.*
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeidenberg, *senior editors.*
Joseph A. Esser, William R. Loch, Robert A. Malone, *associate editors.*
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, *staff writers;* Albert N. Abrams, Donna Gallette, Deborah May Nordh, J. Daniel Rudy, Robert Sellers, *editorial assistants;* Gladys L. Hall, *secretary to the editor and publisher.* Erwin Ephron (vice president, director of media, programing and media research), Carl Ally, *research adviser.*

SALES
Maury Long, *vice president-general manager.*
Ed Sellers, *Southern sales manager;* George L. Dant, *production manager;* Harry Stevens, *traffic manager;* Bob Sandor, *assistant production-traffic manager;* Sarah Bryant, *classified advertising;* Dorothy Coll, *advertising assistant*

CIRCULATION
David N. Whitcombe, *circulation director.*
Bill Criger, *subscription manager,* Michael Carrig, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Arbenia Williams, Bertha Williams, Lucy Kim.

BUSINESS
Irving C. Miller, *comptroller.*
Sheila Thacker, Rose Poole.

BUREAUS
New York: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director;* David Berlyn, Rocco Famighetti, *senior editors,* Hazel Hardy, Frank Lyons, Helen Manasian, Caroline H. Meyer, *staff writers.* Warren W. Middleton, *sales manager;* Eleanor R. Manning, *institutional sales manager,* Greg Masefield, *Eastern sales manager;* Laura D. Grupinski, Harriette Weinberg, *advertising assistants.*

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor.*
T. Byrne O'Donnell, *Midwest sales manager.*
Rose Adragna, *assistant.*

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S Patent Office.

OVERWHELMING LEADERSHIP IN

NEWS

EARLY NEWS - 6 P. M.

COMPARE FOR THE NO. 1 NEWS STATION

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

March 1969 ARB

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

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

March 1969 NSI

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

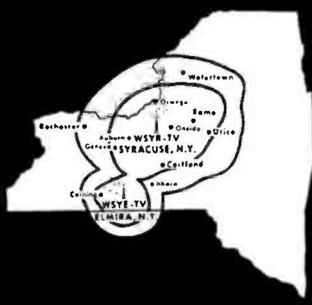
			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	6-6:30pm	88,000	77,000	30,000
Station "B"	Mon-Fri	5:30-6pm	25,000	21,000	10,000
Station "C"	Mon-Fri	6:30-7pm	54,000	45,000	20,000
WSYR-TV Advantage over Station "B"			252%	267%	200%
Station "C"			63%	71%	50%

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

WHY NO. 1?

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

the $1-billion mark by 1975, including the sales of receivers, advertising and equipment" and by that date "annual sale of receivers would increase to more than 50 million units."

If you have tried shopping for an FM or stereo receiver lately, you will certainly find very little for less than $100 each at the retail level. According to my basic arithmetic, 50-million sets at an average retail of $100 each means $5 billion in annual set sales alone. Perhaps the computer at Chase Manhattan should be checked for accuracy.—*Carl E. Roliff*, KSRN(FM) *Reno*.

Agnew's fuzzy image

EDITOR: . . . "A raised eyebrow, an inflection of the voice, a caustic remark dropped in the middle of a broadcast can raise doubts in millions of minds about the veracity of a public official or the wisdom or a government policy."

Mr. Agnew might well have added one other example: "a lousy photograph"—such as the one used by BROADCASTING to put an inflection in their "printed word". Or would you really ask us to believe that this was the best possible (and most honest) photograph that all of BROADCASTING's skill and equipment could produce?—*Nancy Lynch, Wilkes-Barre, Pa.*

(The photograph of the Vice President speaking in Des Moines, Iowa, was the only one available by Wirephoto from the Associated Press at BROADCASTING's engraving deadline.)

Paging 'Cinnamon Bear'

EDITOR: About 30 years ago we bought records of *Cinnamon Bear*. It is a great show, but one record is broken, otherwise we would still play it. Over the past two or three years, we have been unsuccessful in trying to locate the author, script writer or broadcasting company. It is an attractive show for children. We would like to discover the author, and if we could, we would like to buy this missing record, if one is available. — *Edward Breen, president*, KVFD-AM-TV *Fort Dodge, Iowa.*

Toot your own horn loudly

EDITOR: Your fine Oct. 27 editorial "What's News?" did not go unnoticed. I believe such emphasis is timely and the more top station management realizes the power of the medium to promote the medium, the stronger the medium will get. Top management should have a strong voice in what is aired in the best interests of the medium.

All of these cardinal principles keep developing slowly as the medium matures. We all are grateful for your strong guiding hand week after week in your editorial columns. — *Lloyd Griffin, Peters, Griffin, Woodward, New York.*

MondayMemo from Jerry Berman, Jerry Berman & Associates, San Francisco

What stations can do to improve their image

The broadcasting industry, whose business is communication, is doing an ineffective job when it comes to presenting itself to the public. It is not projecting a contemporary image. Rather, with out-dated graphics and trite ideas, the image has changed little in the past 20 years. The design and advertising of most stations across the country simply have not kept pace with the progress made in modern advertising techniques and ideas.

It amazes me that this promotion can be so poor, when outstanding examples are set for the industry by the major networks. They constantly do excellent promotion, yet the local stations seem to neither learn from them, nor be influenced in the slightest degree. It baffles me that if they can't relate to this material—use it as a pattern to follow—they could at least copy it. That's right; copy it. I'd rather see them copy good graphics than create something bad. That, at least, is a step in the right direction, though not, of course, the real answer.

There are many reasons why the graphic design and advertising in the broadcasting industry are behind the times, but I think the primary fault lies with the executives in charge of promotion. These individuals are rarely advertising or design-oriented people. In most cases, their past experience has been in other areas such as public relations or sales.

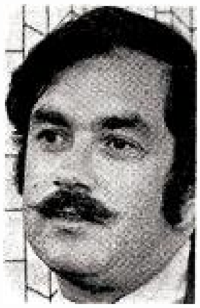
Consequently, they think in terms of publicity stunts, contests, in short, gimmicks. One-time blasts that have no long-range objectives. And when they have an idea, good or bad, they don't take it to the proper people for execution; i.e. professional talent like a creative designer or art director. Often they take it to a production studio, and they require the studio to use existing photography or type or art. Such photography, for example, probably was originally for public relations purposes and is not of quality suitable for advertising. There is a world of difference between fast, low-budget, quantity-type public-relations photography which is technically and creatively inferior to well-designed, advertising photography.

Another reason the promotion is weak is that it lacks a sound idea. There is no total definition of product, no determined identity to present, no corporate image. This problem, of course, has deeper roots than the promotion manager; it is a reflection of the management's approach to the entire business, but that's a subject for another story. At any rate, the local independents and affiliates have no identity. One station cannot be visually distinguished from another. Look for yourself. Pick up a copy of *TV Guide* and glance through the ads. Most stations use their call letters or channel numbers for a trademark or logo. Few have ever thought of acquiring any other visual identity. When all the individuals in one industry use the same design elements, it is impossible to distinguish one station from other: Let me qualify these remarks: It is necessary that the call letters be promoted, but they do not have to be the sole visual element.

I would like to see the local stations take a good look at their present image and make some drastic changes. First they should stop diluting their ads by trying to include everything under the sun in two columns by 4 inches. They want the entertainer and the program and the station and the call letters and the time and the date and a slogan and on and on. And they want them all visually equal. The result is the worst example of communications. All the elements fight one another; nothing dominates and no message is conveyed. If they took instead, one idea and presented it creatively, the impression on the reader would be greater, and the remembrance value of the primary idea would carry the radio or TV station identity.

The technical problem above is an extension of the real problem: the stations try to do two primary things and the two are not compatible. They attempt to promote a specific entertainer or program at the same time they promote the station. As with many products and businesses, this cannot always be done. One solution might be two separate campaigns, one corporate and one entertainment, which runs simultaneously. Different messages would be delivered in each, but the viewer would associate one with the other because a visual technique, idea, or slogan would tie them together.

Finally, I'd like to see the station follow the large networks and buy good talent—to look for designers and other creative people to plan their promotion. Obviously this takes money and the stations currently are not spending much in this area. One solution could be to cut down on the ever popular but expensive contests. For the most part, these promotions only reach the audience that the stations already hold; and they contribute nothing toward establishing an over-all corporate identity. I grant that a certain amount of this might be necessary to keep audiences, but I think the cost is not proportionate to the return. More effective than contests would be a a sound corporate definition of the station, determined by management, and expressed in every piece of promotion, advertising or public relations that is produced. If no more money is spent than is currently budgeted, but it is all channeled in one direction (rather than scattered over 16 different ideas) the value per dollar will be much greater.



Jerry Berman is a native San Franciscan and a graduate of the San Francisco Academy of Art. Now 32, he has had his own firm for the past ten years. Jerry Berman & Associates, known particularly for its corporate work, specializes in all forms of graphic design: packaging, TV and film, collateral material, annual reports, advertising, posters and exhibits. A partial list of Mr. Berman's clients includes the Columbia School of Broadcasting, Transamerica Corp. and KTVU(TV) *Oakland-San Francisco.*

A rat-infested neighborhood may sound bad.

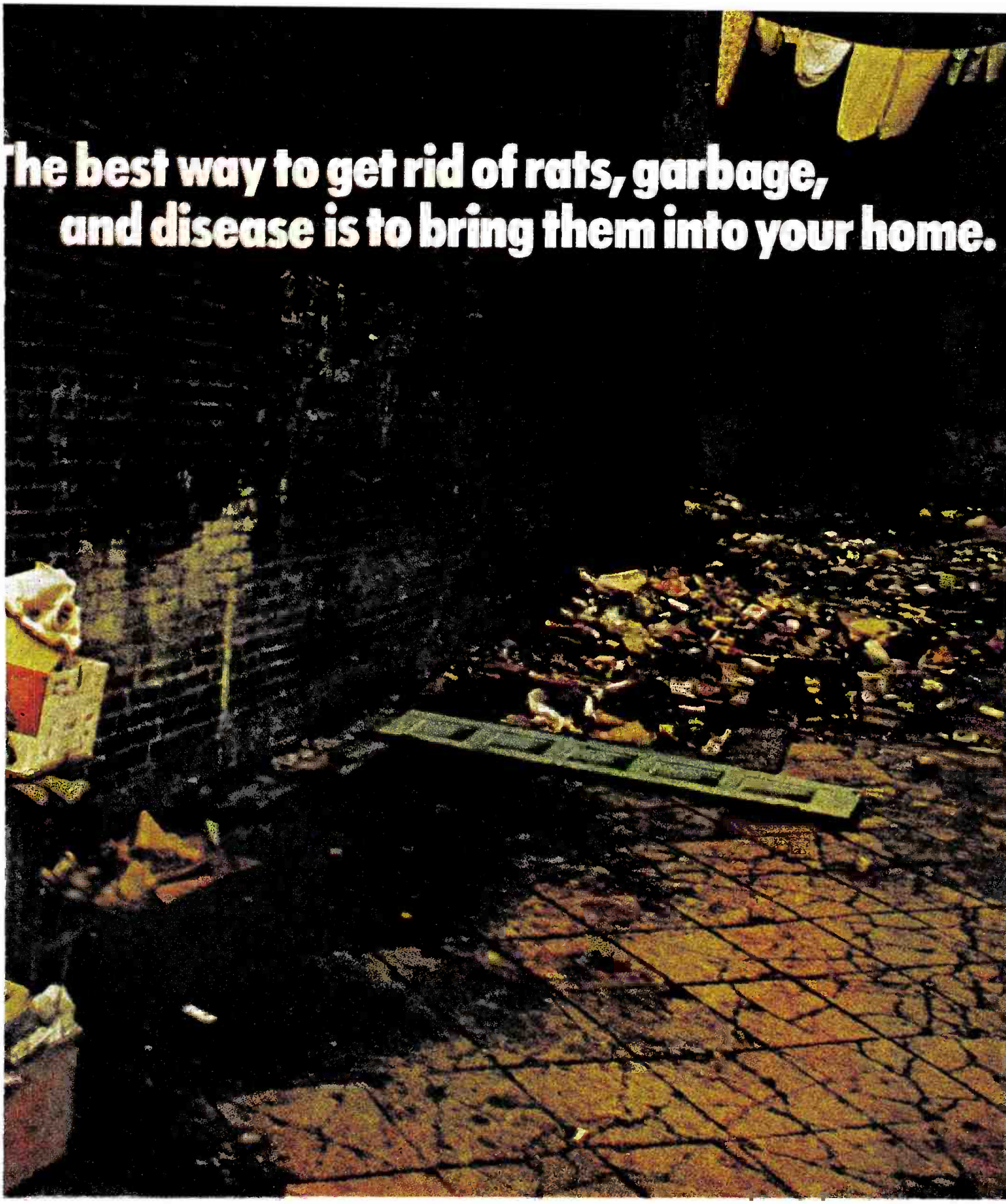
But you can't truly appreciate it until you see one for yourself.

For those of you who'd never make the visit in person, we can help. By bringing the filth and sickness and despair right into your living room.

Millions of Americans live along streets like the one in this picture. For them, the American dream is a pair of new shoes and one decent meal a day.

Welfare was supposed to solve their problems. Unfortunately, the only way they can keep on welfare is to keep on living in slums and shacks.

Of course, there are agencies to help look after their kids. But you don't have to look very far to find kids going blind from lack of vitamin A, their bodies deformed by a diet of cupcakes and soda pop.



These are some of the things roadcasters have tried to let you know bout. And make you care about. hrough television programs like our Shame of Welfare" and "The Other mericans." And our radio series, "A Vhite Look at Black America."

What we at Group W have done is ıst a small part of what broadcasting as done. And that itself just scratches ne surface.

Television and radio must be relevant to our times.

It's easy for us to help you escape reality.

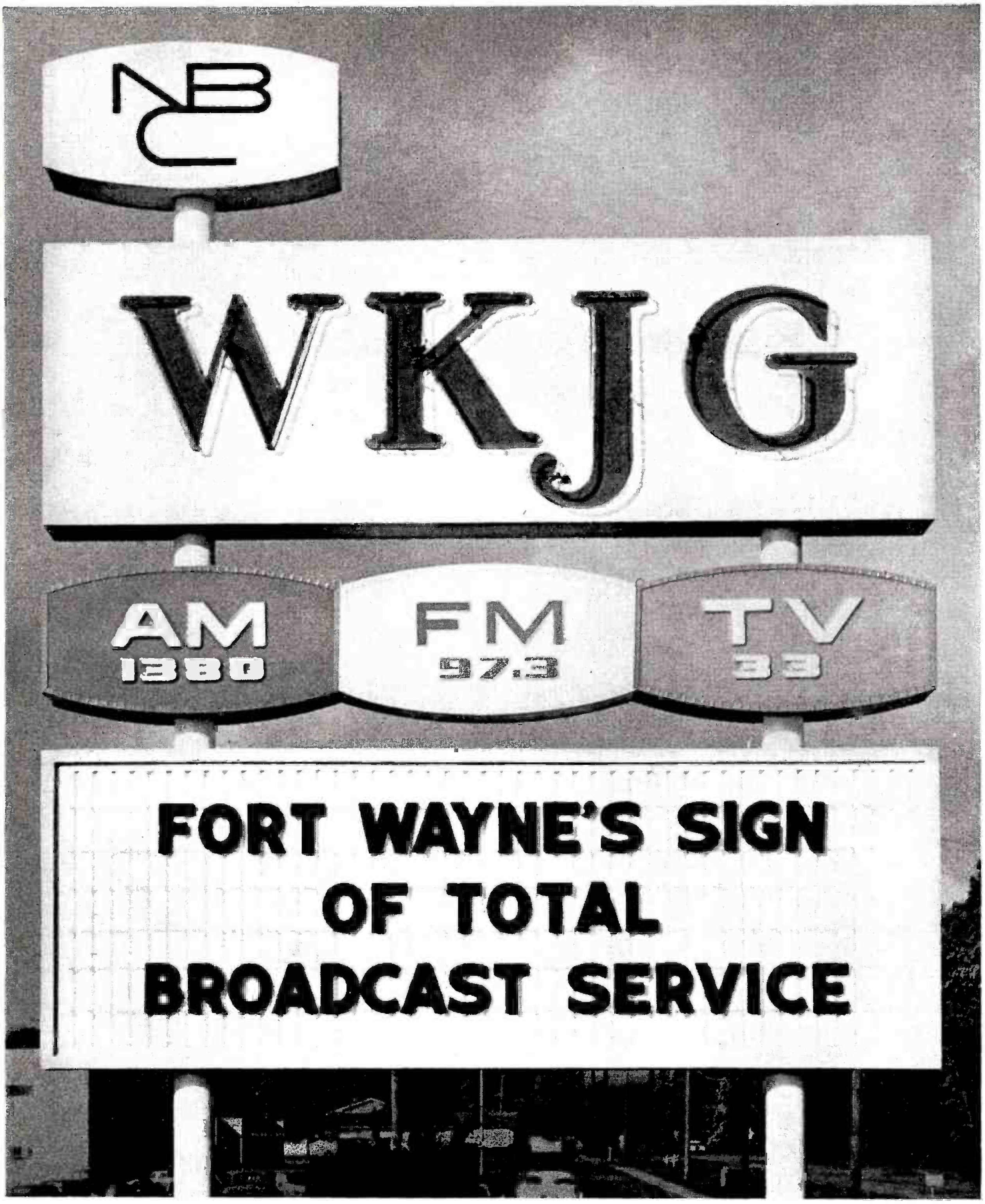
But we do more good by making you face up to it.

GROUP W

WBZ · WBZ-TV BOSTON · WINS NEW YORK
KYW · KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE
KDKA · KDKA-TV PITTSBURGH · WOWO FT. WAYNE
WIND CHICAGO · KPIX SAN FRANCISCO · KFWB LOS ANGELES

WESTINGHOUSE BROADCASTING COMPANY

Broadcasting does more than entertain you.



THE COMMUNICANA GROUP
INDIANA COMMUNICATORS

Hilliard Gates, Vice President & General Manager

MEMBER STATION OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT

BLAIR TELEVISION

Another broadcast record set in 1969

Billings of top-50 agencies continue to climb; cigarette losses won't cut into totals until 1970

Despite the worrisome problems besetting the top-50 broadcast agencies in 1969, including the contemplated loss of all cigarette TV-radio billings and the growing strength of independent media-buying services, agencies are headed for another record-breaking year.

The heavy impact of the cigarette defection is not expected to be felt until next year and, at least for the present, the activities of the outside purchasing specialists appear to have had no appreciable effect on billings since the agency of record is paid its usual commission.

BROADCASTING's annual compilation shows that total spending by the leading 50 agencies in network and spot radio and television this year topped the 1968 figure by an estimated $288.6 million, as compared with a rise of $137 million last year over 1967.

The top 10 TV-radio agencies alone placed a combined total of $1.66 billion in TV-radio, as against $1.52 billion in 1968.

For the 12th straight year in BROADCASTING's listing, the J. Walter Thompson Co. landed in the leadership spot. JWT allocated almost $285 million to TV-radio this year, exceeding its 1968 investment by $36.3 million. Thompson also earned the distinction of being the agency with largest broadcast increment, followed closely by the most-talked about agency, Wells, Rich. Greene, which added $32 million in broadcast to its 1968 total.

Other king-sized gains in radio-TV billings were registered over 1968 by these agencies: William Esty, up $24 million; Benton & Bowles, up $20.75 million; Leo Burnett, up $19 million: Marschalk, up $17.3 million; Grey, up $16.8 million; Young & Rubicam, up $16.3 million and BBDO, up $15.8 million.

Reporting the largest billing decrease in broadcasting was N. W. Ayer & Son, down $13 million, attributable primarily to a change in accounting method. Among others on the down side of the ledger were Compton, off $1.6 million: D'Arcy, off $500,000 and Campbell-Mithun, off $900,000.

An analysis of the top-50 agency estimates reveals that 37 agencies reported increases in broadcast billings; 10 decreases; one remained the same and two were not included in last year's compilation of agencies. Breaking into the elite group in 1969 are Lois, Holland Callaway and W. B. Doner Co.

The television billings of the top-50 agencies, including spot and network, climbed by $255 million over 1967. Unlike the pattern in 1968, it was network TV—and not spot—that accounted for the larger share of the over-all TV gain.

Network television rose by $18 million over last year, while spot TV added $8 million in billings at the leading agencies.

Total radio investment climbed by $13.5 million. The listed agencies decreased their network radio spending by $8 million but expanded their activity in spot radio by an estimated $21.5 million.

An alphabetical listing of the first 50 broadcast billing agencies follows:

Carl Ally

Combined TV-radio billings $13.2 million; $12 million in TV ($4.2 million in network, $7.8 million in spot); $1.2 million in radio (all in spot); TV-radio share of over-all billings: 53%.

Carl Ally's broadcast share of total billings was off 3% from 1968's level. In broadcast billings, Ally declined $2.1 million, most of this in network TV, some also in spot radio. During the year, Ally picked up a beer account, Pearl Brewing (Country Club malt liquor), which spends $2 million in broadcast (heavy in TV, also in spot radio): CBS Inc., with about $2 million in TV and radio, and Krystal Inc. (Fast Foods) with some $1.5 million (heavy in spot TV and in radio). Broadcast users also include Carter Wallace's Rise shaving cream, Hertz and IBM, all in network and spot TV.

N. W. Ayer & Son

Combined TV-radio billings $54 million: $50 million in TV ($27 million in network, $23 million in spot); $4 million in radio ($2 million in network, $2 million in spot); TV-radio share of over-all billings: 48%.

Ayer's total broadcast billings appear to have dropped $13 million compared with 1968 totals, but most of this loss is due to Ayer's method of reporting. This year's figure does not include capital-

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	$284.9 million
. . . Total television billings	J. Walter Thompson	$261.6 million
. . . TV-network billings	J. Walter Thompson	$165.3 million
. . . TV-spot billings	J. Walter Thompson	$96.3 million
. . . Total radio billings	BBDO	$28.5 million
. . . Radio network billings	Needham, Harper & Steers	$4.4 million
. . . Radio spot billing	BBDO	$24.2 million
. . . Biggest broadcast gain	J. Walter Thompson	$36.3 million

ized fees, incorporated in the 1968 total. The loss of American Brands' Lucky Strike cigarettes advertising accounted for $2 million of this decline, however. Ayer also lost Steinway Piano, primarily in spot radio, and Atlantic Richfield gas and oil, extensive user of spot TV and radio, although the Atlantic Richfield account resignation will not be felt until next year.

Accounts added by Ayer this year included Schenley Industries, Economics Laboratory, Univac, Caron Corp., Eastman-Dillon and Snelling & Snelling. Major broadcast clients are Alberto-Culver, AT&T, Bell System, Sealtest Foods, DuPont Lucite paint and DuPont Teflon, Carling Heidelberg, and Dr. Scholl foot care products.

Ted Bates & Co.

Combined TV-radio billings $162.3 million; $157.2 million in TV ($102.5 million in network, $54.7 million in spot); $5.1 million in radio ($100,000 in network, $5 million in spot); TV-radio share of over-all billings: 82.8%.

In years past, Bates has included its subsidiaries in its annual billings tally. With a number of new subsidiaries on the roster this year, Bates is reporting the billings of its New York division only for BROADCASTING's 1969 survey.

Ted Bates has increased its broadcast billings $7.8 million, notwithstanding the new method of computing the year's business. Of that increase, $7.2 million was in television. An agency with its reputation in spot, Bates showed a small shift this year from spot TV to network TV: 65.2% of TV billings for 1969 were in network, compared to 60.9% in 1968.

The acquisition this year of International Paper's Facelle product group and Chas. Pfizer represented broadcast billings gains for Bates.

BBDO

Combined TV-radio billings $182.8 million; $154.3 million in TV ($90 million in network, $64.3 million in spot); $28.5 million in radio ($4.3 million in network, $24.2 million in spot); TV-radio share of over-all billings: 60%.

BBDO's TV-radio billings jumped by almost $16 million in 1969 as its broadcast share increased and the agency added business from Breck, Spang Stores (drug chain), Pillsbury, Vick Chemical and Upjohn, while losing U.S. Steel, Sauter Laboratories, Rexall Drug and Phoenix Mutual.

Broadcasting billings came from some of BBDO's new clients, plus such traditional customers as Armstrong Cork, Chevron Oil, E. I. DuPont de Nemours & Co., General Electric Co., Lever Bros., Campbell Soup, American Tobacco Co., Pepsi-Cola bottlers, 3 M Co. and F & M Schaefer Brewing Co.

Benton & Bowles

Combined TV-radio billings $125 million; $120 million in TV ($80 million in network, $40 million in spot); $5 million in radio ($1.7 million in network, $3.3 million in spot); TV-radio share of over-all billings: 85%.

Benton & Bowles gained about $20 million in broadcast billings over 1968 totals, almost all of it in network TV. Spot radio declined slightly, but network radio increased by over $1 million.

Major account gains during 1969 were Avis Rent-A-Car, with an estimated $3 million in broadcast billings; Hasbro Toys, with almost its entire $4 million in television; E.F. Hutton, and media-buying responsibility for Morton-Norwich. The Morton-Norwich account is worth about $25 million in total billings. Benton & Bowles resigned the P. Lorillard Co. account, with broadcast expenditures estimated at $11 million and Anderson Clayton, a $4 million account using TV almost exclusively.

Other clients include Proctor & Gamble, General Foods and Texaco in network sponsorships, participations, spot TV and spot radio; Vick Chemical and S. C. Johnson in network and spot TV and radio, and Sterling Drug in network and spot TV.

Bozell & Jacobs

Combined TV-radio billings $15.3 million; $6.3 million in TV ($5 million in network, $1.3 million in spot); $9 million in radio ($1 million in network, $8 million in spot); TV-radio share of over-all billings: 50%.

Bozell & Jacobs was not among the top-50 agencies in broadcast billings in 1968, but billings increased during the year by about $6 million, mostly in radio.

The largest broadcast client is Mutual of Omaha, which fully sponsors *Wild Kingdom* on NBC-TV, and also uses network radio. Fairmont Foods is a spot-television user, and Norcliff Laboratories, which is leaving the agency, and Avco-Delta are radio advertisers. The rest of the agency's broadcast billings come from local and regional advertisers.

Leo Burnett Co.

Combined TV-radio billings $202 million; $188.4 million in TV ($119.1 million in network, $69.3 million in spot); $13.6 million in radio ($1.4 million in network, $12.2 million in spot); TV-radio share of over-all domestic billings: 73.3%.

Chicago-headquartered Burnett continued to show good gains in broadcast billings, although for 1969 there was a small percentage drop in share of total billings in TV-radio. Burnett's billings include those of domestic subsidiary D. P. Brother & Co., Detroit, which handles Oldsmobile and other General Motors broadcast business.

So far this year, Burnett has picked up Cheer laundry detergent from Procter & Gamble and dropped Swift & Co.'s Vigoro, Swiftning, Allsweet and Lazy Maple products.

Burnett clients using both TV and radio include Allstate Insurance, Campbell Soup, General Development Corp., General Motors' AC Spark Plug Division, Keebler Co., Kellogg Co., Nestle Co., Proctor & Gamble, Union Oil, Jos. Schlitz Brewing Co., United Air Lines and Kentucky Fried Chicken Corp. Major users of TV only are Brown Shoe, Green Giant, Lewis-Howe Co., Philip Morris, Pillsbury, Star Kist Tuna, Union Carbide and Vick Chemical.

Campbell-Ewald

Combined TV-radio billings $47.8 million: $38.3 million in TV ($26 million in network, $12.3 million in spot); $9.5 million in radio ($0.8 million in network, $8.7 million in spot); TV-radio share of over-all billings: 36.9%.

Detroit-based Campbell-Ewald continued to inch upward in broadcast billings again this year, about 5%, and increased its broadcast share of total billings by not quite 2%. TV now is spread about two-thirds in network and one-third spot; radio is nine-tenths spot.

Chevrolet continues to be the heaviest broadcast account at Campbell-Ewald. Other General Motors divisions such as Delco, United Motors Service and GM Acceptance Corp. are also there. Non-GM accounts in broadcast include Marathon Oil.

Campbell-Mithun

Combined TV-radio billings $34 million; $27 million in TV ($9 million in network, $18 million in spot); $7 million in radio ($1 million in network, $6 million in spot); TV-radio share of over-all billings: 45%.

Minneapolis-headquartered Campbell-Mithun took a considerable drop in broadcast billings this year, largely because of the loss of Hamm's Beer. New business has included G. Heileman Brewing Co., Blatz Beer, Alberto Culver, some General Mills products and Jet-X.

Broadcast accounts there also include Northwest Orient Airlines, Toro, A. E. Staley, Dairy Queen, Land O' Lakes, Malt-O-Meal, Gold Seal, Accent, Kroger, Wilson Meats, West Bend Co., Top Value, National Car Rental, Red Star Yeast, Masterlock and St. Paul Insurance.

Carson/Roberts

Combined TV-radio billings $14.4 mil-

Top-50 agencies and their 1969 radio-TV billings

(All dollar figures are in millions)

	Combined Broadcast Billings	Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billings	Broadcast Billings Change ($) From 1968	Agency's Rank in 1968
1. J. Walter Thompson	$284.9	$261.6	$165.3	$ 96.3	$ 23.3	$ 2.3	$ 21	62%	+36.3	1
2. Young & Rubicam	211.5	190.6	132.1	58.5	20.9	2.1	18.8	60.4%	+16.3	2
3. Leo Burnett Co.	202	188.4	119.1	69.3	13.6	1.4	12.2	73.3%	+19.2	3
4. BBDO	182.8	154.3	90	64.3	28.5	4.3	24.2	60%	+15.8	4
5. Ted Bates & Co.	162.3	157.2	102.5	54.7	5.1	0.1	5	82.8%	+ 7.8	5
6. William Esty Co.	132	119	82	37	13	3	10	78%	+24	10
7. Benton & Bowles	125	120	80	40	5	1.7	3.3	85%	+20.75	11
7. Dancer-Fitzgerald-Sample	125	120	70	50	5	0.5	4.5	83%	0	6
7. McCann-Erickson	125	105	70	35	20	1.5	18.5	50%	+ 5	7
10. Foote, Cone & Belding	116.2	106	81.4	24.6	10.2	3.5	6.7	59%	+ 4.2	8
11. Grey Advertising	113	101	55	46	12	1	11	64%	+16.8	12
12. Doyle Dane Bernbach	112.9	102	54.3	47.7	10.9	0.2	10.7	51%	+ 4.6	9
13. Sullivan, Stauffer, Colwell & Bayles	91.7	88.5	54.6	33.9	3.2	0.2	3	81.6%	+ 7.8	13
14. Ogilvy & Mather Inc.	85.6	76.7	34.1	42.6	8.9	1.3	7.6	57.2%	+ 6.6	15
15. Compton Advertising	77.3	73.5	47	26.5	3.8	0.7	3.1	64.5%	— 1.6	14
16. Wells, Rich, Greene	67	65	43	22	2	0	2	80%	+32	27
17. Needham, Harper & Steers	59.6	45.2	26.7	18.5	14.4	4.4	10	62.5%	+ 8.2	17
18. Lennen & Newell	56.8	50.6	27.6	23	6.2	1.3	4.9	44.3%	+ 9.5	18
19. N. W. Ayer & Son	54	50	27	23	4	2	2	48%	—13.1	16
20. Cunningham & Walsh	49	45	27	18	4	1.5	2.5	66%	+ 4.6	21
21. Campbell-Ewald	47.8	38.3	26	12.3	9.5	0.8	8.7	36.9%	+ 2.3	19
22. D'Arcy Advertising	44.5	36.7	16.9	19.8	7.8	0.25	7.55	43%	— .5	20
23. Norman, Craig & Kummel	44.1	40.4	23.7	16.7	3.7	0.6	3.1	70%	+ 0.3	22
24. Kenyon & Eckhardt	44	36	23	13	8	2	6	47%	+ 6	26
25. Erwin Wasey	42	40	16	24	2	1	1	63%	+ 1	24
26. MacManus, John & Adams	40	27.2	17.4	9.8	12.8	1.3	11.5	37%	— 0.1	25
27. Marschalk	39.5	35.5	14.5	21	4	0	4	58%	+17.3	33
28. Tatham-Laird & Kudner	36.9	34.6	20.7	13.9	2.3	1	1.3	59.3%	+11.1	30
29. Campbell-Mithun	34	27	9	18	7	1	6	45%	— 9	23
30. Gardner Advertising	27.4	22.6	8.1	14.5	4.8	0.6	4.2	65%	+ 2.5	31
31. Post-Keyes-Gardner	26.9	24.3	18.8	5.5	2.6	0.3	2.3	51.8%	— 6.2	28
32. Parkson Advertising	25.5	25	24.5	0.5	0.5	0	0.5	85%	+ 6.0	36
33. Clinton E. Frank Inc.	25	22.5	4	18.5	2.5	0	2.5	50%	+11.05	47
34. La Roche, McCaffrey & McCall	23	21.5	19	2.5	1.5	0.15	1.35	46%	+ 6	38
35. Clyne-Maxon Inc.	22	21	8.6	12.4	1	0	1	65%	+ 1	34
35. Lois Holland Callaway Inc.	22	21	1	20	1	0	1	75%	*	*
37. North Advertising	20.5	20	12.7	7.3	0.5	0	0.5	67%	**	32
38. Ketchum, MacLeod & Grove	19.2	15.8	6.7	9.1	3.4	0	3.4	21%	+ 4.7	46
39. Arthur Meyerhoff & Associates	19.05	15.2	1.6	13.6	3.85	0.75	3.1	85%	+ 1.20	37
40. Honig-Cooper & Harrington	18.4	14	5.3	8.7	4.4	0	4.4	66%	+ 3	42
41. Geyer-Oswald	16.3	13.8	4.3	9.5	2.5	1.1	1.4	34%	+ 1.1	44
42. Masius, Wynne-Williams, Street & Finney	16.25	15.5	8.6	6.9	0.75	0	0.75	86%	+ 3.45	48
43. Bozell & Jacobs Inc.	15.3	6.3	5	1.3	9	1	8	50%	+ 6	*
44. Papert, Koenig, Lois	15	14	3.5	10.5	1	0.3	0.7	75%	— 5.7	35
44. Richard K. Manoff	15	14	7	7	1	0.2	0.8	75%	— 1	40
46. Tracy-Locke	14.7	11.56	1.67	9.89	3.14	0	3.14	65%	+ 2.1	49
47. Carson/Roberts	14.4	14.1	9.4	4.7	0.3	0	0.3	48%	— 0.1	45
48. Warwick & Legler Inc.	13.34	11.74	9.98	1.76	1.6	0	1.6	35.1%	+ 2.44	50
49. Carl Ally	13.2	12	4.2	7.8	1.2	0	1.2	53%	— 2.1	43
50. W. B. Doner	11.45	6.55	0.75	5.8	4.9	0	4.9	49%	*	*

* Not listed in 1968 top 50.
** Listed in 1968 as North Advertising-Gumbinner-North.

lion; $14.1 million in TV ($9.4 million in network, $4.7 million in spot); $300,000 in radio (all in spot); TV-radio share of over-all billings: 48%.

This year for the first time Carson/Roberts is expressing its broadcast billings as a percentage of the agency's gross billings including capitalization fees. Its broadcast billings during the year remained virtually the same as last year. There was more equal allocation, however, of broadcast billings between network and spot.

Network accounted for 66.6% of total TV billings, while spot accounted for 33.4%. Some $1.6 million less was put into network TV, while $1.3 million more was allocated to spot TV. Radio billings were up from a mere $100,000 to a still modest $300,000.

Two accounts—Max Factor & Co. and Jantzen Inc.—were resigned. Both were broadcast users. Four new accounts were added: The Leisure Group, Lincoln-Mercury Dealers Association (Los Angeles), Reddi-Whip Inc. (subsidiary of Hunt-Wesson Foods), Performance Systems Inc. (Minnie Pearl Restaurant Franchises). Additional Purex products were added to the client list.

Clyne-Maxon Inc.

Combined TV-radio billings $22 million; $21 million in TV ($8.6 million in network, $12.4 million in spot); $1 million in radio (all spot); TV-radio share of over-all billings: 65%.

Clyne-Maxon reported a gain of $1 million in broadcast billings over 1968, all in TV. Network TV declined about $1 million, but spot TV was up about

$2 million. Radio billings of $1 million remained stable.

Candy Corp. of America and Anacin arthritis pain formula were added to the broadcasting accounts during 1969. Other clients using radio and television are American Home Products, Whitehall Laboratories division, General Electric personal care products, and Permalux Co.

Compton Advertising

Combined TV-radio billings $77.3 million; $73.5 million in TV ($47 million in network, $26.5 million in spot); $3.8 million in radio ($700,000 in network, $3.1 million in spot); TV-radio share of over-all billings: 64.5%.

Compton showed a decline in broadcast billings of $1.6 million, as well as a drop in the broadcast share of total domestic billings (down from 65.9% in 1968).

A major account lost during the year was Liggett & Myers, but the agency picked up U. S. Steel, Continental Oil and Iberia Airliines. Its major broadcast clients: Procter & Gamble (spot TV and network TV, including participations and sponsorship of *The Guiding Light* and *The Bill Cosby Show* on NBC-TV): Quaker Oats and Schick Safety Razor, both network and spot TV; New York Life Insurance in network TV and spot radio; Shulton in spot TV-radio and in network radio; and spot-TV users Norwich, Johnson & Johnson. Consolidated Cigar, Edison Electric and Chase Manhattan Bank.

Cunningham & Walsh

Combined TV-radio billings $49 million; $45 million in TV ($27 million in network, $18 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot): TV-radio share of over-all billings: 66%.

Cunningham & Walsh increased its TV-radio billings by $4.6 million and the percentage of its business in TV-radio by 1.2%. The biggest increase was in network television ($7.6 million), and the decrease was in spot radio, down $3.1 million.

Anderson Clayton Foods, a new account in 1969, bills about $6 million. The billings increase that will result from the new Ralston Purina account is as yet undetermined. Sunshine Biscuits. a long-time client of Cunningham & Walsh, was resigned by the agency this year as unprofitable. At that time, Sunshine's billings were down to $1 million, most of which went into network TV.

Dancer-Fitzgerald-Sample

Combined TV-radio billings $125 million; $120 million in TV ($70 million in network, $50 million in spot); $5 million in radio ($500,000 in network, $4.5 million in spot); TV-radio share of over-all billings: 83%.

D-F-S figures remained at the same level as last year. The agency in 1969 gained four new accounts and additional products from General Mills, and lost two Ralston Purina brands, Chicken of the Sea and Checkerboard Farms. The new accounts, Hanes Knitwear, B-P Oil, Hardee's Food Stores, Consolidated Edison, and Wheaties and Kabooms cereals frmo General Mills represent over $5 million in broadcast billings.

Other major broadcast clients are Corn Products Co., Procter & Gamble, R. J. Reynolds Tobacco, Sterling Drugs and American Cyanamid.

D'Arcy Advertising

Combined TV-radio billings $44.5 million; $36.7 million in TV ($16.9 million in network, $19.8 million in spot); $7.8 million in radio ($250,000 in network, $7.55 million in spot); TV-radio share of over-all billings: 43%.

St. Louis-headquartered D'Arcy edged off just slightly in total broadcast billings for 1969. Royal Crown, with $12 million in all media, exited July 1, but many other accounts have increased budgets considerably, so D'Arcy is holding about even.

D'Arcy's broadcast active accounts include Anheuser-Busch, American Oil, Bankamericard, General Tire, Gerber, McDonald Corp., Ozark Airlines, and Southwestern Bell.

W. B. Doner and Co.

Combined TV-radio billings $11.45 million; $6.55 million in TV ($750,000 in network, $5.8 million in spot); $4.9 million in radio (all in spot); TV-radio share of over-all billings: 49%.

Despite a drop of 2% in the broadcast business handled by this agency, billings increases this year were enough to put it on the top-50 list, which Doner missed in 1968 by $700,000. Increases were small, with the only new broadcast business coming from added assignments of Baltimore Gas & Electric. Spot-television billings grew, while network TV receded. Network radio was eliminated altogether.

Doner's broadcast clients include National Brewing Co., Commercial Credit Co., Enjay Fibers & Laminates Co., Ozite Corp., Hygrade food products, The Evening News Association (*The Detroit News*) and Allied Supermarkets.

Doyle Dane Bernbach

Combined TV-radio billings $112.9 million: $102 million in TV ($54.3 million in network, $47.7 million in spot); $10.9 million in radio ($200,000 in network, $10.7 million in spot); TV-radio share of over-all billings: 51%.

Broadcast billings increased $4.6 million at Doyle Dane, which is also a bigger spot agency this year—spot TV up $8.6 million and spot radio up $3.1 million. Network TV declined substantially. Still further increases are expected with DDB having acquired Alka Seltzer ($18 to $19 millon in broadcast) during the year. The effect of this acquisition will be felt in 1970, as the agency only started billing on the account Nov. 1. Mead Johnson was among the accounts lost in 1969.

In TV, major clients are American Airlines, Volkswagen, Polaroid, Burlington, Clairol, GT&E, Monsanto, Kitchens of Sara Lee, Quaker Oats, Lever, Whirlpool, Uniroyal, Mobil Oil, H. J. Heinz, Bulova, Miles Labs, Gillette, and Cracker Jack. American Airlines, Volkswagen, GT&E, Miles Laboratories, Burlington and Mobil Oil are spot-radio users; Mobil and Sara Lee are in network radio.

Erwin Wasey

Combined TV-radio billings $42 million; $40 million in TV ($16 million in network, $24 million in spot); $2 million in radio ($1 million in network, $1 million in spot); TV-radio share of over-all billings: 63%.

Erwin Wasey picked up an estimated $1 million in its radio-TV billings this year, and according to the agency's reports, the increase was registered in radio. The agency's broadcast client list, in addition to Carnation Co.,—which alone accounts for a substantial portion of Erwin Wasey's broadcast activity—includes Gulf Oil tires and batteries, and several companies active in radio and TV on the West Coast. Erwin Wasey is an Interpublic agency. Though Jack Tinker & Partners, another Interpublic entity, was for a time considered as a Wasey division, Tinker's billings are not reflected in this summary.

William Esty Co.

Combined TV-radio billings $32 million; $119 million in TV ($82 million in network, $37 million in spot); $13 million in radio ($3 million in network, $10 million in spot); TV-radio share of over-all billings: 78%.

Esty's billings were up all along the line, except in spot radio, which declined $2 million from 1968's level. Network TV increased $19 million, spot TV $6 million and network radio $1 million. Radio-TV percentage of total domestic billing remained the same.

Major broadcast clients are Sun Oil, Hunt-Wesson Foods, Colgate-Palmolive, National Biscuit, American Home Products, R. J. Reynolds Tobacco, Noxell, Union Carbide, Chesebrough Pond's and Benrus. All of those clients are in network TV as well as in spot TV with the addition of Swift &

Co., Roman Products and Genesee. Radio users in spot are Sun Oil, Colgate, Genesee, American Home, R. J. Reynolds and Union Carbide. Colgate, American Home, R. J. Reynolds and Union Carbide are in network radio.

During the year, the agency picked up Swift, Hunt-Wesson, Reynolds' new Doral cigarette, Vaseline hair tonic and Benrus watches.

Foote, Cone & Belding

Combined TV-radio billings $116.2 million; $106 million in TV ($81.4 million in network, $24.6 million in spot); $10.2 million in radio ($3.5 million in network, $6.7 million in spot); TV-radio share of over-all billings: 59%.

A gain of over $4 million broadcast billings for Foote, Cone resulted from the addition of the Kent cigarette account (P. Lorillard Corp.), which switched from Benton & Bowles, and new assignments from Sears, Roebuck & Co., Shakey's pizza and MidAmerica Bankcard Association. The agency lost Best Foods, Hills Brothers Coffee and Menley & James Laboratories, an estimated $14 million in broadcast billings, during 1969.

Total television billings went up $9 million, with network increasing almost $20 million and spot decreasing about $10 million. Total radio billings were down around $5 million, all in spot.

Among Foote, Cone's clients are network-series sponsors Hallmark Cards and Kraft Foods, and network and spot-TV users Frito-Lay, Sears, Roebuck, Bristol-Myers, Armour, Falstaff, Goodrich, S. C. Johnson, Kimberly-Clark, Sunbeam, Dole Co. and Master Charge. Most of these also use spot radio, along with Equitable, S. A. Schonbrunn, Monsanto and Calo, which also advertise in spot TV.

Clinton E. Frank Inc.

Combined TV-radio billings $25 million; $22.5 million in TV ($4 million in network, $18.5 million in spot); $2.5 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Chicago-headquartered Frank has grown rapidly this year, almost doubling its billings in the broadcast media with particularly heavy expansion in spot-TV spending. Frank accounts are quite diversified.

Among principal broadcast accounts are Motorola, Toni, Toyota, Continental Oil, Dean Foods, Kohler, Kemper Insurance, Kraft Foods, Reynolds Metals, O'Brien paints, Realemon, Hamilton Beach, Scovill, Simoniz and United Air Frieght.

Gardner Advertising

Combined TV-radio billings $27.4 million; $22.6 million in TV ($8.1 million in network, $14.5 million in spot); $4.8 million in radio ($600,000 in network, $4.2 million in spot); TV-radio share of over-all billings: 65%.

St. Louis-based Gardner enjoyed increased broadcast billings this year and has been putting an even greater share of its total billings into TV-radio than previously. Rexall Drug was acquired this year, representing nearly $2 million in TV spending.

Broadcast clients, in addition to Rexall, include Busch beer, Whitman candy, Musselman, A&P Vanity Fair, Joe Lowe popsicle, Alitalia, Roi Tan, Purina Feeds and Pet Foods, Sun Oil division, Southwestern Bell, Bissell, Sego, Like, Mercury and Elanco.

Geyer-Oswald

Combined TV-radio billings $16.3 million; $13.8 million in TV ($4.3 million in network, $9.5 million in spot); $2.5 million in radio ($1.1 million in network, $1.4 million in spot): TV-radio share of over-all billings: 34%.

An increase of over $1 million in broadcast billings since 1968 at Geyer-Oswald resulted from the addition of La Choy Foods and Milani Foods accounts. The increase was spread evenly between radio and TV.

Geyer's other broadcast clients include Sunsweet, Sunkist, Dolly Madison, John Morell, Hotel Sahara, DeKalb and Dollar Savings Bank.

Grey Advertising

Combined TV-radio billings $113 million; $101 million in TV ($55 million in network, $46 million in spot); $12 million in radio ($1 million in network, $11 million in spot); TV-radio share of over-all billings: 64%.

TV-radio spending at Grey grew by almost $17 million over 1968, traceable in part to an increased broadcast share and in part to added over-all expenditures. Both radio and TV billings showed gains.

Among the advertisers who invested heavily in network and spot TV during the year were General Foods, Procter & Gamble, Canada Dry Corp. and Gillette. Billings in network and spot radio came from Ford Motor Co. Trans Caribbean Airways was a substantial spot radio advertiser.

Honig-Cooper & Harrington

Combined TV-radio billings $18.4 million; $14 million in TV ($5.3 million in network, $8.7 million in spot); $4.4 million in radio (all in spot); TV-radio share of overall billings: 66%.

While broadcast in Honig-Cooper & Harrington's total domestic billings remained an overwhelming 66%, the agency's combined TV-radio dollar volume went up $3 million. The big gain for H-C&H was in network TV with billings increasing $4.3 million. Offsetting this gain somewhat was a $2.4 million drop in spot-TV billings. Spot radio, too, came in for added activity at H-C&H, with billings up $1.1 million. Over-all 62% of the agency's TV Billings are allocated to spot TV and 38% to network TV. Total TV billings were up $1.9 million over last year.

H-C&H, as the billings reflect, had a good year in account gains. Three accounts were added and no major accounts lost. Among those that were added, Lincoln Savings & Loan uses spot radio, Chrysler-Plymouth Dealer Association (Southern California) uses spot TV and spot radio, and The Dole Co., for new products, is not as yet listed as a broadcast advertiser.

10-year track record of 1969's top-10 agencies

Radio-TV billings in millions. Figures in parentheses ( ) indicate rank.

Agency	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960
JWT	$284.9 (1)	$248.6 (1)	$230 (1)	$225 (1)	$178 (1)	$151 (1)	$144 (1)	$133 (1)	$125 (1)	$126 (1)
Y&R	211.5 (2)	195.2 (2)	166 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (1)	115 (2)	95.7 (4)	106 (2)
Burnett	202 (3)	182.8 (3)	*172.7 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)
BBDO	182.8 (4)	167 (4)	146.5 (5)	179 (2)	132.2 (4)	123.3 (3)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)
Bates	162.3 (5)	154.5 (5)	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)	105 (3)
Esty	132 (6)	108 (10)	97 (12)	96 (12)	92 (10)	83.6 (10)	76 (10)	72 (8)	60 (10)	56.25 (10)
B&B	125 (7)	104.25 (11)	109 (10)	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)
D-F-S	125 (7)	125 (6)	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)
M-E	125 (7)	120 (7)	118.14 (8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	•91.9 (5)	♯105 (3)
FC&B	116.2 (10)	112 (8)	126.3 (7)	114 (8)	103.8 (7)	88.19 (9)	70.89 (11)	57.3 (13)	51.5 (13)	46 (13)

* 1967 Total Revised
♯ Includes Billing of McCann-Marchalk before 1962.

Kenyon & Eckhardt

Combined TV-radio billings $44 million; $36 million in TV ($23 million in network, $13 million in spot); $8 million in radio ($2 million in network, $6 million in spot); TV-radio share of over-all billings: 47%.

Kenyon & Eckhardt's TV-radio spending swelled by $6 million over 1968, resulting from a gain in broadcast share and expanded activity by its clients. Its new account for the year was Warner's foundation garments.

K & E's accounts in network and spot TV included American Home Products, Helena Rubenstein, Lincoln-Mercury, Magnavox, Quaker State and Shell Oil. Among the network and spot-radio advertisers were Autolite, Lincoln-Mercury and Quaker Oil.

Ketchum, MacLeod & Grove

Combined TV-radio billings $19.2 million; $15.8 million in TV ($6.7 million in network, $9.1 millon in spot); $3.4 million in radio (all spot); TV-radio share of over-all billings: 21%.

The acquisitioin of Botsford, Constantine & McCarty, San Francisco, this year accounted for some of the almost $5 million increase in broadcast billings for Ketchum, McLeod & Grove. Most of the increase falls into the television category.

A major broadcast client added during the year was Clorox's Liquid Plumr, in both network and spot TV. Other spot-TV users giving their accounts to Ketchum this year were Ticket Reservation Systems (Ticketron) and U.S. Navy Civilian Recruiting. Previous broadcast clients include Calgon, Rubbermaid, H. J. Heinz, all in network and spot TV, and Alcoa and Stouffers in TV and spot radio.

LaRoche, McCaffrey & McCall

Combined TV-radio billings $23 million; $21.5 million in TV ($19 million in network, $2.5 million in spot); $1.5 million in radio ($150,000 in network, $1.35 million in spot); TV-radio share of over-all billings: 46%.

In its second straight year in the top-50 list, LaRoche, McCaffrey & McCall showed an increase of $6 million in broadcast billings, along with a bigger broadcast share of over-all billings (from 44% to 46%). The agency's broadcast-billings increases were in network TV (which went up $6 million, while spot TV was off over $1 million) and in radio, up over $1 million.

Major network-TV clients: Chas. Pfizer, Hartford Insurance, American Cyanamid, Borg Warner, Norelco and J. P. Stevens; in spot TV, Pfizer, Hartford Insurance Group, Norelco and the Chemical Bank. Radio users include Pfizer, British West Indies Airways, Merck & Co., Standard Oil Co. of New Jersey and ABC-TV. In network TV, Hartford Insurance had a half-sponsorship of *The Time of Man*, Borg Warner sponsored the *Arthur Rubenstein special*. J. C. Penney Co. account acquired during the year has not yet made its impact in broadcast.

Lennen & Newell

Combined TV-radio billings $56.8 million; $50.6 million in TV ($27.6 million in network; $23 million in spot); $6.2 million in radio ($1.3 million in network, $4.9 million in spot); TV-radio share of over-all billings: 47.3%.

Lennen and Newell increased its TV-radio billings by $9.5 million, as its broadcast share rose to 47.3% from 38.4% last year. The agency acquired several new accounts, including the Petroleum Information Committee and Western Union International.

Among L&N's large contributors to TV-radio billings during the year were Consolidated Cigar, P. Ballantine & Son, Corn Products Co., Florida Citrus Commission, P. Lorillard Co., Reynolds Metals, Beech-Nut division of Squibb, Paramount Pictures Corp. and Stokely-Van Camp.

Lois Holland Callaway Inc.

Combined TV-radio billings $22 million; $21 million in TV ($1 million in network, $20 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billings: 75%.

On the strength of new business, almost all of it in spot, Lois Holland Callaway, New York, broke into the top-50 list this year. Its $21 million in spot (TV and radio) moves it well into the fore of agencies handling substantial spot placement.

New business included Noxell Corp., for which it handles Lestoil and other products, including new products; Calgon (Sucrets decongestant, Throat Cote and new products); Kenneth cosmetics, Scanfax systems and United Artists.

All of those accounts in broadcast and all in spot TV, with the exception of Kenneth. In additions to the new accounts, advertisers include Braniff, Edwards & Hanley, *Redbook* Magazine, Standard Milling, Stevens Hosiery, Restaurant Associates, Tabby cat food—and all of these are in spot TV. Tabby is in network TV, too; Stevens, Braniff and Restaurant Associates are also spot-radio users.

MacManus, John & Adams

Combined TV-radio billings $40 million; $27.2 million in TV ($17.4 million in network, $9.8 million in spot); $12.8 million in radio ($1.3 million in network, $11.5 million in spot); TV-radio share of over-all billings: 37%.

With no major losses or gains in broadcast accounts, MacManus John & Adams reported a slight slippage in billings for 1969. A total broadcast decrease of $100,000 resulted despite substantial gains in network TV (up $1.9 million). There were drops in both spot TV (down $1.1 million) and spot radio (down $900,000 million).

A major share of client General Motors' activity was in television and the Cadillac division made one of its rare television appearances when it cosponsored this year's *Masters Golf Tournament* on CBS-TV.

Richard K. Manoff

Combined TV-radio billings $15 million; $14 million in TV ($7 million in network, $7 million in spot); $1 million in radio ($200,000 in network, $800,000 in spot); TV-radio share of over-all billings: 75%.

The departure of the short-lived Lehn & Fink account, which Manoff acquired only last year, may explain some of the $1-million dip in network TV billings this year. Ward Food, a user of spot TV, also left the agency in 1969, but two new television accounts have been added recently: Smith Corona Marchant and the Flexnit Co. The percentage of total domestic billings represented by broadcast billings dropped from 80% to 75%.

Associated Products' 5 Day Laboratories, the Breakstone Food division of Kraftco, Bumblebee Seafoods, Champale Inc., Howard Johnson Co., Welch Foods, Old London Foods and Bakers Franchise Corp. are, in addition to the two new accounts, the principal Manoff broadcast clients.

Marschalk

Combined TV-radio billings $39.5 million; $35.5 million in TV ($14.5 million in network, $21 million in spot); $4 million in radio (all in spot); TV-radio share of over-all billings: 58%.

Marschalk, an Interpublic agency, this year showed an estimated greater broadcast share of over-all billings than it had in the past two years. This plus a strong broadcast-user account list, put Marschalk some $17.5 million above 1968.

Its biggest broadcast accounts include Coca-Cola Foods division (Hi-C, Minute Maid, Snow Crop), which has network-TV sponsorships and participations and is in spot TV-radio; Coca-Cola USA (Tab, Sprite and Fresca), a spot-TV user and also in spot radio; Textron (Speidel and W. A. Shaeffer Pen), in network participations and spot TV (Speidel in spot radio); National Lead (Dutch Boy Paint) in network participations, sponsorships and in spot TV, and Heublein Inc., whose Consolidated Foods division is in network and spot TV and whose Wine and

Spirits division is in network participations.

Masius, Wynne-Williams, Street & Finney

Combined TV-radio billings $16.25 million; $15.5 in TV ($8.6 million in network, $6.9 million in spot); $750,000 in radio (all in spot); TV-radio share of over-all billings: 86%.

With healthy increases in television and a small increase in radio, Massius, Wynne-Williams, Street & Finney enjoyed a prosperous year where broadcast business was concerned. Network radio, which last year garnered 25% of radio billings, was eliminated altogether from the agency's relatively small radio spending.

Colgate-Palmolive, Mentholatum Co.. and Heublein's Harvey's Bristol Cream number among the agency's bigger broadcast advertisers.

McCann-Erickson

Combined TV-radio billings $125 million; $105 million in TV ($70 million in network, $35 million in spot); $20 million in radio ($1.5 million in network, $18.5 million in spot); TV-radio share of over-all billings: 50%.

McCann-Erickson's relatively modest broadcast-billings increase of $5 million this year was nearly all in network TV. Radio activity of its clients was about the same as in 1968.

Major broadcast clients at McCann-Erickson include such top regulars as Coca-Cola, General Motors (Buick, Opel and GMC Truck divisions), Westinghouse Electric and International Coffee Promotion Committee, plus such accounts as Del Monte Foods and the newly acquired American Association of Railroads (a TV user).

Arthur Meyerhoff & Associates

Combined TV-radio billings $19.05 million; $15.2 million in TV ($1.6 million in network, $13.6 million in spot); $3.85 million in radio ($750,000 in network, $3.1 million in spot); TV-radio share of over-all billings: 85%.

Chicago-based Meyerhoff edged up slightly in both TV and radio. Wrigley gum continues to be its principal account, but Miracle White division of Beatrice Foods also is in broadcast as is Brach Candy.

Needham, Harper & Steers

Combined TV-radio billings $59.6 million; $45.2 million in TV ($26.7 million in network, $18.5 million in spot): $14.4 million in radio ($4.4 million in network, $10 million in spot); TV-radio share of over-all billings: 62.5%.

Needham, Harper & Steers claimed a healthy increase of $8.2 million in broadcast billings in 1969, but a slight decrease in the broadcast share of total agency business. Biggest increase was in television, which was up $7.5 million, and, particularly, spot TV, which was responsible for 40.8% of the agency's television billings. Spot TV represented 36.3% of total TV billings in 1968.

A strong agency in radio, NH&S continued in the direction it has followed in recent years, from network to spot radio. More than 3% of the agency's radio billings shifted from network to spot this year with total billings in radio increasing by $1 million.

The agency recorded no major broadcast account losses in 1969, but acquired a number of prosperous new broadcast accounts, including Atlantic Richfield, S.C. Johnson & Son, Calgon, Campbell Soup, Schick Safety Razor, and Kraft Foods, among others.

Norman, Craig & Kummel

Combined TV-radio billings $44.1 million; $40.4 million in TV ($23.7 million in network, $16.7 million in spot); $3.7 million in radio ($600,000 in network, $3.1 million in spot): TV-radio share of overall billings: 70%.

NC&K gained very slightly in both radio and television billings over 1968. The agency added the Shulton Old Spice account and lost no major broadcast clients during the year.

Among the agency's broadcast clients are Colgate-Palmolive, Chesebrough-Ponds, Salada, Dow Chemical, Chanel and Clairol.

North Advertising

Combined TV-radio billings $20.5 million; $20 million in TV ($12.7 million in network, $7.3 million in spot); $500,000 in radio (all in spot); TV-radio share of over-all billings: 67%.

Chicago-based North now stands alone, its billings no longer combined with those of its former New York affiliate, Gumbinner-North Co., now succeeded by Dodge & Delano Inc. North's broadcast billings now are nearly as high as the combined figures of the former affiliation.

North TV-radio accounts include Toni Co., Armour Dial Inc., Paper Mate, AMF Western Tool, Credit Systems Inc., Buick Dealers of Metropolitan Chicago and Beltone Electronics. New business this year includes Chicago Musical Instruments Co., Amana Refrigeration Inc., and several new Gillette-Toni products.

Ogilvy & Mather Inc.

Combined TV-radio billings $85.6 million; $76.7 million in TV ($34.1 million in network, $42.6 million in spot); $8.9 million in radio ($1.3 million in network, $7.6 million in spot); TV-radio share of over-all billings: 57.2%.

Ogilvy's total broadcast billings went up $6.6 million during the year, with an increase of $7 million in television and a decline of $400,000 in radio. The agency added Menley & James Laboratories' Contac account, worth an estimated $9 million in broadcast billings, and the Hershey account, which has not revealed which media it will be using in its first advertising campaign.

Ogilvy's major broadcast clients are Bristol-Myers, American Express, Drackett Co., General Foods, Lever Brothers, Shell Oil, Pepperidge Farm, Sears, Roebuck and Nationwide Insurance.

Papert, Koenig, Lois

Combined TV-radio billings $15 million; $14 million in TV ($3.5 million in network, $10.5 million in spot); $1 million in radio ($300,000 in network, $700,000 in spot); TV-radio share of over-all billings: 75%.

PKL's sliding broadcast billings (down $5.3 million in 1968 from 1967) were still evident this year as broadcast dropped $5.7 million, despite growth in the TV-radio share of over-all billings (from 67% to 75%).

Among the major accounts lost during 1969 were Warner Lambert and National Airlines, with new business provided by Chesebrough-Ponds' Prince Matchabelli division (Wicker and new product assignments), Aloe Creme Laboratories, and Master Charge credit card (Southeast Services Inc., division of Southeast Bancorporation).

Parkson Advertising

Combined TV-radio billings $25.5 million; $25 million in TV ($24.5 million in network, $500,000 in spot); $500,000 in radio (all in spot); TV-radio share of over-all billings: 85%.

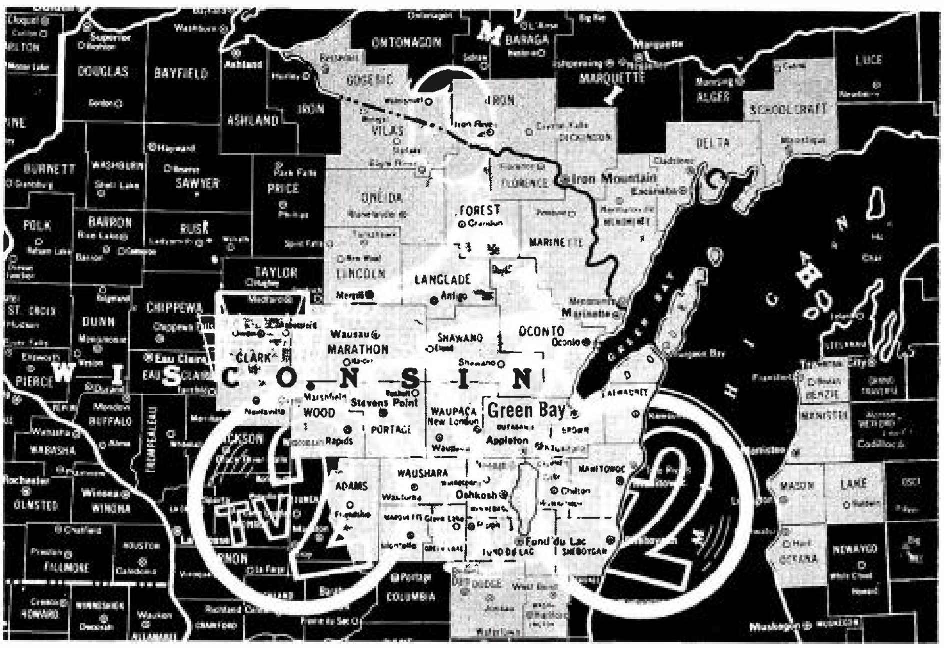
As house agency for J. B. Williams Co., Parkson had no new clients to report, but healthy increases in billings were shown. Except for an almost imperceptible shift into spot TV, Parkson spent most of its client's money the way it usually does: in network television. Parkson's total broadcast billings are up by almost 25% over last year's figures.

Post-Keyes-Gardner

Combined TV-radio billings $26.9 million; $24.3 million in TV ($18.8 million in network, $5.5 million in spot); $2.6 million in radio ($300,000 in network, $2.3 million in spot); TV-radio share of over-all billings: 51.8%.

Chicago-based PKG slipped considerably in both broadcast billings and broadcast share of total billings this year. General Finance, Brown & Williamson and Toni Co. continue to be major broadcast users, plus Continental Casualty and Florists Transworld Delivery. PKG loses Amana Refrigeration at the end of the calendar year, adds new Toni products, Jerrico Inc. (restau-

Our 17 Year Old has a Great Record of Performance in the Land of Milk and Money



a better delivery boy...

Sure, timebuyers like good numbers, realistic cpm's and specific demographics, but there are more ways to make buying easier and WBAY-TV is the station that delivers them — —

instant confirmation - fast service, efficient handling of paper - IBM systemized traffic and avails - market research and merchandising - courteous direct response from career personnel in Traffic, Operations.

Then, to instill confidence, there's the station image - second to none in the industry - tops in the communities we serve - plus WBAY-sponsored civic events and the energetic personal contacts of over 100 professional staff members on the social-economic life in Northeastern Wisconsin.

When you buy the best you expect these important extras. Timebuyers tell us TV-2 is a better delivery boy. We invite you to try our service.

The Resultstation

WBAY
GREEN BAY
TV 2

BLAIR TELEVISION

rants) and Mitsubishi International (consumer electronics and appliances).

Sullivan, Stauffer, Colwell & Bayles

Combined TV-radio billings $91.7 million; $88.5 million in TV ($54.6 million in network, $33.9 million in spot); $3.2 million in radio ($200,000 in network, $3 million in spot); TV-radio share of over-all billings: 81.6%.

This has been a prosperous year at SSC&B with an increase of $7.8 million in broadcast business. Increases were all in television, as radio spending was almost halved last year. The share of the agency's total domestic billings represented by broadcast went up 3%.

Among the accounts new to the agency in the past year is Best Food's division of Corn Products Co.—Karo syrups, Bosco, Hellmann's, Pourable Dressings, Mazola margarines.

Tatham-Laird & Kudner

Combined TV-radio billings $36.9 million; $34.6 million in TV ($20.7 million in network, $13.9 million in spot); $2.3 million in radio ($1 million in network, $1.3 million in spot); TV-radio share of over-all billings: 59.3%.

This was the year that TL&K stopped a general decline in broadcast billings evident at the agency the past two years. It increased broadcast a hefty $11.1 million, most of it in television, though radio was up substantially. The broadcast share of total domestic billings also increased (from 52.7%).

With the help of new business or new accounts from broadcast users Miles Laboratories, Buitoni Foods and American Brands, TL&K drove upward in radio-TV. Its general broadcast client list also includes Abbott Laboratories, Carter-Wallace, Knomark, Coca-Cola foods division, Continental Illinois National Bank, Drewry's beer, L. S. Heath & Sons, Jockey menswear, The Kendall Co., Libby, McNeill & Libby and Procter & Gamble, all in spot TV. American Brands, Goodyear Tire & Rubber, Knomark, Jockey, Kendall and P & G make up the network-TV list (with P & G and Miles Labs in program sponsorships); Abbott Labs, Coca-Cola, Drewry's, LM&L, P & G and Miles are among the major clients in radio.

Among accounts resigned during the year were two that did not bill in radio-TV (Quaker Oats and Sears, Roebuck), and Jockey menswear, which billed in spot and network television.

J. Walter Thompson

Combined TV-radio billings $284.9 million; $261.6 million in TV ($165.3 million in network, $96.3 million in spot), $23.3 million in radio ($2.3 million in network, $21 million in spot); TV-radio share of over-all billings: 62%.

J. Walter Thompson, the world's largest agency, which went public this year, maintained its leadership position in broadcast, with a gain of more than $36 million in TV-radio billings. Virtually all of the increase stemmed from TV, which swelled by about $35 million.

Almost 60 JWT accounts were active in TV-radio during the year. Clients that were represented in network TV-radio and spot TV-radio included Chesebrough-Pond's, Eastman Kodak, Kraft Foods, and Ford division of Ford Motor Co. Substantial television advertisers were Alberto-Culver, Institute of Life Insurance, Miles Laboratories, Pan American World Airways, Scott Paper Co., R. J. Reynolds Foods, Seven-Up Co., The Singer Co. and Warner Lambert Pharmaceutical Co.

Tracy-Locke

Combined TV-radio billings $14.7 million; $11.56 million in TV ($1.67 million in network, $9.89 million in spot); $3.14 million in radio (all in spot); TV-radio share of over-all bill-

NC&K finds a home in Hollywood

New office to produce and place advertiser-owned shows in selected markets

New York-based Norman, Craig & Kummel Inc., with offices in 17 countries but never a company-owned operation on the West Coast, has opened an office in Hollywood to supervise production of TV programs and placement of TV commercials. This is in marked contrast with increasing numbers of national agencies who have shut down or limited their Hollywood operations.

NC&K's Hollywood office is run by veteran TV producer Gerry Gross, under the title of director of broadcast, West Coast, and the NC&K staff by Peter Hale as program coordinator. Mr. Gross, who has been involved in the production and packaging of some 400 TV shows since 1947 including the annual *Academy of Professional Sports Awards*, is responsible for the production of two syndicated shows, *The Movie Game*, and *The All-American College Show*. Both shows are owned in part by Norman, Craig & Kummel and a major client of the agency (generating an estimated $60 million a year in billings), Colgate-Palmolive Co.

Ownership and placement of TV programs in selected markets is a concept of George T. Laboda, director of media for Colgate-Palmolive; Norman B. Norman, chairman of the board of NC&K; Marlo Lewis, the agency's vice chairman; and Mitchell (Mickey) Johnson, senior vice president and director of radio-TV programing for the agency. It started (in production) two summers ago with *The All-American College Show*, a half-hour weekly variety series created and developed by Wendell Niles Productions, Hollywood. Colgate, through NC&K, picks up the tab on this program package and it's placed in markets throughout the country by the agency's media department.

The concept of advertiser-owned programs, affording product control, greater sponsor identification, pinpointing of specific markets, was furthered this season with the introduction of *The Movie Game*, a half-hour game strip produced by Henry Jaffe Enterprises and designed for daytime presentation. The program is being shown, however, as a nighttime strip in the Los Angeles market. Under the Colgate-NC&K concept, *The Movie Game*, similar to the technique used with *All-American*, is given to stations free of charge. The station also gets three one-minute commercial spots in the show, with Colgate reserving three one-minute spots for its own use. The agency's media department calls on stations and does the placing of the program. No established syndication operation is employed.

The Movie Game started the season in 19 markets. Currrently it's in its second 13-week cycle of production and has been placed in 40 markets. NC&K is confident that by Jan. 15 the series will be playing the top-50 markets in the country. *All-America*, now in its second production cycle of its second season, is in a total of 70 markets.

Reportedly Colgate and NC&K have plans to turn out as many as nine more different programs during the next two years based on the spot market-self-ownership concept. Included would be game shows, personality shows, soap operas.

"This is whole new concept for Colgate," says NC&K's Gerry Gross. "Now other advertisers are going in for this same thing. It costs so little advertisers get the specific audience they want. They pick their markets. The shows are tailor-made to their tastes." Apparently *The Movie Game* costs less than $30,000 a week, or under $6,000 a show, to produce.

Besides supervising the production of the two syndicated shows, NC&K's new ings: 65%.

Most of Tracy-Locke's $2.1 million increase stems from expansion by national advertisers, such as its Borden business, although the agency has had its share of new clients. Volkswagen South Central, a five-state distributor, accounts for $500,000 in new broadcast billings, with $320,000 going into spot television and $180,000 into spot radio. Mountain States Bankcard Association and Brake-O, a brake-alignment franchise system, are additional new spot-TV accounts. Conwood Corp.'s Hot-Shot insecticides is the only major broadcast account that left the agency this year, but it will continue billing through the first of 1970.

Also emerging as broadcast prospects are Standard Fruit (Cabana Banana) and Borden-owned Bama Foods, both of which have been testing in TV in this past year. Borden has probably accounted for Tracy-Locke's greatest growth in 1969, with the agency opening offices in New York and Tampa, Fla., to serve primarily Borden.

Warwick & Legler

Combined TV-radio billings $13.34 million; $11.74 million in TV ($9.98 million in network, $1.76 million in spot); $1.6 million in radio (all spot); TV-radio share of over-all billings: 35.1%.

Warwick & Legler's broadcast billings rose about $2.5 million over 1968 totals, with most of the increase in network television. U.S. Time Corp. (Timex watches) is the agency's major network television user, and Economics Laboratory and Pharmaco are spot-TV users. New clients added during 1969 are Phoenix Mutual Life Insurance Co. and Air Canada, plus additional brands from Lehn & Fink, a division of Sterling Drug, and Pharmaco. The agency lost no major broadcast clients during the year.

Wells, Rich, Greene

Combined TV-radio billings $67 million; $65 million in TV ($43 million in network, $22 million in spot); $2 million in radio (all in spot); TV-radio share of over-all billings: 80%.

The important new business acquired by Wells, Rich, Greene this year, including Midas Inc., Royal Crown Cola, Samsonite and Ralston Purina, were not enough to account for a near doubling of billings over 1968's $35 million in broadcast. Rather, TWA and Bristol-Myers, accounts which joined the agency late in 1968, failed to show up on the ledger until this year. Increases were greatest in network TV, which constitutes 66% of the agency's television billings. Radio was up $700,000, with all of it now in spot.

An agency noted for its use of television, WRG has several other clients with big broadcast billings—among them, American Motors, General Mills, Philip Morris and Procter & Gamble.

Young & Rubicam

Combined TV-radio billings $211.5 million; $190.6 million in TV ($132. million in network, $58.5 million in spot); $20.9 million in radio ($2.1 million in network, $18.8 million in spot); TV-radio share of over-all billings: 60.4%.

Young & Rubicam added more than $16 million to its broadcast expenditures in 1969 as its TV-radio share increased and its roster of clients was enlarged by the addition of L & M cigarettes, Dr. Pepper, Lea & Perrins, Metrecal, and Rheingold and Gablinger beers. Lost accounts included John H. Breck Co. (American Cyanamid), Bulova watches and PPG Industries.

Among its broadcast-active accounts are General Foods, Chrysler Corp. and L & M in both network and spot. Spot radio and TV are represented by Eastern Airlines, Gulf Oil Corp. and Rheingold, among others.

Hollywood office, through Peter Hale, has responsibility for the placement of between 100 to 200 Colgate-Palmolive commercials each month. The commercials, most of which are produced on the East Coast, are integrated with network programs on the West Coast. The Hollywood office of NC&K is located at the Samuel Goldwyn studios, where *The Movie Game* is produced.

Hershey sweetens TV after 66 years of no ads

Hershey Foods Corp., Hershey, Pa., the 66-year advertising hold-out, has begun its first move into television. This month it begins tests in an undisclosed number of markets, through Ogilvy & Mather, New York.

Stations in one of the test markets—Houston—have sold six-week schedules to Hershey, starting last week, for a series of 60-second spots for the advertiser's confectionary division. An average of six spots per week were to run in prime time, daytime and early fringe. The products being pushed in this initial drive include Hershey's milk Chocolate and Almond Bars, Hershey's Instant Cocoa and Reese's Peanut Butter Cups.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Nov. 9, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Nov. 9	ABC Cume Jan. 1-Nov. 9	CBS Week ended Nov. 9	CBS Cume Jan. 1-Nov. 9	NBC Week ended Nov. 9	NBC Cume Jan. 1-Nov. 9	Total minutes week ended Nov. 9	Total dollars week ended Nov. 9	1969 total minutes	1969 total dollars
Monday-Friday Sign-on-10 a.m.	$	$ 101.9	$ 242.2	$ 5,776.1	$ 327.6	$ 15,342.1	119	$ 569.8	4,097	$ 21,220.1
Monday-Friday 10 a.m.-6 p.m.	1,879.8	66,423.7	3,312.9	121,938.8	2,106.1	99,209.5	923	7,298.8	39,906	287,572.0
Saturday-Sunday Sign-on-6 p.m.	1,744.4	43,514.3	2,471.0	52,632.6	1,138.8	37,610.4	331	5,354.2	13,048	133,757.3
Monday-Saturday 5 p.m.-7:30 p.m.	249.7	14,441.9	895.1	30,585.3	756.2	28,676.9	87	1,901.0	4,190	73,704.1
Sunday 6 p.m.-7:30 p.m.	78.0	5,850.5	482.8	10,472.2	292.4	9,000.9	25	853.2	955	25,323.6
Monday-Sunday 7:30-11 p.m.	6,104.0	219,019.3	8,297.9	294,104.1	8,647.4	291,590.7	436	23,049.3	19,674	804,714.1
Monday-Sunday 11 p.m.-Sign-off	354.9	18,644.2	525.5	9,967.2	596.5	22,287.9	128	1,476.9	4,260	50,899.3
Total	$10,410.8	$367,995.8	$16,227.4	$525,476.3	$13,865.0	$503,718.4	2,049	$40,503.2	86,130	$1,397,190.5


Gatorade

Marion Jones and her Blair man are driving America to drink.

Gatorade, that is.

Marion, a Lennen & Newell time buyer, has just helped kick off an introductory Spot TV campaign for Gatorade. She knew that putting a great new whistle-wetter on the market wouldn't be child's play. So she lined up America's No. 1 broadcast representative team to help: Blair Television.

With Blair man Jack Kelley assisting at quarterback, Marion used the flexibility of Spot TV to introduce Gatorade, market by market across the country. Since this new thirst quencher is the drink for active people, Marion's Spot buys centered on news, sports and other male-oriented shows.

Blair's total data "Vis-Avails" helped her call the plays fast. They showed at a glance where she could find her target audience on the Blair-represented stations she selected.

Add the strong backup of Blair Research and you can see why Marion wanted Blair Television on her side. After all, when you tackle the American consumer, you need the help of an all-pro team to get results. It's the only kind of team you get when you call your Blair man.

BLAIR TELEVISION

Agency appointments:

- Performance Systems Inc., Nashville, operator of the Minnie Pearl chain of fried-chicken restaurants, Minnie Pearl roast-beef restaurants, Minnie Pearl's Country Dairy and Minnie Pearl Kitchens, has appointed Carson/Roberts/Inc., Los Angeles, to handle its national advertising. The account is believed to bill about $2 million annually.
- Custom Floor Covering Mills Inc., Dalton, Ga., has named Gerald Rafshoon Advertising Inc., Atlanta, to handle its national advertising and public relations account.
- Dymo Products Co., division of Dymo Industries Inc., Berkeley, Calif., has named Hoefer, Dieterich & Brown Inc., San Francisco, as its advertising and public-relations agency, effective Jan. 1.
- Atlantic National Bank, Atlantic City, has named as its advertising and public relations agency Bernard Popick Associates, Vineland, N. J.

Also in advertising:

TV and brand buying ▪ RKO Television Representatives Inc. has commissioned C. E. Hooper Inc. to undertake a study based on consumer interest in television to determine how it relates to the purchase of brand products. Hooper will use a sample panel of female heads of households in each of five cities (Boston, New York, Detroit, Los Angeles and Memphis) to gather information on 12 product categories.

New agency for airlines ▪ Air Canada has placed its U.S. advertising account with Warwick & Legler, New York, effective Jan. 1, 1970. The previous agency was McCann-Erickson, New York. The airlines use spot radio and has been on television in Los Angeles.

Name change ▪ Levinger Associates, Santa Rosa, Calif., has become Levinger-Nellor Advertising with the promotion of William Nellor to vice president. Mr. Nellor, who joined Levinger in 1968 as art director, formerly worked at Young & Rubicam and Honig-Cooper & Harrington, both San Francisco.

Lindell-Keys formed ▪ Elwood Lindell has formed Lindell-Keys Co., Dallas, a new agency for advertising, public relations and marketing services. Mr. Lindell has an extensive history in agency work. Offices are at 4619 Insurance Lane, Dallas 75205.

PR firm formed ▪ Public Affairs Insight Inc., Washington, has been formed by C. Morgan Bissett to offer counsel, information-gathering, representation before federal agencies, lobbying capabilities and ancillary services to public-relations agencies and public-relations departments of advertising firms. Insight will also offer a nationwide research and survey capacity as well as seminars on governmental relations, social problems and marketing to minority groups as well as special studies on these subjects through an affiliation with the Center For Business-Government Relations. Officers are at 1001 Connecticut Avenue N.W. Suite 928. Phone (202) 293-7828.

Applebush formed ▪ Galfas Inc., New York, has formed an editing subsidiary called Applebush, with Armond Lebowitz as executive editor. Location is 147 East 50th Street. Also named at Applebush: Jerry Cervalo, formerly supervisor of the negative department of American Film Products, is in charge of film distribution; Richard Pepperman, associated with Mr. Lebowitz for several years, has editing and distribution duties.

Business briefly:

Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, will sponsor NBC Radio's *News on the Hour.*

American Telephone and Telegraph Co. and **Bell Systems,** through N. W. Ayer & Son, both New York, will sponsor *Highlights of Ringling Bros. and Barnum & Bailey Circus,* commemorating the circus's 100th anniversary, on NBC-TV, Tuesday, Jan. 27, (7:30-8:30 p.m. EST). AT&T will also sponsor a repeat telecast of *Hollywood: The Selznick Years,* on NBC-TV, Sunday, Dec. 28, (6:30-7:30 p.m. NYT).

Several new purchases on ABC Radio include: **The Eastman Kodak Co.,** Rochester, N.Y., through J. Walter Thompson Co., New York; **Charles Pfizer & Co.** (Coty Division and Leeming/Pacquin Division for "Desitin"), through Delehanty, Kurnit & Geller, both New York, on ABC's American Information, Contemporary, Entertainment and FM radio networks. Leeming/Pacquin division will also advertise its Hai Karate, and **Shulton Inc.,** through Norman, Craig & Kummel, both New York, its Old Spice on the ABC American Contemporary network. All are for pre-Christmas campaigns.

Rep appointments:

- KLNI-TV Lafayette, La.: Devney Organization Inc., New York.
- KWST(AM) Los Angeles: Mort Bassett & Co., New York.
- WNOO(AM) Chattanooga: Greener, Hiken, Sears Inc., New York.
- WJAS-AM-FM Pittsburgh: Edward Petry & Co., New York.

Opposition to electronic check on TV commercials

International Digisonics Corp., which is testing an electronic monitoring system providing checks on the quality and on-air performance of television commercials, is encountering some opposition to implementation of the system.

The FCC approved experimentation with the system (BROADCASTING, July 14) but also issued a proposed rulemaking aimed at determining whether IDC's system, which broadcasts coded optical information appearing on the unseen portion of picture tubes, might not be in the public interest or future technological interest. It invited comments on matter.

Most of the comments received last week were negative, but most were filed after or concurrently with IDC's filing of a progress report on its system. IDC claimed the system was now fully prepared to operate, noting that "continued testing is expected to show a continued lack of picture degradation and the attainment of an accuracy level exceeding 99%."

Several comments expressed concern that the coded information would be visible to viewers, especially on older television sets. In opposing the system, the National Association of Broadcasters said it was "quite evident" that the information would be visible on many older receivers. It also pointed out that as the electronic stability of receivers improves, the need for "masking" the picture will disappear, and that the tranmission of coded information could deter the development of more efficient receivers.

"Reliability of received coded information would vary in direct relation to the accuracy of the adjustment of the film cameras. Any under-scan by as much or little as 5% could result in the transmission of erroneous coded information," NAB observed, adding that IDC's proposed use of television facilities would benefit not the public but "IDC's private interests and those of its clients."

The [Milwaukee] Journal Co., however, said "the refined coding system now proposed by International Digisonics Corp. should not be objectionable to the viewing public." The company originally raised doubts about the system in earlier comments, but said IDC subsequently submitted film and video-tape samples of its "improved" system which proved convincing.

The Association of Maximum Service Telecasters said the system would create the potential for picture degradation, would hinder or preclude future improvement of television sets, and would preclude alternative uses of that portion of the picture raster proposed for IDC's use. AMST urged more study.

IDC's proposed system was also opposed by CBS Inc. and the Electronic Industries Association for similar reasons.

Ambitious mother theme to sell SCM typewriters

A portable typewriter is just the thing to propel your youngster to fame—so parents are being told in Smith-Corona's Christmas campaign which began last Friday (Nov. 21).

This three-network, 11-show campaign is costing Smith-Corona in the neighborhood of $500,000. Addressed to the parents of teenagers, the two 60-second spots employ humor, depicting that much-maligned figure—the mother ambitious for her offspring. The "banquet" spot features an interview with a "famous mother" whose son is receiving a coveted science award. "Opening night" presents the "famous mother" of a playright who learned to type on a Smith-Corona.

The Smith-Corona Marchant Division of the SCM Corp., which moved its account to the Richard K. Manoff agency only two months ago, is a fledgling television advertiser.

The well-researched foray into the $150 million portable typewriter market marks only the second use of television by SCM on behalf of its portables.

A back-to-school campaign in 1968 was less from conviction than from an opportunity to buy the Summer Olympics, but, according to a division spokesman, Smith-Corona was encouraged by the results of that drive.

This year's campaign was inspired by research that demonstrated that 60% of all portable typewriters are bought by parents. Richard Manoff admits that it was this concept, as opposed to the traditional advertising concentrating on typewriter features, that won his agency the account.

The division expects to use even more TV in 1970, with a budget of about $1 million. Graduation, preschool and Christmas are likely periods of television activity.

The two video-taped commercials, in documentary style, were produced at EUE/Screen Gems.

TV commercial costs boosted by pact

New AFTRA, SAG fees expected to add 15% to expense of taped and filmed advertisements

The cost of producing video-taped and filmed television commercials is going up. It'll increase at least 15% more over the next three years in performing fees alone.

This is the average over-all increase gained by Screen Actors Guild and American Federation of Television and Radio Artists members in joint contract negotiations with the Association of National Advertisers and the American Association of Advertising Agencies.

The new television commercial rates agreement will run for three years, starting Nov. 16, 1969, and ending in 1972. The old agreement expired at midnight, Nov. 15.

Negotiations had been carried on in New York since Sept. 18, with major agreements concluded the weekend of Nov. 8-9. Details of the new agreement were announced at SAG's annual membership meeting in Hollywood on Nov. 16 (see separate story, page 66).

According to the SAG report, rates for Class A program commercials were raised from $120 to $136 for on-camera first use and from $90 to $102 for off-camera first use. Rates have increased on the same scale for work performed in the so-called "wild spots" category.

Also, pension and welfare contribution by employers were raised from 5% to 6½%.

In addition, a cost of living clause, obtained for the first time, provides that if the cost of living rises 10% from the 18th to the 24th month of the contract, an automatic 5% raise will become effective on all the contract rates.

Among other advances guilds claimed to have made in the new agreement:

- For the first time, pay of $50 an hour for improvising commercials.
- New and improved weighting of cities for computation of wild spot use compensation.
- Fixed fees for tours and personal appearances.
- Standard vouchers with checks for payment for services.
- Individual contracts to be executed and delivered to player prior to beginning of work.

RAB-ANA roadshow ends in Los Angeles

The Radio Advertising Bureau—Association of National Advertisers Radio workshop, on a nationwide tour since last June, last week concluded its circuit in Los Angeles where the keynote speaker flatly called radio "a background media," but pointed out that this throws a mighty creative challenge at advertising.

"To emerge from background and become foreground, advertising must distinguish itself in some way," Ted H. Factor, executive vice president in charge of West Coast operations for Doyle Dane Bernbach Inc., Los Angeles, told an audience of some 500 broadcasting, advertising agency and advertiser executives.

The way to come out of the background is not necesarily with a yell, Mr. Factor admonished. "Don't holler," was the most important of four key points he offered as considerations advertisers should keep in mind before using radio. The others were "take calculated risks, be willing to speculate," "deal first in a strong selling idea instead of words" and "don't be put off by failure."

Other speakers at the joint RAB-ANA workshop included Chuck Blore, head of Chuck Blore Creative Services, Hollywood; Reginald Collier, president, Schwerin Research, New York; Frank Stisser, president, C. E. Hooper Inc., New York; David Lang, sales manager, J. M. Smuckers Co., Orrville, Ohio, and Jerry Hoegner, vice president, Wyse Advertising, Cleveland.

Mr. Blore, the luncheon speaker, also stressed radio's need to "arrest" listeners. He said that radio today, unlike the mass media approach of the past when networks were programing, reaches listeners on a "one to one radio." Mr. Blore was responsible for staging the traveling RAB-ANA workshop and also created and produced for RAB a series of spots promoting radio that will be used on stations across the nation during the coming year.

Schwerin's Reginald Collier told the workshop audience that spot for spot, radio now equals television in creating consumer desire for the advertising product. Hooper's Frank Stisser also gave radio good grades in competition with television. He reported on a previously released Hooper research study that showed radio spots having an ability equal to television in creating commercial-product recall.

This year's RAB-ANA radio workshop was introduced in New York in June. Subsequently it played Atlanta, Dallas, Detroit, San Francisco and Chicago before winding up in Los Angeles. It was the first time ever that the workshop went on tour.

According to RAB President Miles David, who was the chairman for each session, a total of about 2,000 advertising agency and advertising respresentatives attended the workshops in the seven cities. The over-all attendance for the tour was some 3,000. Mr. David said the workshop was designed simply to show the "how" of radio—how to use the medium. Cost for the workshop, including tour expenses, is estimated at $50,000.

FCC revises its radio report

The FCC has issued several corrections to its radio financial report for 1968 (Broadcasting, Oct. 20).

Certain figures in the table showing "average financial data for AM and AM/FM stations reporting profits by size of metropolitan area or community in which station is located" should be corrected in two of the population categories.

In the 50,000-to-100,000 category, there were 85 stations reporting total time sales of $25,000 or more. In the same category, 15 stations reported total revenues of $15,682,000, total expenses of $13,671,000 and total income of $2,010,000.

In the 5,000-to-10,000 category, there were 488 stations reporting total time sales of $25,000 or more. In the same classification, a total of 491 stations reported total revenues of $49,950,000, total expenses of $43,229,000 and total income of $6,720,000.

In addition, the grand total of all stations reporting should be changed to 2,912.

Miles picks Botway for network TV buys

Clifford A. Botway, the most recent deserter from Jack Tinker & Partners, was selected last week by Miles Laboratories, Elkhart, Ind., to purchase all night-time and adult daytime network television for all Miles products, effective immediately.

J. Walter Thompson Co. will buy all children's network television, in addition to the spot buying it handles for Miles.

Miles' total network billings are estimated at $28 million. Doyle Dane Bernbach, Taitham-Laird & Kudner and JWT will continue to function in creative, media-planning and research capacities for Miles' consumer products.

Clifford A. Botway Inc., which is described by its founder as a full-service agency, has also been assigned a new product development project by Miles Labs. The product is yet unannounced.

Mr. Botway and Miles are both Tinker alumni: Mr. Botway left the agency early this month, and Miles Laboratories transferred $20 million in billings from Tinker to Doyle Dane Bernbach in August. Mr. Botway expects to announce additional clients within a month.

$200,000 spot sells Chanel for Christmas

"The most expensive one-minute commercial ever produced" was launched in major markets this week and will expand to CBS-TV, NBC-TV and NBC Radio for the month of December in a pre-holiday campaign for Chanel perfume.

"Quality is the yardstick, not price," Chanel president H. Gregory Thomas told Norman, Craig & Kummel. The resulting one-minute commercial cost $200,000 but it can be segmented into eight separate commercials from 10 seconds up.

Photographer Richard Avedon, served as executive producer and creative director.

Also academy award winners John Barry and Jack Horton composed the music and served as cameraman, respectively. The theme for the campaign is "Tomorrow's Woman."

TV's ability to get retail ad dollar disputed

Two spokesmen for the Bureau of Advertising of the American Newspapers Publishers Association said last week that the television threat to newspaper retail advertising is exaggerated.

Jack Kauffman, president of the bureau, told a meeting of the Southern Newspaper Publishers Association in Boca Raton, Fla., that retail advertising in daily newspapers is expected to rise by almost $200 million in 1969 to more than $3 billion "despite the intensified attempts of television to get a bigger share of the business."

Lee B. Templeton, senior vice president for chain and department-stores sales for the bureau, claimed that retailers have not been able to find in TV what they have sought: an efficient way to cover the enlarged mass market as they expand out from the central city. He called TV "a fragmented medium" and said retailers are finding "it is not only costly but that it cannot provide the mass coverage they need."

"Our most general estimate puts total retail advertising revenues of TV stations in the neighborhood of $140- or $150 million, Mr. Templeton stated. "The increase alone in newspapers' retail advertising revenues this year will be greater than that."

Web-footed newsman to Duck the weather

"Now, here's the weather. It's going to be beautiful tomorrow. It'll rain all day." That's one of the ways TV newscaster Harvey Mallard, a six-foot duck, will be giving the "news" in a commercial later this month.

The fowl newscaster is actually Jim Van Sycle, newsman of WPAT-AM-FM Paterson, N.J., who will be doing the commercial for Cold Duck, a new champagne product of the Henri Marchant Co., a subsidiary of Gold Seal Vineyard, Hammonsport, N.Y. The agency is Gilbert Advertising, New York.

The simulated newscast will be seen this week on ABC-TV's *Joey Bishop Show*. There will also be a test starting that week on WCAU-TV Philadelphia on late news shows. Spots have also been purchased on ABC-TV's North vs. South football game on Christmas day, and on the National Basketball Association game that immediately follows.

Antismoking spots hit home among youth

A nationwide study conducted for the American Cancer Society shows that teenagers are "very much aware" of cigarette commercials and antismoking messages in the broadcast media.

Though teen-age awareness of anticigarette commercials was termed "very high," respondents reported that they saw or heard less than one-third as many anticigarette spots as pro-cigarette spots. The American Cancer Society was identified by 88% of smoking teenagers and 84% of nonsmokers as the organization that sponsored the antismoking announcements.

Advertising was not mentioned as a factor that might contribute to the start of smoking by teenagers. The study indicates that influences in the shaping of smoking habits, in order of importance, are friends, older siblings and parents.

The study was made for ACS by Lieberman Research Inc., New York, which interviewed 1,562 teenagers in U.S. during March and April 1969.

Ivan Tors sets up commercial division

Ivan Tors Studios, up until now devoted essentially to the production of television programs and feature films, is establishing a commercial film production division at its studio facility in Miami. Veteran commercial production executive M. R. (Mickey) Dubin will head the new division with the title of vice president, director of TV sales. Mr. Dubin, who resigned as vice president of sales for East West Films, New York, will remain based in New York.

Operation of the commercial film division will be in additon to TV program and feature film production at Ivan Tors Studios, which is a complex in Miami containing four sound stages. Ivan Tors also maintains underwater studios for filming in the Bahamas. These studio operatons are subsidiaries of the parent company, Ivan Tors Films Inc., Los Angeles.

WSLR fined $1,000 over broker contracts

The FCC last week ordered Welcome Radio Inc., licensee of WSLR(AM) Akron, Ohio, to pay $1,000 for alleged failure to file a copy of contracts relating to the sale of broadcast time to brokers within 30 days of their execution. Welcome Radio was notified of apparent liability June 18 for failing to file contracts between WSLR and Mrs. Ann Robinson and Elder Fletcher in October 1966. Contracts were not filed until April 2 and 23, 1969, respectively, the commission said.

Welcome Radio said its failure was neither willful nor repeated, but resulted from a misunderstanding of the rules. The commission, however, said it "has never considered misinterpretation of its rules as a valid reason for failure to comply. . . ."

Church spots on social ills

Five new 30-second television spots dealing with contemporary problems—drug abuse, racism and involvement—have been produced by the United Presbyterian Church and are ready for release.

Two of the spots on drugs, "The Drug Game" and "The Long Trip," were produced by Tulchin Productions New York. The other spots are "The Mechanical Man," showing a wind-up doll repeating racial cliches; "The Irishman," an animated mini-movie focusing on racism in house-buying; and "The Good Samaritan," with on-screen credits indicating "from an original story by Jesus Christ." They were produced by D&R Productions, New York.

Survey firm is now division

Marketing Evaluations Inc., Port Washington, N.Y., a marketing research company, has acquired Communications Surveys Inc., a media and advertising research firm, which operates the TV Commercial Index Service. Communications Surveys will function as a division of Marketing Evaluations and will be headed by Herbert Altman, vice president and division director.

Now an open season on all newsmen

As controversy rages over his attack on TV, Agnew declares print media fair game

The administration's assault on news media it considers liberally slanted was expanded last week to include newspapers and magazines. Exactly a week after he had severely criticized television networks for their analyses of President Nixon's Vietnam speech (BROADCASTING, Nov. 17), Vice President Spiro T. Agnew restated his displeasure with television news and added the *New York Times*, the *Washington Post* and *Newsweek* to his black list.

Not only that, he pointedly stated that there would be more broadsides whenever the administration thinks they are called for. The Vice President was obviously undismayed by the storm of controversy his speech of Nov. 13 aroused, and was no doubt heartened by the heavy outpouring of support it evoked.

"The day when the network commentators and even the gentlemen of the *New York Times* enjoyed a form of diplomatic immunity from comment and criticism of what they said—that day is over," he said.

The Vice President's words, spoken at a dinner of the Montgomery, Ala., Chamber of Commerce Thursday were hastily assembled as the reaction to the one in which he accused the networks of an Eastern parochialism and of a liberal bias was beginning to pour in. As of midweek, his staff had counted 38,736 favorable responses and 1,692 negative. The FCC received more than 1,000 pieces of mail on the speech, "heavily in favor" of the Vice President's position, according to a commission staffs.

And the Vice President's views were regarded as having a special weight, for his Des Moines speech reflected President Nixon's views—at least in general. Ronald Ziegler, White House news secretary, denied a *Time* magazine report that the President had directed the Vice President to make that address. But he fended off questions as to whether Mr. Agnew had spoken for the President; he even refused, point blank, requests that he ask Mr. Nixon for his comments. And he refused to take any questions on the second Agnew speech, other than to respond in the negative to a query as to whether the President had seen it in advance.

But an administration source confirmed the virtually universal speculation that the Vice President was reflecting the President's views in Des Moines. The President "feels this way," the source said in reference to the earlier speech. The President could not, however, be said to endorse every point in the speech, since he did not see it in advance.

Mr. Agnew's speech last week, though keyed on the media, was not the same kind of slashing attack he had made a week earlier. Rather, he zeroed in on a matter that has troubled other critics of the media, including the FCC's most outspoken liberal member, Nicholas Johnson—the alleged "trend toward the monopolization of the great public information vehicles and the concentration of more and more power over public opinion in fewer and fewer hands." He said newspapers that lack the vigor of competition have "grown fat and irresponsible."

He singled out for special mention the Washington Post Co.—which owns the largest newspaper in Washington, one of the four VHF television stations, (WTOP-TV) an all-news radio station (WTOP[AM]), and one of the nations three major national news magazines (*Newsweek*) — and the *New York Times*, which now competes with only one other morning newspaper in New York. Both the *Post* and the *Times* are frequent critics of the Nixon administration and of Mr. Agnew.

Mr. Agnew in Montgomery

He said the Post properties in Washington grind out "the same editorial line," but he did not suggest that the Post Co. be broken up. "I am merely pointing out that the public should be aware that these four powerful voices hearken to the same master," he said.

The Vice President appeared to regard with satisfaction what he said would be continuing debate with the media. "When they go beyond fair comment and criticism they will be called upon to defend their statements and their positions just as we [politicians] must defend ours," he said. "And when their criticism becomes excessive or unjust, we shall invite them down from their ivory towers to enjoy the rough and tumble of the public debate."

In response to charges heard frequently last week, he said he is opposed to censorship "in any form" and he said he does not "seek to intimidate the press, the networks or anyone else from speaking out. But the time for blind acceptance of their opinions is past. And the time for naive belief in their neutrality is gone."

As was the case following the Vice President's Des Moines speech, his address in Montgomery sparked a spate of rebuttals. Mrs. Katharine Graham, president of the Washington Post Co., said each of the *Post's* media outlets is operated autonomously and they "disagree on many issues." She added: "Whether we think the result is journalism of a high caliber that is notable for a diversity of voices on a wide range of public issues." She also described Washington as "one of the most competitive communications cities in the country by any standards."

And Arthur Ochs Sulzberger, publisher of the *New York Times*, disputed the Vice President's implication that the *Times* has sought immunity from criticism. He recalled a March 13, 1969 editorial in the *Times* which asserted that "The constitutional guarantee of freedom of the press provides the press with no warrant for seeking exemption from the laws prohibiting monopoly."

The networks, too, the objects of the

initial Agnew blast, returned to the attack.

Dr. Frank Stanton, president of CBS, said that the Vice President "is embarked upon a campaign, despite his rhetoric to the contrary, to intimidate the news media into reporting only what he wants to hear."

Leonard Goldenson, ABC's president, also saw the speech "as an attempt to intimidate and discredit not only television news reporting but other major news media." He also expressed the hope that "we are not facing a period in the history of our nation when high government officials try to act both as judge and jury on the issue of a free press."

Reuven Frank, president of NBC News, commented: "We do not welcome this sort of government intervention directed against newspapers any more than we relish it when it strikes at broadcast news."

Despite such replies, the question remained as to whether the Vice President's attacks would have coercive effect on the news media. Network newsmen assigned to the White House said they would like to think it would not—but that they could not be sure (see page 54). And some observers have suggested that the networks' decision not to cover live the massive antiwar demonstration in Washington on Nov. 22 was influenced by the Des Moines speech.

Administration spokesmen went to considerable lengths last week to disavow any intent on the part of the administration to censor or intimidate the media. They said that the point of Mr. Agnew's Des Moines address was that the media should examine themselves. Mr. Ziegler made the point repeatedly in a news briefing Monday morning that dealt only briefly with any other issue.

And Herbert G. Klein, the President's director of communications, also carried that message to the country, in an appearance on CBS's *Face the Nation*, where he said the press, too, should re-examine its standards of objectivity. In interviews with newsmen and in an appearance Wednesday at a meeting of the International Radio and Television Society, in New York, Mr. Klein, who feels the networks "overreacted" to the Des Moines speech, defended the broadcasters' right to analyze and dissent from administration policy.

But he also warned of the perils of hasty analyses. It was what Mr. Agnew regarded as the "instant analysis" of President Nixon's Nov. 3 speech on Vietnam that provided the springboard for his attack on the networks. Mr. Klein's reference, however, was to the reaction to Mr. Agnew's speech.

Conrad in *Los Angeles Times*

Mr. Klein, a former newspaperman —he was editor of the *San Diego* (Calif.), *Union*—and a man noted for his unruffled approach to most matters, sought to cool the emotions that the Agnew speech had aroused. "This should be the time to stop and look coolly at the issue," he said. "It could be a long-range service causing all forms of the media to discuss the problem and examine themselves, aiming toward progress."

But apart from such soothing rhetoric, one development that should hearten broadcasters was the unusual length to which the FCC went to make clear that, whatever the administration might have in mind, the FCC was not about to reverse recently enunciated rulings in which it forswore any power to judge the truth of news broadcasts (see story page 56).

The commission on Thursday—several hours before the Vice President delivered his Montgomery address—released a letter to that effect, signed by Chairman Dean Burch and approved by all seven commissioners. It was in response to a Houston viewer who had complained of the "one-sided" analyses of the newsmen who participated in the wrap-ups following President Nixon's address.

The commission action in acting on a complaint that could have been handled routinely by the staff and releasing it promptly was seen as an effort to make clear its position on the matter of broadcast news and commentary.

The FCC letter—which said that, "in a democracy, dependent upon the fundamental right of free speech and press, no government agency can authenticate the news, or should try to do so"—echoed the views expressed privately last week by most of the commissioners.

Commissioner Kenneth A. Cox, following the Des Moines speech, said its only impact was "psychological." "Maybe the networks will fall into line," he said. "But what happens if they don't?" The implication was that the commission would not and could not move against them.

Commissioner Johnson, in a speech at the University of Iowa, on Monday, replied sharply to the Vice President's attack on the networks. He said it had "frightened network executives and newsmen in ways that may cause serious and permanent harm to independent journalism and free speech in America."

But wrapped up in his reply was criticism of the broadcasting industry of a kind that the commissioner has frequently made.

He said the Vice President simply did publicly "what corporate and government officials have been doing for years in the privacy of their luncheon clubs and paneled offices. They cajole and threaten publishers and broadcasters in an effort to manage news and mold images."

The commissioner also revealed a readiness to criticize the commission's new chairman, who assumed office Oct. 31, by including Mr. Burch in his charge that the administration was attempting to coerce the media. He said the threat "at least appears worse when President Nixon selects as FCC chairman the former head of the Republican National Committee, who was scarcely on the job before obtaining transcripts of televised comments of which the President disapproves."

Chairman Burch's action in telephoning the network presidents for the transcripts of the analyses with which the networks concluded their coverage of the President's speech prompted reactions in Congress that indicated broadcasters could find support there if they felt they were being threatened. Representatives Lionel Van Deerlin (D-Calif.) and Richard Ottinger (D-N.Y.), last week during a hearing of the House Communications Subcommittee, warned the chairman against attempting to intimidate the media (see page 60).

The chairman has said he used the telephone rather than the mail, as is customary, to save time. And one commission official said such direct action is not unusual—"it's been done on numerous occasions," he said. But several commissioners said they were surprised by the chairman's action—and one flatly called it a "mistake."

Meanwhile, it was learned last week that Chairman Burch had moved even faster after getting complaints "from congressional and other sources" than had been previously reported. He is said to have telephoned at least one of the network presidents on the morning of Nov. 4. Earlier, he had been report-

Print and broadcast in the same boat?

Editors' president sees common perils in Agnew's campaign

Norman Isaacs, president of the American Society of Newspaper Editors. warned last week that journalists on both newspapers and television were jointly threatened by the implications of Vice President Spiro T. Agnew's Nov. 13 speech attacking television news.

Mr. Isaacs charged the Vice President seeks to bring the news media under some form of covert control. He also called for the firing of FCC Chairman Dean Burch, who, he said, acts as both prosecutor and judge in criticizing television. Chairman Burch found the Vice President's speech thoughtful, provocative and deserving of consideration (BROADCASTING, Nov. 17).

Mr. Isaacs, in a free-swinging speech and news conference at the University of Michigan, charged the administration with trying to force the news media into a system of support for the government.

"The newspaper and broadcast arms of communications are rivals," he said. "For years they have been openly contemptuous of each other. Yet whatever their differences, they are now driven together as the co-targets of what can only be described as an open campaign by the national administration to discredit them . . . and, more importantly, to seek to bring them under some form of covert control," he said.

Mr. Isaacs noted the Vice President denied calling for censorship "but he did appeal openly for public control . . . and what other interpretation can be drawn than administration support for such challenges?" he said. "And with a chairman of the FCC who openly adopts a welcoming stance to such challenges?" he added.

Mr. Isaacs, who is executive editor of the *Louisville Courier-Journal* and *Times*, did not spare the press and television. He said that there was too much emphasis on "scoop" in press and television and not enough clear-cut separation between news and interpretation. He said, however, he thought Mr. Agnew's complaints were intimidation and not fair criticism.

ed to have called all three executives two days after the speech.

The chairman, who had issued a brief statement generally endorsing the Vice President's speech, was not making himself available for comment last week.

Whatever else he has accomplished thus far, it appeared that the Vice President has caused the media to regard the administration with distrust.

Mr. Klein's office has for several months been asking broadcasting stations as well as newspapers for comment on particularly significant events and has frequently requested copies of their editorials. Mr. Klein began the practice. after discussing it at a meeting of the Radio Television News Directors Association in Detroit on Sept. 25, as a means of determining the views of those outside of Washington and New York.

But when CBS correspondent Dan Rather reported last week that Mr. Klein's office had contacted at least 20 stations around the country and asked for their views on President Nixon's speech, it appeared to many that the administration was attempting to pressure stations into following its line.

Mr. Klein rejected that interpretation in his appearance in New York last week. He insisted such calls were "proper" and said: "We are always concerned about whether we are being supported or attacked by the public."

However, the office makes other use of the information. It has frequently sent stations background data on issues in which it is interested and which the stations' editorials are discussing—the controversy over the Supreme Court nomination of Judge Clement Haynsworth, for instance.

And a station might find itself the recipient of a friendly letter from President Nixon if it takes a position he endorses. WHNC-TV New Haven received such a letter after submitting to Mr. Klein's office an editorial that said a large segment of the population did not favor immediate troop withdrawal.

The Rather report dealt with two other matters that, in the current atmosphere, seemed to indicate stations were being subjected to pressure.

One involved telephone calls that the wife of a member of the Subversive Activities Control Board made to Miami television stations asking whether they were going to cover a Veterans Day affair. The board member, Paul O'Neill, said his wife had cited her relationship to him in only one call—and then only to help the station official, to whom she was talking, identify her. Mr. O'Neill, a former Republican county chairman, said he is well known in the area.

Mr. O'Neill also confirmed Mr. Rather's report that he had called Washington-area television stations to ask if they were going to carry any reports of the pro-Administration rally in Washington on Nov. 11. But he said he did not identify himself as a government official.

The third episode involved the FCC's chief of the Office of Information, Leonard Weinles. Mr. Rather reported that Mr. Weinles had telephoned KOOL Phoenix, and asked for playback of an interview with CBS's Eric Sevareid dealing with Mr. Agnew's Des Moines speech. Mr. Weinles was reported to have said he wanted to hear it only for his own information.

Mr. Weinles last week confirmed the report but said its implications were "ridiculous." He said he wanted to hear the tape so that he could include a report on Mr. Sevareid's remarks in a compendium of news clips on communications matters that he distributes daily to the commissioners. "Now I find myself part of a Republican conspiracy to intimidate the media," he said. "It's ridiculous."

How viewers react to Agnew charges

People who sent telegrams and letters in response to Vice President Agnew's first attack on television news are much more solidly behind him than are those who responded by telephone. This conclusion was drawn last week on the basis of reaction tallies compiled by ABC, CBS and NBC.

Telephone calls trickled off after Monday (Nov. 17), but ABC authorities said Agnew-oriented calls to their New York offices by that time totaled 10,312, divided almost exactly 50-50 between those supporting and those opposing the Agnew position. CBS officials said Thursday (Nov. 20) that calls to all of their owned stations totaled 14,461 pro-Agnew and 12,856 anti-Agnew. NBC said calls to its New York, Burbank and Washington offices numbered 12,350 for and 10,000 against.

Letters and telegrams were something else. ABC said it had received 21,800 letters and 1,752 telegrams as of Wednesday night and that a sampling of approximately 7,000 letters showed them to be about 9-to-1 in support of Mr. Agnew while the telegrams backed him almost 6-to-1.

CBS said its owned stations received 4,167 telegrams that were pro-Agnew as compared with 752 against him, and that in the tallying of 17.272 letters the pro-Agnew response was running ahead by about 10-to-1.

NBC, lumping telegrams and letters together, said that as of Wednesday night 9,193 had been counted as pro-Agnew and 1,198 as pro-networks and that at least 10,000 remained to be counted.

THE CENTER FOR POLITICAL RESEARCH

A specialized information system for the man whose decisions ------- require immediate, reliable analysis of government actions

The Center for Political Research has developed a new system combining investigative journalism with modern information technology, to acquire, correlate, analyze and cross-index the mass of information generated by and about the federal government. All major developments in all branches of government are examined on a day-to-day basis and computer indexed for instant retrieval. This is the only system monitoring *all* parts of the federal government. Actions affecting each part are systematically examined to determine their impact upon the entire government process. This means that, for the first time, accurate and relevant information is available with sufficient immediacy to effectively aid the decision making process. If facts about government actions are important to your decisions, the CPR system will prove a unique and economical aid.

CENTER FOR POLITICAL RESEARCH
1730 M STREET N.W., WASHINGTON, D.C. 20036

Complete Service Available January 1, 1970

CONTINUOUS ACCESS

CPR Computer-based file

To form this new information system, CPR brought together 40 Washington journalists, 20 researchers and a team of systems analysts and computer programmers. The system is capable of examining government information in detail and quantity never before possible. For example: You may retrieve biographical information on 5000 government officials . . . a status report on 1200 programs . . . detailed analyses of the facts and figures of economic and demographic life in 435 congressional districts. And this is a fraction of the data being accumulated and continuously updated in the CPR system. Inquiries to data files can be made by phone, telex or mail simply by prefixing each inquiry with your CPR identification code.

DAILY, WEEKLY, OR MONTHLY

Continuous Update Report

If at any time you wish to receive regular reports updating you on a specific area of government activity, the CPR system can be retained to generate these analyses as new developments occur. This service begins with a basic situation report, then is updated continuously. Such a service can be a great aid in keeping your staff current and informed on the government programs and activities that are vital to you. This service results directly from the complete, systematic coverage of all parts of the government, which is central to the CPR system.

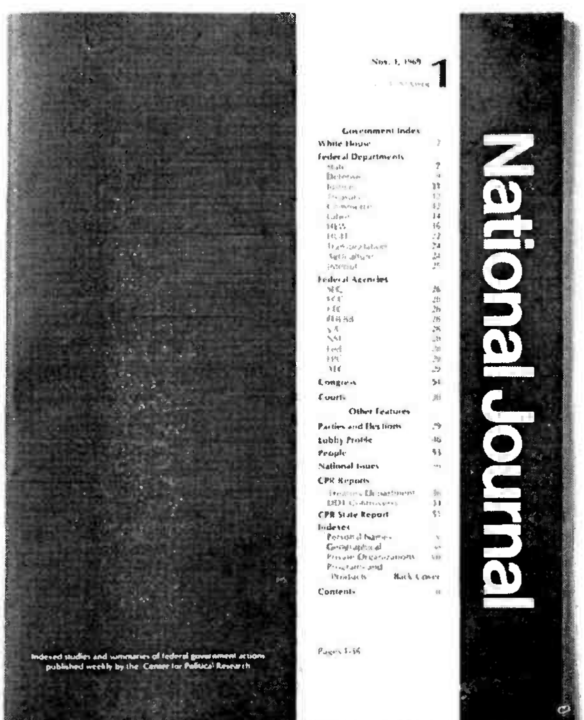
AS NEEDED

CPR "Special Study" service for clients

CPR facilities are available to clients for special studies on particular subjects or situations. Some problems may need information which is highly complex and must be sought in a dozen places. For example, analysis of a government activity involving several programs. In all cases, the product is facts, not rumors. CPR specialists, in the regular pursuit of their assignments, will gather basic and supplementary information and feed it into the data collection system. Special studies will be conducted by a professional research staff. The identity and interest of the client using Special Study Service will be known only to the research supervisor in charge of the study.

National Journal staff is responsible solely for producing material for publication in National Journal and is available for consultation only with the CPR research staff. It does not handle client requests.

WEEKLY



The National Journal

The National Journal is your weekly report from CPR. It sorts, analyzes, and indexes all significant actions of the federal government. More than a journal of record, it examines the intra-government and non-government forces that affect each agency's decisions, probing probable future ramifications. Following is a list of sample subjects you will find in each issue of the Journal:

- At least one comprehensive anlysis of the stresses and strains underlying a current government issue.
- A thorough examination of a government department or agency—its people, practices, pressures and place in the federal complex.
- All major agency actions including decisions, hearings, and reports.
- Executive appointments, judicial nominations, confirmations, reassignments.
- Votes of all regulatory commissions.
- All roll-call votes in Congress.
- All bills reported out of committee (except private and public bills of narrow interest).
- All congressional committee hearings and meetings.
- A lobby profile each week.
- All Supreme Court decisions of significance.
- Results of elections—congressional, state, and important local contests.

New Indexing System provides quicker access to information than any conventional publication. It is cross-indexed six ways and keyed directly to the computer-based data file. Cumulative indexes for National Journal are sent each month. Instructions will be provided on organizing copies and indexes to form a "quick-retrieval" government information source within your own office. The weekly National Journal records all major government actions and is mailed first class each Saturday. Because it is both timely and comprehensive, National Journal may be used as a weekly checklist on government action.

3 Extraordinary Client Options

1. Access to CPR computerized data files—$1050 yearly. Provides two copies of National Journal weekly plus continuous access to CPR computer file, including 48 query units without charge. (Query unit equals retrieval of one file of computer-coded data.)

2. File access plus computer correlation and analysis—$1550 yearly. Under this option you receive all in option 1, plus the right to have the computer correlate and analyze file data to your specification. Analyses billed according to complexity.

3. Access, Analysis and "Continuous Update"—$3050 yearly. With this option you get all in Options 1 and 2 plus one "basic situation" analysis on any functional area of government activity plus "continuous update" on that area.

Rates for CPR Special Study research will be quoted on request.

CENTER FOR POLITICAL RESEARCH

National Journal

EDITORIAL STAFF: Editor: Thomas N. Schroth; CPR Information Services Director: Elliot R. Morss, CPR Research Services Director: Donald D. Kummerfeld; Assistant CPR Research Services Director: Donald Lief; Managing Editor: Cliff Sessions; Associate Editors: Timothy B. Clark, Roan Conrad, Dwight Jensen, Arch Parsons, Neal R. Peirce, Mark T. Sheehan. Editorial Research Director: DuPre Jones. Topic Editors: Rural Affairs, Prentice Bowsher; Labor, Robert B. Cooney, Environment, Richard Corrigan, Law & Justice, John E. Ingle, Education & Welfare, John Iglehart; Urban Development, William Lilley III; Politics, Charles Dennis McCartney, Transportation, John L. Moore; Defense, Donald H. May, Consumer Affairs, Andrea Schoenfeld, Health Science, James Singer; White House Correspondent, Dom Bonafede, Congressional Correspondent, David R. Tarr; Consulting Editor, Harley H. Hinrichs, General Reporter, Harold Wolman. News Editor, James R. Ingram, Associate News Editor, Margaret Carroll

Mr. Lawrence Mr. Downs Mr. Clark Mr. Scali Mr. Jarriel Messrs. Smith, Reynolds

The analyses that touched it all off

Here's what network newsmen said on the air after President Nixon gave his Vietnam speech

How abrasive were the network-TV commentaries that Vice President Spiro T. Agnew denounced as "instant analysis and querulous criticism" in his Nov. 13 blast at TV news?

The commentaries were presented by the ABC, CBS and NBC news organizations immediately following President Nixon's Nov. 3 speech on Vietnam, and Vice President Agnew charged that:

"One commentator twice contradicted the President's statement about the exchange of correspondence with Ho Chi Minh. Another challenged the President's abilities as a politician. A third asserted that the President was following a Pentagon line. Others, by the expression on their faces, the tone of their questions and the sarcasm of their responses, made clear their sharp disapproval."

Mr. Agnew identified none of the correspondents but a review of the transcripts last week, while telling nothing about facial expressions and tone of voice, showed that:

- The references to the Ho Chi Minh letter were by Marvin Kalb of CBS News. In one reference he was quoting unnamed critics of Mr. Nixon's policies and added that the Ho Chi Minh letter seemed to contain uncommonly "accommodating" language. In the other he speculated that North Vietnamese reaction might be "somewhat negative in terms of the President's judgment" of the letter and said that although Mr. Nixon called it a flat rejection of his own letter, it contained a number of statements . . . which suggest considerable flexibility in negotiating posture."
- The challenge to the President as a politician was made by Bill Lawrence of ABC News. Two other panelists on the same program called Mr. Nixon an "extremely skillful" and "consummate" politician.
- The reference to "Pentagon line" was by Bill Downs of ABC, who said it was reflected in statements that U.S. defeat or humiliation would promote recklessness among other world powers. As a reflection of the preceding administration's policy in that respect, he also said, it ought to allay any fears among other nations that the Nixon administration is moving toward a neutralist or isolationist course.

Mr. Agnew reserved special criticism for W. Averell Harriman, former chief U.S. negotiator at the Paris peace talks, who the Vice President said was "trotted out" by one network "to guarantee in advance that the President's plea for national unity would be challenged." Mr. Harriman, appearing on the ABC news wrap-up, did disagree with Mr. Nixon on many points. He also started and ended his comments by wishing the President well in his search for peace, and said Mr. Nixon had his support to that end.

Whatever the merits of the controversy, Mr. Nixon's speech scored well in the Nielsen multi-network area (MNA) ratings for the week of Nov. 3-9, and the analysis, at least on NBC-TV, did not do badly either. NBC-TV's coverage of the speech ranked fifth with a 24.6 rating and 35 share, and NBC's analysis ranked sixth (tied with *FBI* on ABC) with a 23.5 rating. CBS-TV's analysis was tied with NBC's *Bill Cosby* for 20th place with a 21.3 rating.

A report on the three wrap-up programs follows, based on transcripts supplied by the networks:

The ABC News wrap-up, anchored by Frank Reynolds, opened with Tom Jarriel, ABC White House correspondent, saying that Mr. Nixon had addressed himself to "the silent majority," had "offered no quick solutions" and perhaps had "polarized attitude in the country more than it ever has been into groups who are either for him or against him."

Asked why there was "nothing substantively new" in the speech, Mr. Jarriel said the President apparently felt "that the time had come to restate his position, and we were warned repeatedly against speculation at the White House, against going out on a limb saying there might be massive troop withdrawals or perhaps a stand-still cease-fire, and tonight after seeing the speech we certainly know why we were warned against speculation."

W. Averell Harriman, former chief U.S. negotiator at the Paris peace talks, was presented by Mr. Reynolds as "one of the men most qualified, certainly, the most qualified to speculate on North Vietnam's reaction to the speech."

At the outset Mr. Harriman appeared to disavow any intention to offer what the Vice President later called "instant analysis and querulous criticism."

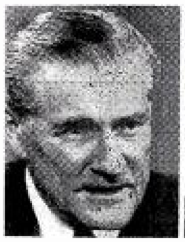
"I wouldn't be presumptuous to give a complete analysis of a very carefully thought-out speech by the president of the United States," Mr. Harriman said. "I'm sure he wants to end this war and no one wishes him well any more than I do."

Mr. Harriman, interviewed by John Scali, ABC News State Department correspondent, presented several points of disagreement with Mr. Nixon's position, said his address contained important omissions, and asserted that "I think this should be very carefully debated by the Congress, particularly by the Foreign Relations Committee."

Mr. Harriman questioned whether the President's supporters represented "a silent majority" or "a silent minority," but then said "I think he's got the full support of the people. He certainly has got my support, in hoping we will develop a program for peace."

He concluded: "There are so many things we've got to know about this, but I want to end this by saying I wish the President well, I hope he can lead us to peace. But this is not the whole story that we've heard tonight."

ABC News National Affairs Editor Bill Lawrence suggested the Democrats had tried to "mouse-trap" the President by building people's hopes for an an-


Mr. Sevareid


Mr. Rather


Mr. Kalb


Mr. Scammon


Mr. Kaplow in 1968 campaign


Mr. Chancellor

nouncement of "some new move toward substantively winning the war sooner."

Bob Clark, ABC Capitol Hill correspondent, foresaw reopening of the Vietnam hearings by the Senate Foreign Relations Committee and thought it "very clear tonight that the gauntlet will be flung down to the President at those new hearings."

Mr. Clark said, "there's a growing impatience in Congress, just as there is across the country. This cuts across party lines, there are many who have been moderates on the Vietnam war in the past who now feel more and more urgently about the need to set a termination date on the war. That, of course. is what the President failed tonight to do."

Bill Downs, ABC Pentagon correspondent. saw the speech as reflecting "the Pentagon viewpoint" and the previous administration's position that America cannot go back on a commitment. That, he said, "allays any fears that people might have had round the world that the Nixon administration might be heading us toward a neutralist or isolationist course. but it's certainly not in this speech."

Mr. Lawrence contended Mr. Nixon "hasn't used the powers of the Presidency," which he said "a good politician" would have done, and pointed out that during the campaign Mr. Nixon said—and said again in his speech that night—that "he had a plan that would end the war and win the peace.'

As to Mr. Nixon's abilities as a politician, Mr. Reynolds had called him "extremely skillful" and Mr. Downs. taking issue with Mr. Lawrence. called him "a consummate politician."

Howard K. Smith said that "for the first time" he got "a strong impression" that Mr. Nixon is "not going to be hustled or yield to anything but a negotiated settlement involving free elections which probably the Communists couldn't win." He speculated that "by his speech tonight he's let himself in for some very rough handling in that next moratorium demonstration that's coming."

Mr. Nixon, he said, "got his message across to the people he's counting on. called the silent majority. but what matters is whether he got his point across to Hanoi; that there will be no surrender in any guise, and that they will have to negotiate. And, as has been so often said tonight. we'll just have to wait and see."

Correspondent Dan Rather. anchoring the CBS News wrap-up, opened with a summary of speech highlights and prefaced the commentary "by saying, as always, this is a difficult bit of guesswork to immediately follow a presidential address."

One of the references to the Ho Chi Minh letter by Marvin Kalb, CBS, diplomatic correspondent, was that critics of Mr. Nixon "may disagree with the President's judgment that the Ho Chi Minh letter was a flat rejection of his own letter. The Ho Chi Minh letter contained, it seems, some of the softest, most accommodating language found in a Communist document concerning the war in Vietnam in recent years."

This other reference to the letter was in assessing the effect of the speech on North Vietnam. The North Vietnamese, he said, might say "that the President has not given them anything terribly new to chew on." But. he added, "I don't really feel that the President was talking to them. As he pointed out, he was talking very much to the great silent majority of the American people. . . ." Mr. Kalb continued:

"It seems to me, if anything. it's [the North Vietnamese reaction] going to be somewhat negative in terms of the President's judgment of the Ho Chi Minh letter. Ho Chi Minh is now dead; he is a god in North Vietnam at least, and certainly has a good deal of strength elsewhere in the Communist world.

"The President defines this as a flat rejection, and yet you have a number of statements in here which suggest considerable flexibility in negotiating posture. This may not yet be apparent in Paris, but it certainly is there in the language of this Ho Chi Minh letter."

Eric Sevareid, CBS national correspondent, couldn't "escape the feeling —and it's only a feeling—that this is not all we're going to get this fall. that there may well be an announcement of a quite sizable troop withdrawal and fairly soon, possibly before these mid-November demonstrations. I have no evidence for this at all, except the feeling that it cannot rest where he has left it."

Mr. Sevareid said that philosophically Mr. Nixon "doesn't seem to be any different" from former President Johnson and former Secretary of State Dean Rusk in feeling that an American pullout would collapse confidence in American leadership all over the world and set Communists into action in other areas.

"One would think if all that were true, if this war and our presence there was of this cosmic and universal importance. then the war should be won," Mr. Sevareid said. "But he has said that it is not to be—a military victory is not to be sought, and in that, it seems to me, there lies a profound illogic, that it's over the dam, he is trying to get us out."

Mr. Sevareid said he "hoped" the President could hold a majority of public opinion behind the policy of winding down the war slowly to an honorable end. but "I don't know that he can. I think this speech would have been effective last spring. but it's late in the day; and this is why I think something else is going to come and very soon. I do not believe it can rest here. But this is only my horseback opinion of one man. And I could be wrong."

The NBC News wrap-up, with John Chancellor as anchor man, opened with a summary of the President's speech by Mr. Chancellor, who was then joined in commentary by Herbert Kaplow, NBC White House correspondent, and Richard Scammon, consultant to NBC News on public opinion.

Mr. Chancellor felt that "the essence of the speech has been a defense of his [Mr. Nixon's] plan to end the war, which he thinks is working. His critics think it's not working and it's making the war go on longer, and they will be after him again."

Mr. Scammon, in response to questions, said he thought the President's speech "represented the viewpoint of the majority" of Americans, that there was also "a strong minority" in and outside of Congress that would oppose the President's proposals, but that "the polls would indicate he does have support, at least for the time being, for [his] policy." Since the Oct. 15 moratorium, he said, that support "has gone up, not down." Would it go up again after the demonstrations that critics had

Agnew's campaign brings them together

Six of television's leading newsmen, representing the three networks, will appear with Bill Moyers, former President Johnson's news secretary, on CBS's *60 Minutes* tomorrow (Nov. 25) to discuss Vice President Agnew's criticism of television news.

CBS said Thursday (Nov. 20) that it expected to select an eighth panelist.

The program, unusual in bringing newsmen from all three networks onto a program to be broadcast by only one, will be presented in the regular *60 Minutes* period, 10-11 p.m. (EST). Participating will be CBS correspondents Walter Cronkite and Eric Sevareid; NBC's David Brinkley; ABC's Howard K. Smith; and co-editors Mike Wallace and Harry Reasoner of *60 Minutes*, who will anchor the broadcast.

Included in the show will be a taped question-and-answer session between Mr. Cronkite and members of the St. Joseph, Mo., chamber of commerce. Mr. Cronkite returned to his home town of St. Joseph last Friday (Nov. 21) to prepare the report.

Following the Cronkite segment, correspondents Brinkley, Smith and Sevaried will comment on Mr. Agnew's speech. Mr. Moyers, publisher of *Newsday*, will be interviewed by Mike Wallace.

In its regularly scheduled segment, "Letters to the Editor," the program also plans to report on the mail and phone calls received by CBS since Mr. Agnew's Nov. 13 speech.

---

scheduled for Nov. 15? That, Mr. Scammon thought, "might depend a good deal" on the nature of the November demonstrations: "If they are as essentially decent as they were in October, I'm not sure. If they become violent, it's quite possible it would go up."

Mr. Scammon thought direct appeals to the public, such as Mr. Nixon had just made, "tend to bridge over whatever kind of a credibility gap there may be," but that in the long run the effect depends on the soundness of the arguments advanced because the people "are usually a good deal more perceptive about these things than many people give them credit for."

"If the argument is basically sound," he continued, "I think you'd find that there would be support for it, while there always will be a minority on both sides, you know, who will oppose any middle-of-the-road policy, which is what I think you would call this, which does not go either far to the left or far to the right."

Mr. Kaplow commented on the President's departure from his usual practice of not reading speeches: "Obviously, because of the delicacy of this issue, he chose not to take any chances. As a scripted performance, it was a pretty good Nixon performance . . . the image that came across tonight was that of a man who was familiar with what he had written and what he was reading, obviously designed to counter the—activating the silent majority into support for him, to maybe overwhelming, in a sense, by their expressions, the people who had been marching around the fences of the White House on Oct. 15 and are supposed to be back here on Nov. 15."

In response to another question Mr. Kaplow said it was his opinion that administration decisions on troop withdrawals are based less on progress in the Paris talks than on the strengthening of the Vietnamese army and the level of fighting, "and probably the level of fighting more than anything else."

The wrap-up concluded with Mr. Scammon noting that public opinion "has been very ambivalent about Vietnam.

"It has wanted to get out; it has wanted a Vietnamized war. On the other hand, it has wanted to get a settlement which did not permit the Communists to take over. And even though the American public says get out of Vietnam, Mr. President, they also say if you get out of Vietnam and lose, two-thirds of us are going to be against you."

Observed Mr. Chancellor: "It's not easy to have that job."

Affiliates side with NBC News

But among other stations opinions about Agnew range from good to bad

The NBC-TV affiliate board of delegates formally went to the defense of NBC and NBC News last week in the controversy touched off by Vice President Spiro T. Agnew's blast at network-TV news operations generally.

It was the first network affiliate body to take a stand in the controversy. Whether its CBS-TV and ABC-TV counterparts would follow suit remained unclear. Privately individual affiliates of both those networks, as well as some of NBC-TV's, have indicated widely varying reactions, ranging from general agreement with many of Mr. Agnew's criticisms to outright rejection of them.

The NBC-TV affiliates board went on record in a resolution adopted during its meeting with NBC officials at Tryall, Jamaica (also see story page 70). NBC sources said the board acted on its own initiative, not at NBC request.

The resolution said Mr. Agnew's speech represented "a calculated assault on network news coverage" and "combined an appeal to prejudice with an implied threat to the freedom of government-licensed broadcasters to report the news."

A sampling last week of the broadcasters showed divisions of opinion.

R. Peter Straus, WMCA(AM) New York, said in an editorial: "Vice President Agnew doesn't like what he sees on the television news shows. But he doesn't blame the people who make news. Instead he finds fault with those who report it. . . ."

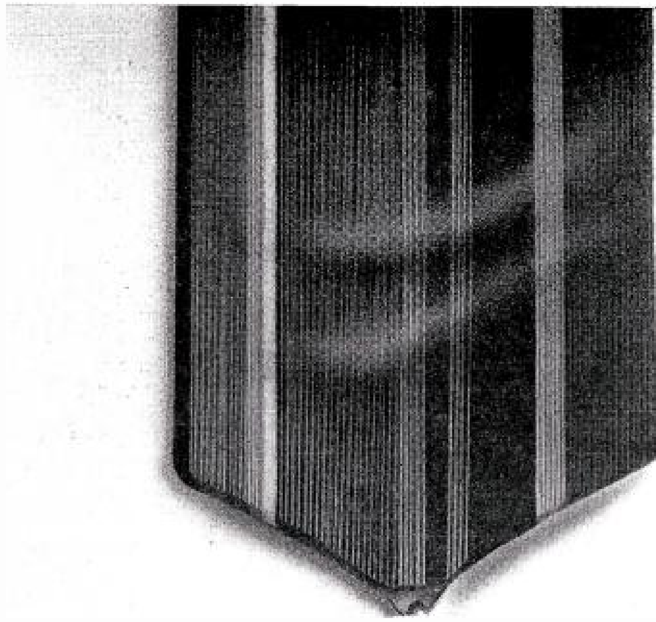
Barry Zorthian, Time-Life Broadcast Inc., said he endorsed "the thrust" of the networks' reactions of the week before. Time-Life stations, he said, will continue to carry network news shows with the understanding, as in the past, that as licensees they will pass judgment on the presentations and "let the networks know" if they have complaints.

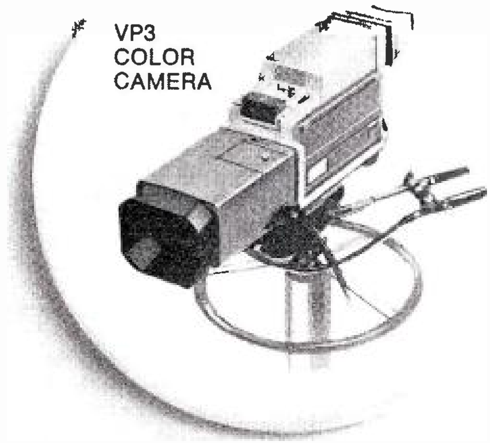
John T. Murphy, Avco Broadcasting Corp. said: "When the Vice President takes the position that the President's actions should not be subject to evaluation and comment, he is taking a stand against the First Amendment."

An editorial on WCBS-TV New York said: ". . . The more troubling [part of Mr. Agnew's speech] is his apparent belief that there should be a limit on the right of the American people to hear a full discussion and criticism of the administration in power, and his willingness to crudely wield the power of his high government office to intimidate a news medium that depends for its existence on licenses granted by that government."

A strong pro-Agnew reaction was found in Southern California. The vice president of a network-TV operation in Hollywood was most emphatic in his endorsement of Mr. Agnew's contentions. "Don't quote me," he said, "because my opinion, of course, is drastically different than that of my home office in New York. But I'll tell you this—Agnew's blast was a long time coming. Why these news guys, even in my own place, get away with murder."

Said a Los Angeles radio station owner: "At first I was shocked by the Agnew speech. Then the more I thought about it the more I thought he is right. Newsmen have to stop sacrificing everything for what they think makes the best story. They have to start telling it like it is from all sides not only from the most dramatic, sensational side. It wouldn't hurt to let people make up their own minds."





Better great than never.

"Where were you when . . ." was the resounding cry heard throughout the industry when we introduced our VP3 color camera, and no wonder.

VP3 offers so many major advances and advantages, it has got to be television's next standard. It gives you field unit handling, yet it's a sophisticated studio system. It goes from a cold start to full operation within minutes. It gives you quick, slip-out tube changing, with no need to move yoke or optics. And much more than this whole magazine has room for. The picture? It's color as it never was before; color that has totally amazed all who have seen it.

VP3. Sure we're sorry we didn't have it ready for you sooner, but the color cameras you have now aren't going to go on forever. In fact, when you see VP3, you might make certain that they don't go on at all.

Write: **Visual Electronics Corporation,** 356 West 40th Street, New York, New York 10018.

Can administration cow TV journalism?

That's question troubling news organizations as men in charge urge operations as usual

Vice President Spiro T. Agnew's attacks on television news Nov. 13 and again last Thursday (Nov. 20) produced reactions of shock and dismay in the New York headquarters and Washington bureaus of the three major networks, but also expressions of determination to continue doing a job the TV newsmen consider has been professional.

None of the newsmen, from bureau chiefs to reporters, pleads infallibility. Many felt the Vice President's remarks failed to recognize, or simply showed a lack of knowledge of, the extent of agonizing and debate that goes into news judgment. And of great importance, newsmen say, is the probing of conscience and decisions that follow the news show. Was the coverage handled properly, could it have been improved, were the right stories covered and were they placed properly in the newscast?

The Washington bureaus are especially important to the networks. Their coverage is largely of the government. Their product invariably forms an important segment of network newscasts.

Will the Vice President's attack produce a more cautious approach to news reporting on television? Bureau officials deny any such effect has occurred. But it is a danger, one admitted. Another said he expected to continue making news decisions as in the past. That broadcast journalists are concerned is agreed. Many may begin looking over their shoulder if the barrage continues. But it has not yet come to this. they say.

The heads of the three TV-network news organizations appeared to feel that the biggest problem created for them by the Agnew attack would be to keep it from affecting news coverage.

All vowed to do all possible to maintain current standards and coverage uninhibited by the criticisms leveled—and engendered—by the Vice President.

But they also felt that some sort of inhibiting influence was almost inevitable—that newsmen and news executives would be more prone, perhaps unconsciously, to think twice and perhaps decide on the side of caution when faced with questions involving potentially controversial coverage.

One reporter who made his own brief survey among newsmen said he did not find any that were really angry at the speech, but he did meet a general tone of lamentation that it had to be on the level of an attack. There was some concern that it might be part of a long-range attack on news media, but there also was a desire not to get into a mudslinging contest.

Correspondents say they try to be fair even if they have personal opinions. And, of course, all do have opinions. They believe they are competent observers and technicians in the art of television reporting. In the trade they are generally considered among the best in the business. They must be among the best because that is the way one gets one of the highly desirable Washington bureau jobs. This refers specifically to the reporters, the beat correspondents who comment because they are experienced observers of their particular field. Commentators are another story, they are paid for their opinions. The distinction is sometimes lost.

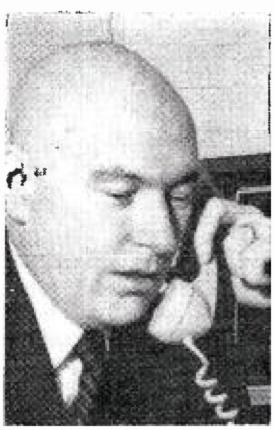
Richard S. Salant, president of CBS News, sent a memo to his division asserting that the criticisms should not "in any way deter us from continuing to perform our responsibilities honestly, fearlessly and with the depth and perception that true journalism requires."

Reuven Frank. president of NBC News, said he felt he had "a very important job" to do in convincing his people "that their jobs have not changed," their responsibilities have not changed, and that he would probably use memos to reinforce personal assurances he had already given to that effect.

Elmer Lower, president of ABC News, was also spreading the word informally throughout his organization and called attention as well to ABC President Leonard Goldenson's earlier statement that "in our judgment, the performance of ABC News has always been and will continue to be fair and objective." Though he issued it as a public statement, an official said, Mr. Goldenson "was saying it to the staff, too."

Bill Small, manager of the CBS News Washington bureau said: "Nowhere else in journalism are there as many checks and balances, producers, editors, reporters themselves, as in television news. And the affiliates are quick to let us know when they don't like something. We are very sensitive to public reaction. Reporters from Washington cover the United States and the world. They get reactions all the time. No other medium has the impact television has and we are constantly aware of it. We have to exercise editorial judgment.

"I am proud of my CBS operation and all news broadcasters here [Wash-



In the line of fire in the controversy over network-television news are the heads of the large and well equipped Washington news bureaus. The correspondents of the three major bureaus working under the guidance of these men produce the network news reports concerning the nation's capital. John Lynch (l) ABC News bureau chief directs the activities of 15 newsmen covering radio and television. He has five camera crews at his disposal and uses per diem crews when necessary. Bill Small (c) has eight film crews available in his CBS News bureau to work with 20 correspondents covering radio and television. Frank Jordan (r) head of the NBC News operation has seven film crews to use and the backup capability of WRC-AM-FM-TV *staffers.*

ington] . . . they are responsible. Broadcast journalism here is professionalism at its best," he said.

"A lot of broadcasters will go down in history as major figures on the scene. They are good . . . the Cronkites [CBS's Walter Cronkite] and Sevareids [CBS's Eric Sevareid] will be studied by people entering the industry years from now.

"All news is not going to make people comfortable," Mr. Small said.

John Lynch, chief of the ABC News Washington bureau, also emphasized the professionalism of his staff. ABC was the latest of the networks to beef up its Washington operation.

Mr. Lynch agreed the Washington and New York teams are an elite group. "Only the professionals make it," he said. "It is elite by elimination. These men are the best." And, he said: "A lot of judgments go into making a news film piece. Of course in the end some one person has to make a final judgment on its use.

"A dialogue is going on all of the time in a news operation: how to do a story. Did we do it well or correctly how can we do it better? Vice President Agnew is just one more argument in the dialogue," Mr. Lynch said.

Frank Jordan, director of the NBC News Washington bureau, said: "Television has the impact the critics say it has, and we realize it. We are sensitive to this and do a great deal of agonizing about it and our responsibilities. We don't take our responsibilities lightly. In some ways it is not bad to be jolted, it may be good to be reminded."

Dan Rather, CBS White House correspondent, said: "The speech [Nov. 13] makes me very sad. It's unworthy of the Vice Presidency and unworthy of him. Whatever he intended, that speech runs the high risk of having a demagogic effect, setting one part of the country against others, breeding distrust and suspicion. I'm aware that a lot of well-meaning people agreed with Agnew, saying something that needs to be said. What you ache to say to these people is 'yes', mixed in with all the other elements. He touched on some valid points. We have difficulty living up to our responsibilities. We have a lot of unsolved problems. I would welcome a factual. thoughtful, scholarly essay on what those problems are and some suggested solutions.

"I'd like to believe he hasn't intimidated me or CBS or anybody else in the business. But I can't be certain that's true. Only time will tell for myself and the others," Mr. Rather said.

Herbert Kaplow, NBC's White House correspondent, said: "I don't think the [Nov. 13] speech was valid criticism. Some of what he said was true, but a great deal more could have been said. As for instant analysis, [Mr. Kaplow was among the analysts that were one of Mr. Agnew's targets], we had two hours to review the speech." Mr. Kaplow referred to the President's Nov. 3 speech as well as the text of the speech newsmen had been briefed on earlier by Henry A. Kissinger. presidential aide.

Mr. Kaplow said: "Every time we cover a story, we try to judge whether we are distorting. Sometimes we make a mistake."

Regarding the impact on the television news medium, he said: "We don't want to be cowed. but on the other hand, we don't want to step out of a reporter's role and lash back. There are a lot of disciplines. We want to do our job as reporters. I hope our reaction will be to continue to do our job.

"I don't think it's going to change my product but one can't be sure that it will have no effect," Mr. Kaplow continued. "I honestly believe government officials get away with more than we can catch them with and they know it. There are times when we treat them unfairly, and they have a legitimate beef. All of these things have been under consideration within the industry for a long time."

Tom Jarriel, ABC White House correspondent, spoke in a similar vein. He said: "I don't expect it [Mr. Agnew's Nov. 13 speech] to change what I have been doing. or have anyone else within the organization change what I have been doing. If anything, it might bring about further re-examination of objectivity. but that is something that has been going on for a long time. We're all sufficiently independent-minded so that if anyone tried to dictate what to report. either from government or the company. you'd find a broad revolt among reporters. We work under a hierarchy, but we're mature enough to know where lines ought to be drawn."

Only two days after the Nov. 13 speech of the Vice President in Des Moines, the New Mobilization Committee for Peace in Vietnam sponsored a rally in Washington. Various estimates placed the crowd on the Washington Monument grounds from 250.-000 to over 300,000. Television news coverage. both local and network, was praised and condemned—praised for its restraint and criticized for the lack of

Herbert G. Klein, President Nixon's director of communications, told an International Radio and Television Society meeting last week that the Nixon administration had no intention of interfering with the operation of the FCC. Mr. Klein was speaking to points raised by news media spokesmen following a Nov. 13 speech by Vice President Spiro T. Agnew in which the Vice President attacked television news coverage and made reference to the periodic license renewal that faces broadcasters. Here at the IRTS meeting in New York are (l to r): Richard S. Salant, president of CBS News; Reuven Frank, president of NBC News; Mr. Klein and Elmer W. Lower, president of ABC News. The network news chiefs issued sharp statements defending their news operations following Nov. 13 speech of the Vice President. Mr. Klein did not directly defend the Vice President's speech at the IRTS meeting, but said the criticism serves a good purpose and is valid as a basis for industry study. The network news chiefs last week expressed a determination to continue covering the news fairly and with thorough, incisive television reporting.

FCC rejects role of judging news bias

Commission finds networks observe fairness doctrine, backs right to analyses

The FCC made it clear last week that it would not move against stations carrying the kind of analysis which precipitated Vice President Spiro T. Agnew's attack on the network news operations.

The commission stated its position in a letter to a Houston woman who had complained that the analyses with which the networks concluded their coverage of President Nixon's Vietnam speech on Nov. 3 were "one-sided."

The commission letter, signed by Chairman Dean Burch and approved by all commissioners, said the networks have met their obligations under the fairness doctrine and that no further action is warranted.

The Vice President, in a speech in Des Moines on Nov. 13, said the commentators who participated in the post-speech analyses were hostile to the President and that "a tiny and closed fraternity of privileged men" in television news are misusing their opinion-molding power (BROADCASTING, Nov. 17). The complainant, Mrs. J. R. Paul, made similar points in her letter to the commission.

As a result, the commission's response, made public Thursday, appeared to constitute a commission effort to eliminate any suspicion it is part of a real or imagined effort on the part of the administration to intimidate the

Chairman Burch

networks. Normally such a letter would be handled at the staff level.

The commission noted that in recent rulings it had disavowed any authority to judge the truth of broadcast news. It cited its letters to the networks concluding its investigation of charges that they had been unfair in their coverage of the Democratic national convention in Chicago last year, as well as its decision in a case involving CBS's *Hunger in America* documentary.

"In the absence of evidence of news rigging," it said, "the commission cannot properly intervene." The commission added that in a democracy dependent on a free press, "no government agency can authenticate the news, or should try to do so."

It said it "cannot properly investigate to determine whether an account or analysis of a news commentator is 'biased' or 'true.'" Furthermore, it said, "the policy of the First Amendment to foster 'robust, wide-open debate' . . . certainly permits the analysis of any one spokeman to be one-sided."

The commission said that what its fairness doctrine requires is not that such a newsman be censored but that the other side of the controversy be given an opportunity to be heard.

And Vietnam, the issue involved in President Nixon's speech, "is one to which the networks have devoted, and continue to devote, substantial amounts of time for contrasting viewpoints. Indeed, that was the case as to the broadcast in question. The fairness doctrine requires no more."

However, the commission also stressed that it was not denigrating the significance of complaints such as Mrs. Paul's. It noted that in its letter on the Chicago convention coverage it had reminded the networks that the complaints involved in that case were not to be ignored. The commission said then that the views of critics and complaints from the public not only do not undermine the independence of broadcast news but may help it discharge "more effectively" its task of informing the public.

---

live coverage. Did the Vice President's remarks have a restraining influence on the newsmen?

Washington bureau chiefs to a man deny it. They point out that plans for the coverage were virtually complete before the Vice President spoke. Live coverage was limited to brief cut-ins offered by NBC to its affiliates. Other mobile units were in readiness on the Washington mall, but not used.

Camera coverage of the moratorium was extensive and all networks used this footage on evening newscasts. Local stations in Washington added their own film coverage. NBC alone had 14 camera crews on the mall for the demonstration. The other networks were present in strength. Up to a third of the time on evening news shows was devoted to the Washington and San Francisco demonstrations. The decision not to go live is still being debated among newsmen, but most insist it was a news decision. The rally was the second in a series, they observe. The news was not in the speeches, nothing new here, or in the folk singers, but in the sheer size of the crowd, and this factor, some newsmen admit, may have been underestimated in advance. There was in some quarters the fear the appearance of live cameras would provoke trouble.

All three network presidents emphasized that they had made and announced their plans before Mr. Agnew spoke, and had adhered to those plans.

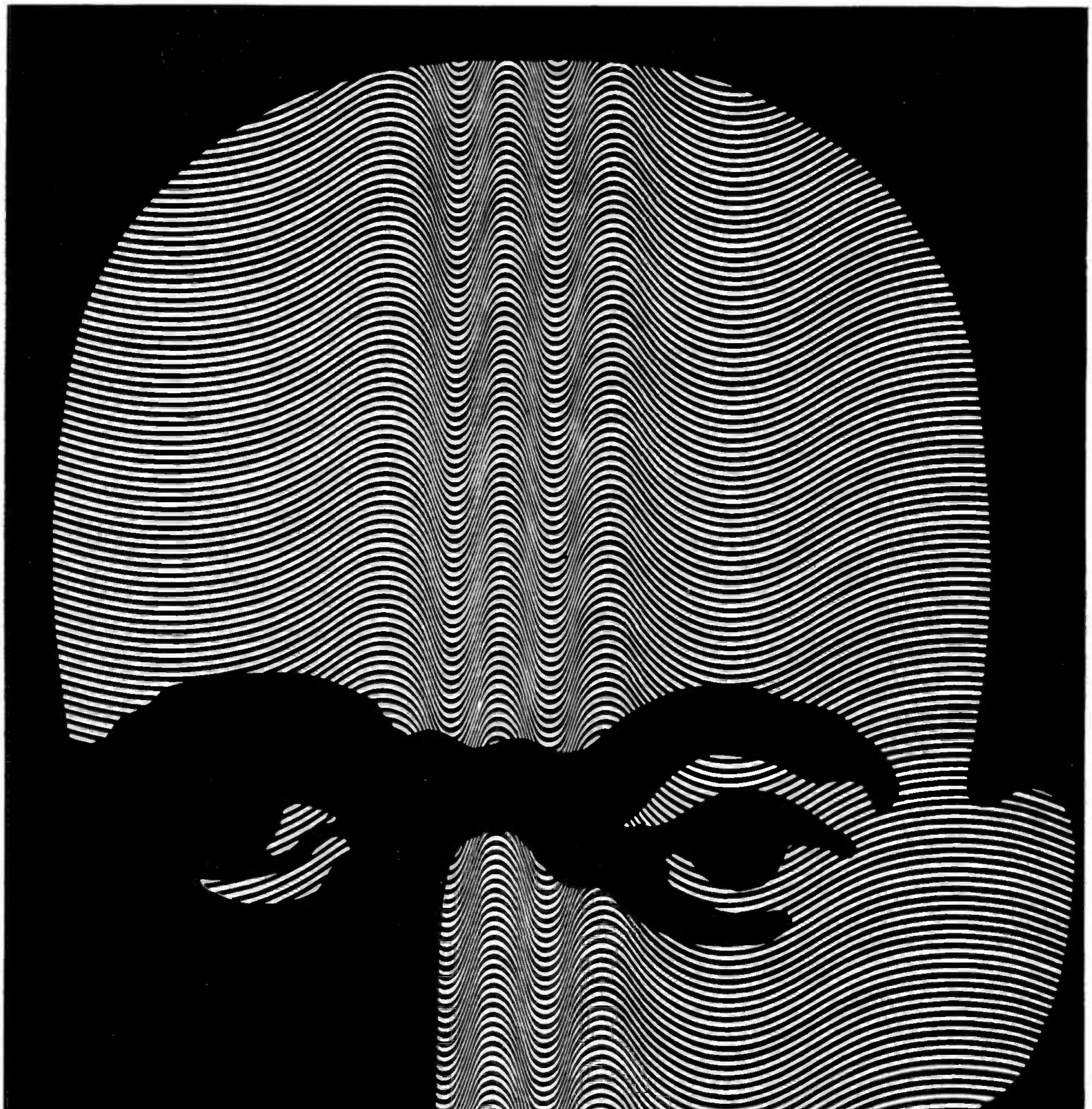
Mr. Salant said that after the Agnew speech he had anticipated "the knee-jerk reactions of people who would say, 'aha, he scared them,'" and had wondered whether he shouldn't revise coverage plans and "do something special." But, he added: "Then I said damned if I will because then he will be affecting my coverage."

Mr. Salant said CBS News's original plan was to cover the mobilization for inclusion in the *Roger Mudd Saturday Report*—eight to 10 minutes were in fact included—and, in view of CBS's earlier coverage of the Oct. 15 moratorium demonstrations, not to go beyond that unless compelling news developed in terms of the speeches, crowd size or unexpected events.

Mr. Salant concluded that, as it turned out, the mobilization demonstrations proved to be "more of the same"—referring to the Oct. 15 moratorium—and added: "Even if I was wrong, it was not for Agnew reasons."

The other news organizations offered similar reasons for limiting their mobilization coverage to regular newscasts.

Mr. Frank also said that special programing not only would have "served no purpose" but also would have "got no audience—we'd be talking to ourselves." He said the audience for coverage on the *Huntley-Brinkley Satur-*



THE UNEXPLAINED

A probe into unexplained phenomena of our universe and their startling implications for the future.

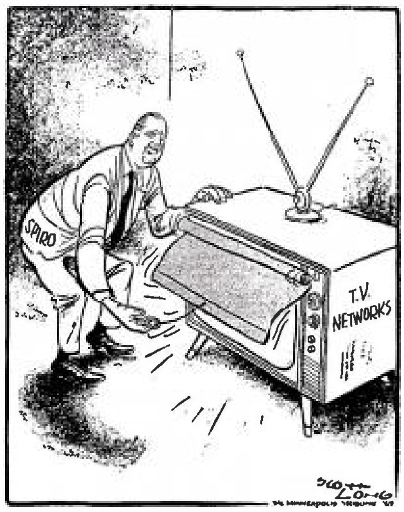
AN ENCYCLOPAEDIA BRITANNICA SPECIAL*

The first of the Britannica Specials to be produced by Lee Mendelson Productions in association with the NBC Television Network and colorcast on Friday, April 3, 1970 (7:30-8:30 P.M. Eastern Time). Sponsored by the Weyerhaeuser Company.

*The Special will feature Arthur C. Clarke, well-known scientist and author.

ENCYCLOPAEDIA BRITANNICA, INC., 425 N. MICHIGAN AVE., CHICAGO, ILLINOIS 60611

'It's Not Censorship . . . er . . . Really! . . .'



Scott Long in *Minneapolis Tribune*

day Report—where it occupied about half the time—was far greater than it would have been for special treatment.

Mr. Lower noted that ABC News "did not stint on having people out covering" the moratorium and would have "escalated our [on-air] coverage if anything had happened." But nothing new did, he added. For the same reasons, all three networks decided tentatively not to provide live coverage of Mr. Agnew's speech in Montgomery last Thursday night (Nov. 20) (see page 44). They said they were prepared to change plans if advance copies of his text proved newsworthy but that they anticipated that, as one president put it, "like the moratorium, it'll be the same thing—and he didn't sign on for a TV series, you know."

Some newsmen had privately expressed surprise that the networks elected to cover even the original Agnew attack live. Some of those professing astonishment concluded that the decision had been, in effect, more a political or public-relations decision than a news decision. Inquiries indicated, however, that the initial recommendations for live coverage had come from top executives of the news divisions themselves.

At ABC News, for example, Mr. Lower said a reading of the advance text had convinced him that it was a major speech of somewhat historic proportions—"historic at least for the communications field"—and that he "promptly recommended that we clear time and cover it live."

There was no commentary in the usual sense following the Nov. 13 Agnew speech, but network officials attributed this to lack of time and did not regard it as a signal that commentary following major speeches was headed into a decline.

The speech itself commanded half of the homes using TV in New York during that half-hour, according to the New York Nielsen ratings, the only ones available last Thursday. They showed CBS-TV's pickup with a 14.4 rating and 24 share, NBC-TV's with a 10.9 rating and 18 share, and ABC-TV's with a 4.8 rating and 8 share. In terms of network audience alone, CBS had a 48 share, NBC 36 and ABC 16.

Although the network news chiefs insisted that the attacks must not be allowed to inhibit their work, one change did become apparent. On its *Evening News With Frank Reynolds and Howard K. Smith*, which normally ends with an announced commentary, the "commentary" sign that formerly was shown for a few seconds is now being kept on the screen until the commentary is over.

ABC-TV authorities regarded this as an informative, not an inhibiting, move. It was indicated, they said, "so that if a viewer tunes in after the first 10 seconds, he will be sure to know that he is hearing commentary, not news."

It appeared to result from the sort of continuing "self-analysis and self-criticism" that Mr. Salant also called for in his memo telling the CBS News organization not to be deterred.

Mr. Salant said it was "entirely natural . . . that we should be distressed when the Vice President of the U. S., apparently speaking for the administration, should accuse us of so complete a failure in maintaining our polices." But, he said, "it seems to me that our course is clear." He continued:

"As I have previously stated publicly, our responsibilities are awesome, and professional outside criticism on the one hand, and constant internal self-analysis and self-searching on the other hand are desirable and indeed imperative. That the government at its highest levels, with its powers over us, criticizes us so strongly, so emotionally, and with such self-serving purposes, should not and cannot deter us from carefully considering outside professional criticism and conscientiously continuing our own self-analysis and self-criticism.

"We will continue, of course, to base our judgments on professional standards of newsworthiness, of reporting the facts and events which in our best judgment ought to be reported, and of going beyond the primary facts no matter where the chips will fall.

"All of us recognize our own fallibility. And we recognize that honest journalism makes it impossible to please all of the people all of the time or, indeed, sometimes most of the people some of the time. So be it: We are journalists and shall remain journalists."

Stanton before IRTS

Dr. Frank Stanton, CBS Inc. president, will appear before the International Radio & Television Society in New York tomorrow (Nov. 25) and will address himself to Vice President Spiro T. Agnew's speech, which charged networks with biased reporting. IRTS President Richard A. R. Pinkham of Ted Bates & Co. said last week Dr. Stanton had accepted the society's invitation to make "a major statement on his point of view" with regard to Mr. Agnew's speech.

Agnew speech draws mixed print reaction

Some newspaper editors see threats to media but others praise his stance

Editorial comment on Vice President Spiro T. Agnew's Nov. 13 condemnation of broadcast news has ranged from unqualified support to alarmed inferences of censorship.

Here is a broad section of editorial comment culled from newspapers in various parts of the country:

". . . Vice President Spiro Agnew's scorching criticism of TV network newsmen for their distorted and one-sided view of current events was a justified, necessary and over-due statement that had been waiting too long for a man courageous enough to make it." *Detroit News.*

". . . It is a strange performance from a member of an administration pledged to 'bring us together' and to persuading us to 'lower our voices.' " *Detroit Free Press.*

". . . We do not believe the television news industry, which has made such great strides and has such major impact on public life, will go namby-pamby as a result of Agnew's criticism. It's a cinch to try harder to do a fair and objective job." *Knoxville* (Tenn.) *News-Sentinel.*

". . . There is merit in the Vice President's contention that the violent aspects of confrontations seem intensified in TV spot-news broadcasts, partly because of the shortness of newscasts. Having raised proper questions, however, the Vice President was less successful, in our opinion, in documenting his charges of news distortion." *Des Moines* (Iowa) *Register.*

". . . Vice President Spiro T. Agnew has summarized the flaws and dangers [of network television news coverage] incisively and definitively." *Indianapolis Star.*

". . . Stunned by Agnew's charges,

network presidents responded in typical fashion by attacking Agnew, rather than trying to justify their biased news reporting." *St. Louis Globe-Democrat.*

"... Agnew uncovered another of his great conspiracies against the masses.

". . . Again, Mr. Agnew has picked up the cudgel of demagoguery in an effort to still criticism of the Nixon administration." *New Orleans States-Item.*

". . . If the speech in Des Moines does not lean toward intimidation, what does it do?" *Miami Herald.*

". . . Agnew did not ask for censorship. He asked rather 'whether a form of censorship already exists when the news that 40 million Americans receive every night' is determined and broadcast by a handful of men who share the same viewpoints." *Dallas Morning News.*

". . . [Broadcasting] is, nevertheless, a vital means of communication and it must enjoy the fullest possible freedom of expression, however, much individuals or factions concur or disagree with what is said upon any specific occasion." *Minneapolis Star.*

"... Many other people must see in [Mr. Agnew's speech] a thinly veiled threat, perhaps not to take away licenses or control networks, but to instill in listeners and readers of all forms of mass communications a distrust of what they see and hear." *Louisville* (Ky.) *Courier-Journal.*

"... The Vice President showed less concern with a conscientious re-examination of 'what is news?' and how clearly it should be separated from opinion than he did with discrediting TV newsmen and analysts now in the public eye. It was all but an appeal to vigilanteism." *Charlotte* (N.C.) *Observer.*

"... There can be no objection to the Vice President's voicing criticism of such media shortcomings. But in chiding them with exaggeration or 'querulous criticism' or undue hostility, he must be careful not to fall into the same pit." *Christian Science Monitor.*

"... There may have lurked between the lines of this speech a threat of punitive government action against television unless it shapes up and broadcasts the kind of sweet music that the Nixon administration wants to hear." Washington *Evening Star.*

"... In his far-reaching attack on the national television networks, Vice President Agnew has exacerbated the division among the people of this country over the administration's Vietnam policies and at the same time has undermined the basic principle of freedom of speech on the airwaves." *New York Times.*

". . . The name of the game is intimidation, as Frank Stanton of CBS bluntly declared last night, and all media have a common stake in resisting it." *New York Post.*

". . . Surely [Mr. Agnew] cannot be so insensitive to his high governmental position as not to appreciate the coercive nature of his attack." *Pittsburgh Post-Gazette.*

". . . Leave aside the profound questions of constitutional right [and] ugly hint of censorship . . . either Mr. Agnew is to be satisfied with nothing short of full 100% support of the President or he has picked a poor example to illustrate his point that the press, whatever its own convictions, is not doing its job of unbiased reporting as honestly and directly as is humanly possible." *Baltimore Evening Sun.*

". . . More power to Spiro T. Agnew . . . those howls of outrage that have been coming from the leftist-liberals, and from spokesmen for television, are the best possible proof that they have been hit where it hurts." *Baltimore News American* and *Boston Record American.*

". . . Television certainly is open to criticism [but the Vice President's] is a form of criticism which borders on censorship." Memphis *Commercial Appeal.*

". . . Kicking about supposedly unfriendly news reports is understandable. But to suggest, as Mr. Agnew did in veiled terms, that the news be censored is something new and ominous in American life." *Boston Globe.*

". . . The Vice President accurately branded the networks as biased." *Columbus* (Ga.) *Ledger.*

"... Mr. Agnew has posed an honest and acceptable challenge to the people who direct and shape television news presentations." *New Haven* (Conn.) *Register.*

". . . The Vice President, judged by his criticism of the television industry, wants nothing but a vast hurrah or the silence of ignorance on matters of government that are of interest to him." *Buffalo* (N.Y.) *Courier Express.*

". . . There is invariably basic truth in what he says." *Los Angeles Herald-Examiner.*

'Let Me Take You Away From All This.'

Payne in *Charlotte* (N.C.) *Observer*

". . . [The Vice President] sought to nourish in the public mind the notion that there is some sort of a conspiracy among TV newsmen to distort the news [and that is] dangerous nonsense." *Los Angeles Times.*

". . . He has shown courage and a capacity to tell it like it is." *Jacksonville* (Fla.) *Times-Union.*

A hidden benefit in Agnew fallout?

As tumult rises shrilly on the Hill, Pastore sees new hope for his bill

The political uproar shot past the threshold of pain and kept climbing last week in the wake of Vice President Spiro T. Agnew's blasts at network news. Practically everyone on Capitol Hill and in party offices had some comment, irate, laudatory or both at once, in response to the Vice President. However, a few hints to the contrary notwithstanding, the hard legislative effect on broadcasters of Mr. Agnew's speeches appears so far to be minimal.

Perhaps the most intriguing straw of legislative speculation came from Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.), chief sponsor of the bill to protect broadcast licensees from competing applications at renewal time (S. 2004). The senator, in a quote printed in the *New York Times* and verified by his associates, said the Agnew onslaught had made more urgent—and more likely—the passage of his bill. Particularly among liberals, Senator Pastore said, there is likely to be "a new understanding of the fundamental issue: How do you promote independence and freedom of thought and expression when the sword of Damocles is hanging over every broadcaster's head?"

The senator's analysis, while tantalizing to broadcasters who place the Pastore bill at the top of their list of legislative priorities, is unverifiable. Neither he nor his aides indicated whether the assessment came after consultation with Senate liberals; to complicate the picture still further, the bill's primary liberal opponent—Senator Philip A. Hart (D-Mich.)—is as firmly opposed as ever, it is understood.

Other observers expressed some doubt that the Agnew furor would strongly affect the Pastore bill. They felt that the questions raised by the Agnew attacks differed from those raised by the bill. There was also some feeling that the basic attitudes of senators toward media questions will not be changed overnight by the Vice President's campaign, despite the many impassioned reactions.

At the very least, it may be said that the administration's volleys have clearly not hurt the bill's chances. Nor have there been any other concrete indications that a strong push for legislative restrictions on the broadcast media is about to emerge, from the White House or anywhere else.

What does appear to have surfaced is widespread and long-standing resentment on the part of Republicans who see the media as towers of liberalism. This attitude, so evident in the Vice President's speeches, is nothing new. An early indication was the 1964 Republican convention, when President Eisenhower got a prolonged ovation for his slap at "sensation-seeking columnists and commentators." In 1965, Representative Catherine May (R-Wash.) complained to the FCC that Republicans were grossly under-represented in network news coverage. In 1966, Republican surveys showed a striking imbalance between coverage of Democrats and Republicans on NBC and CBS, although many of the Democratic appearances cited in the surveys were those of President Johnson.

One Republican party staff member reports that the situation improved noticeably after House Minority Leader Gerald Ford (R-Mich.) met late in 1966 with network chiefs about the problem. However, he said, the balance declined again during the 1968 campaign.

Some have responded that the imbalance simply reflected the proportionate strength of the two parties, but Republicans say the network coverage has still violated basic requirements of fairness by giving inadequate attention to the "loyal opposition." regardless of its numerical strength at a given moment. As one said last week: "Have you ever seen a conservative network newsman?"

Much of this feeling was reflected in Republican statements last week. Senator Bob Dole (R-Kan.) commented: "The Vice President is not alone when he questions the objectivity of television news. Even before he made his speech last week, others were also questioning that objectivity." Senator John Tower (R-Tex.), responding to Mr. Agnew's first speech, said: "I thought it was splendid. . . . Most of the [network commentators] are liberal intellectuals, but the other side should be presented too."

Minority Leader Ford said: "If they [the media] distort the news, they should be called to account. I don't know why they should have a halo over their heads." Senator Barry Goldwater said he didn't think the Vice President went far enough and warned that the networks had "better start policing themselves."

One party insider speculated that if the Republican dissatisfaction continued, there might be a call for some kind of network regulation. He acknowledged that no evidence of this development is anywhere in sight at the present.

Democrats, meanwhile, stormed back in protest. The Democratic Policy Council, under the chairmanship of former Vice President Hubert H. Humphrey, issued a resolution stating that the administration's statements "alarm those who believe in a right to dissent and in a free press. . . . We are aware of the dangers of irresponsible journalism; but when the highest officials of the government launch a deliberate and premeditated attack upon the right to comment—with a clear threat of economic consequences to the news media—this is a serious matter, and a cause for alarm."

Mr. Humphrey later accused the Vice President of "overkill."

Senator Philip Hart, commenting on Mr. Agnew's speech in Montgomery, Ala., last week, (see page 44), urged the Vice President to curb his "shrill, bad-tempered approach." Representative John E. Moss (D-Calif.), who also blasted the Vice President's first speech at some length, said of last week's effort:

"I have just read the masterpiece, and I think the Vice President himself offers the best response in his quote from William Lloyd Garrison, who said: 'I am in earnest. I will not equivocate. I will not excuse. I will not retreat a single inch. And I will be heard.' And he will be heard, because the press and the broadcast media will make it possible for him to be heard. . . . They will do it out of a deep sense of obligation to report the wise with the foolish. . . . They will point the path the Vice President should return to if he really desires a meaningful and constructive dialogue with the American people. . . ."

FCC Chairman Dean Burch also got a share of the flak last week. Representative James G. O'Hara (D-Mich.) urged the President to fire Mr. Burch and communications director Herbert Klein because the two expect the media to provide "the sort of objective coverage that Kosygin can expect from *Pravda*." The President is prohibited by law from firing Burch.

Attending a Democratic policy committee meeting in Washington last week, former Vice President Hubert Humphrey (r) took time out to say that Spiro Agnew's Nov. 13 comments about television news "alarm those who believe in the right of dissent and in a free press." With him at his news conference was W. Averell Harriman, former U.S. negotiator at the Paris peace talks, whose comments on President Nixon's Vietnam speech had been criticized by Mr. Agnew (see story, page 50).

Nevertheless, the new chairman felt heat from several different directions last week because of his personal calls to the networks, requesting transcripts of their comments on the President's Nov. 3 speech on Vietnam policy. Members of the House Communications Subcommittee got into the matter at last week's pay-TV hearings (see page 72) after Representative Lionel Van Deerlin abruptly veered off the subject and told Mr. Burch: "I'm sure it doesn't come as any surprise to you that there are some members of Congress who look with misgivings on the events of the past few days which look to us like a possible attempt at intimidation."

The congressman said he wanted to advise Mr. Burch—"in the friendliest manner possible"—that "our views are so strong on this that you might find us climbing up your back if there are any more attempts such as this."

Mr. Burch said he had no intention of intimidating anyone. The chairman added that he was unfamiliar with the normal commission procedure for obtaining such documents. "I thought if I wanted the transcripts, the easiest way to get them was to ask for them. . . . Frankly, I think that if the only way to get this information is to go through a long convoluted process, maybe there's something wrong with the process."

Representative Van Deerlin said he was "delighted" with the explanation, but Representative Richard Ottinger (D-N. Y.) chimed in: "I don't share the equanimity of my colleague from California." He called Mr. Burch's action, when taken in conjunction with Mr. Agnew's speech, "a clear effort at intimidation of the networks ability to comment."

Reports that the Democrats would ask for equal time to respond to Mr. Agnew were quickly squelched by the national committee last week. A spokesman said the policy council had talked about possible avenues of response to administration speeches, but added that the Agnew speeches were not meant to be included because they contained no direct attacks upon the Democrats.

Some Democrats conceded that the Vice President raised some valid points about the concentration of power in the hands of three networks, but most were quick to qualify the statement. As Senator William Proxmire (D-Wis.) said of Mr. Agnew: "It was unfortunate the criticism had to come from him."

Sigma Delta Chi sees Agnew threat

Formal resolution calls for free commentary, deplores Red Lion case

Sigma Delta Chi, the nation's largest journalistic society, has officially condemned Vice President Spiro T. Agnew's criticism of network news (BROADCASTING, Nov. 17). In an action taken at Sigma Delta Chi's four-day (Nov. 12-15), 60th annual convention in San Diego, some 800 delegates overwhelmingly adopted a resolution that made it clear the society "rejects and condemns any efforts by the Vice President or other government officials to control or impede coverage and the flow of legitimate comment on and analysis of the news."

The resolution pointed out that while constructive criticism of journalism was welcomed, the Vice President's remarks on national television went "far beyond anything that might be considered constructive" and "can be construed as a threat to the American freedom to collect and comment on the news." Sigma Delta Chi, the resolution emphasized, "must be ever aware of the danger of threats to freedom, whether implied or specific, from any source."

In a separate but related action, Sigma Delta Chi's Freedom of Information committee also dealt, in part, with government intrusion into news content. The committee's report to the convention described current times as "a troublesome year" for broadcasters in their relationship with government. The U.S. Supreme Court's decision upholding the fairness doctrine laid down by the Federal Communications Commission (BROADCASTING, June 16), was termed "the most damaging blow to broadcasting's journalistic freedoms in decades" by the Freedom of Information committee.

In one of the more intensively discussed issues discussed at the convention, a resolution was passed urging more news jobs for black people. Key point at issue in the six-point resolution drafted and presented by the Committee on Minority Group Recruitment, was a recommendation that Sigma Delta Chi solicit and collect from both the publishing and broadcasting industries $1 million to be used to house, keep and train minority group people so that they be prepared for employment in print and broadcast journalism. The $1 million collected from private industry would be matched by $2 million in federal money.

This recommendation in the language of the resolution reads: "That Sigma Delta Chi obtain commitments from the publishing and broadcasting industry a $1 million fund to pay for room and board, stipend, and instructors' salaries for these intensive institutes [regional schools to teach journalism and specifically designed to prepare minority group persons to become newsmen]. The Committee further recommends that matching federal funds for retraining also be sought to establish an eventual $2 million endowment." The entire resolution was passed and referred to the society's board for implementation as feasible.

Ratings are out for week of Nixon speech

In a week of programing interrupted by a telecast of President Nixon's speech and local election coverage (Nov. 3-9), CBS-TV came out on top in the Nielsen Television Index ratings with 20.1 average, NBC-TV was second with 18.4, and ABC-TV had a 16.8 rating.

CBS's correspondents analysis of the President's speech ranked 11th with a 22.6 rating; the other networks' commentaries were not rated because they were unsponsored programs.

The top 20 included one special, *An Evening with Julie Andrews and Harry Belafonte* (NBC-TV), in 17th place, but two other specials that week, Frank Sinatra on CBS and Debbie Reynolds on NBC, attained only 45th and 61st rankings, respectively.

Two movies, ABC's *Movie of the Week*, ("Twelve Angry Men") and CBS's Thursday movie ("Four For Texas") were also among the top-rated shows.

Nielsen multi-network area ratings for that week, which include unsponsored coverage of the President's speech and subsequent analysis because they rate time periods and not specific programs, show the news event doing well.

NBC-TV's coverage of the actual speech placed fifth with a 24.6 rating, 35 share, and NBC's analysis of the speech ranked sixth (tied with the *FBI* on ABC-TV with a 23.5 rating. CBS-TV's analysis was tied with *Bill Cosby* on NBC for 20th place with 21.3 rating. The week's MNA averages were close: CBS-TV 19.6, NBC-TV 18.9, ABC-TV 18.6.

WTOP-TV gets Agnew via Alabama ETV network

WTOP-AM-FM-TV Washington, one of the stations under attack in the speech by Vice President Spiro Agnew Thursday night, maneuvered quickly to bring the speech live to its viewing and listening audiences and to offer the program to other waiting networks and stations. Cooperation was needed, however, between commercial and noncommercial television to relay signals from the site of the speech, Montgomery, Ala., to Washington.

The Alabama Educational Television Network supplied its own technical equipment in Montgomery to televise the speech live and then sent the signals directly to WTOP. The station, in turn, made the black-and-white programing available to the Eastern Educational Network, ABC Radio and ABC-TV networks, Westinghouse Broadcasting Co., the Voice of America, NBC Radio network and WMAL-AM-FM-TV Washington. The CBS Radio and CBS-TV networks took the feed for later news use only.

Introducing Zenith

CHROMACOLOR

A revolutionary new color television system featuring a new patented color picture tube...that outcolors...outbrightens...outdetails... and outperforms...every giant-screen color TV before Chromacolor!

The heart of the Zenith pioneered and developed Chromacolor TV system is the patented Chromacolor picture tube. Where previous giant-screen color pictures have been made up of thousands of tiny color dots on a gray background, Zenith reduced the dots in size, surrounded them with jet black, and fully illuminated every dot. You'll see a color picture over 100% brighter, with truer colors, sharper detail, and greater contrast than any giant-screen color TV before Chromacolor.

Zenith's new Chromacolor system also features the exciting Color Commander Control

Now one control simultaneously adjusts contrast, color level and brightness in proper balance to provide the most pleasing picture for any light conditions in the room.

Plus:

New Titan Handcrafted Color Chassis with solid-state Dura-Module for greater dependability.

New RGB Color Circuitry for higher color fidelity.

Exclusive Chromatic Brain with the first integrated circuit to create a color picture.

Exclusive Gold Video Guard Tuner with 16-carat gold contacts for longer life.

Exclusive Zenith AFC Control fine-tunes the color picture at the flick of a finger.

See new Zenith Handcrafted Color TV featuring the exclusive Chromacolor system—at your Zenith dealer's.

ZENITH®

The quality goes in before the name goes on

More trouble ahead on obscenity

Pastore wants FCC to explain its policy on matter; Burch may want guidelines developed for broadcasters

FCC Commissioner Robert E. Lee's decision to publish in a dissent a poem broadcast by a Pacifica Foundation station that he regarded as obscene is having repercussions on Capitol Hill. The commission has been asked by Senator John O. Pastore (D-R.I.) to be prepared to discuss its policy on obscenity in broadcasting when it appears before him on Dec. 1.

The senator, chairman of the Senate Commerce Committee's Communication Subcommittee and long a foe of allegedly suggestive or obscene programing on radio and television, is reopening hearings that day on the so-called Pastore bill (S-2004). The commission has been scheduled to testify on the measure, which would afford broadcasters protection against challenges at license-renewal time.

Senator Pastore last week asked that the commission come prepared to discuss its policy on obscenity in a letter in which he included one from Senator Edward Gurney (D-Fla.) complaining about the poem, "Jehovah's Child," which had been aired on Pacifica's KPFK(FM) Los Angeles. The poem contains slang expressions for genitals and sex acts it ascribes to Jesus and Jehovah.

Commissioner Lee had quoted it in the statement in which he dissented from the commission's 5-to-2 decision approving Pacifica's application for an FM station in Houston (BROADCASTING, Nov. 3).

The commissioner, who has long been troubled by Pacifica programing he considers obscene, also sent copies of his dissent to all members of the Senate and House Commerce Committees, which have jurisdiction over the FCC, as well as to several other members of Congress.

Senator Gurney, who is not a member of the Commerce Committee and who read the poem in the commission's release containing the Lee dissent, said in his letter to Senator Pastore that the language on its face is profane if not obscene. He also said he could not see how the public interest was served by the renewal routine earlier this month of Pacifica's WBAI(FM) New York.

Senator Pastore attracted considerable public attention in March with a speech at the National Association of Broadcasters convention expressing concern over sex and violence on television. He called on the networks to submit their programs to the NAB code for prescreening; ABC and NBC complied, but CBS did not (BROADCASTING, March 31).

He also expressed his feelings on the subject in a hearing earlier that month on matters facing the FCC. At that time, the then chairman Rosel H. Hyde said that the commission's procedure for dealing with obscenity matters was to refer them to the Justice Department, which is responsible for enforcing the statute outlawing the broadcasting of obscenities. It's understood "Jehovah's Child" was cleared with Justice. Senator Pastore may get into the question of whether the change in administration has led to any change in commission procedures.

Senator Pastore's letter reopening the question with the commission came at a time when that agency was moving toward a review of that question at the initiative of its new chairman. Mr. Burch had informed his colleagues of a desire to discuss the matter.

One question to be considered is whether different legal standards are to be applied to broadcasting than to other media, like books, magazines and movies. Commission attorneys note that the Supreme Court has held that standards for the different media are not the same, but, that the ruling has never been applied to broadcasting.

Some commission attorneys feel that different standards would be employed for broadcasting. One said that while the once-controversial *Lady Chatterly's Lover*, for instance, is protected by the constitutional guarantee of free press, the commission could move against a station that carried a film "that shows what *Lady Chatterly* describes."

The issue is becoming increasingly critical as movies produced under the new permissiveness find their way into television. Commissioner Lee has frequently expressed concern about this development, and has said he would like to see a court decision delineate the commission's authority to bar such films from the air.

Commission sources say no action is contemplated as a result of the new look being taken at the issue. However, some commission officials expect Chairman Burch to seek to lead the commission into a harder line on the question than it has so far taken.

One official said the new chairman's talks with staffers indicate he is interested in developing guidelines for broadcasters, if possible. And it is being recalled that, before his confirmation as chairman, Mr. Burch, in an interview, said he gave as a "gut reaction" the thought that he could not "conceive" of "X"-rated movies being shown on television (BROADCASTING, Sept. 29).

No date had been set for the commission meeting on the question. But in the meantime, chairman Burch is briefing himself, reading background material avaliable at the commission, including memoranda and letters that have passed between the commission and the Department of Justice on various cases.

Word that the commission is preparing to take a new look at the obscenity-in-broadcasting issue emerged last week from the House Communications Subcommittee hearing on legislation to prohibit the establishment of a pay-television service (see page 72), when the question of suggestive movies on television came up. Subcommittee Chairman Torbert Macdonald (D-Mass.) had asked where pay-TV stations would get movies that would be suitable for home viewing.

Chairman Burch expressed his concern about "X"-rated movies and then disclosed that the commission was looking into the matter of obscenity on television. He said the results might emerge "in a month or so."

Commissioner Kenneth A. Cox, who appeared with Chairman Burch, said that the Constitution would pose serious problems in the event the commission sought to bar from television a movie it considered obscene. Commissioner Cox said it would be as difficult to prove obscenity in broadcasting as it is in print.

However, he also said that a "pattern" of obscene broadcasts by a station might provide the commission with a basis for moving against its license at renewal time.

Moon colorcast goes to black

Scientists attribute TV camera failure to exposure of lens to sun

The eagerly awaited color television pictures from the moon were transmitted right on time early Wednesday morning (Nov. 19)—but lasted only 45 minutes.

In moving the Westinghouse/CBS Labs field-sequential system camera from the lunar module to a tripod, Apollo 12 astronauts Pete Conrad and Alan Bean may have inadvertently exposed the lens to direct sunlight and burned out the tube, scientists on earth concluded. The camera will be brought back to earth for examination.

After vain efforts at fixing the camera, the astronauts continued with their lunar explorations, and the television networks each activated their "astronauts" in the studios to provide extensive simulations of the probings on the moon. Each network used the clear audio communications to accompany the simulations, and anchormen probably spent more time than they had planned in describing and summing up the activities.

As one network official pointed out, much of the second moon walk Wednesday night would not have been seen by U.S. viewers anyway, because the astronauts would have been out of range of the camera. Simulations had been planned by the networks for most of the second exploration.

Although the camera breakdown on the moon was disappointing, the first color pictures of the undocking and docking of the lunar module from the command capsule were extraordinary. Separation was clearly shown against a yellow-orange moon, and on the return, the astronauts could even be seen through the window.

As of last Thursday, CBS and NBC had spent about 19 to 25 hours covering Apollo 12, and ABC about 14. The big difference in time came during the second moon walk at 11 p.m. EST Wednesday, which began earlier than expected. ABC televised *The Joey Bishop Show*, breaking in each half-hour with five-minute recaps, and picked up Apollo 12 when the Bishop show had ended after 1 a. m.

In addition to the number of hours of coverage being less than for Apollo 11 (the networks devoted a whole day just to the lunar landing and moon walk then, and 42 hours over-all), the television audiences this time were smaller. New York Nielsen and New York Arbitron figures available last week for the moon landing and the first moon walk ran three to seven points below the New York averages for coverage of Apollo 11 events combined.

For the 1-2:30 a.m. period Wednesday morning, NBC had an 8.9, CBS a 3.9 and ABC a .7 in Nielsen ratings, and NBC a 5.1, CBS a 3.8 and ABC a 1.4 in Arbitrons. For the moon walk between 5:30 and 10:30 a.m. Wednesday, NBC had a 5.2, CBS a 4.2 and ABC a 1.7 rating according to Nielsen, and NBC had an 8.1, CBS a 4.0 and ABC a 1.5 in Arbitrons.

New York Nielsen averages for Apollo 11 were NBC and CBS with 11.6 and ABC with 3.7. New York Arbitrons were NBC 10.5, CBS 9.7, and ABC 3.8 (BROADCASTING, July 28).

The reduction in hours will also reduce networks costs, primarily in pre-emption time saved but also in production costs to some extent. The networks estimated total costs around $11 million for Apollo 11, with $4.5 million comming from pre-emptions.

At least another two-and-a-half hours of coverage is planned for television transmissions from space and splashdown today (Nov. 24).

Is John Gambling (c) WOR *personality, the highest paid radio personality in the New York market? Robert Smith (r),* WOR *vice president, thinks he may be. His new five-year contract calls for $425,000, a year, according to Mr. Smith, who says it "is the largest to my knowledge in force at any local New York station." Mr. Gambling is host of the* Rambling with Gambling *show. At left is George Brown,* WOR *vice president-programing.*

Actors get $10,494,393 in TV residuals in year

The Screen Actors Guild, without even counting payments for work performed in TV commercials, has collected and distributed more than $100 million worth of television residuals since the advent of the medium. This was the good news that was reported to members at the film performers union's annual membership meeting, held this year on Nov. 16 in Hollywood.

In the 12-month fiscal period ended Oct. 31, it was announced at the meeting, SAG collected and distributed to its members in domestic residuals alone (again exclusive of use payments for commercials) a total of $10,495,353. This involved the handling of 81,094 TV residual checks. For the foreign use of TV programs, the Guild collected $1,260,541. For the TV exhibition of feature movies on television, SAG collected in the fiscal year $2,420,-472.

A treasurer's report to the meeting revealed that guild income during its fiscal year totalled $1,444,601. Expenses were $1,346,895. This left a surplus for the year of $97,706. The total guild surplus on hand is $1,484,-688.

The annual SAG award "for outstanding achievement in fostering the finest ideals of the acting profession" was presented at the meeting to Edward G. Robinson, an actor for more than 60 years. The presentation was made by SAG president Charlton Heston, reelected for a fifth one-year term. Mr. Heston, in an address on the state of the film industry, announced that Thomas Kuchel, former Republican party senator from California, has been hired by SAG and the Hollywood AFL Film Council, to represent the film industry in Washington in hopes of promoting a tax incentive plan to encourage film production in this country.

Program notes:

Here comes Santa Claus ▪ *Dateline: North Pole*, a series of 28 one-minute Christmas programs is being offered for the third consecutive year. Rolar Co. of Athens, Ga., producer of the series, has signed 74 stations in 27 states for the 1969 edition of the reports on Santa's pre-Christmas activity. Phone: (404) 549-1817.

Revival ▪ Old-time favorites *Kukla, Fran, and Ollie* and the Kuklapolitans will join National Educational Television for five weekly programs beginning Wednesday, Feb. 4, 8-8:30 p.m. EST. The program is created by puppeteer Burr Tillstrom and produced by noncommercial WTTW(TV) Chicago.

McGee at WNBC-TV ▪ Frank McGee, NBC News correspondent, has been designated anchorman for an evening news show in New York (WNBC-TV New York's *Sixth Hour News* 6-7 p.m. EST weekdays). He replaces Lew Wood as of Dec. 1. Mr. Wood continues to serve with the local reportorial staff and as a contributor to the local news show.

Comedy special ▪ *The Mad, Mad, Mad Comedians*, an ABC-TV special fea-

turing the voices of great comedians of the past and present and accompanied by animations of their routines, will air Tuesday April 7 (8:30-9 EST). The program is produced and directed by Arthur Rankin Jr./Jules Bass Videocraft International Ltd., with animation by Bruce Stark.

Sports entry ▪ Interstate Broadcast Network Inc., Box 364, Ann Arbor, Mich., packager of radio-TV live sports events on a regional and special-network basis, enters the TV film syndication field with series on auto racing, hockey and other sports. The new firm, also active in the closed-circuit TV sportscasting business, is headed by Tom Johnston, one-time program director at WKBD-TV Detroit, and is a subsidiary of Norris Grain Co., Chicago. Norris also has TV production interests in the Miami area. Interstate's phone: (313) 483-6399.

Beginning added service ▪ The Programmers, a New York radio consultancy firm which offers subscribers recordings and recommended playlists, has launched its second music programing service. The new format, called Modmor, will offer a more up-beat version of the Programmers', middle-of-the-road programing currently in use by some 200 client stations. The Modmor formula will draw from rock, country and western, folk and jazz.

Elizabeth Taylor in England ▪ Elizabeth Taylor will make her dramatic television debut in a one hour, original special to be colorcast on NBC in the 1970-71 season, it was announced last week. According to producers in the United Kingdom, Harlec Television and ATV, Miss Taylor will contribute fee to combined theatrical charities toward rebuilding of Denville Hall, home for retired actors and actresses in England. While Miss Taylor's fee was not devulged, it was estimated to be in the vicinity of $250,000. The Taylor television debut will be produced in England.

International

USIA film to tell Nixon story abroad

Rushed out in two weeks time after President's speech it comes in English, 17 other languages

The U.S. Information Agency last week began distributing abroad a 15-minute film designed to convince foreigners that anti-war demonstrations in the U.S. do not represent the opinion of the majority of Americans. The black-and-white film, called "The Silent Majority," is being made available in English and 17 other languages to TV stations and networks in 104 countries throughout the world.

Work on the film was begun on Nov. 4, the day after President Nixon's nationally televised speech on Vietnam, and was completed on Nov. 16, the weekend of a large moratorium demonstration in Washington. USIA spokesmen said that the film project was the agency's own idea and had not been cleared by the White House. The film was approved by the USIA's deputy director, Henry Loomis, in the absence of the agency's director, Frank Shakespeare, who was out of the country at the time the film was being produced.

The film contains film clips from President Nixon's Nov. 3 speech on Vietnam and includes an interview wtih Dr. George Gallup, president of the American Institute of Public Opinion. In a studio interview Mr. Gallup says that a poll of 500 people across the country following President Nixon's Nov. 3 speech showed that a large majority of the American people supported the President's policies as set forth in his speech and that a large majority of the public also favored the President's program for troop withdrawals.

The beginning of the film shows a large number of marchers in Washington demonstrating against the war in Vietnam. The USIA correspondent says the demonstrators were given permission to carry their protest "within sight of the White House." The correspondent then says that many of the people merely observing the demonstration from the sidelines are "probably members of that 'silent majority' " to which Mr. Nixon referred in his speech.

Toward the end of the film there is footage of President Nixon at the White House looking over thousands of telegrams and letters he received following his speech on Vietnam. The film concludes with a statement by the USIA correspondent that: "What I have found . . . is that the loudest sound is not the only one that should be listened to."

The production cost of the initial English version of "The Silent Majority" was $11,000. The cost of translation ($9,000) and prints ($10,000) brought the total cost of the film to $30,000. The USIA said that, after production of the original English version, the film was being dubbed in French, Spanish, Portuguese, Arabic, Vietnamese, Greek, Turkish, Hebrew, Hindi, Cantonese, Urdu, Bengali, Indonesian and Farsi (Iran).

There was no indication as to which stations or networks abroad would actually air the USIA film. The agency only began distributing the film last week.

The USIA is also now preparing, through its motion picture and television department, a short film biography of Vice President Agnew and a 90-minute documentary on the U.S. role in Vietnam.

The 10-minute black-and-white film on Mr. Agnew is being produced at a cost of $20,000 and is expected to be completed before the end of the year. USIA spokesmen said it was believed the film portrait of Mr. Agnew was the first of a Vice President that the agency had produced. The agency has produced, however, several films of Vice Presidents in previous administrations travelling abroad.

The 90-minute documentary on Vietnam, directed by John Ford, cost $214,443. Work on the documentary was begun during the Johnson administration.

None of the USIA materials will be seen in the U.S., since the U.S. Information and Educational Exchange Act of 1948 only authorizes the USIA to distribute its product abroad.

Foreign sales up this fall for ITC

Independent Television Corp., New York, said last week it has scored on two counts in its foreign business: in the distribution of musical-variety shows in Latin America, and a record $2.1-

million gross in foreign sales in a four-week period in October.

For the first time, ITC is now dubbing such video-tape series as *The John Davidson Show*, *Liberace* and *Stars in Revue* (retitling of *Kraft Music Hall* on NBC-TV). ITC officials said that films were always dubbed in Spanish for Latin American sale, but now ITC offers taped musical-variety shows.

These properties, plus several specials, such as the *Royal Family* documentary and *Twelfth Night* with Alec Guiness, Tommy Steele and Ralph Richardson; the suspense-mystery series, *The Strange Report; Randall & Hopkirk (Deceased)*, a private-eye series, and *This is Tom Jones* (on ABC-TV), has contributed to the record-breaking gross sales overseas.

Satellite links to home TV foreseen

Parley in France told direct broadcasting via space gear is probable

An international group of telecommunication savants feels that direct broadcasting to homes and/or community sets via satellites will become a reality in the coming decade, presenting "new problems and opportunities requiring changes in traditional organizations and ways of thinking."

But the group, meeting in France Sept. 21-25, warned that no nation should be permitted deliberately to broadcast sound or TV into the territory of other nations without consent. "In order to deal with the complex problems of direct satellite broadcasting, including intentional or unintentional spillover of programs," the panel said, "greater cooperation among nations and broadcasters should be sought."

The meeting, sponsored by the Carnegie Endowment for International Peace and the Twentieth Century Fund, also called for the merger of the International Telcommunications Satellite Consortium (Intelsat), comprising 70 nations, and Intersputnik, made up of the Soviet Union and its eastern European allies.

"An integrated and global system of satellite communications, taking into consideration the coordination of existing and projected systems," the report said, "is most desirable as a means of assuring the best service with the greatest economy. In particular the cost of earth stations, tariff rates and superior quality of service would reflect the relative efficiency of a global, integrated system."

At NBC: give a little, take a little

TV stations to bear most of AT&T increase, but they'll get more breaks for own sale

NBC-TV officials and the NBC-TV affiliates board of delegates reached a quid-pro-quo agreement last week under which affiliates would absorb almost half of the network's $7.4-million increase in AT&T costs in the first year and about 81% of it after that.

Key attractions for the affiliates are NBC's agreement to provide more break time for station sale, effective Jan. 5, 1970, and to defer assessment of affiliates for their share of the AT&T increase—via a 6.5% reduction in their network compensation—until next year, March 1.

Thus NBC would absorb all of the increase for the first five months since the rate boost went into effect last Oct. 2, and the affiliates would start getting the extra time for local sale—10 new 62-second night-time breaks a week, created by lengthening 10 breaks that are now 42 seconds—two months before the reduction in compensation took effect.

The plan, although approved by the affiliates board, must be approved by the general affiliate body. Telegrams were sent to all NBC-TV affiliates last week by the affiliates board, headed by Harold Grams of KSD-TV St. Louis, presenting details of the plan and "strongly endorsing it.

In its wire, the board said the plan was worked out at a meeting Monday through Wednesday last week between the board and NBC officials at Tryall, Jamaica, and largely represented a counterproposal developed by the board after it found NBC's first plan to be "unacceptable."

The network's first proposal, according to the wire, called for a 6.5% reduction in affiliate station compensation effective next March 1. This, it was estimated, would produce $6 million of the approximately $7.4 million extra that NBC-TV will have to pay annually under the new AT&T rates.

Even though "the plan also recognized the stations' needs for additional revenue opportunities to offset the decrease in station compensation," the telegram continued, the affiliates board in a two-day session found the plan "unacceptable" and came up with an alternate plan "much more favorable to the stations."

"We were confident our proposal offered a fair and reasonable solution to a difficult problem," the board said. "NBC considered this alternative and accepted virtually all the modifications we had suggested."

The plan was described as follows:

"1. NBC will absorb the full cost of the rate increases from Oct. 2, 1969, to March 1, 1970.

"2. NBC will effect a 6.5% reduction in compensation March 1, 1970.

"3. Effective Jan. 5, 1970, the pattern of station breaks in the evening schedule will be: (a) 42-second station breaks after half-hour programs; (b) 62-second station breaks after programs of one hour or longer that end before 11 p.m. New York time; (c) a 42-second station break across the board at 11 p.m. New York time regardless of program length; (d) interior breaks of 32 seconds continue as at present; (e) the 'movie' [commercial] formats remain unchanged.

"This will provide 17 positions of 32 seconds, 14 of 42 seconds and 16 of 62 seconds per week in the current schedule."

NBC officials said the basic change in the pattern of breaks was that the number of 62-second positions would increase from six a week to 16 a week, to be created in each of the 10 new cases by expanding breaks that are currently 42 seconds in length.

There was no immediate way to estimate how much new revenue the stations might thus obtain to offset reductions in station compensation. The answer obviously would depend on the extent to which the expanded positions are sold and also on the rates charged, and presumably would vary from station to station.

If a 6.5% reduction in station compensation would yield $6 million of the $7.4 million total increase on a full-year basis, network sources calculated that deferment of the effective date to March 1 would mean that in the first 12 months of the rate increase NBC would absorb about $2.5 million of the affiliates' share plus its own $1.4-million share, or a total of approximately $3.9 million. For the year starting next Oct. 2, $6 million borne by affiliates would represent about 81% of the $7.4 million total.

In its wire, the board told NBC affiliates that "both NBC and your board recognize there is no perfect solution to the problem created by the AT&T increase.

"We have tried, however, to find a course that would be reasonable and equitable to all concerned and we have been gratified by the spirit of cooperation and mutual understanding that has marked all our discussions with the network representatives. We hope that in your independent consideration of this plan you will agree with the judgment of your board which strongly feels that the interest of the network and the stations have been fairly reconciled."

The agreement, coming after one in which ABC-TV agreed to absorb all of the additional AT&T costs for its affiliates for at least one year, appeared to weaken the hand of CBS-TV in its efforts to sell its own affiliates board on a plan under which 40% to 44% of CBS-TV's estimated $6.8-million annual AT&T increase would be absorbed by affiliates. That plan presumably is under review after being found "unacceptable" by the CBS-TV affiliates

NET council elects

The NET affiliates council announced last week the election of Kenneth A. Christiansen, manager of WUFT(TV) Gainesville, Fla., as chairman; Dr. Otto F. Schlaak, manager of WMVS(TV) Milwaukee as vice chairman; Robert H. Ellis, manager, KAET(TV) Arizona State University, Tempe, as secretary; and Loren B. Stone, manager, KCTS-TV University of Washington, Seattle, as treasurer for the coming year.

Other station managers serving on the council will be Lloyd Kaiser, WITF-(TV) Hershey, Pa.; William J. McCarter, WETA(TV) Washington; Dr. Presley D. Holmes, WOUB-TV Athens, Ohio; Dr. James L. Loper, KCET(TV) Los Angeles; J. Michael Collins, WNED-TV Buffalo; and John Montgomery, KDIN-TV Des Moines, Iowa.

board ("Closed Circuit", Nov. 17).

The AT&T increase—and the criticisms of network-TV news touched off by Vice President Spiro T. Agnew, which prompted the affiliates board to adopt a resolution "fully" supporting the network (see page 70)—were said to be the principal agenda items at the NBC Jamaica meeting.

The affiliates board also heard NBC-TV program-development plans for the 1970-71 season (BROADCASTING, Nov. 17), reports on NBC-TV standings in the ratings this season, news and sports coverage plans, and plans for some daytime changes at the end of this year.

Effective Dec. 29, a new program tentatively titled *The Who, What or Where Game* will move into the 12:30-12:55 p.m. period replacing *Name Droppers*. The latter is due to move to 4-4:30 p.m. in place of *Letters to Laugh-In*, which is slated to be dropped. Also on Dec. 29, *Life with Linkletter*, featuring Art Linkletter and his son Jack, is scheduled to move into the 1:30-2 p.m. slot replacing *You're Putting Me On*, also due to be dropped.

FCC asks comments on banks in broadcasting

In response to a request by the American Bankers Association asking for amendment of the FCC's multiple ownership rules as they apply to the broadcast holdings of banks, the commission last week solicited comments on what information banks should file about their holdings and how much broadcast stock they should be allowed to own.

In the same action the FCC opened an inquiry into certain financial and management connections between banks and licensees.

In its notice of proposed rulemaking the commission asked interested parties whether the filing of trust agreements or abstracts, as required by FCC rules, was necessary—and if so, can they be dispensed with in some cases by assuming that the bank, as trustee, has full power to vote and sell licensee stock. The commission also sought comments on whether banks should be permitted to hold up to 3% of a station's stock if they disclaim intent to manage or control policy. Presently, the commission limit is 1% with the exception of mutual funds, stockbrokers and trusts, which may hold up to 3% of broadcast companies with over 50 stockholders.

The ABA had asked that there be no limitation on broadcast holdings for banks; that holdings in different trust accounts in which the bank has voting power, not be considered collectively in determining the size of its interest—or if considered collectively—that the level be raised to 10% on total holdings and 5% in any single trust.

Siphoning worries pay-TV foes

It's a familiar, but vital issue to opponents as they plead their case in the House

There was one live issue at last week's House Communications Subcommittee hearings on pay TV: Would subscription stations siphon off the public's favorite free programs? So far, the subcommittee majority doesn't think so. And as a result the atmosphere was relatively friendly for advocates of pay TV. It was clear, however, that if opponents could turn the subcommittee around on that one issue, a bill banning pay TV would be voted out in about 10 minutes.

The issue was raised by congressmen on both sides last week. Representatives James Harvey (R-Mich.), an opponent of pay TV, and Richard Ottinger (D-N. Y.), an advocate, agreed that the possibility of siphoning is the "key factor." Subcommittee Chairman Torbert H. Macdonald (D-Mass.), another favorable presence for pay-TV hopefuls, said Congress would watch closely to see that the FCC enforces its own order, which authorized pay TV but set severe restrictions on its operation (BROADCASTING, Dec. 16, 1968).

Other old, familiar issues were raised during the first three days of testimony last week—such as the alleged threat to existing broadcasters posed by pay TV, and the possibility that poor Americans could not afford the service—but these alone will apparently not sway the subcommittee.

They may carry more weight with the full Commerce Committee. The subcommittee is considering a bill introduced by Representative John D. Dingell (H. R. 420), along with about 20 similar bills, all of which would ban pay TV. If, as appears likely, the subcommittee turns thumbs down on that proposal, committee Chairman Harley O. Staggers (D-W. Va.) may haul the bills before the full committee, where the odds are against pay TV.

For the present, however, attention centers on the subcommittee and on the siphoning question. That threat was stressed by both Vincent T. Wasilewski, president of the National Association of Broadcasters, and Julian S. Rifkin, president of the National Association of Theater Owners.

The NAB president urged passage of the Dingell bill or, as an alternative, the establishment by Congress of guidelines for the FCC to follow. The present rules, he said, can be easily subverted or changed, particularly since commission personnel come and go.

Mr. Wasilewski illustrated his argument with a reference to sports programing, which seems of special concern to the subcommittee. Under FCC rules, no sporting event that has been carried on free television during the past two years can be taken by pay TV. The intent of the rule is to keep such programs off subscription stations completely. However, he said, programs such as the Super Bowl or the World Series could be purchased by pay-TV entrepreneurs and kept off the air for two years, with the pay broadcasters paying the sports for that period. The games would then become available for pay TV, meeting the FCC's requirements, he said.

This argument carried some weight with the subcommittee. Over and over, one congressman or another would speculate: "What if Howard Hughes bought the Super Bowl and kept it off the air . . . ?" So far, the argument has fallen short of acceptance because of assurances by the FCC and its supporters that such a coup would not be permitted.

Mr. Wasilewski hammered at another theme. "The clearest reason for rejecting pay TV," he said, is that the greatest burden of such a system would fall on those least able to pay for it—people in low-income groups, and especially in the ghetto. . . ." The present system serves all Americans, he said, without creating a class of "second-class citizens."

In practical political effect, this argument is a corollary to the siphoning issue. A pay-TV system that provides special-interest programs for a fee would probably be welcomed by this subcommittee; the idea of a system that would deprive poor Americans of programs they now receive free. on the other hand. would meet with unanimous hostility.

During questioning of Mr. Wasilewski, Representative Clarence J. Brown (R-Ohio) suggested that pay TV might serve the positive purpose of providing greater diversity in programing. The NAB president agreed, but warned that the consequence might be fewer or lower-quality free programs.

Mr. Rifkin, speaking for the nation's theater owners—whose opposition to a box-office in the home borders on the rabid—said the advent of free television 20 years ago was a "traumatic" experience for his industry, but not a threat such as that posed by pay TV. He noted that theater owners never attacked free TV in the courts and never proposed congressional action. But if

Did broadcasters make own miseries?

FCC's Cox says television failed to respond in time to calls for change

Broadcasters five years ago turned aside recommendations that they voluntarily curtail their airing of cigarette advertising, and now find themselves faced with the prospect of losing that source of funds without much time to replace it. They hung back when asked to reduce rates for political broadcasting, and now find Congress considering bills to require steep cuts in such rates.

Now, television broadcasters are being advised that "substantial upgrading" of their public-affairs programing is the best defense against the possibility of an FCC rule enforcing minimum program criteria. The Supreme Court, in upholding the commission's fairness doctrine, provided legal support for such a requirement.

FCC Commissioner Kenneth A. Cox delivered this catalogue of what he suggested were missed opportunities and the call for action on public-affairs programing in an address before the St. Louis chapter of the National Academy of Television Arts and Sciences on Nov. 11.

The commissioner recalled that LeRoy Collins, when president of the National Association of Broadcasters, urged the industry to cut back on the carriage of cigarette commercials, but was rebuffed. If it had "recognized the moral issue" of using the airwaves to promote "a serious health hazard" and had decided to forego cigarette advertising revenues, Commissioner Cox said, the broadcasting industry would have had the public's acclaim and could have gotten a substantial period of adjustment.

Instead, he said, it is now going to lose that revenue, "and it is battling, against heavy censure, for a year within which to find replacement revenues." The Senate Commerce Committee has approved legislation banning cigarette advertising from broadcasting by the end of 1970.

The commissioner also noted that there had been only "limited response" to former Chairman Rosel H. Hyde's suggestion that broadcasters afford political candidates reduced rates. Instead, he said, broadcasters generally countered the suggestion with a call for repeal of the equal-time law. (He wondered whether those calls were still serious or "just a rut into which the industry has fallen.")

In the absence of broadcaster action, he said, legislation has been introduced in Congress that would require stations to afford congressional candidates specified amounts of time at discounts of up to 70% and 80%. In addition, a commission of the Twentieth Century Fund has proposed that broadcasters be required to make time available to major- and minor-party candidates for President at 50% of their lowest rates.

He said "one encouraging sign" is that all the networks and a number of other broadcasters have offered free or discounted time to various categories of candidates. And, although he said some in the industry continue to complain they are not treated the same as newspapers, he feels the political-broadcasting matter offers the industry "a chance to make a statesman-like contribution to the public's interest in its elective process."

He expressed disappointment broadcasters have not supported the commission's proposal for easing campaign costs. It would permit broadcasters to afford major-party candidates equal time and some lesser amount to minor-party nominees.

The commissioner, in urging broadcasters to provide more public-affairs programing, parted company with some TV critics who contend that broadcasting is not doing enough to illuminate the great social issues. "Some of their criticism is unreasonable," he said. "It is not realistic to expect television to solve all our difficulties in short order.

"But," he added, "I do not think many television stations are regularly attacking, on a repeated basis, the key problems of their service areas. Nor does it seem to me that the networks are pounding away on the questions which may determine the quality of our society for the next generation."

The commissioner said that those who suffer from social ills are entitled to have television help eliminate them —"even though they may protest the loss of a favorite program." And those who bear responsibility of public leadership, be entitled to the help and support "that can come only from television," he added.

But although the critics, the commission and Congress may exhort broadcasters, and although the commission and Congress could require broad quantitative programing standards for broadcasters, he said, only broadcasters can conceive and present the needed programs. "Again, it seems to me that the industry would be better served by voluntary action to improve its performance in this critical area than by government action toward that end."

---

pay TV is permitted, Mr. Rifkin said, a "great majority" of U.S. theaters will close. This development, he said, will, in turn, affect ancillary businesses—parking lots, restaurants, public transportation, and retail stores. "The effect in every city will be reflected in darkened streets and smaller tax revenues," he said.

He also said the advent of pay TV will lead to siphoning of free programs and will further deplete "an already thin supply of films."

"Why should we have pay TV?" Mr. Mr. Rifkin asked. "Who will benefit? Who will lose?"

The FCC came armed with its answers to Mr. Rifkin's questions. Chairman Dean Burch and Commissioner Kenneth A. Cox appeared for the commission, with Mr. Cox carrying the ball—since, as Mr. Burch noted, "this debate has been going on for 14 years and I've only been at the commission 14 days."

The commission testimony was basically a review of its decision to authorize pay TV and a rebuttal to those who feel the restrictions on subscription service are inadequate. Mr. Cox noted that the commission limited pay TV to one station in a community, and only then if there are already at least four commercial stations in that community, so as not to "constrict the existing or potential free service." The pay outlet would also have to broadcast at least 28 hours a week of free programing, he said.

The commissioner also reminded his listeners that pay TV may not include "series-type programs with interconnected plots or substantially the same cast of principal characters which are so typical of advertiser-supported television." Standard sports fare is similarly prohibited, he noted.

"Positively," he said, "we believe that [pay TV] operation will provide a beneficial supplement to conventional television. For example, it can find support for programs which might be too costly for advertisers or which would be disruptive of conventional schedules."

Commissioner Cox also rejected the argument that subscription service would discriminate against the poor. "The rules we have adopted are intended to benefit the public at large. We have taken particular pains to insure that the present programing offered free to the public will continue to be available to the public free of charge on at least four other stations," he said. "Thus, we think that those who cannot, or do not wish to pay for subscription programs will continue to receive an adequate amount of free programing."

"But we believe," the commissioner added, "that we cannot deny other members of the public an additional but optional source of programing. We see pay television, in the limited form in which we have approved it, as a competitive challenge which should enhance all television available to the public."

Much of the questioning of Mr. Cox dealt with the problem of adult movies on television, a problem of increasing concern both to Congress and the commission (see page 64). And in a digression, several committee members discussed with Mr. Burch his telephone calls to the networks two weeks ago, the day after Vice President Agnew's speech attacking network news. Two of the congressmen were critical of the chairman's attempt to get transcripts by telephone rather than through normal processes (see page 61).

The case for pay TV was not confined to the FCC. Joseph S. Wright, board chairman of Zenith Radio Corp. —the principal pay-TV entrepreneur— said the public should have a chance to decide for itself whether pay TV is worth having. "If by its patronage in the market place the public takes to the service on a large scale, then and only then will pay TV succeed," Mr. Wright said. "If it does not choose to do so, pay TV will fail and you will hear no more of it."

In response to a question, Mr. Wright said his company has no intention of going after free programs. Public reaction is a primary reason, he said. "If the Congress and the FCC weren't there and there were no regulation at all," he said, "it would still be a stupid, suicidal thing for us to take programs that have been on free TV and try to make the public pay for it."

The Zenith chairman devoted much of his statement to an attack on the "shoddy propaganda" against pay TV by the theater owners.

In reality, he said, first-run films on pay TV would be no major threat. There might even be benefits for the theater owners, he said: "Perhaps one salutary effect would be a move on the part of theaters to bring high ticket prices down, to attract more patrons, upgrade the movie houses, and make the whole idea of going to the theater so attractive that people will not want to stay away."

Mr. Wright also said that his firm was so disinclined to go after free sports programs that it would not object if the FCC banned from pay TV all sports that have been shown on free TV in the last four years, instead of two as proposed by the FCC.

These assurances finally brought a skeptical response from pay-TV advocate Ottinger. "I must admit that I sat and listened to you about as incredulously as I did yesterday to the theater owners when you indicated that you won't stretch the rules as far as you can," the congressman said.

One argument against the alleged inevitability of program siphoning was voiced by Representative Brown during the course of Mr. Wright's appearance. "It seems to me that what people are willing to pay to see for themselves, and what they'll watch on free TV, are two very different things," he said. "I just can't quite imagine people putting their nickel in the slot to watch *Laugh-In*. . . . I woudn't put in two cents, but I do watch parts of it occasionally on free television."

Some of those who invoked the siphoning argument betrayed their unfamiliarity with the FCC's plans to prevent erosion of free service. On the first day of testimony, Representative John Wydler (D-N. Y.) said the threat of siphoning prompted his opposition and that of his constituents. When Representative Macdonald asked if he had read either the FCC order authorizing pay TV or the court decision upholding the commission, the New York congressman said he had read only news accounts. Representative Wydler added that he thought the changing composition of the FCC and the passage of time would erode the commission's restrictions.

When Raymond Somers, general manager of WKYB(AM) Hemingway, S. C., made essentially the same argument two days later, Chairman Macdonald began to look exasperated. Mr. Somers also had read only press accounts, it developed—but he, too, felt that siphoning was all but inevitable.

Mr. Somers said he once worked for WHCT(TV) Hartford, Conn., when that station was authorized to conduct the only pay-TV experiment in the country. He said there were numerous technical and service deficiences in the station's operation, but Representative Macdonald countered: "That's what an experiment is—to work out the bugs."

The marathon hearings continued last Friday (Nov. 21) and will run at least through the end of this week.

ChangingHands

Announced:

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

- KIMN(AM) Denver and KYXI(AM) Oregon City, Ore.: Sold by Kenneth E. Palmer, John C. Hunter, Robert

Donner Jr. and others to Pacific & Southern Broadcasting Co. for in excess of $6 million (see this page).

▪ KAOH(AM) Duluth, Minn.: Sold by Don LeMasurier to R. Bunker Rogoski, Charles Boonstra, Dalton Hille and others for $122,500. Buyers have interest in WMUS-AM-FM Muskegon, Mich., and WPLY(AM) Plymouth, Wis. KAOH is a daytimer on 1390 kc with 500 w. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see 'For the Record," page 88).

▪ WMOO(AM) Mobile, Ala.: Sold by Samuel R. David and others to George Beasley, Thomas Jenkins, James E. Harrelson and S. E. Floyd for $240,000. Mr. Beasley has interest in WKYX-AM-FM Paducah, Ky.; WFMC(AM) Goldsboro and WKGX(AM) Lenoir, both North Carolina; WKBY(AM) Chatham, Va., and WASC(AM) Spartanburg, S.C. He is selling interest in WKBY and is applicant to acquire interest in WFNL(AM) North Augusta, S. C. Mr. Jenkins is Raleigh, N.C., life insurance executive. Mr. Harrelson has interest in WFMC and WASC. Mr. Floyd has interest in WFMC. WMOO is a daytimer on 1550 kc with 50 kw. Vote was 5-to-1 with Commissioner Robert T. Bartley dissenting and Chairman Dean Burch not participating.

▪ WRON(AM) Ronceverte, W. Va.: Sold by Nash L. Tatum to Roy D. Wooster Jr. and others for $160,000. Mr. Wooster was formerly southeastern district regional manager of the dairy and services division of the Borden Co. WRON is full time on 1400 kc with 1 kw day and 250 w night.

Cable Television

▪ Sulphur, Okla.: Sold by George Griffith to Commco Inc., Austin, Tex., principally owned by Walter Jenkins, former aide to President Johnson, who also has multiple CATV holdings in Texas, as well as New Mexico and Kentucky. Mr. Griffith also has multiple CATV ownership in Texas. Price was not disclosed. Broker: Daniels & Associates.

▪ Bennetsville and McColl, S.C.—Sold by Reeves Telecom Inc., multiple CATV owner, to Suburban Propane Co., Whippany, N.J., which also owns CATV system in Lowville, N.Y. Price was undisclosed. Reeves Telecom is subsidiary of Reeves Broadcasting Co., group broadcaster. Broker: Blackburn & Co.

▪ Huntington, Martin, McKenzie, Tenn. —Sold by Cable Information Systems Inc., multiple CATV owner, to S. A. Rosenbaum, G. H. Ward, James R. Dowdy and others, formerly principals of multiple-CATV-owner Clear Vision Cable Co., sold last summer to American TV & Communications Corp., also a multiple CATV owner. Price was not disclosed. Buyers have interests in WTOK-TV (ch. 11) Meredian and WDAM-TV (ch. 7) Laurel-Hattiesburg, both Mississippi; Mr. Rosenbaum also has an interest in WCFT-TV (ch. 33) Tuscaloosa, Ala. The Tennessee system, with about 2,000 subscribers, were bought by Cable Information Systems in 1968 from Gregg Cablevision Corp. Broker: Chapman Associates.

Colorado, Oregon station deal set

Pacific & Southern buying KIMN and KYXI for $6 million if FCC gives its approval

Pacific and Southern Broadcasting, New York, last week announced an agreement in principle to purchase KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., for over $6 million, subject to FCC approval.

Rio Grade Industries, owners of the Denver & Rio Grande Western Railroad, had previously bid for the stations but the two parties failed to come to a final agreement on the contract.

KIMN Broadcasting owns KYXI through a subsidiary, Republic Broadcasting Inc. Kenneth E. Palmer is president, John C. Hunter is vice president-treasurer, and Robert Donner Jr. is vice president-secretary. Each holds 31.6% interest in the stations. KIMN is full time on 950 kc with 5 kw; KYXI operates on 1520 kc with 50 kw daytime, 10 kw nighttime.

Pacific and Southern currently operates WQMI-AM-FM-TV Atlanta, WSAI-AM-FM Cincinnati, and KHON-TV Honolulu and its satellites, KAII-TV Wailuku and KHAW-TV Hilo. The company is also acquiring KRHM(FM) Los Angeles for $850,000 and WJRZ-AM Hackensack, N.J., for $6.1 million, pending FCC approval.

$1 million is invested in Booth CATV systems

Booth Communications Co., group broadcaster and multiple CATV owner, is spending over $1 million to wire up four CATV systems for which it holds franchises.

The systems are in Blacksburg and Salem, both Virginia; Kokomo, Ind., and Mt. Pleasant, Mich. The total subscriber potential in those four communities is estimated to be 33,200. Booth Communications has held franchises in those communities between two and four years, but construction was held up pending FCC litigation.

WPIX renewal hinges on news issues

But FCC in January will also look into how WPIX serves needs of its community

A bill of particulars spelling out alleged instances of news distortion by WPIX(TV) New York was issued last week by the FCC's Broadcast Bureau. The document forms the basis of a renewal hearing issue of whether the station or any of its employes distorted, falsified or misrepresented news.

The issue is one that will be considered next Jan. 5 when the FCC holds a hearing to determine whether it should extend renewal to licensee WPIX Inc. or approve a competing application for the channel 11 facility filed by Forum Communications Inc.

Meanwhile, Forum and WPIX Inc. each filed petitions last week with the FCC seeking to enlarge or delete issues in the proceeding.

The Broadcast Bureau's bill of particulars included these purported instances of news distortion by WPIX(TV) during 1968:

- During the Czechoslovakian crisis, a UPI correspondent in Vienna was identified as a WPIX(TV) correspondent reporting from Prague, and a film on the crisis was superimposed with the caption, "via satellite," though records indicate that no satellite-transmitted film was available to the station at the time.
- Old films were used in coverage of a Boston ghetto riot and a student demonstration at San Francisco State College; in the Boston incident, the film actually was of an unrelated high-school disturbance.
- During President Nixon's presidential campaign, film showing the candidate in Texas was represented as showing him in California, and footage of former Vice President Hubert Humphrey purportedly showing him in Los Angeles was actually taken the previous day in Philadelphia.
- When WPIX(TV) news department staffers brought irregularities to the attention of a station news producer, their complaints were ignored.
- The station's news director, after receiving memos detailing the practices from former employe Nancy McCarthy, failed to bring them to the attention of anyone else in a supervisory position. After Mrs. McCarthy met twice with president and general manager Fred Thrower to discuss the abuses, he fired her.

Forum's application for channel 11 was accepted after the FCC decided the news distortion charges warranted rescission of the license renewal granted WPIX Inc. May 22 (BROADCASTING, June 23). Besides issues concerning WPIX(TV)'s news operations, the commission will also consider whether the station has adequately surveyed community needs and whether it can meet them. Forum's issues are concerned primarily with financing.

In its petition filed last week, Forum asked the commission to add three issues to the proceeding. The first asks whether WPIX(TV) violated sponsorship-identification requirements of the Communications Act by failing to announce that the appearances of performers on certain programs were "paid for or sponsored" during 1963-65. Forum also charged that during 1965-67 the station announced only that such appearances were "arranged through" various record and publishing companies.

A second proposed issue would question WPIX(TV)'s honesty in its efforts to ascertain community needs and interests. Forum alleges that several of the community leaders supposedly questioned by the station were not in fact even contacted. Copies of letters from several of these persons stating that they had not been approached by the station were included with Forum's petition.

Forum's third issue asks whether there are "differences" between its own efforts to determine community needs and interests and those of WPIX(TV), "and the means by which each proposes to meet those needs and interests."

Commenting on Forum's filing, a WPIX(TV) spokesman said: "These are the same kind of charges that Forum has been periodically releasing in an effort to develop public sympathy for its attempted raid on channel 11's license. We are confident that a full refutation can and will be made at the appropriate time."

In its own petition, filed the same day as Forum's, WPIX Inc. asked the commission to delete the community-survey issue. The licensee said that it had undertaken "an extensive analysis of its community-survey efforts" which it had filed Nov. 12 as an amendment to its renewal application. The licensee said it had "consulted with more than 700 representatives of significant groups and interests" and had fully complied with the commission's survey requirements. It also said it was unaware that its survey efforts might be called into question until it received the hearing designation order. It said the issue was "entirely unnecessary."

Forum's financial representations were also disputed. WPIX said an issue should be added of whether Forum had "substantially understated" its construction and operating costs and whether it actually had available funds not heretofore questioned.

The licensee, in addition, requested a modification of the existing comparative issue to emphasize the criterion of WPIX(TV)'s past broadcast record. WPIX said the modification was needed to avoid "capricious results in cases where, as here, the hearing is a hybrid of two essentially different types of proceedings—the renewal case, on the one hand, and the comparative hearing for new broadcast facilities, on the other."

36 enter news field via Columbia U. course

A former doorman, two former mailmen and three former teachers are among the 36 graduates of the 10-week Columbia University School of Journalism summer program who have found jobs on news staffs of radio and television stations and newspapers across the country.

Of the 36 graduates of the program, which started in 1968 to train minority group members for journalism careers, 31 are Negro, four Puerto Rican and one Mexican-American. Twenty students in the 1969 program learned radio and TV news. Sixteen were trained in newspaper reporting.

The program was tuition-free, with room and board, cost-of-living stipends and family allowances based on need also provided.

Program costs for the 1968 and 1969 programs were met by grants from the Ford Foundation and several news organizations which provided funds for personal expenses.

The summer programs were directed by Fred W. Friendly, former president of CBS News and now Edward R. Murrow Professor of Journalism at Columbia.

NAB fall series draws bigger crowd this year

The National Association of Broadcasters wound up its fall conference series last week in Portland, Ore., and appeared set to establish an attendance record.

Attendance at the first five of the six annual fall gatherings of broadcasters with NAB staff members and officers was 1,628 (including the fifth conference in Denver Monday and Tuesday last week). The figure is 395 ahead of the similar stage last year.

A feature of the conferences this year has been the panel discussion on the critical issues facing broadcasters. Outstanding broadcasters have participated in the confrontation with NAB members and staff.

Panelists in Portland were: Richard C. Block, vice president and general manager of Kaiser Broadcasting, Oakland, Calif.; Richard Brown, KPOJ(AM) Portland; Ray Johnson, KMED-AM-TV Medford, Ore. and Eugene Wilkin, KREM-TV Spokane, Wash. Mr. Block is a member of the TV board of the NAB; Mr. Brown is former chairman of the NAB radio code board and Mr. Johnson is a former member of the radio board of NAB.

AM's don't like promoting FM's

Plan for single AM-FM aural service is sharply criticized by opponents

The FCC received mostly negative comments last week on its proposals issued last September aimed at promoting the growth of FM stations and tightening standards for new AM applications.

The proposals would lump AM-FM together as a single aural service and reject applications for daytime stations and for major changes in daytime or night-time facilities that did not propose first service to 25% of the proposed service area or 25% of the area's population (BROADCASTING, Sept. 8).

Most of the negative responses were from applicants for AM CP's or from existing AM licensees applying for permission to extend their broadcast day. About 15 filings were received.

In a representative filing, Ashdawn Broadcasters, Inc., which has applied for a CP for a 500 w daytimer in Ashdawn, Ark., said it opposes the requirement for a "25% white area" to be served as a prerequisite to the establishment of a local broadcast service. Ashdawn said the white area criterion was "nothing more than a guarantee to the existing broadcast industry that new and competitive facilities will not be established to disturb the 'status quo'." The would-be licensee added that 1968 FCC radio figures indicate that the industry "has no need for any such protection from competition."

The proposal to consider AM-FM as a single aural service is "particularly naive," Ashdawn said, pointing out that FM set circulation in rural areas is "minimal" and that car radios are mostly equipped to receive only AM. It said the commission's proposals were a "thinly veiled device to lock out any new AM facilities in all except the most isolated portions of the United States."

Vir N. James, a Denver consulting radio engineer, observed: "Existing prohibitive overlap rules for new daytime stations are sufficiently restrictive in themselves . . . there is no justification for a white area requirement."

A cautionary statement on the proposals came from another consulting radio engineer, E. Harold Mums Jr., who said: "It is essential that the 'status quo' be maintained for the limited period of study devoted to the future development of aural broadcasting. Existing broadcast stations need a 'breather' to allow themselves to become more firmly established from an economic standpoint."

Another negative note was sounded by WPVL Inc., licensee of WPVL(AM) Painsville, Ohio, and applicant for a CP to permit fulltime rather than daytime-only operation. Noting that no FM channel was available in the Painsville area, WPVL argued: "Even if such operation were possible, however, it would not eliminate the need for AM service to reach commuters (who rarely have an FM radio in their car), underprivileged persons (who can't afford good FM radios), and the general public who—perverse though it may be—just don't listen to FM to the same extent as AM."

The deadline for comments on the proposals has been extended to Jan. 14, 1970. Reply comments are now due Feb. 13, 1970.

Common carriers to get equal-opportunity rules

Common carriers, not to be discriminated against, are to have their own set of rules on non-discrimination in employment practices ("Closed Circuit," June 30).

In a notice of proposed rulemaking issued last week, the FCC said it felt the same considerations contained in non-discrimination rules for broadcasters adopted June 4 should apply to common carriers subject to commission jurisdiction.

The proposed rules would (1) require the carriers to establish and maintain a program encouraging equal opportunity; (2) amend existing FCC reporting forms to provide the commission with annual statistical and other information on compliance, and (3) provide for forms to be filed by each applicant for license or renewal or a CP giving data on the applicant's non-discrimination program. The information would be considered by the commission in passing on applications.

The proposal also provides procedures for handling discrimination complaints.

Fox Corp. reports sharp losses in '69

Zanuck cites disappointing performance of films for $21,978,000 in red ink

Bad news kept piling up at two major film studios last week. On Wednesday Metro-Goldwyn-Mayer Inc. reported a net loss of $35,366,000 for its 1969 fiscal year (see page 79) and on Thursday (Nov. 20) 20th Century-Fox Corp. announced a net loss of $21,978,000 for the first nine months of 1969, down from earnings of $11,796,000 in the corresponding period last year.

Fox's loss would have been greater had it not been for extraordinary items of $11,555,000, including the gain on the sale of a South African theater circuit and the elimination of a reserve for contingencies.

Darryl F. Zanuck, board chairman of Fox, attributed the loss to the "disappointing performance of some of our pictures." Also included in the figures is a write-off for the backlog of story properties purchased in the past that will not be produced.

Fox reported that the net loss in the third quarter of 1969 amounted to $19,838,000, as compared with earnings of $4,126,000 in the third quarter of 1968.

Mr. Zanuck noted that during 1969 Fox had deliberately not leased feature films for first-time network television, "thus increasing the residual value of

The Broadcasting stock index

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

	Stock symbol	Exchange	Closing Nov. 20	Closing Nov. 13	Closing Nov. 6	1968–1969 High	1968–1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	54½	57⅜	60½	76½	45½	4,859	$ 301,258
Atlantic States Ind.		O	7¾	8	8½	15½	6	1,798	15,733
Capital Cities	CCB	N	33⅝	35	34½	37⅝	26	5,804	195,885
CBS	CBS	N	50	51⅜	49¾	59½	41⅝	25,617	1,232,690
Corinthian	CRB	N	23¾	25¼	25½	37¼	20	3,384	86,292
Cox	COX	N	46½	52⅜	53⅛	59	37	2,893	156,222
Gross Telecasting	GGG	A	15⅛	15⅞	17	24⅜	15	805	13,975
Metromedia	MET	N	21⅛	23	23⅞	53¾	17½	5,603	127,468
Pacific & Southern		O	20½	22	21	26½	13½	1,627	31,727
Reeves Telecom	RBT	A	18	19	20⅝	35¾	12⅜	2,253	43,934
Scripps-Howard		O	24¾	24¼	24½	31½	21	2,589	62,783
Sonderling	SDB	A	38	40⅝	40½	47⅞	29¼	985	36,800
Starr Broadcasting		O	14½	13¾	13¼	14½	6¾	338	4,394
Taft	TFB	N	30½	31½	31½	43¼	27½	3,437	113,833
							Total	**61,992**	**$ 2,422,994**
Broadcasting with other major interests									
Avco	AV	N	24⅞	26⅜	26¾	49⅝	23¾	12,872	360,416
Bartell Media	BMC	A	13½	13½	12⅞	22¼	8¾	2,292	30,942
Boston Herald-Traveler		O	30	30	30	71	27	574	16,072
Chris-Craft	CCN	N	12⅝	13¾	14¼	24¼	11½	3,201	47,503
Combined Comm.		O	14½	14	12¼	14½	8¾	1,509	22,500
Cowles Communication	CWL	N	11⅞	12¾	14⅝	17⅜	9⅞	3,969	56,995
Fuqua	FQA	N	31⅞	32¾	34	47	30¼	5,073	178,164
Gannett	GCI	N	28⅞	29¼	29¼	32	24¾	7,116	199,248
General Tire	GY	N	19½	19¾	19⅝	34⅝	17¼	17,914	362,759
Gray Communications		O	9⅛	9⅝	10⅛	12¾	8⅜	475	4,750
Lamb Communications		O	5¼	5¼	3¾	10	3¾	2,650	9,938
Lee Enterprises		O	22½	22¾	22½	22¾	15½	1,957	43,289
Liberty Corp.	LC	N	19⅝	20	21¼	24⅜	14	6,743	140,524
LIN		O	11⅝	12¾	13¼	32½	7¾	2,174	30,436
Meredith Corp.	MDP	N	42⅛	45	46	59¾	32½	2,781	122,364
The Outlet Co.	OTU	N	19	20¾	18¾	30⅜	16¾	1,336	26,186
Plough Inc.	PLO	N	74¾	75	74	78⅛	57½	7,892	597,819
Post Corp.		O	24	23	22	40	14½	594	12,474
Rollins	ROL	N	40¼	42⅛	41	42¾	30⅛	7,983	315,329
Rust Craft	RUS	A	33⅝	31¼	30½	38⅝	24⅞	1,168	33,872
Storer	SBK	N	33½	38	31½	62	24½	4,220	143,480
Time Inc.	TL	N	48	51½	52	100⅜	36⅝	7,238	384,483
Trans-National Commun.		O	4	4¼	4¾	11½	4	1,000	5,000
Wometco	WOM	N	19⅛	19⅜	20	23⅞	16⅞	5,683	105,704
							Total	**108,705**	**$ 3,250,247**
CATV									
Ameco	ACO	A	11⅛	12⅛	13⅛	14⅞	7¾	1,200	14,400
American TV & Comm.		O	18¼	19¼	18¾	19¼	9⅜	1,775	31,506
Cablecom-General	CCG	A	15¼	18	17¼	19⅞	8¼	1,605	23,674
Cable Information Systems		O	2¾	2½	2⅜	5	2½	955	2,388
Columbia Cable		O	17⅛	13¼	12¼	17⅛	9¾	900	11,475
Cox Cable Communications		O	13	18	18½	22	12¼	3,550	62,125
Cypress Communications		O	17½	14	13	23	10½	854	11,102
Entron		O	4⅝	4¾	4⅛	10¼	2¾	607	2,792
General Instrument Corp.	GRL	N	34⅝	37	35¾	43¼	26	6,028	223,036
H & B American	HBA	A	20⅝	23⅝	23⅜	24⅞	11⅝	5,016	105,336
Sterling Communications		O	6⅞	7½	8¼	10½	5¾	500	4,375
Teleprompter	TP	A	86¼	94¼	85	95	46	1,007	8,266
Television Communications		O	16	17¼	15½	20¾	10	2,654	41,137
Vikoa	VIK	A	30¼	33½	34	35¼	20	1,795	53,563
							Total	**28,446**	**$ 595,175**

the Fox film library for future TV sales."

Richard F. Zanuck, Fox president, reported that other company subsidiary operations, including Wylde Films, New York, a producer of TV commercials, and KSMP-TV Minneapolis, "are having record years." He added that in network television, Fox will have eight programs covering six hours weekly in prime time on the air by January,

Soundcraft to CBS

CBS Inc. acquired last week the Soundcraft division of Reeves Industries Inc., Danbury, Conn. The sale, plans for which had been announced (BROADCASTING, Oct. 6), was completed Nov. 17. No price was disclosed.

MGM has a year of financial headaches

1969 earnings loss is greater in magnitude than had been expected

Metro-Goldwyn-Mayer Inc., which has been plagued by financial woes during the past year and recently implemented a top-level management realignment, reported last week a loss of $35,366,000, or $6.11 per share, for the fiscal year ended last Aug. 31.

The extent of the loss was even larger than the company had estimated last September, when MGM indicated that after-tax losses would be at least $25 million. The principal reasons for the loss were said to be the additional write-downs of inventory values of theatrical feature films to reflect expected losses; additional write-downs of properties previously acquired for future film production which management has determined will not be produced.

MGM said its loss for the fiscal year compared with earnings in fiscal 1968 of $9,409,000, or $1.63 per share.

James T. Aubrey Jr., who was recently elected president and chief executive officer of MGM (BROADCASTING, Oct. 27), said the new management has made "a careful analysis of the company" and "is effecting economies rapidly." He voiced confidence that MGM "will return to profitability."

	Stock symbol	Exchange	Closing Nov. 20	Closing Nov. 13	Closing Nov. 6	1968–1969 High	1968–1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	28½	31½	30¾	42	25	5,863	194,183
Disney	DIS	N	116¼	115½	116¾	123	69⅞	4,381	492,863
Filmways	FWY	A	21⅝	23⅝	26⅝	38⅞	19¼	1,492	40,045
Four Star International		O	9½	4[illegible]	4¾	10	3¾	666	2,831
Gulf and Western	GW	N	20⅝	22¼	23	50¼	19	16,426	402,437
Kinney National	KNS	N	30¼	31½	31⅞	39½	19	5,940	183,190
MCA	MCA	N	22	23	21⅝	44½	20½	8,297	197,054
MGM	MGM	N	31	33	33½	44½	25	5,801	203,731
Music Makers Group		O	9¼	13	12¼	15¾	9¼	589	7,510
National General	NGC	N	20¾	21	21¾	46¼	18¾	4,539	103,262
Transamerica	TA	N	12½	27¼	28	38¾	23	61,869	1,624,061
Trans-Lux	TLX	A	21⅛	23¼	23	58¾	17½	1,020	30,967
20th Century-Fox	TF	N	18⅜	20⅛	20⅜	41¾	16⅛	8,155	17,533
Walter Reade Organization		O	11	11⅛	10⅛	15⅞	8	2,342	24,006
Wrather Corp.		O	24¾	10⅛	9⅛	24¾	7⅛	2,161	21,070
							Total	129,541	$ 3,544,743
Service									
John Blair	BJ	N	24⅜	24¾	26	28¼	17¾	2,667	64,008
Comsat	CQ	N	54¼	55⅜	55½	58½	41¾	10,000	568,400
Creative Management		O	14	11¾	10½	20½	8½	1,020	10,710
Doyle Dane Bernbach		O	25¼	25¾	25¼	33	20½	2,104	54,178
Foote, Cone & Belding	FCB	N	12¼	12⅞	13⅛	15¾	11	2,149	28,711
Grey Advertising		O	13¾	15⅛	15½	18¾	13	1,163	18,311
Movielab	MOV	A	7½	7⅞	8¼	14⅛	6	1,407	12,636
MPO Videotronics	MPO	A	9⅞	10⅝	11⅛	22⅝	7¾	548	6,278
Nielsen		O	38¼	38	36	38¼	28¾	5,240	182,090
Ogilvy & Mather		O	22¾	24¼	23	35	16¼	1,090	27,795
PKL Co.	PKL	A	11⅞	12⅜	12	30½	10½	725	10,237
J. Walter Thompson		O	32¼	33¼	33¼	41	24½	2,778	93,758
Wells, Rich, Greene		O	13¾	13⅝	11⅜	18¾	8¾	1,601	16,202
							Total	32,492	$ 1,093,314
Manufacturing									
Admiral	ADL	N	16¾	17¾	17½	22⅛	14½	5,124	93,513
Ampex	APX	N	43½	47⅛	48⅛	49⅞	32½	10,815	517,390
General Electric	GE	N	82⅛	84¼	84	98¼	81	91,025	7,678,869
Magnavox	MAG	N	37⅞	40⅞	41⅞	56¾	37⅞	16,561	697,549
3M	MMM	N	114¼	118	115½	118½	94	54,521	6,038,201
Motorola	MOT	N	136	144½	149⅝	166	102¾	6,148	965,236
RCA	RCA	N	38⅝	40⅝	40⅝	48⅛	35½	62,773	2,605,080
Reeves Industries	RSC	A	4⅞	5¼	5⅜	10½	4½	3,443	18,076
Visual Electronics	VIS	A	10	11	12½	37	9¼	1,357	16,773
Westinghouse	WX	N	61⅝	52⅞	63	71¼	53⅜	38,750	2,373,438
Zenith Radio	ZE	N	37⅞	39	40⅜	58	35⅞	18,965	788,944
							Total	309,482	$21,793,069
							Grand total	670,658	$32,699,542
Standard & Poor Industrial Average			94.91	97.89	107.38				

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

Shares outstanding and capitalization as of Oct. 30.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

Company Reports:

Movielab Inc., New York, motion-picture processing laboratory, reported an increase in net sales but a net loss in income for the nine months ended Sept. 29:

	1969	1968
Earned per share	—	$0.28
Net sales	11,667,246	7,398,369
Net income	(676,884)	390,792

Notes: 1969 figures include results of the professional motion-picture division of Berkey Photo Inc. 1969 net income is due to non-recurring expenses of $727,761 at the beginning of the third quarter, which came with acquisition of that division of Berkey Photo.

Trans-Lux Corp. reports that gross revenues and net income reached record levels for the nine months ended Sept. 30:

	1969	1968
Earned per share	$0.87	$0.78
Gross revenues	9,224,590	6,808,250
Net income	896,222	676,300

Visual Electronics Corp., New York, manufacturer of visual and audio systems for broadcasting, last week reported a decline of almost $5 million in net sales for the six months ended Sept. 30:

	1969	1968
Earned per share	—	$0.53
Net sales	8,322,000	13,021,000
Net income	(329,000)	749,000

Note: 1968 figures restated to reflect companies acquired on pooling-of-interest basis.

Wrather Corp., Beverly Hills, Calif., producer of CBS-TV's *Lassie* and also involved in TV distribution, reported an increase in revenues but a decrease in net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	$0.53	$0.65
Revenues	15.268.842	12.227.886
Net income	1.004.145	1,169,144
Shares outstanding	1,896.357	1,800.854

Notes: 1968 net income is before extraordinary tax credit of $118,000, equal to 7 cents per share.

National General Corp., Los Angeles, involved in TV production and distribution among other leisure time and diversified interests, reported record revenues and operating income for the fiscal year ended Sept. 23:

	1969	1968
Earned per share	$2.55	$1.47
Revenues	458,392,000	117,897,000
Operating income	12,660,000	6,121,000
Shares outstanding	4,963,000	4,152,000

Notes: 1968 figures restated. Operating income is before extraordinary item of $905,000 or 18 cents a share in 1969 compared with $2,513,000 or 61 cents a share in 1968.

Vikoa Inc., Hoboken, N.J., constructor and operator of CATV systems, manufacturer of CATV equipment and producer of TV films, reported a 16% increase in sales and a gain in net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	$0.53	$0.58
Sales	17,890,000	15.466,000
Cash flow	1,716,000	1,310,000
Net income	954,236	904,760
Average shares outstanding	1,815,399	1,559.378

Starr Broadcasting Group Inc., Omaha, group owner, reported an 11% increase in gross revenues and a 30% increase in net income for first fiscal quarter.

Peter H. Starr, company president, also announced that the common stock purchase warrants attached to the 338,000 shares sold to the public have been transferred separate and apart from the common stock certificates to which they relate and will be separately quoted and traded.

For the three months ended Sept. 30:

	1969	1968
Earned per share	$0.18	$0.13
Gross revenues	793,589	731.701
Net income	83.851	63.102
Shares outstanding	461,000	461,000

Walt Disney Productions, Burbank Calif., TV and movie-production house, reported record earnings for the fiscal year ended Sept. 27:

	1969	1968
Earned per share	$3.49	$2.94
Revenues	148.367.000	137.146.000
Net income	15.805.000	13,106,000

Note: 1968 figures restated.

Ameco Inc., Phoenix-based manufacturer and installer of CATV systems, reported a decline in net sales and net income for the three months ended Sept. 30:

	1969	1968
Earned per share	($0.18)	$0.01
Net sales	1,215,537	1,419,616
Net income (loss)	(214,406)	15,252
Shares outstanding	1,200,000	1,200,000

Financial notes:

- John Blair & Co., New York, has declared a common stock cash dividend of 12 cents per share, payable on Feb. 13, 1970, to stockholders of record on Jan. 15, 1970.
- Lee Enterprises Inc., Davenport, Iowa, publisher and group broadcaster, reported record revenues and net income for the fiscal year ended Sept. 30. Operating revenues were $31,943,000, up 19% over 1968. Net income was $2,880,053 or $1.49 per share as compared to $2,415,291 or $1.27 per share in 1968, a 19% increase.
- Storer Broadcasting Co., Miami Beach-based group station owner, has declared a regular quarterly dividend of 25 cents per share, payable Dec. 9 to stockholders of record Nov. 28.
- Publishers Broadcasting Co., Tallahassee, Fla., is seeking registration of 365,866 shares with the Securities and Exchange Commission, of which 215,688 will be offered for subscription by its stockholders at $10 per share maximum. Publishers Co., owner of all the class B stock of Publishers Broadcasting and 86.1% of the common, is offering the remainder of the registered shares to its stockholders as payment of a dividend. Publishers Broadcasting owns WONS(AM) and WBGM(FM) both Tallahassee.

Food firm to acquire Rust Craft's cards

Consolidated Foods Corp., Chicago, and Rust Craft Greeting Cards Inc., Dedham, Mass., last week announced an agreement in principle whereby Consolidated would acquire the greeting card business of Rust Craft through exchanges of stock worth about $30 million. Rust Craft's broadcasting and cable TV properties, though, are not involved.

The proposed merger, however, is subject to approval by the FCC because the Rust Craft group stations and CATV interests, now held in a wholly-owned subsidiary, Rust Craft Broadcasting Co., would be spun off from the parent firm and transferred on a pro-rata share basis to the present stockholders in Rust Craft Greeting Cards Inc. The spin-off would come in sequence just before the merger with Consolidated was effected.

Rust Craft's station group includes five TV stations, six AM's and five FM's. The group holds interests in about a half-dozen cable systems. President of the parent firm is Louis Berkman. Jack Berkman is president of Rust Craft Broadcasting.

$1-million loss in '69 tallied by Official Films

Official Films Inc., New York, distributor of television series and motion pictures, has reported a decline in net revenues and a continuing net loss for its fiscal year.

Louis C. Lerner, chairman and president of the company, attributed the loss to high sales costs related to sales volume; failure of Official Films' series, *Your Daily Horoscope;* a large amortization charge of $500,000, and heavy interest charges.

Official Films also announced that a special stockholders meeting will be held Nov. 26 to elect a board of directors and to consider a proposal to change the company name to Official Industries Inc., of which Official Films will operate as division.

For the year ended June 30:

	1969	1968
Earned per share	$(0.40)	$(0.40)
Net revenues	329,859	532,469
Net TV license revenues	305,229	503,807
Net income	(1,009,261)	(1,040,466)

TVC obtains financing for Akron cable system

Television Communications Corp., New York, will receive $5 million in long-term financing from the John Hancock Mutual Life Insurance Co. and Massachusetts Life Insurance Co.

The latest agreement raises to $12 million the amount the two insurance firms have agreed to lend TVC, a cable-television system operator, in the last 20 months.

Alfred R. Stern, president and chairman of TVC, said the loan agreements provide for $3.2 million of 8½% promissory notes and $1.8 million of 8½% convertible notes, each due in 1985. The convertible notes are redeemable into 138,461 shares of TVC stock at $13 per share.

Proceeds of the financing, Mr. Stern said, will be devoted to construction of the initial segment of his firm's CATV system in Akron, Ohio.

Two engineering firms reveal merger plans

An agreement to merge has been announced by Gautney & Jones Communications Inc., Washington, and Datronics Engineers Inc., Wheaton, Md., through an exchange of shares. The surviving corporation will be Datronics, a public firm whose shares are sold over the counter, which is engaged in communications engineering, computer operations, data management, hospital services and publishing. Gautney and Jones Communications is also engaged in communications engineering.

Following stockholder approval, Datronics Engineers will change its name to G&J Inc. and will be located in Falls Church, Va. George E. Gautney will be president and Carl T. Jones executive vice president of the new company; John Gautier, now president of Datronics, will be vice president. Messrs. Gautney and Jones, who also are broadcast consulting engineers, will hold controlling interest in G&J Inc. Datronics has 900,000 shares of common outstanding; it was selling at $5-$5.50 last week.

Who traded stock during October

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for October (all common stock unless otherwise indicated):

- Ampex Corp.—Robert J. Weismann sold 1,500 class A shares, leaving 3,000 class A shares. Following are exercise of options: Lawrence Weiland bought 100 class A shares, giving him a total of 850 class A shares. Thomas E. Davis bought 2,150 shares, giving him a total of 6,100. William A. Gross bought 1,000 shares, giving him a total of 3,076. Arthur H. Hausman bought 1,925 shares, giving him a total of 11,950 held personally and 100 held by wife. Robert L. Pappas bought 1,500 shares, giving him a total of 5,000. Eugene E. Prince bought 875 shares, giving him a total of 3,025. Walter P. Weber bought 125 shares, giving him a total of 1,570. Henry W. West Jr. bought 1,000 shares, giving him a total of 6,460.
- Capital Cities Broadcasting—John B. Fairchild exchanged 4,000 cumulative convertible preferred shares for 4,000 shares, leaving 42,835 cumulative convertible preferred shares held personally and 17,406 cumulative convertible preferred shares held as custodian. Mr. Fairchild also sold 3,600 shares, leaving 3,100. Joseph B. Somerset bought 10,000 cumulative convertible preferred shares, giving him a total of 13,360 cumulative convertible preferred shares.
- Columbia Pictures Industries—Mrs. Stanley Schneider sold 300 shares, leaving 370 held personally, 47 held as custodian, 3,518 held by husband, 792 held by husband as custodian and 25 held in husband's retirement fund.
- Corinthian Broadcasting Corp.—Robert F. Bryan bought 5,000 shares, giving him a total of 24,775. C. W. Petersmeyer bought 50,000 shares, giving him a total of 155,000 held personally and 1,200 held by children. Harry A. Watkins bought 400 shares, giving him a total of 3,200. J. H. Whitney sold 50,000 shares, giving him a total of 1,086,673 held personally and 439,121 held through a company.
- Cox Broadcasting—Frank Gaither sold 500 shares, leaving 8,523. C. M. Kirtland Jr. sold 500 shares, leaving 5,243.
- Cypress Communications — David Graham through trading account bought 3,925 shares and sold 7,397 shares, leaving 55,597 held through trading account and 1,193 held personally.
- Filmways Inc. — Leonard R. Gruenberg sold 8,210 shares, leaving 41,449. Leonard S. Gruenberg sold 600 shares, leaving 49,659.
- Fuqua Industries Inc. — J. B. Fuqua through retirement trust bought 200 shares, giving him a total of 3,313 held through retirement trust, 414,000 held personally and 2,400 held by wife as custodian.
- Grey Advertising Inc.—Alan B. Fendrick bought 1,000 shares, giving him a total of 1,100.
- H & B American Corp.—William J. Bresnan bought 300 shares, giving him a total of 400.
- Kaufman & Broad Inc.—LeRoy H. Golman jointly with wife sold 2,000 shares, leaving none held jointly with wife, 34,000 held personally and 500 held as custodian.
- Kinney National Service—Charles Agemian sold 600 shares, leaving 17,153. Alfred Golden sold 200 shares, leaving 5,434. Salim Lewis through partnership bought 3,000 shares.
- Media General Inc.—D. T. Bryan through trusts sold 1,000 shares, leaving 10,700 held through trusts, 441,460 held personally, 200 held by wife, 900 held by wife as executrix and 9,633 held by daughter. Mr. Bryan through trust bought 958 class B shares, giving him a total of 2,258 class B shares held through trust, 91,290 class B shares held personally, 280 class B shares held by wife and 50 class B shares held by daughter.
- Memorex Corp. — Laurence L. Spitters through foundation sold 100 shares, leaving 900 held through foundation, 52,557 held personally and 23,093 held through company. Alejandro Zaffaroni sold 2,500 shares, leaving 2,500.
- MGM — Benjamin Melniker sold 3,200 shares, leaving 18,013. Louis F. Polk Jr. bought 50,000 shares, giving him a total of 70,000.
- 3M Co.—Robert M. Adams through joint tenancy sold 100 shares, leaving 680 held through joint tenancy, 210 held personally and 105 held by children. Irwin R. Hansen sold 500 shares, leaving 10,000 held personally, 360 held jointly with wife and 285 held by wife and children. Robert V. Holton sold 750 shares, leaving 10,379. William L. McKnight sold 14,000 shares, leaving 2,603,220 held personally and 1,673,203 held by wife. John F. Whitcomb sold 300 shares, leaving 14,777 held personally and 888 held by wife.
- Motorola Inc.—John A. Hubeny sold 600 shares, leaving 500 held personally, 300 held jointly with wife and 100 held by children. J. Paul Jones sold 700 shares, leaving 500. John F. Mitchell bought 710 shares, giving him a total of 1,000. Arthur L. Reese sold 300 shares, leaving 4,000.
- National General Corp.—Herbert A. Allen through trusts sold 100 shares, leaving 1,800 held through trusts and 6,600 held personally.
- National Showmanship Services Inc. — James T. Glavin bought 200 shares, giving him a total of 4,417 held personally and 420 held by members of family.
- PKL Co.'s—Jack R. Green bought 800 class A shares. William A. Murphy sold 300 class A shares, leaving 4,700 class A shares. John Shima bought 3,500 class A shares and sold 300 class A shares, giving him a total of 3,800 class A shares. Bernard Shlossman sold 1,000 class A shares, leaving 2,415 class A shares.
- Post Corp. — Loewi & Co. bought 3,861 shares and sold 4,003 shares, leaving 11,825.
- RCA—Delbert L. Mills sold 4,164 shares, leaving 25,956. Theodore A. Smith sold 3,000 shares, leaving 31,885.
- Reeves Telecom Corp.—Edward L. Glockner sold 600 shares, leaving 1,000.
- Rollins Inc.—John W. Rollins sold 20,000 shares, leaving 882,640 held personally and 7,494 held as custodian. Mrs. John W. Rollins sold 100 shares, leaving 3,150. O. Wayne Rollins sold 3,000 shares, leaving 3,290,440. Henry B. Tippie exercised option to buy 5,625 shares, giving him a total of 81,626 personally, 24 held by wife as custodian, 48,200 held as co-trustee and 11,600 held through foundation.
- Scripps-Howard Broadcasting Co.—Joseph R. Fawcett bought 300 shares, giving him a total of 500. M. C. Watters bought 1,000 shares, giving him a total of 61,500.
- Sonderling Broadcasting Corp.—Mason A. Loundy sold 600 shares, leaving 453,000.
- Storer Broadcasting Co.—Mrs. Stanton P. Kettler bought 1,000 shares, giving her a total of 1,718 held personally and 29,100 held by husband.
- Time Inc.—Bernhard M. Auer sold 200 shares, leaving 9,392. Henry Luce III through family trusts bought 200 shares, giving him a total of 255,028 held through family trusts, 120,317 held personally, 19,045 held through trust and 11,535 held as co-executor.
- 20th Century-Fox Film Corp. — Andre Hakim bought 500 shares, giving him a total of 1,000. William C. Keefe bought 100 shares, giving him a total of 200. David Brown bought 1,000 call on common.
- Vikoa Inc.—William Bodenstein received as bonus 12,500 shares, giving him a total of 50,096.
- Walter Reade Organization—Sheldon Gunsberg sold 7,000 shares, leaving 15,500. Samuel Hoffman bought 500 shares.
- Wometco Enterprises—Investors stock fund sold 53,900 shares, leaving none.
- Zenith Radio Corp.—Eugene M. Kinney sold 3,000 shares, leaving 30,406.

Sony will enter TV player market

Apollo 12 liftoff is used to demonstrate how to tape shows off the tube

The Sony Corp. of Tokyo has joined CBS and RCA in the race for the marketing of color-TV home players, with announcement of plans to introduce its Videoplayer in the U.S. in late 1971.

The Sony Videoplayer was demonstrated last week (Nov. 18) in New York by Akio Morita, executive vice president and co-founder of Sony Corp.

The Videoplayer joins the CBS electronic-video-recording (EVR) color film player, expected to be available in the summer of 1971 (BROADCASTING, Nov. 3), and RCA's Selectavision color TV-tape system home player, which is aimed for the consumer in 1972 (BROADCASTING, Oct. 6).

The Sony Color Videoplayer, expected to cost $350, can be connected to any standard color TV set without any modifications to the set. A color picture with sound will be reproduced instantly. It also can be attached to any black-and-white set.

The Videoplayer utilizes a magnetic video tape-recording method and a cassette tape, called a Videocassette. Each Videocassette, measuring 8 inches by 5 inches, weighing one pound, and expected to cost $20, will provide a 90-minute program. It can be inserted in the Sony Color Vedioplayer as easily as inserting a cassette in an audio cassette tape recorder.

A program on a Videocassette can be erased as easily and as frequently as an audio tape. And, after the Videocassette program has been played, the cassette can be returned to the program's supplier for re-recording another program on the same Videocassette.

Mr. Morita also noted that a Videocassette, stopped at any point, can be removed without rewinding and replaced with another Videocassette. When reinserted, the cassette can be continued from point of interruption.

Sony is negotiating with the film and TV industries, music recording companies, publishers, educational institutions, and sports promoters to transfer their programs to Videocassettes for for the public.

Also said to be ready for marketing are adapters, at $100 each, which permit direct recording in color or black-and-white of TV shows off the screen. The Apollo 12 liftoff recorded in this manner, was played and replayed during Mr. Morita's demonstration.

Mr. Morita also said Sony has been working with Philips Lamp of Eindhoven, the Nethlands, in development of video-recording technology.

At a demonstration in New York last week Sony Corp. explained that loading a Videocassette into its home TV player was an easy, one-hand operation. The Videocassette provides a program up to 90 minutes.

September is slow for color-set sales

TV and radio set sales to dealers, except automobile radio, took a dive in September, but for the nine months of the year, automobile radio and color TV showed pluses.

In September, automobile radio sales were 0.3% over the same month last year, and 1.7% over the sales in the same January-September period in 1968.

Color TV sales sank by 11% in September, compared to the same month last year, but retained a 5.4% boost for the nine-month period. Monochrome TV sank by 4.7% in September and was down 6.4% for the nine months.

Distributor sales to dealers, for the nine months of the year, as announced last week by the Electronic Industries Association:

	1969	1968
Television		
Color	4.062.244	3,853,846
Monochrome	3,682,045	3,932,258
Total	7,744,289	7,786,104
Radio		
AM	4,302,493	5,205,970
AM/FM or FM only	2,743,942	2,957,265
Auto	7,612,455	1,484,835
Total	14,658,890	15,648,070

Fire-hazard plan ready for action

But there's more to it than that; OK is needed from safety commission

The nation's TV set makers—and some foreign manufacturers—have submitted an extensive engineering plan to reduce fire hazards in TV sets to the National Commission on Product Safety.

But, before the plan, which establishes standards, can go into effect, it must be accepted by the seven commissioners of the safety commission. The commission meets Dec. 8 for its next monthly meeting.

The manufacturers, however, have asked the safety commission to delay action while they get clearance from the Department of Justice to establish industry-wide standards. They're afraid that if all TV-set manufacturers agree on fire-prevention procedures the industry might become the target of a government antitrust suit.

The TV set makers were responding to an alert sounded last month by the safety commission. The commission said that there were an estimated 5,000 such blazes last year, principally in color TV sets. The safety commission acknowledged, however, that this estimate is based on sketchy information

Meanwhile, how the TV-set industry is meeting the earlier problem of x-radiation from TV sets, was explained by Harris O. Wood, executive engineer, Philco-Ford Corp. He told a meeting of the American Public Health Association in Philadelphia Nov. 14 that from 1964 to the end of last September, only about one TV receiver in 28,000 checked at the factory emitted radiation in excess of the federal standard (0.5 milliroentgens per hour measured within two inches of any part of the set). More than half the sets screened in factory control programs emitted no appreciable radiation above background levels, he said. Only 71 out of 204,545, he noted, emitted radiation in excess of the federal standard, all of which were corrected prior to shipment.

The radiation scare came to a head early last year when it was found that a large number of color TV sets was emitting radiation in excess of federal standards. These sets were recalled, and, at the same time, the Public Health Service investigated and subsequently fixed standards for measuring emissions.

Astronauts bringing camera home for repair

The Apollo 12 astronauts, unable to get their color TV camera functioning after about 30 minutes of clear, sharp pictures as they stepped onto the surface of the moon, are doing what most Americans do—they're taking it back for repair.

Astronauts James Conrad and Alan Bean stowed the camera into one of their moon rock boxes so that it may be examined to discover why it failed. The astronauts severed the camera from the cable as one of the last things they did before climbing back aboard Intrepid to rejoin Astronaut Richard F. Gordon Jr. in the command ship Yankee Clipper.

The camera's failure was attributed to the astronauts "indavertently" pointing it at the bright, bright sun while they were attempting to place it on the tripod that had been set up for it. This overload (the camera is designed to work at very low light levels and thus is extremely sensitive to even ordinary light) burned the image tube and caused the difficulty. This is the best opinion of Westinghouse technicians who designed and built the $80,000 camera. It is the same one that was used in the Apollo 11 command ship last summer, modified for use on the lunar surface.

When the camera failed, Houston mission control relayed various suggestions to the moon astronauts in an attempt to fix the fault. At one point, when the picture returned momentarily in black and white, they were asked what they did: "I just banged it with my hammer." Astronaut Bean reported.

The picture, showing bright white in the top third and complete black on the lower two-thirds, remained frozen in its frame.

New rule is offered on nighttime AM patterns

The FCC last week proposed modifications of its 1965 proposed rulemaking to specify a standard method for calculating directional AM antenna radiation.

The proposed method would be used in evaluating interference, coverage and overlap of mutually prohibited contours in place of the existing approximation known as maximum expected operating value (MEOV).

In its first rulemaking notice, the FCC proposed an addition to the mathematical equation for measuring antenna radiation. The addition was a figure equal to 10% of the root means squared (RMS), which is the size an antenna pattern would be if it were non-directional. In its present rulemaking proposal, the commission suggested a substitution for 10% of RMS—3% of the root sum squared (RSS), which the square root of the sum of the squares of the individual tower fields in an antenna array.

The primary purpose of the rulemaking is to standardize, in certain respects, factors employed in the design of directional radiation patterns for AM's so that the radiation can be reproduced mathematically, making possible computerized channel studies for determining night-time interference.

The deadline for comments on the commission's amendments is Feb. 9, 1970; reply comments are due March 13, 1970.

Seattle has new home for cable TV activity

Reeves Telecom Corp., New York, has dedicated its new Northwest Cablevision building in Seattle (Nov. 12). The fully integrated cablevision and production facility is due to begin locally produced and originated programing early in 1970. The building has almost 5,000 square feet of floor space and includes a large studio from which live programs will emanate.

Two major facilities that operate under Northwest were acquired by Reeves in September 1968 and in August 1969. According to Reeves, the present potential subscribers comprise 25,000 homes.

Over the next five years, Reeves plans to construct approximately 1,000 additional plant-miles of cable and increase its capacity by 75,000 homes. When completed, Reeves said, the Northwest system will embrace one-third of the greater Seattle area.

Technical topics:

RCA in Europe ▪ RCA plans to build a $10.7 million semiconductor manufacturing plant in the province of Liege, Belgium, by mid-1970. The one-story, 80,000-square-foot plant will manufacture power semiconductor devices used in TV autos, computers, and industrial and aerospace electronic equipment. It will be RCA's first electronics manufacturing facility in Europe.

New Year ▪ Television Production International Inc., Atlanta, has installed $1.5 million in Ampex broadcast television equipment for on-location and studio production of television programs and commercials created for regional and national syndication.

IC tape equipment ▪ International Tapetronics Corp., Bloomington, Ill., has introduced a new line of cartridge equipment using integrated circuit components and a reduction in moving parts for compactness. All equipment is adaptable for mounting.

AM Telemetering ▪ Moseley Associates Inc., Goleta, Calif., announces the availability of a four-page brochure explaining the principles and use of subaudible tones on AM carriers for remote metering of transmitters, which becomes effective Dec. 8. The brochure, AM Wireless and Radio (STL) Remote Control, also describes a systems approach to this type of remote control. It is available from Moseley Associates, which initiated the FCC proceeding, upon request.

New locale for Gautney & Jones ▪ Gautney & Jones, Washington consulting engineers, are moving Dec. 1 to their own 12,000-square-foot building at 2922 Telestar Court, Falls Church, Va. 22042 (Route 50 and Washington Beltway). Phone: (703) 560-6800.

More mobility ▪ WMAQ-TV Chicago Thursday unveiled its fourth mobile color TV unit, a compact $400,000 custom van with twin RCA TK-44 cameras and RCA TR-60 high band video recorder. System is completely self-contained, including power generator, and is designed for fast news work as well as program and commercial production.

New tube design ▪ A single-gun, two-phosphor, multi-color cathode ray tube

has been developed by General Electric using a single layer, rather than multi-layer phosphors of red and green separated by barrier layers to produce color on the tube face. The new design is easier and more economical to manufacture, GE points out, and provides higher resolution than shadow mask tubes. The tube is best suited to applications where more than one color aids comprehension, such as air-traffic control systems, stock-market quotation units or teaching machines, GE said.

Color TV contract ▪ The New Jersey Public Broadcasting Authority has awarded a contract in excess of $2 million to RCA to equip its first color TV studio complex in Trenton, N. J. Equipment includes six cameras, four units of a TV tape recording system, two TV film originating systems, program production master control switching, and audio equipment and studio lighting grids.

Promotion

Journalism excellence will get DuMont Award

The UCLA graduate department of journalism announced last week that the DuMont Awards, endowed by Nathaniel R. DuMont, from now on will alternate annually between print and electronic media. Last year's awards were for print media.

In 1970 the DuMont Award, consisting of a trophy and a cash prize of $5,000, will be given on the basis of "excellence in journalism on basic issues" and will be conferred exclusively in the field of television journalism. Television producers in all parts of the world are invited to submit entries, for programs first broadcast during calendar 1969, to be judged by a panel of public figures. This will mark the first time the DuMont Award, actually the first award in the history of UCLA's journalism awards program, will be devoted exclusively to television.

The winner of the award will be announced early in April 1970. Nathaniel R. DuMont is president and senior officer of DuMont Aviation Associates, Lakewood, Calif.

Editorials help keep Fremont schools open

Robert F. Wolfe, president and general manager of WFRO-AM-FM Fremont, Ohio, began a drive to collect money for that city's school system when it faced closing the city schools for lack of necessary funds. In editorials broadcast over his nighttime FM station, Mr. Wolfe urged private citizens, businesses, and local public utilities to pay their taxes for 1970 early in order that the schools could secure necessary funds for the remainder of the year and thus remain open.

Although initially opposed by some community leaders on his idea, Mr. Wolfe was assured of the legality of early tax payments by the county treasurer. Continuing in its editorials, WFRO-FM reminded its audience about the lack of school funds because of defeated levies and of the needed amount, $400,000, to keep the schools open. Within two days after Mr. Wolfe initiated his campaign, citizens and local industry has paid in over $550,000 to the local treasury. Following the response from the community, the Fremont school board unanimously voted to rescind its decision to close the schools.

Promotion tips:

Interracial justice awards ▪ Donald H. McGannon, president of Westinghouse Broadcasting, and Hulan Jack, New York state assemblyman, were presented with the James J. Hoey Awards of the Catholic Interracial Council of New York, given annually to two individuals, one white and one black, who contribute to interracial justice.

Political clean-up ▪ KAYO(AM) Seattle aided in cleaning up political trash after Nov. 4 city elections by offering cash prizes for individuals or groups who collected the most left-over campaign material and delivered it to the station. The result was 3,200 pounds of signs, posters and handbills.

Honored woman ▪ Mrs. Virginia Pate, national president-elect of the American Women in Radio and Television Inc., was one of three distinguished women to receive the alumni medallion of the College of William and Mary, Williamsburg, Va. The award was presented in recognition of her demonstrated abilities in the field of communications.

Double winner ▪ KGO-AM-FM San Francisco was the recipient of two major awards recently. The American Bar Association presented its 1969 Certificate of Merit for a series of station editorials on gun-control laws to Edward F. McLaughlin, general manager of KGO. Earlier, Mr. McLaughlin represented the station for receipt of the 1969 John Swett award for "outstanding program series interpreting educational issues by a radio station."

Fates&Fortunes ®

Broadcast advertising


Mr. Ryan

John C. Ryan, senior VP, J. Walter Thompson Co., Detroit, named management supervisor of all aspects of domestic Ford division account. His headquarters will be in New York.

Claude E. Wheeler, with WJRJ-TV Atlanta, appointed to newly created position of local sales manager.

Nicholas P. Sparkman, account supervisor, and **John A. Dunne,** senior art director, Needham, Harper & Steers, New York, named VP's.

Jesse T. Ellington Jr., VP, Young & Rubicam, Los Angeles office, named director of West Coast operations. He succeeds **James Armstrong,** senior VP who resigns. **Alex S. Kroll,** VP and creative supervisor, Young & Rubicam, New York, named senior VP associate creative director and director of special projects.

Don R. Cunningham, VP and general manager of Los Angeles office of Foote, Cone & Belding, named senior VP. **Robert W. Brooks,** account supervisor, and **Robert Irvine,** associate media director, Foote, Cone & Belding, Chicago, elected VP's.

Richard D. Bonnette, account supervisor, **Lewis G. Pringle,** senior associate director of research, BBDO, New York, elected VP's.

James P. Foley, account supervisor, Ketchum, MacLeod & Grove Inc., New York, and **Richard A. Goodrow,** group supervisor, Pittsburgh office, elected VP's.

Bill Beihl, assistant treasurer, Benton & Bowles, New York, elected VP.

Harold C. Goodrum, VP and account supervisor, Noble-Dury & Associates, Nashville, named executive VP/corporate development.

David M. Close, VP and account supervisor, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt Advertising there as account supervisor.

Klee Dobra, general sales manager, WTOP(AM) Washington, joins Robert E. Eastman Co. as manager of Boston office. He is succeeded at WTOP by **Donald E. Macfarlane,** general sales manager of WCAR(AM) Detroit. **Robert Mitchell,** with WTOP, appointed local sales manager.

Patricia Fritscher, radio-TV production manager, Campbell-Mithun, Chicago, joins Stockton-West-Burkhart Inc., Cincinnati advertising and PR firm, in newly created administrative position which includes responsibility for coordination of art, copy and production activities for clients.

John R. Beilby, with WYTV(TV) Youngstown, Ohio, appointed local sales manager.

Donald C. Palmer, director of broadcast sales, National Media Consultants, Los Angeles, joins KFI(AM) there as director of national sales development.

Richard M. Phillips, VP, The Marschalk Co., New York, named senior VP and management service director. **John Oliver,** also VP at Marschalk, named media director.

George E. Robinson, VP and associate creative director, Benton & Bowles, New York, joins Lewis & Gilman, Philadelphia, as VP and director of creative services.

Robert S. Raye, assistant product manager/new products, Del Monte Corp., San Francisco, and **Richard M. Owens,** with Dancer-Fitzgerald-Sample, San Francisco, both join Hoefer, Dieterich & Brown Inc., there as account managers.

Fred L. Nettere, former president of ABC TV Spot Sales, New York, joins Timebuying Services Inc., media purchasing firm there, as executive VP in charge of sales and administration. His headquarters will be in new TBS offices at 1345 Avenue of the Americas, New York. Phone 765-7710.

John K. Miller, with Reach, McClinton & Co., Boston, appointed supervisor of production and traffic.

Paul Brickman, VP-client services, Fuller & Smith & Ross Inc., Chicago, named VP and office manager there.

Charlie Loufek, with WDGY(AM) Minneapolis, joins WAYL(FM) there as manager of local advertising sales.

Alex Tirado, formerly with Marsteller Inc., New York, joins The Cadwell Davis Co. agency there as production manager.

Dick Robinson, with WDRC-AM-FM Hartford, Conn., appointed sales manager.

Nadeen Peterson, former VP and senior associate creative director, Norman Craig & Kummel, New York, joins MacManus, John & Adams there as VP and creative director. **John D. Rosenholm,** with MJ&A, New York, appointed traffic supervisor.


Mr. Lewis

John M. Lewis, former national sales manager, KTVB(TV) Boise, Idaho, and KTVR(TV) LaGrande, Ore., appointed general sales manager for newly formed Television Network of Idaho, sales network with service to be inaugurated Dec. 1, 1969. Group consists of KTVB(TV) Boise, KTVR(TV) LaGrande, KIFI-TV Idaho Falls, and KWVT(TV) Twin Falls.

Richard K. Burton, general manager, WRFT-TV Roanoke, Va., joins Houck & Co. Advertising there as VP-client services.

Fred Narcisso, copy chief, Al Paul Lefton Co., Philadelphia, appointed creative director.

William P. Dunlea, account supervisor with Campbell-Ewald Co., Detroit, and **Thomas W. Hanlon,** account supervisor with Campbell-Ewald Co., New York, named VP's. **Douglas W. Knight,** broadcast producer and director, WKBD-TV Detroit, appointed broadcast coordinator with Campbell-Ewald, Detroit.

J. Larre Barrett, with ABC-TV network sales Chicago office, appointed manager of daytime sales, central division, there. He succeeds **Joseph Tirinato,** who moves to New York office. **Ronald Gleason,** director of sales promotion, ABC-TV, New York, appointed director of research and sales promotion, ABC TV Spot Sales in New York.

Lee J. Cirillo and **John F. Walsh,** creative directors, N. W. Ayer & Son's Midwest region, Chicago, named VP's.

Laurence Donino, VP and co-founder, Robinson, Donino & West Inc., agency in New York, elected executive VP and secretary and **Burton Zelner,** VP and account supervisor, elected senior VP.

John H. Schaper, national sales service manager, KMOX-TV St. Louis, appointed to newly created position of manager, sales research.

Frederick L. Titus, formerly VP and associate account director, MacManus, John & Adams, Bloomfield Hills, Mich., joins Stern, Walters & Simmons agency, Chicago, as account supervisor.

Don Redell, director of program sales and development, Tele-Tape Productions Inc., New York, named VP. **Jim Hartzer,** with Tele-Tape, named to newly created post of VP, agency sales. **Lew Lessard,** director of production for TTP, named VP, production and creative services, succeeding **James E. Witte,** who resigns.

Charles Conrad and **Bob Murphy,** join Chicago sales staff of RKO Television Representatives Inc. Mr. Conrad was with Storer Broadcasting national sales and Mr. Murphy was research director at RKO's Chicago office.

Marvin Greenbaum, with Bishopric/Green/Fielden, Miami-based advertising agency, appointed type director and traffic systems coordinator.

H. Rand Oslund, supervisor of broadcast services, and **Robert A. Overfield,** VP and account executive, both with D. P. Brother & Co., Detroit based division of Leo Burnett Co., join Tom Thomas Organization, industrial film and TV commercial producer, Detroit, as writer-producers.

KLZ wins Pioneers award


Mr. Terry

Hugh B. Terry, president and general manager, KLZ(AM) Denver, will accept Broadcast Pioneers Mike Award on behalf of KLZ at dinner March 3 at Hotel Pierre, New York. Dinner will benefit Broadcasters' Foundation Inc., philanthropic adjunct of Broadcast Pioneers.

Media

C. Hewel Jones, VP and manager, KTOK(AM) Oklahoma City, named executive VP.

Crawford P. Rice, manager, KHTV(TV) Houston, also given over-all responsibility for operation of WVTV(TV) Milwaukee. Both are WKY Television System stations.

Danny Villaneuva, former football player with Dallas Cowboys and director of community relations for KMEX-TV Los Angeles, appointed station manager.

Julius Koppleman, controller, finance. for RCA Electronic Components, Harrison, N.J., named staff VP., financial operations and analysis of RCA corporate staff, New York.

Len C. Smith, sales manager, KBAY-FM San Francisco, joins KEEN(AM) San Jose, Calif., in newly created position of station manager. Both are United Broadcasting Co. stations.

James K. Hackett, station manager, WICE(AM) Providence, R.I., joins WGBB(AM) Freeport. N.Y., as general manager.

Freeman Harris, with KBPI(FM) Denver, appointed station manager.

Brian Higgins, general manager of Cape Cod Cablevision Corp., Hyannis, Mass.. joins WSMW-TV Worcester, Mass., as assistant to operations director.

Sheldon Perry, with NBC-TV talent and program administration, New York, joins CBS-TV business affairs department there as associate director.

Bernard J. Quinn, director of production and operations, WRVR(FM) New York, appointed assistant general manager.

Robert D. Smith, executive director, Northern Virginia Educational Television Association, Annandale, Va., named VP and general manager. NVETA is seeking licenses for five television channels in Northern Virginia area.

Juliana Royal, business manager for KCOP(TV) Los Angeles, Chris-Craft owned station, appointed to newly created position of director of business affairs for television broadcasting division, Chris-Craft Industries Inc. She is succeeded by **Earl Bacon,** assistant business manager.

John Mosler, former chairman of Mosler Safe Co., Hamilton, Ohio, named chairman and chief executive of Bell Television Inc., New York, communications company with interests including CATV. Bell owns 90% of Comtel Inc., master antenna and CATV operator in New York.

Programing

Andrew P. Jaeger, general sales manager, Allied Artists Television Corp., New York, named VP and general manager of TV division.

Roger L. Lefkon, production manager, WNBC-TV New York, appointed program manager.

Tom N. Tyler, operations director, KILE(AM) Galveston, Tex., joins WPGC-(AM) Morningside, Md., as program director.

Edward H. Gilbert and **Richard S. Reisberg,** with NBC-TV, New York, appointed senior administrators, talent and programs. **Michael J. Grossman,** also with NBC-TV, New York, appointed administrator, talent and programs. **Tom Posivak,** policy editor, NBC, West Coast, appointed film program manager there.

Ed Moore, formerly with WFRV-TV Green Bay, Wis., joins WTCN-TV Minneapolis-St. Paul as public-affairs director.

Pat McCoy, operations director, WMMS-(FM) Cleveland, appointed program director.

Robert Granger, air personality, WHRF-AM-FM Riverhead, N.Y., also appointed assistant program director.

Jack Hoppus, with WLAV(AM) Grand Rapids, Mich., appointed program director.

News

Adam Gallan, newsman, Storer's WSPD-AM-FM Toledo, Ohio, appointed correspondent with Storer Broadcasting's Washington news bureau.

Harvey N. Gersin, director of research, WOR-TV New York, joins ABC News there as director of audience research.

Glenn Lambertz, newsman, WAVA(AM) Arlington, Va., appointed news director.

John Q. Adams, reporter, WIND(AM) Chicago, joins WGN-AM-TV there in same capacity.

Paul Lockwood, newscaster, KNTV(TV) San Jose, Calif., joins WBAL-TV Baltimore in same capacity.

William L. Lyons, with news department of WMAL-TV Washington, joins WLVA-AM-TV Lynchburg, Va., as reporter-newscaster.

Gary L. Drewes, manager of UPI's Pierre, S. D., state capital bureau, appointed Iowa news editor and Des Moines bureau manager. He is succeeded in Pierre by **Howard Jones,** correspondent at Sioux Falls, S. D., bureau.

Bill Avery, with KYTV(TV) Springfield, elected president of Missouri AP Radio-TV Association.

Russ Rossman, with KTYN(AM) Minot, elected president of North Dakota AP Broadcasters Association. He succeeds **John Warren** of KXMB-TV Bismarck.

Matt Hazeltine, former football player with San Francisco Forty-Niners, joins news department of KGO-TV San Francisco as weekend sportscaster.

Ken Hood, executive editor of *Greeneville Sun,* elected chairman of Tennessee AP executive news council.

SDX officers, directors

New officers elected for one-year term at 60th convention of Sigma Delta Chi, professional journalistic society, in San Diego, Nov. 12-15: **Frank Angelo,** *Detroit Free Press,* president; **Robert W. Chandler,** *Bend* (Ore.) *Bulletin,* first VP; **Guy Ryan,** *San Diego Tribune,* secretary; **William C. Payette,** United Features Syndicate, treasurer.

Elected or re-elected directors: Region 1, **Don Carter,** *Bergen* (N.J.) *Record;* Region 2, **William Small,** CBS News, Washington; Region 3, **Rhea T. Eskew,** UPI, Atlanta; Region 5, **Ralph Otwell,** *Chicago Sun-Times;* Region 8, **Robert McCord,** *Arkansas Democrat,* Little Rock; Region 9, **Roy Gibson,** KCPX-TV Salt Lake City. There were no elections in other regions.

Promotion

Ella D. G'sell, with WBBM-TV Chicago, appointed director of advertising, sales promotion and information services.

Harvey Mednick, promotion, advertising and merchandising director, WRKO-(AM) and WROR(FM), both Boston, appointed promotion director of KHJ-AM-FM Los Angeles. All are RKO General Stations.

Eugene S. Cooper, advertising and sales promotion supervisor for photolamp division of Sylvania Electric Products Inc., Danvers, Mass., appointed advertising manager.

Equipment & Engineering

Frank L. Flemming, director of engineering, NBC-TV, New York, named divisional VP, engineering, NBC-TV there.

W. Lynn Crabbe, with WINH(AM) Georgetown, S. C., appointed chief engineer.

Arthur Schwartz, with MCA Technology Inc., New York, subsidiary of

MCA Inc. manufacturing magnetic-tape duplicating systems and studio recording systems, named VP-finance.

Dr. Gordon MacBeth, senior scientist, Memorex Corp., Santa Clara, Calif., named VP with responsibility for directing all research and development activities for information-media products. **Laurence M. Wilson,** director of manufacturing for Memorex Corp.'s equipment group there, named group VP.

James W. Schwartz, general manager, Warnecke Electron Tubes Inc., joins Rauland division of Zenith Radio Corp., there as VP and laboratory director.

Ted Glatz, with accounting department of Rohn Manufacturing Co., Peoria, Ill., appointed contract administrator.

Michael F. Tennyson, with Nationwide Communications Inc.'s industrial electronics division, appointed manager of Washington office.

Allied fields

Ed Sellers, Southern sales manager for BROADCASTING magazine, Washington, joins Television Digest Inc. there as sales manager.

Noel K. Jepson Jr., assistant director of placement, University of Wisconsin-Milwaukee, joins Career Academy, Milwaukee-based occupational educational organization, which includes radio-TV broadcasting, as national placement director.

Sheldon I. Altfeld, former production manager of promotion department, *Los Angeles Herald-Examiner,* joins Jewish Federation-Council there as radio-TV coordinator.

International

Jean Belleau, programing officer for Canadian Broadcasting Corp., Ottawa, appointed special assistant to VP, programing, of CBC.

Mr. Brody

Alexander Brody, area manager of Young & Rubicam for continent of Europe, named executive VP of agency. His headquarters are in Brussels.

Richard C. Berndt, former media director, James Lovick Ltd., Toronto, joins J. Walter Thompson Co. Ltd., there as media head.

Deaths

Walter I. Duncan, 72, former VP-sales at WNEW(AM) New York and sales manager at WPIX(TV) there, died Nov. 6 in Ithaca, N.Y. He is survived by his wife, Doris, and four children.

Robert M. Monahan, 56, newsman with former International News Service and United Press, died Nov. 12 in Alexandria, Va., of cancer. He is survived by his wife, Catherine.

Frank Stewart, 47, owner of WCCR(AM) (formerly WKID) Urbana and WLRW-FM Champaign, both Illinois, died Nov. 15 in George Washington medical center, Washington, of cerebral hemorrhage.

William D. Hines, 78, retired PR director of Firestone Tire & Rubber Co., Akron, Ohio, died Nov. 17 in Akron after long illness.

Carroll Hansen, 60, former national sports director of CBS, New York, died Nov. 13 in San Francisco, of heart attack. He was also former part-owner of KMYC-AM-FM Maryville, Calif. He is survived by his wife Ruth.

ForTheRecord®

As compiled by BROADCASTING, Nov. 11 through Nov. 18 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-megacyles. 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

Application

■ Columbia, Mo.—Channel Seventeen Inc. Seeks UHF ch. 17; ERP 260 kw vis., 37.5 kw aur. Ant. height above average terrain 1,144 ft.; ant. height above ground 488 ft. P.O. address: c/o Richard E. Koenig, 3 Ladue Ridge Road, Ladue, Mo., 63124. Estimated construction cost $305,000; first-year operating cost $84,000; revenue $100,000. Geographic coordinates 38° 46′ 39″ north lat.; 92° 35′ 41″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-45J. Legal counsel none; consulting engineer Ralph J. Bitzer, St. Louis. Principals: Keith Moyer, acting president (90%), et al. Mr. Moyer controls WJJY-TV Jacksonville, Ill. Ann. Nov. 17.

Starts authorized

■ KCIT-TV Kansas City, Mo.—Authorized program operation on ch. 50, ERP 467 kw vis., ant. height above average terrain 1,170 ft. Action Oct. 29.

■ WXPO-TV Manchester, N.H.—Authorized program operation on ch. 50. ERP 948 kw vis., ant. height above average terrain 620 ft. Action Oct. 30.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Rensselaer, Ind. (TV Cable Co. of Rensselaer Inc.), TV proceeding, order released June 26, which directed TV Cable of Rensselaer Inc. to show cause why it should not be ordered to cease and desist from violation of rule 75.1103(e), provided that hearing may be avoided by TV Cable of Rensselaer reporting its compliance with request of RJN Broadcasting to designated examiner. At conference held Nov. 3, counsel for TV Cable reported to examiner that client had effectuated agreement designed to protect RJN, and was in compliance with request of RJN. All parties agreed further proceedings no longer necessary; record closed; examiner ordered proceeding terminated (Doc. 18575). Action Nov. 4.

Other actions

■ Review board in San Francisco. TV proceeding, Doc. 18500, granted Broadcast Bureau's appeal from presiding officer's adverse ruling, filed Oct. 7. Action Nov. 17.

■ Review board in Washington, TV proceeding, Docs. 18559-18563, denied in all respects, appeal from presiding officer's adverse ruling, or in alternative, for mod. of issues, filed Aug. 22 by United Television Inc. and United Broadcasting Inc. Action Nov. 14.

■ Review board in Charleston, S.C., TV proceeding, Docs. 18569-72, granted motion to accept late filing, filed July 28 and denied petition to enlarge or clarify issues, filed July 28 by South Carolina Educational Television Commission, Reeves Telecom Corp. and First Charleston Corp. Action Nov. 17.

Existing TV stations

Application

▪ WTHS-TV Miami—Seeks mod. of license to change hours of operation from U to share-time with proposed CH.-2, Miami. Ann. Nov. 13.

Final actions

▪ Broadcast Bureau granted licenses covering permits to authorize changes in existing stations: KXMC-TV Minot, N.D.; KTXS-TV Sweetwater, Tex. Action Nov. 14.

▪ WMAL-TV Washington — FCC granted Black United Front and other groups and individuals (petitioners) who filed petition to deny application of Evening Star Broadcasting Company for renewal of license of WMAL-TV extension of time to Dec. 17 to respond to WMAL-TV opposition. Action Nov. 17.

▪ WCFL-TV Chicago — Broadcast Bureau granted mod. of CP to change ERP to 1260 kw vis., 25.1 kw aur.; change trans. location to John Hancock Center, Chicago; change type trans. and ant., ant. height 1250 ft.; granted mod. of CP to extend completion date to May 14, 1970. Action Nov. 14.

▪ WJJY-TV Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to change ERP to 275 kw vis., 39.8 kw aur.; change trans. location to 1.4 mile northeast of Bluff, Ill.; change station location to 1314 West Walnut, Jacksonville; change type trans.; make changes in ant. system. Action Nov. 12.

▪ WICS(TV) Springfield, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to May 14, 1970. Action Nov. 14.

▪ KGLO-TV Mason City, Iowa—Broadcast Bureau granted CP to install frequency control equipment. Action Nov. 14.

▪ WBFF(TV) Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to May 14, 1970. Action Nov. 14.

▪ WSMW-TV Worcester, Mass. — Broadcast Bureau granted mod. of CP to change ERP to 513 kw vis, 102 kw aur.; change type trans.; make changes in ant. system; condition. Action Nov. 14.

▪ KOMU-TV Columbia, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 288 kw vis., 30.2 kw aur.; change type trans.; condition. Action Nov. 14.

▪ WAAE-TV Rochester, N.Y.—Broadcast Bureau granted mod. of CP to change to 47.9 kw aur.; slight change in trans. location; change studio location to 17 Clinton Ave., South Rochester; change type trans. and ant., ant. height 500 ft. Action Nov. 14.

▪ WWBT(TV) Richmond, Va.—Broadcast Bureau granted CP to change to 63,1 kw aur.; change type trans.; condition. Action Nov. 14.

Actions on motions

▪ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, continued evidentiary hearing to Nov. 25 (Docs. 18338-9). Action Nov. 6.

▪ 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, scheduled further hearing fro Nov. 25 (Docs. 18358-9). Action Nov. 12.

▪ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV], et al.), TV proceeding, examiner ruled that order of designation specifically places burden of proof under Issues 1 and 2 on United (Docs. 18559-63). Action Nov. 6.

Designated for hearing

▪ FCC set twelve TV applications for extension of time to construct for consolidated oral argument Nov. 20. Applicants are: WNEC(TV) Albany, N.Y., Doc. 18677); WRTU-TV Richmond, Va. (Doc. 18678); KDWN-TV Cheyenne, Wyo. (Doc. 18679); WMTU-TV Memphis (Doc. 18680); KTLF-(TV) Seattle (Doc. 18681); KUII-TV Honolulu (Doc. 18682); KCEB(TV) Tulsa, Okla. (Doc. 18695); KWIS-TV Wichita, Kan. (Doc. 18696); WYPH(TV) Rochester, N.Y. (Doc. 18697); WDKS-TV Toledo, Ohio (Doc. 18698); WKHM-TV Jackson, Mich. (Doc. 18699); WRBT(TV) Baton Rouge (Doc. 18700). Actions Nov. 14.

Network affiliations

ABC

▪ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

▪ KENI-TV Anchorage (Midnight Sun Broadcasters Inc.). Amendment dated Nov. 7, 1969, amends current contract to specify network rate as $150 from Sept. 22, 1969, to Jan. 19, 1970.

▪ KFAR-TV Fairbanks, Alaska (Midnight Sun Broadcasters Inc.). Amendment dated Sept. 24, 1969, amends current contract to specify network rate as $150 from Sept. 29, 1969, to Jan. 26, 1970.

▪ KFSA-TV Fort Smith, Ark. (American Television Co.). Amendment dated Aug. 1, 1969, amends contract dated May 10, 1968; effective Nov. 1, 1968, to Nov. 1. 1970. No first call right. Programs delivered to AT&T testboard in Tulsa, Okla., and delivered to station at its expense. Network rate, $350 ($425 effective Jan. 27, 1970). Compensation paid at 30% prime time.

▪ WJHG-TV Panama City, Fla. (WJHG-TV Inc., formerly Gray Communications Systems Inc.). Amendment dated Aug. 13, 1969. amends contract dated July 1, 1969; effective Sept. 15, 1969, to Sept. 15, 1971. No first call right. Network rate, $250 ($300 effective Jan. 27, 1970). Compensation paid at 30% prime time.

▪ KHOL-TV Kearney-Holdrege, Neb. (Bi-States Co.). Contract dated Oct. 22. 1969. replaces contract dated Aug. 22, 1967; effective Aug. 22, 1969, to Dec. 31, 1969. First call right. Programs delivered to station's main control board. Network rate, $600; compensation paid at 30% prime time.

▪ WKPT-TV Kingsport, Tenn. (Holston Valley Broadcasting Corp.). Amendment dated Sept. 9, 1969, amends contract dated Feb. 3, 1969; effective Aug. 30, 1969, to Aug. 30, 1971. First call right. Programs delivered to main studio control board of WTVK(TV) Knoxville, Tenn., and delivered to station at its expense. Network rate, $30; compensation paid at 30% prime time.

▪ KSEL-TV Lubbock, Tex. (McAlister Television Enterprises Inc.). Contract dated Aug. 21, 1969; effective Jan. 24, 1970, to Jan. 24. 1972. First call right. Programs delivered to nearest ABC point of delivery. Network rate, $30; compensation paid at 30% prime time.

CBS

▪ Formula: Same as ABC.

▪ WHMA-TV Anniston, Ala. (Anniston Broadcasting Co.). Contract dated Oct. 1, 1969; effective Sept. 7, 1969, to Aug. 31. 1970. First call right. Programs delivered to station. No network rate and no compensation.

▪ WCIA(TV) Champaign, Ill. (Midwest Television Inc.). Contract dated May 9. 1967; effective Sept. 11, 1966, to Aug. 31. 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $1,250; compensation paid at 32% prime time.

▪ KRCG(TV) Jefferson City, Mo. (Mid-America Television Co.). Contract dated Jan. 29, 1967; effective Jan. 29, 1967, to Jan. 28, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $450 ($475 effective Jan. 4, 1970); compensation paid at 32% prime time.

▪ KWTV(TV) Oklahoma City (Century Communications Co., formerly Griffin-Leake TV Inc.). Contract dated Nov. 11, 1966; effective Sept. 11. 1966, to Nov. 30. 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $1,100; compensation paid at 32% prime time.

▪ WSIX-TV Nashville (General Electric Broadcasting Co.). Contract dated Sept. 15. 1969; effective Sept. 22, 1969, to Aug. 31. 1970. First call right. Programs delivered to station. Network rate, $950; compensation paid at 30% prime time.

NBC

▪ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

▪ WBMG(TV) Birmingham, Ala. (Birmingham Television Corp.). Amendment dated Aug. 7. 1969, amends contract dated April 4, 1968; effective April 1, 1968, for two years. No first call right. Programs delivered to AT&T testboard in Birmingham and delivered to station at its expense. Network rate, $175 for full-rate periods ($225 effective Feb. 1, 1970). Compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

▪ KFSA-TV Fort Smith, Ark. (American Television Co.). Amendment dated Aug. 7, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to Aug. 17, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to AT&T testboard in Tulsa, Okla., and delivered to station at its expense. Network rate, $375 for full-rate periods ($425 effective Feb. 1, 1970). Compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

▪ KMJ-TV Fresno, Calif. (McClatchy Newspapers). Amendment dated Sept. 30, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to July 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $650 for full-rate periods ($750 effective April 1, 1970). Compensation paid at 33⅓% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

▪ WROC-TV Rochester, N.Y. (Rust Craft Broadcasting of New York Inc.). Contract date Oct. 20, 1969; effective Nov. 15, 1969, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $1,075 for full-rate periods; compensation paid at 33⅓% of all equivalent hours over

Summary of broadcasting

Compiled by FCC, Nov. 3, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,255[1]	3	8	4,265	76	4,341[1]
Commercial FM	2,015	0	50	2,065	134	2,199
Commercial TV-VHF	495	2	11	508	15	523
Commercial TV-UHF	124	0	55	179	134[2]	313
Total commercial TV	619	2	66	687	149	836
Educational FM	377	0	10	387	51	438
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

* *Special Temporary Authorization*
[1] *Includes 25 educational AM's on nonreserved channels.*
[2] *Includes two licensed UHF's that are not on the air.*

24 hours monthly, multiplied by prime-time rate.

■ WTAP-TV Parkersburg, W. Va. (Broadcasting Services Inc.). Amendment dated Oct. 21, 1969, amends current contract to specify compensation as 30% of all equivalent hours, multiplied by prime-time rate, effective Nov. 1, 1969.

New AM stations

Application

■ Smithfield, Va.—Town and Country Radio. Seeks 940 kc, 500 w, DA-D. P.O. address: Box 889, Blacksburg, Va., 24060. Estimated construction cost $51,400; first-year operating cost $53,150; revenue $65,000. Principal: Vernon H. Baker, sole owner. Mr. Baker and wife own WGIC(AM) and WBZI(FM) both Xenia, Ohio, WBLU(AM) Salem, Va. WJIC Calem, applicant for new FM at Canton, both New Jersey. management consultant firm and real estate and 60% of WESR-AM-FM Tasley, Va. Ann. Nov. 3.

Start authorized

■ KVDB Sioux Center, Iowa — Authorized program operation on 1090 kc, 50 w, DA-D. Action Nov. 6.

Final actions

■ Avon Park, Fla.—Avon Electronics Services Inc. Broadcast Bureau granted 1390 kc, 1 kw. P.O. address: Box 966, Avon Park 33825. Estimated construction cost $16,140; first-year operating cost $22,879.80; revenue $29,600. Principals: Charles A. Esposito, president and treasurer (74%), Peggy R. Cook, secretary (25%) et al. Mr. Esposito is chief engineer, announcer and assistant manager of WHAN(AM) Haines City, Fla. Miss Cook is owner of WHAN. Action Nov. 10.

■ Warrenton, N.C.—Radio Voice of Warrenton. Review board granted 1520 kc, 1 kw-D. P.O. address: Box 542, Warrenton 27589. Estimated construction cost $16,669.50; first-year operating cost $22,860; revenue $30,000. Principals: Vernon H. and Frances L. Steed (each 50%). Mr. Steed is sales representative for electronics corporation. Mrs. Steed is teacher. Action Nov. 3.

Initial decision

■ Warsaw, N.Y.—John B. Weeks. Hearing Examiner Isadore A. Honig in initial decision granted 1140 kc, 1 kw, DA-D, D. P.O. address: 47 North Main St., Warsaw 14569. Estimated construction cost $37,332; first-year operating cost $42,000; revenue $60,000. Mr. Weeks is owner of general office and stationery supplies company. Action Nov. 17.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N.M. (Marvin C. Hanz), AM proceeding, rescheduled prehearing conference for Dec. 15 (Doc. 18714). Action Nov. 12.

■ Chief Hearing Examiner Arthur A. Gladstone in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding, on petition of Broadcast Bureau, ordered hearing to be held at Sumiton for purpose only of receiving testimony and evidence relative to strike issue; further ordered that date for hearing shall be established by appropriate order of presiding examiner (Docs. 18204-5). Action Nov. 7.

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc.), AM proceeding, granted petition by Zaba Radio Corp.; scheduled date for exchange of preliminary exhibits for Dec. 9; further ordered that there shall not be any change in any other established procedural dates in hearing (Docs. 18564-6). Action Nov. 13.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co.) et al., AM-FM proceeding, extended to Nov. 24 time to file oppositions to petitions for leave to amend filed by Chariton Radio Co. and Mount Pleasant Radio Co. (Docs. 18594-7). Action Nov. 10.

Other actions

■ Acting on requests for extension of time to file comments on proposed amendment of Part 73 regarding AM assignment standards and relationship between AM and FM services, FCC extended time to Jan. 14, 1970, to file comments; extended to February 13, 1970 time to file replies. Action Nov. 12.

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-17558, granted request for extension of time filed Nov. 13 by Mobile Broadcast Service Inc. Action Nov. 14.

■ KSIG Crowley, La. FCC denied application by KSIG Broadcasting Inc. for review of review board decision May 20 granting application of Rice Capital Broadcasting Company for new AM at Crowley; in same action, commission granted motion for acceptance of supplement to reply filed by KSIG. Action Nov. 12.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for extension of time, filed Nov. 13 by Natick Broadcast Associates Inc. Action Nov. 17.

Existing AM stations

Applications

■ KBPS Portland, Ore.—Seeks CP to increase day power from 250 w to 1 kw; change trans. Ann. Nov. 10.

■ WIAC San Juan, P.R.—Seeks CP to change frequency to 730 kc and make changes in DA system. Ann. Nov. 17.

Final actions

■ Broadcast Bureau granted renewal of licenses for following: WCED-AM-FM DuBois, Pa. Actions Nov. 13.

■ KSDO San Diego — Broadcast Bureau granted mod. of CP to extend completion date to April 14, 1970. Action Nov. 17.

■ WTHI Terre Haute, Ind —Broadcast Bureau granted mod of CP to make changes in DA system. Action Nov. 6.

■ WDXR Paducah, Ky.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control; conditions. Action Nov. 7.

■ WJBK Detroit—Broadcast Bureau granted licenses covering changes, use of former alternate-main night trans. as auxiliary nighttime trans. and use of main daytime trans. as auxiliary day trans. Action Nov. 17.

■ WMIC Sandusky, Mich.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control; conditions. Action Nov. 12.

■ WOR New York — Broadcast Bureau granted mod. of license covering operation of main trans. by remote control; condition; granted mod. of CP to operate alternate main trans. by remote control; conditions. Nov. 13.

■ WFNC Fayetteville, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 30, 1970. Action Nov. 4.

■ WLLL Lynchburg, Va.—Broadcast Bureau granted license covering installation of former main trans. as auxiliary trans. at new site. Action Nov. 12.

Actions on motions

■ Office of Opinions and Review in Tempe, Ariz. (Tri-State Broadcasting Inc. [KUPD]), AM proceeding, granted motion by Tri-State Broadacsting Inc. and extended through Nov. 17, time to file application for review to decision of review board (Doc. 17777). Action Nov. 7.

■ Hearing Examiner David I. Kraushaar in Vancouver, Wash. (Cathryn C. Murphy), renewal of license of KVAN, rescheduled hearing for Feb. 10, 1970; set certain procedural dates; Hearing Examiner approved agreements, understandings, and undertakings of parties as set forth in transcript of prehearing conference, hereby incorporated herein by reference (Doc. 18672). Action Nov. 12.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc. ordered [WELK], and WUVA), AM proceeding, ordered pleading entitled reply to broadcast bureau's partial opposition to petition for leave to amend filed by Dr. Charles Wm.

PROFESSIONAL CARDS

SERVICE DIRECTORY

Hurt stricken; by separate action, rescheduled hearing for Dec. 1 (Docs. 18585-7). Action Nov. 5-6.

New FM stations

Applications

■ Rogers, Ark.—Robert E. Sanders. Seeks 94.3 mc, 3 kw. Ant. height above average terrain 245.1 ft. P.O. address 709 South 15th Street, Rogers 72756. Estimated construction cost $34,685.36; first-year operating cost $30,840; revenue $36,000. Principal: Robert E. Sanders, sole owner. Mr. Sanders has interest in Ford dealership. Ann. Oct. 31.

■ Live Oak, Fla.—Live Oak Broadcasting Co. Seeks 98.1 mc, 31.5 kw. Ant. height above average terrain 200 ft. P.O. address 200 South Ohio Avenue. Live Oak 32060. Estimated construction cost $4,803; first-year operating cost $48,292; revenue $57,000. Principals: A. L. Hughes Jr., president, John W. Kent, vice presidnet. C. W. Harrell, secretary-treasurer (each 25%), et al. Mr. Hughes is part time writer. Mr. Kent owns family food store. Mr. Harrell owns insurance agency. Ann. Nov. 11.

■ Panama City, Fla.—Radio Gulf Inc. Seeks 98.5 mc, 100 kw. Ant. height above average terrain 345 ft. P.O. address 9722 Thomas Drive, Panama City Beach, Fla. 32401. Estimated construction cost $50,287.48; first-year operating cost $4,600; revenue $18,000. Principals: Joe W. Collins, president (99.5%), and Stella H. Collins, vice president-secretary (.5%). Mr. and Mrs. Collins own respective interests in WGNE(AM) Panama City Beach. Ann. Nov. 17.

■ Bangor, Me. — Penobscot Broadcasting Corp. Seeks 92.9 mc, 6.27 kw. Ant. height above average terrain 352 ft. P.O. address Box 951, Bangor 04401. Estimated construction cost $41,900; first-year operating cost $36,180; revenue $38,400. Principals: James H. Goff, president (55%), George E. Wildey, vice president-treasurer (19.9%), et al. Messrs. Goff and Wildey are public relations officers for University of Rhode Island and University of Maine, respectively. Ann. Oct. 31.

■ Manistee, Mich.—Manistee Broadcasting Corp. Seeks 97.7 mc, 3 kw. Ant. height above average terrain 184 ft. P.O. address 375 River Street, Manistee 49660. Estimated construction cost $19,580; first-year operating cost $15,000; revenue $40,000. Principals: Charles E. Hedstrom, president-treasurer (72.1%), Vincent G. Schoenberg, vice president, and Linn Burton, assistant treasurer (each 10.45%). Principals own respective interests in WMTE(AM) Manistee. Ann. Nov. 5.

■ Hyde Park, N.Y.—Ubiquitous Corp. Seeks 97.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Violet Avenue, Hyde Park 12538. Estimated construction cost $32,715; first-year operation cost $15,000; revenue $25,000. Principals: Thomas Durfey, president, et al. Ann. Nov. 17.

■ Southampton, N. Y.—True Radio Broadcasting Inc. Seeks 95.3 mc, 2.4 kw. Ant. height above average terrain 331 ft. P.O. address Box 79, Southampton 11968. Estimated construction cost $21,777; first-year operating cost $33,873; revenue $60,000. Principals: Ira Littman, president-treasurer, Herman Yellon, secretary, Leon Stern (each 33⅓%). Mr. Littman is former part-time newsman for WLNG(AM) Sag Harbor, WGBB(AM) Freeport and WHRF-AM-FM Riverhead, all New York. Messrs. Stern and Yellon are attorneys. Ann. Nov. 17.

■ Front Royal, Va.—Wayside Broadcasting Corp. Seeks 103.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o Wayside Inn, Middletown, Va. 22645. Estimated construction cost $51,500; first-year operating cost $32,750; revenue $36,000. Principals: Leo M. Bernstein, president-treasurer, Stuart A. and Richard D. Bernstein, vice presidents (each 33⅓%). Messrs. Leo and Stuart owns numerous businesses, including real estate, hotels, insurance firms and rentals. Mr. R. D. Bernstein is president of savings and loan association, in Silver Spring, Md. Ann Nov. 17.

Starts authorized

■ WGHM-FM Skowhegan, Me.—Authorized program operation on 107.1 mc, ERP 2 kw. ant. height above average terrain 360 ft. Action Oct. 31.

■ *KNTU(FM) Denton, Tex.—Authorized program operation on 88.5 mc, TPO 10 w. Action Oct. 31.

Final actions

■ Truckee, Calif.—Scope Recording and Broadcasting Co. Broadcast Bureau granted 101.7 mc, 2.01 kw. Ant. height above average terrain minus 245 ft. P.O. address: 888 Foster City Boulevard, San Mateo, Calif. 94404. Estimated construction cost $15,331; first-year operating cost $14,800; revenue $28,550. Principals: Deno E. Kannes (70%) and Ronald L. Bailie (30%). Mr. Kannes is free-lance musician. Mr. Bailie owns broadcasting school. Action Nov. 13.

■ *Indianapolis—Metropolitan School District of Warren Twp., Marion county Broadcast Bureau granted 91.1 mc, 10 w. P.O. address 9039 East 10th Street, Indianapolis 46229. Estimated construction cost $47,209; first-year operating cost $3,000; revenue none. Principals: C. Wayne Foster, president of board of education, et al. Action Nov. 7.

■ Vicksburg, Miss.—Red Carpet City Broadcasting Corp. Broadcast Bureau granted 106.7 mc, 58.41 kw. Ant. height above average terrain 514 ft. P.O. address: c/o Allen U. Hollis, M.D., 500-D, East Woodrow Wilson Drive, Jackson, Miss. 39216. Estimated construction cost $64,439; first-year operating cost $28,600; revenue $43,000. Principals: Allen U. Hollis, M.D., president, Morris Currie, vice president, Bobby F. Bishop, chairman of board, and William Keith Holsington, secretary-treasurer (each 25%). Mr. Hollis is physician. Mr. Holsington is employe of WRKN(AM) Brandon, Miss. Messrs. Bishop and Currie are employes of WRBC (AM) and WJMI-FM both Jackson. Action Nov. 10.

■ Crockett, Tex.—Pioneer Broadcasting Co. Broadcast Bureau granted 92.7 mc, 3 kw. Ant. height above average terrain 197.5 ft. P.O. address: Box 1109, Crockett 75835. Estimated construction cost $9,450; first-year operating cost not indicated; revenue not indicated. Principals: James H. Gibbs, sole owner. Mr. Gibbs owns KIVY Crockett. Action Nov. 10.

■ Kingsville, Tex.—Radio station KINE Inc. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 135.9 ft P.O. address: c/o Andrew M. Cook, 205 East King Street, Kingsville 78363. Estimated construction cost $34,658; first-year operating cost $20,000; revenue $24,000. Principals: James H. Clement, president, Ben A. Glusing, vice president-treasurer, Richard M. Kleberg Jr., secretary, and Andrew M. Cook, station manager (each 25%). Principals own KINE(AM) Kingsville, and have interests in ranching, banking, wholesale electrical supplies firm and Kingsville Publishing Co., Kingsville. Mr. Glusing is attorney. Action Nov. 13.

Actions on motions

■ Broadcast Bureau on request by Lakes Region Broadcasting Corp., extended through Nov. 21 time to file replies to opposition to supplement to petition for rulemaking in matter of amendment of FM table of assignments. (Plymouth and Concord, New Hampshire). Action Nov. 13.

■ Office of Opinions and Review in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University), FM proceeding, granted request by applicants, and extended to Dec. 3 time to file application for review of review board's decision (Docs. 17454-5). Action Nov. 13.

■ Hearing Examiner Charles J. Frederick in Hendersonville, Tenn. (Hendersonville Broadcasting Corp.), FM proceeding, granted petition by applicant, for leave to amend application to reflect 20% interest of Kenneth Warren Davidson as having been purchased by Randall L. Davidson, thereby reducing number of stockholders from five to four (Doc. 18518). Action Nov. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Humboldt, Iowa (Stephen E. Dinkel and Christensen Broadcasting Inc.), FM proceeding, on motion by Christensen Broadcasting Co. rescheduled prehearing conference for Dec. 10; postponed evidential hearing to date to be set at prehearing conference (Docs. 18647-8). Action Nov. 7.

■ Chief Hearing Examiner Arthur A. Gladstone in Mt. Pleasant and Charlton, both

(*Continued on page 99*)

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

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

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.

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.

Branch studio manager. Sales, news, announcing. Excellent opportunity for right man who's ready to move into a responsible position. Box L-160, BROADCASTING.

Sales Specialist, with successful background. Management opportunity open. Medium market. High income potential. Box L-230, BROADCASTING.

KOIT, AVCO's San Francisco FM station, has an immediate opening for an experienced, radio account executive. Good opportunity for eventual sales management. Generous guarantee, liberal commission. All company benefits. AVCO operates 5 AM's, 2 FM's and 5 TV stations. Please send resume in confidence to Howard S. Kester, vice president, general manager, KYA/KOIT, #1 Nob Hill Circle, San Francisco, Calif. 94108. West coast applicants only. An equal opportunity employer.

Our need is immediate. KYA, Avco's San Francisco AM outlet, has an opening for an experienced account executive. KYA must replace one of its salesmen who has been promoted to a management position within the organization. Compensation far above average. Opportunity limitless. AVCO operates 5 AM's, 2 FM's and 5 TV stations. All fringe benefits. West coast applicants only. Please send resume in confidence to Howard S. Kester, Vice President, General Manager, KYA, #1 Nob Hill Circle, San Francisco, Calif. 94108. An equal opportunity employer.

WINN, a top rated adult oriented station in Louisville, Kentucky is expanding sales force. 5 figure guarantee and good list available to qualified account executive. Minimum 2 years experience. Small market salesmen with heavy retail experience definitely considered. An opportunity to join an expanding group. Send resume to Bill Jenkins, Sales Manager, WINN Radio, Fincastle Building, Louisville, Kentucky 40202.

Just one opening: Experienced account executive. Start the New Year with the "sound" on the way up in the nation's capital Send resume in confidence—Mr. Ginsburg, VP-Sales, WPIK, Box 6199, Washington, D.C. 20044.

Sales continued

Sales—Hartford, Connecticut. Our kind of guy should earn $20,000 yearly and will have a great future with a young aggressive organization, one that presently owns three stations and is looking for more. Must be close enough for interview. Call Mr. Wilks or Mr. Schwartz at WTYM, 525-4141 (413) or write Box 545, East Longmeadow, Mass

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.

Established group operation offers excellent opportunity for salesman who enjoys traveling to cover several southeastern markets and assist salesmen in selling and promotional work. Excellent pay. Send complete resume, with references to Coleman Austin, P.O. Box 1045, Charlotte, N.C.

Announcers

"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.

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.

First phone bright MOR man who appreciates sunshine. An opportunity to grow with the nation's fastest growing area . . . South Florida! Send air check, resume, references to Box L-135, BROADCASTING.

Feet on the ground? Excellent New England small-medium market network MOR station needs non-prima-donnas. Some experience, good voice, third-endorsed required. Tape, resume and salary requirements to Box L-147, BROADCASTING. Equal opportunity employer.

Branch studio manager. Sales, news, announcing. Excellent opportunity for right man who's ready to move into a responsible position. Box L-161, BROADCASTING.

Up-tempo MOR station, one of Ohio's finest, needs well-rounded, experienced drive-time personality. Must be versatile in production. Fine, progressive city of 40-thousand, with facilities, benefits second to none. Above-average salary for above-average man. Box L-168, BROADCASTING.

One of this country's most respected contemporary stations needs a man now. If you've got the voice and you're not afraid to entertain an audience, send a tape and resume today. This is a top-notch job for a great jock. Box L-210, BROADCASTING

Small market northeast station looking for experienced morning man, relaxed MOR plus knowledge of C&W. Also nighttime announcer, emphasis on MOR plus some Rock. Both men must be able to read. No kids or beginners, please. Box L-238, BROADCASTING.

Go with success . . . and in a fast-growing, sunny California city. 5KW full timer needs a couple of mature and talented first phone announcers who are looking for a career opportunity. News writing experience essential, sports also important. Programing, music, copywriting, sales management opportunities. Write Box L-241, BROADCASTING.

Either good production man-announcer; or announcer-play-by-play sportscaster needed immediately. College community. KHAS-Radio, Hastings, Nebraska 68901

Announcers continued

First phone soul jock experienced. Top wages, contact manager, KZEY, Tyler, Texas.

An excellent career in broadcasting awaits the DJ who can fill the position we have open. We need a top 40 jock who knows production and considers himself a professional. Send resume and tape to: WBAT, Box 5038, Daytona Beach, Florida.

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, WGST Radio, P.O. Box 7888, Atlanta, Ga. 30309. WGST is an equal opportunity employer.

Join the staff of top rated station in Lansing and learn to love country music, complete with all benefits. Send resume and tape to WITL, Lansing, Michigan, a Mid-West Family station.

Wanted: Experienced play-by-play man for basketball and football. Some air work and/or sales. Personal and credit references required. Salary open. Fringe benefits. Contact Bob Smith, WIXK, New Richmond, Wisconsin.

Cape Cod calling . . . established station needs bright, alert MOR morning man for permanent staff position. Tight board man with first class ticket helpful. Group operation, pension plan, many other fringe benefits. Send resume and brief tape to program director, WDCB AM/FM, West Yarmouth, Mass. 02673.

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.

The Carver Company needs a young man for original motion picture. Change your life—Photo, aircheck, inquiries: Box 3358, Hollywood 90028.

Somewhere in the midwest there's a sharp, experienced, young MOR announcer with PD potential who desires to move South for greater opportunity! Swinging MOR station in university city needs two men immediately. Salary open. Rush tape, photo, and resume to General Manager, P.O. Box 1024, Gainesville, Florida.

10,000 watt top-rated north east MOR needs announcer. Call Robert Manning. 717-286-5838.

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.

Chief engineer for 5,000 watt directional full time station in New England. Possibility of building two other stations in the future. Box L-194, BROADCASTING.

Chief Engineer, Texas, full time AM 5kw 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-217, BROADCASTING.

Chief engineer for AM-FM operation in good midwestern market. Excellent pay—fringe benefits. Some broadcasting experience required. Send resume and tape to Box L-220, BROADCASTING.

Dallas, $700 to $800 per month. Broadcast Engineer, First Class License and extensive experience in AM and FM multiplex maintenance required. Box L-227, BROADCASTING.

Chief engineer—in combination with announcing, production or operations. Must be experienced. New studios . . . Medium market with advancement potential . . . if you are management material. Box L-231, BROADCASTING

Chief engineer for 5,000 watt directional AM in Mid-Michigan metro market. New facility uses AM & FM studios and transmitters. Excellent opportunity for outstanding engineer interested in moving up. Send resume to Box L-232, BROADCASTING.

Help Wanted

Technical continued

Exceptional opportunity in central New York for engineer qualified with broad background in AM-FM-CATV operation. Box L-244, BROADCASTING.

First class, maintenance—announcing, sales, helpful KHIL, Willcox, Arizona.

Chief engineer for brand new facility. Announcing helpful. KVOC, Box 2090, Casper, Wyoming

First class transmitter and production engineer . . no announcing . . . 5kw DA Immediate opening Contact Peter Dean, C.E . . . WDEV . . . Waterbury, Vt. 802-244-7321.

First class technician wanted by Ohio radio and television combined operation. Best full color equipment, excellent working conditions Write or phone W. P. Williamson, III—WKBN. Youngstown, Ohio. 216-782-1144. An equal opportunity employer.

NEWS

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.

Hard working newsman needed with some experience, writing ability, voice believability, imagination and desire. Network station has excellent reputation in New England capital city Send tape, resume, and salary requirements to Box L-146, BROADCASTING.

Wanted experienced newsman with voice, major Baltimore station. Send air check and resume to Box L-184, BROADCASTING.

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

News director. Gather, write, air news, produce public affairs programs. Immediate opening. Send air check and resume to John J. Miller, KCSR, Chadron, Nebraska. Good salary, fringe benefits, fine college community. Multi-groups station.

If you're not after my job, we don't want you!!! 10,000 watt, 24-hour, number 1 rated go-getter needs a professional reporter who can keep a city of 300,000 in the palm of his hand. We'll provide the right man with the best tools available today . . . or tomorrow!!! Our reporters must prove they have the guts to keep us on top. Full benefits with a young, growing company. Send tape, resume, and pic to News Director, KFDI Radio, Box 1402, Wichita, Kansas: or call Ken Rucker (316) 838-3377.

Opening for newsman-announcer for heavily news oriented adult programed station. Tape and resume to WALE, Fall River, Mass. 02722.

News director. We're interested in you if you're an aggressive, experienced self-starter and can dig for, write and deliver broadcast news in a professional, authoritative manner. We'll pay well and back you up with understanding, modern facilities and equipment. Contact Jack Severson at WCUB Radio, Box 98, Manitowoc, Wisconsin 54220. An equal opportunity employer.

Newsman for top 10 market rock giant. Minimum 3 years experience necessary in gathering, writing and air presentation. Also need a part time newsman from the Washington, D.C. area. Send current tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. Only news professionals need apply.

Immediate opening for newsman. Six days a week—3 week vacation—hospitalization Salary $110 to $120 to start. Personal interview necessary. H. M. Thayer, WGHQ, Kingston, New York.

Programing, Production, Others

Program Director top forty. We're looking for a young executive who is great and realistic. A leader of men, creative concept production artist, articulate, original. Our station is number one with stable staff. Large eastern market. Since we have had ours, we'd like to give a young professional a "break." Resume only. Box L-243, BROADCASTING.

Situations Wanted Management

Young producer/director in large market desires advancement. Management experience. Box L-134, BROADCASTING.

Management continued

Successful sales mgr. wants GM position. 25 years AM-TV experience all phases both sides microphone and camera. 1st phone. $15M+. Box L-202, BROADCASTING.

Manager-sales manager: 9 years experience, strong on sales, 30 years old, community minded, excellent references Small or medium market. Box L-204, BROADCASTING.

Heavy weight large market manager. Excellent reputation young, skilled professional in all facets of broadcast business including major market sales management Responsible aggressive operator. Box L-205, BROADCASTING.

General manager—13 years in broadcasting; announcing, engineering (1st), sales, general manager for the past 5 years. Currently successfully employed in my sixth year of management. Interested in stepping up in broadcast or associated fields 31 years old, married with one child. References, resume all available immediately. Box L-206. BROADCASTING.

Good sales force but still not making it? Interested in becoming leading adult station in 1970? I can do it for you' Seeking position programing "proven" format that makes $$$$. Consider any fulltime station in competitive market. First phone too! Call evenings 515-421-7511 or write Box L-229, BROADCASTING

Your small station will make more profit with our answer: "I can do it better myself." Husband: 14 years radio, professional, highly creative, first phone. Wife: Top salesman, business experience, jewel at public relations We want: small town, cool climate, money Call 303-824-5651 or Box L-234, BROADCASTING.

General manager: made three moves in twenty-two (22) years of radio Each time benefited both myself and the station to which I moved. Legitimate reason for wanting to leave present job. Successfully managed stations doing three quarter million. Fully familiar with FCC regulations, so can protect your property. Local and regional sales oriented. Very strong on promotion and public service. Know how to turn profit by increasing billing and cutting expenses. I'm in the twenty five thousand bracket but more interested in bonus plan based on performance. Box L-235, BROADCASTING.

Salesman with outstanding sales record (currently 28 station market) willing to sacrifice for opportunity of managing not-so-successful AM station. Let's talk programing, promotion, merchandising, sales. Box L-240, BROADCASTING.

Super successful general manager produces billing and profit increases of over 400 percent. In last four years made station number one in market of over million and half. Resume available. Responses considered confidential Box L-246. BROADCASTING.

Bring that operation into the black. I'm the man. 10 years experience in management and sales, all phases of radio. Aggressive Currently manager of station and sales manager of three station group Also ideal man for corporation wishing to expand in medium or small market. Phone 406-765-1480 daytime.

Situation Wanted Sales

Experienced—sales manager-announcer-sportscaster. Prefer small southeast market offering ownership opportunity. Box L-182, BROADCASTING.

I can sell and I can prove it. Box L-219, BROADCASTING.

Ambitious—27—married—PD 10 years experience—1st phone—desires sales opportunity. Box L-248, BROADCASTING.

Announcers

DJ announcer, newscaster, control board operator, a real go getter. Box L-51, BROADCASTING.

Professional. T-40 Excellent experience in top 50 markets. Looking for station in top 25. 413-739-6939. Box L-97, BROADCASTING

Negro DJ newscaster, 27, first phone. Call after 7 pm (914) 667-1730. Box L-132, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Announcer, experienced. First class license Prefer country western or easy listening music. Presently employed. Available immediately. Box L-145, BROADCASTING.

Basketball play-by-play announcer. Available immediately. Experienced both Radio and TV. Box L-149. BROADCASTING

Announcers continued

DJ, tight board, good news, commercials, 3rd phone. Box L-163, BROADCASTING.

Winners only, major market broadcaster, strong on production and music. Good salary and equipment essential Prefer A.F.T.R.A. representation. 215-324-4125 o rBox L-174, BROADCASTING.

First phone, six years experience, dependable young announcer DJ-production engineer, looking for more permanent home. Tape, resume. Box L-183, BROADCASTING.

Soul D.J. 3rd, employed dynamic personality, T-board, married, experienced, available. Box L-191, BROADCASTING.

Florida: first phone contemporary rock announcer now in Hartford, Connecticut market will consider all Florida offers . . . single . . . station pays moving. Box L-196, BROADCASTING.

Urgent: East coast position wanted. Announcer/newsman, MOR/country format. Tight board. Some experience. Box L-197, BROADCASTING.

Employed Pro seeks move. C&W only. Must be major market. Box L-199, BROADCASTING.

DJ announcer school graduate, 25, looking for start. Tight board, 4F, will relocate, 3rd endorsed. Box L-200, BROADCASTING.

Solid, progressive MOR, POP operations. Smooth, bright, tight. Excellent production. Medium AM, major FM background. Assiduous. Best references. Philidelphia, 215-455-4625 or Box L-209, BROADCASTING.

College grad . . . veteran . . . 3 years experience . . . can't take Chicago "smog". . . attention Denver . . ski county U.S.A. (Personality Jock). Box L-211, BROADCASTING.

Available! Top contemporary jock. Presently PD seeking long association with professional, program conscious organization. Inquiries invited. Box L-221, BROADCASTING.

If you're looking for a go-er look no further. I have 18 months experience and a 1st ticket. I desire top 40 work in either medium or major market Give me a chance. Write Box L-226, BROADCASTING.

First phone, in need of first break. Box L-228, BROADCASTING.

Pulse rated #1 personality in Northeast market, can do it for you. Young, experienced. Music and production know-how. Desire major/medium top 40, will relocate. Box L-233, BROADCASTING.

No. 1 top-40 jock in current market, but medium or major market is where I belong. Box L-236, BROADCASTING.

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 305-691-1053 anytime or write Charlie Peters, 514 E. 35th St., Hialeah, Florida.

Experienced all around radio man; available immediately due to sale of station. Manager, sales, news, expert sports, play-by-play: DJ, third ticket; relocate. Commensurate salary arrangement desired. Andy Denonn, P.O. Box 423, Chipley, Florida. (904) 638-0621.

Tyro personality + pursuing Top 40 station. Single, 1st. phone, 25 and draft exempt. Howard Grae, 7980 Hoover Ct., Indpls., Ind. 46260, (317) 253-3182.

Beginner—first phone. Radio-TV school graduate. Prefer top 40. Send tape on request. Willing to relocate. Ted R. Brown, Jr., 105 North Barnwell, Oceanside, Calif. 92054, 714-757-2583.

Now in the major top 10 markets, five figures will get you a top 40 "Drake" or contemporary personality, 1st phone strong on maintenance, construction, production, programing. Mature voice, draft exempt, top references. Phone 609-562-6632 person to person for my local phone number.

22 years in AM as chief and combo, seeking chief position in small/medium market. Southwest only. Looking for responsibility and stability. $125.00 wk minimum. Contact Donald Smith, 714-477-5958, 2630 National Ave., Space 25, National City, Calif. 92050.

Announcers continued

First phone, 26, married, responsible, three years experience, seeks light maintenance and air shift in Minn., Iowa, Wis. medium or large market. 612-722-9709 or 4403 28th Ave. S., Mpls., Minn 55406.

Technical

Engineer experienced in radio six years. Prefer Indiana, surrounding states. Will consider TV. Box L-198, BROADCASTING

NEWS

Wanted: East coast major market radio news position. Mature voice, relaxed delivery. Am good writer and hard working. Presently I am a radio-TV newsman at medium market east coast station. Degree. $250 per week. Box L-176, BROADCASTING.

News-oriented disc jockey, conservative, experienced in news gathering/writing airing procedures, seeks full-time, in-station news shift during daylight hours only. $10,000. Majors only. Prefer West, S.W., Texas. Box L-214, BROADCASTING.

Experience makes a news department tops and eight years experience in the broadcast field enable me to help you and your news operation. News director twice. Not just a reporter . . . but a digger. Not a floater Let's talk. Box L-222, BROADCASTING.

Major market news director—if you have the staff and equipment I can direct your news department to the top of your market. Eight years experience masters degree. Box L-242, BROADCASTING.

Programing, Production, Others

Nations leading major market FM program director, top rated ARB. 215-324-4100 or Box L-177, BROADCASTING.

Major markets soul, T-40. 8 yrs. will 1st soon Love production. Hurry! Box L-190, BROADCASTING.

PD at successful major market all-talk station interested in making a change. Box L-212, BROADCASTING.

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-224, BROADCASTING.

Television

Help Wanted—Sales

Experienced professional salesman, 9th market, Washington, D.C., making at least $15,000.00 now desiring to soon earn $30,000.00 Join great sales team. Confidential. Call Mr. Wygant, 301-654-2600

Wanted by established UHF indie in major market: aggressive, dynamic, lean and hungry sales manager with proven record to provide real leadership to capable sales staff Good starting salary and over-ride to right man. Send resume with all details and salary requirement to Box L-239, BROADCASTING.

KBAK TV CBS, Bakersfield, California expanding local sales force. Prefer west coast resident. Apply Robert W. Curry, General Sales Manager.

Announcers

Announcer with strong public affairs and news background for medium midwest market. Send VTR, resume, etc., to Box L-155, BROADCASTING.

Technical

Service technician. Set up and run CCTV service center for major corporation in key northeast city. Must have strong background in servicing and operating major helical scan recorders and vidicon cameras. Systems installation experience helpful. Immediate opening. Send resume and salary requirements to Box L-181, 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.

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., WNHC, 135 College Street, New Haven, Connecticut 06510.

NEWS

News reporter-writer-producer. Minimum two to three years television news experience. Good understanding of news, ability to create and cover own feature and hard news stories. Ability to edit and produce first class television newscast. Journalism grad. Must know film and VTR Send samples—pics—resumes Major West Coast market. Box L-165, BROADCASTING.

Newsman. Mid south Need young, aggressive experienced newsman to fill out young, college educated, news staff. Congenial, young staff. Send tape, photo, and resume to Program Director. KAIT TV, P.O. Box 790, Jonesboro, Arkansas 72401.

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.

Anchorman for award winning radio and TV news department. Prefer man experienced in writing, film techniques and air work. Send resume and tapes to News Director, WSBT AM-FM-TV, 300 West Jefferson Blvd., South Bend, Indiana 46601.

Programing, Production, Others

Editorialist-writer. Ability to research-write and announce hard hitting editorials. Minimum 5 years broadcast journalism experience. TV preferred Man wanted is probably writing, producing TV newscast in medium market now—has editorial experience Send samples—pics—resumes Major West Coast market Box L-165, BROADCASTING

Producer-director for group owned top 10 market station Primary duties will include the producing of a one hour morning talk-entertainment program Applicant should have at least three years commercial broadcast experience and desire a future in television management. Reply to Box L-223, BROADCASTING

WTOL-TV. Cosmos Broadcasting Corporation station (CBS) in Toledo, has immediate opening for experienced film director. Responsible for editing of all commercial, feature and documentary films and supervision of three-man, well-equipped department. Knowledge of programing desired. Excellent salary, profit sharing, numerous benefits Send resume and letter to: Program Director, 604 Jackson, Toledo, Ohio 43604

Situations Wanted Management

Aggressive "shirt-sleeve" general manager of top ten market UHF facility will be available January . Sales oriented administrator who can substitute results for promises. Box L-164, BROADCASTING

General Manager-National Sales Manager. Thoroughly experienced all phases: station-ownership, development, management, sales management, sales (national and local), programing, film-buying, production, promotion and network announcing-hosting-newscasting. Leader in community affairs Leader in industry. Nationally recognized as successful manager-developer-troubleshooter. 16 years in television; 12 years in radio = 28 years' experience Just turned 45 College degree. A professional. Quality, aggressive competitor. Accustomed to much responsibility. Proven capable of developing substantially increased profits, prestige and value Box L-205, BROADCASTING

General manager-sales manager Complete background management, sales, programing. Proven record. Single station or group operation University graduate. Family man, reliable, responsible Now in management position but seek change. Resume, references available. Box L-215, BROADCASTING

Program manager, 34, creative program director, now working large metro market. Engineering, production-direction background, film buying. FCC rules, all phases of TV operations and management, some sales Box L-216, BROADCASTING.

Announcers

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-225, BROADCASTING.

Technical

Fully qualified engineer traveling with major equipment manufacturer desires position with a company requiring foreign travel. Box L-137, BROADCASTING.

Technical continued

Chief, Asst. Chief or Maint. Super. TV or FM. Young, married, draft exempt South or Southwest only Seacoast preferred. 606-299-7948.

Programing, Production, Others

Florida—a 15 year veteran of radio/television wants to live with you. At 28 I've been programing for ratings, and winning. Extensive TV experience. Years in talk—rock—MOR—station pays moving. Box L-195, BROADCASTING.

Production, programing management, producer-director, or promotion position sought by experienced young man with B.A. and M.A. degrees. Box L-201, BROADCASTING.

Producer/director seeking new challenge in major market. Experienced in medium-large market, 27, BA in ratv. Box L-213, 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—Professional tape deck Carrosel for automation used trans Gates BC-1T, or equivalent. Write WBKC, Box 266, Chardon, Ohio or call 216-286-1560.

Wanted: Zoom lens for TA-124-E Dumont orthicon television camera. Contact KXMD TV, Williston, North Dakota 58801

FOR SALE—Equipment

Coaxial-cable—Heliax, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect. Co., Box 4668, Oak-

Stereo-Automation equipment-late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson

Voltage regulator 20 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.

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 C . . 2934 N.W. 7th St., Miami, Florida 33134.

Stainless tower, 150-ft., self-supporting, insulated, for AM, FM, AM/FM use. Chicago area. $1,000.00 standing or $2,000.00 ready for shipment or best offer W.EAW, Evanston, Ill.

Gates ST-101 spotters Two in good operating condition Includes some parts, remote control heads, instruction book. $195.00 each or both for $350.00 WMON, Box 750, Montgomery, West Virginia Phone area code (304) 442-9555.

1 Gates BFE 10A 10 watt exciter/transmitter and power supply, removed from service to make way for SCA's . $350.00. 1 CBS Audimax RII, factory reconditioned, then never used . . . $300.00 1 Gates SA39B Peak Limiter, removed from service to make way for new equipment $250.00. All equipment will be shipped within twenty-four hours after your order is received Contact: E. Allen Brown, Chief Engineer at WJEJ, Hagerstown, Md

Western Electric 407B 50kw transmitter, good condition—$8,000.00. Radio Department, Bible Place, Cleveland, Tennessee 37311.

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.

Miscellaneous continued

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose $5.00 M.O. Box L-44 BROADCASTING.

Current comedy 65-70 original. topical one-liners. each issue. twice-a-month. for entertainers. deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., SE, Washington, D.C. 20003.

D.J. one liners: Write for "free" samples. Command, Box 26348, San Francisco 94126.

"Get that Job". Comprehensive guide and report for job seekers. $2.00. Box L-247, BROADCASTING.

Keep Happy Huffman happy. buy his joke service. $45/yr., one month free. 4213 Riverdale, Anaheim. Calif.

Prizes! Prizes! Prizes' National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal. write or phone. Radio Features, Inc., 166 E. Superior St., Chicago. Illinois 60611, 312-944-3700.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans. Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully CI 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.

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 Jan. 5, Feb. 9 & March 16. Call or write the R.E.I School nearest you for information. We guarantee you Electronics, not questions and answers.

INSTRUCTIONS continued

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.

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 . . . class starts November 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 102. Don Martin School of Radio & TV. 1653 No. Cherokee. Hollywood. California. HO 2-3281.

RADIO

Help Wanted

HEAD HUNTING?

Corporations use our modern "search" techniques to locate executives, air talent, and other key employees.

Nationwide has successfully completed assignments to fill *every* position within a radio or television station and CATV system.

Headhunting is our profession and we're good at it! Try us and find out!

Contact
Ron Curtis, Pres.
312-337-5318
645 North Michigan Avenue
Chicago, Illinois 60611

Nationwide Management Consultants, Inc.

Management

ONE IN A MILLION

Chance for a bright executive. Great opportunity to get into management with a rapidly growing radio and TV production firm: take charge at once of diversification plans. A wonderful challenge to grow and own part of business. Write to:

Box L-245, Broadcasting.

Sales

AUTOMATION EQUIPMENT SALESMAN

to represent in Michigan. Indiana. Ohio and Kentucky the leading supplier of automated control equipment and taped music services for radio. Sales. engineering or management experience essential. Income potential $25.000-plus. Draw and all expenses paid. Send resume to:

Irv Law, VP, Sales, IGM, P.O. Box 943, Bellingham, Wash. 98225.

ACCOUNT EXECUTIVE

Leading NY Radio Station

Go-getter with Radio Time Sales Experience — excellent opportunity. Outstanding Company Benefits. If you qualify move quickly.

Send resume. in strictest confidence to:

P. O. Box 5700
N.Y., N.Y. 10017

An Equal Opportunity Employer

Announcers

ATTENTION AIR TALENT!

Carl Young at Nationwide Broadcast Personnel has openings for Major Market Top Forty and MOR Air Personalities. Salaries $300 to $500 per week.

Call 312-337-5318 for more information.

UNICOM SERVICES INC.
• A WORLD WIDE MEDIA PLACEMENT SERVICE •

ATTENTION

Small Market Pros

- Announcers
  6 mos. to 1 yr.'s experience
- 1st Ticket Combos
- Sales Managers
- Salesmen
- Chief Engineers

For immediate placement, Rush Tape, Resume, & Salary Requirements to:

Unicom Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

Technical

CHIEF ENGINEER

Broadcast group has openings for Chief Engineer at Texas and Nevada AM-FM stations. Applicants must be familiar with directional systems and able to do proof of performances. Also have TV maintenance openings.

Personnel Dept.
DONREY MEDIA GROUP
P. O. Box 1359
Fort Smith, Arkansas 72901

Programing, Production, Others

PRODUCTION GUY

If you can write . . . produce . . . and voice creative continuity—you can make good bread as a production guy. Adult oriented Top 40 . . . a big Number One in this Midwest Metro Market. Send tape, copy samples and brief resume to:

Bobby Rich, KSTT, P. O. Box 3788, Davenport, Iowa 52808.

Situations Wanted

Announcers

SEASONED PRO

11 years Personality DJ—Award winning telephone-talk show—TV host—former network affiliation (NBC). Major markets only. No top 40.

Box L-150, Broadcasting.

Programing, Production, Others

Available Soon for your Market

Fun Music RADIO

A new automated announced weekly rock tape service for use with IGM or similar equipment. Unique "Set-and-Forget" system needs no attention between weekly tape changes. Less than $100 per week delivered to your station. Protected markets. For details and audition tape write or phone:

Champ Greenlee
Fun Music Radio
619 American Bank Bldg.
Vincennes, Ind. 47591
area 812
882 - 6060

TELEVISION—Help Wanted—Management

TELEVISION EQUIPMENT SALES

Immediate openings in television equipment sales organization for aggressive, sales oriented individuals with strong technical knowledge of television equipment primarily transmitting systems. A leading broadcast equipment supplier is rapidly expanding into the television market and has the following positions available:

District Sales Managers—TV Products
TV Products Manager
TV Service Manager

For further information call collect or send resume to Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, (217) 222-8200.

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
QUINCY, ILLINOIS 62301
An equal opportunity employer (M&F)

NEWS

TV NEWS DIRECTOR

We want the best in the country and we'll pay to get him.

We need a no nonsense professional who has all the skills, is bursting with ideas, and thinks that being second is still losing.

To qualify you must be in complete charge of a successful news operation in a major market.

The opportunity for earnings, prestige, and accomplishment is literally unparalelled. Write fully in the first letter. We'll interview in your town or ours because we want to fill the job immediately.

Box L-187, Broadcasting.

EDITORIAL PERSONALITY

VHF in top 10 market needs talent to research, write and do on-air presentation of editorials. Must be good on-air talent lending a mature air to station's viewpoint. Editorials will be hard-hitting. Backed by visuals and done as need dictates, not daily. Person selected will report to an editorial director who functions 100% in that capacity. Send picture, audio tape if available, salary requirements and resume immediately to:

Box L-189, Broadcasting.

Programing, Production, Others

WTOL-TV
Film Director

WTOL-TV, Cosmos Broadcasting Corporation station (CBS) in Toledo, has immediate opening for experienced film director. Responsible for editing of all commercial, feature and documentary films and supervision of three-man, well-equipped department. Knowledge of programing desired. Excellent salary, profit sharing, numerous benefits. Send resume and letter to:

Program Director, 604 Jackson
Toledo, Ohio 43604

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)

Situations Wanted Management

TV MANAGEMENT EXECUTIVE

One of nation's top independent TV stations is undergoing change in ownership. We have Station Manager who does not plan to remain with new owners. His exceptional qualifications will bring to station a strong leader with thorough knowledge of administration, programing, promotion, research and sales. With his 20 years of experience in top management positions with TV stations and important advertising agencies we strongly recommend him for station or group requiring well-qualified executive. If interested in full particulars please write to President.

Box L-218, Broadcasting.

Announcers

TV and Radio Personality

Well known Los Angeles TV and radio personality is seeking a major market opportunity. Tremendous background in telephone shows, news/controversy, contemporary music, and strong, probing interviews. Available after 12/2/69.

ROY ELWELL (213) 393-2850

NEWS

Veteran TV Anchorman
writer/reporter

leaving 4th market. Desires more writing and more involvement in smaller eastern market with stable firm. Salary open.
Box L-237, Broadcasting.

BUSINESS OPPORTUNITY

Own your own

low Power Radio Station: Legal. No License Required. Details. $5.00.

KKSF
2154 B Market St.
San Francisco, California

S I L V E R

Live radio coverage of the Silver Anniversary Gater Bowl Game from Jacksonville, Florida. on the 27th of December, Noon E.S.T. is still available in some markets. For details write:

Robert K. Lynch
Box 45
Atlantic Beach, Florida 32233
or call 904-249-4602

Employment Service

THE JOB SEARCH

Improve on your salary and your abilities with our exciting new concept of position search which directly INVOLVES YOU in the initial stages of negotiation. OUR TECHNIQUE is YOUR OPPORTUNITY! Details free.

HANLON PERSONNEL SERVICE
P.O. Box 1193
Indianapolis, Indiana 46206

Employment Service continued

Wanted: Mgrs. & Directors

V.P. Mgr. AM-TV major mkt.	$25.000
Sales Mgr. AM top 50 mkt.	to $25.000
Mgr. AM 4 station mkt.	to $20.000
PD strengthen a top 40	to $15.000

SS
STATION SEARCH
P.O. Box 252
Latham, New York 12110
Tel. 518-785-7223

527 Madison Ave., New York, N.Y. 10022

BP

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

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.

L E A R N

at the Nation's oldest and most respected
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

R E I

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

FOR SALE—Equipment

EXCELLENT PRICE UHF EQUIPMENT

- 2 UHF GE 12.5 kw transmitters, type TT25A, Ch. 25. 32.
- 3 TY 25C GE antennae, Ch. 25, 32, 36.
- 1 TY-106A GE antenna, Ch. 18 1200' 3 1/8 50 ohm transmission line.
- 1 200' Wincharger tower, guyed, ready for shipment.
- 1 375' Kimco tower, guyed. ready for shipment.

DON KASSNER Box 1045
Charlotte, N.C. Tel. 704/372-4434

WANTED TO BUY—Stations

FM's ONLY

Boadcasters want to acquire one or more FM properties in top 100 markets (any class license).
Box L-188, Broadcasting.

Young Professional

Broadcaster wants radio station under $200,000, strict confidences.
Box L-193, Broadcasting.

FOR SALE—Stations

Texas	small	AM & FM	$100M	cash	Fla.	small	daytime	$ 85M	29%
Ariz.	medium	fulltime	90M	29%	Miss.	small	daytime	65M	SOLD
Utah	metro	daytime	112.5M	29%	Iowa	medium	fulltime	550M	145M
N.Y.	metro	FM	90M	29%	Wash.	metro	daytime	95M	nego
East	major	AM & FM	1.3MM	nego	MW	major	FM	175M	cash

CHAPMAN ASSOCIATES
media brokerage service
2045 Peachtree Road Atlanta, Ga. 30309

(Continued from page 92)

Iowa (Pleasant Broadcasting Company, et al.), AM-FM proceeding, upon request of Chariton Radio Co., scheduled further prehearing conference for Nov. 10 (Docs. 18594-7). Action Nov. 7.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co. et al., FM proceeding, granted petition by What The Bible Says, Inc., accepted notice of hearing as published (Docs. 19673-6). Action Nov. 10.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc.) et al., FM proceeding, scheduled further hearing conference for Nov. 18; further ordered that preliminary exchange date for engineering exhibits be continued to date to be determined (Docs. 18636-9). Action Nov. 13.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc., KAKE-TV and Radio Inc.), FM proceeding, granted petition by KAKE-TV and Radio, for leave to amend application to show that commission had granted it for UHF translator to serve Salina, Kan. (Docs. 18515-6). Action Nov. 10.

Other actions

■ Review board in Raytown, Mo., FM proceeding, Doc. 18529, granted petition for further extension of time filed Nov. 12 by Brinsfield Broadcasting Co. Action Nov. 14.

■ Review board in Rochester, N. Y., FM proceeding, Docs. 18673-76, granted motion for extension of time to file oppositions to petition to enlarge issues, filed Nov. 12 by Monroe County Broadcasting Inc. Action Nov. 13.

Rulemaking petition

■ Jane Marlow Willis, Thelma Marlow Willis and James M. Willis all Brandenburg, Ky.—Request rulemaking to assign ch. 228A to Brandenburg. Ann. Nov. 14.

Existing FM stations

Application

■ KAPB-FM Marksville, La.—Requests mod. of permit for new stn: change from 97.7 mc to 92.7. Ann. Nov. 10.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: Weldon Brown, Apache Junction, Ariz., for new FM to April 18, 1970; KUKI-FM Ukiah, Calif., to April 20, 1970; WJMD(FM) Bethesda, Md., to Jan. 31, 1970; *KBIA-FM Columbia, Mo., to April 12, 1970; *KWMU(FM) St. Louis to April 12, 1970; *WQFS(FM) Greensboro, N. C., to Dec. 15; KTXN-FM Victoria, Tex., to Feb. 1, 1970. Action Nov. 7.

■ *KFCA(FM) Phoenix—Broadcast Bureau granted mod. of CP to make changes in ant. system, ant. height 95 ft. Action Nov. 13.

■ KREP(FM) Santa Clara, Calif.—Broadcast Bureau granted CP to install new auxiliary trans. and auxiliary ant. at main trans. location on 105.7 mc; ERP 25.5 kw; ant. height 460 ft.; remote control permitted. Action Nov. 12.

■ KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted renewal of license. Action Nov. 10.

■ WLAE(FM) Hartford, Conn.—Broadcast Bureau granted CP to change type trans. and ant.; ERP 18 kw, ant. height 760 ft.; condition. Action Nov. 10.

■ WJAX-FM Jacksonville, Fla.—Broadcast Bureau granted second remote control point. Action Nov. 4.

■ WORJ-FM Mount Dora, Fla.—Broadcast Bureau granted request for SCA on subcarrier of 67 kc. Action Nov. 7.

■ WVTL(FM) Monticello, Ind.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Highway 24 West, Monticello; install new trans. and ant.; make changes in ant. system, ant. height 135 ft.; ERP 3 kw. Action Nov. 13.

■ KVPC(FM) Fairfield, Iowa—Broadcast Bureau granted CP to make changes in ant. system. Action Nov. 12.

■ Fort Harrod Broadcasting Corp., Harrodsburg, Ky.—Broadcast Bureau granted mod. of CP to extend time of new FM to Dec. 1. Action Oct. 31.

■ WMAR-FM Baltimore—Broadcast Bureau granted mod. of CP to change type ant.; ant. height 620 ft.; ERP 29 kw horiz. and 9.6 kw vert.; condition. Action Nov. 13.

■ WHTG-FM Eatontown, N. J.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 175 ft. Action Nov. 12.

■ WWDR-FM Murfreesboro, N. C.—Broadcast Bureau granted mod. of CP to change type ant. Action Nov. 12.

■ WNOB(FM) Cleveland—Broadcast Bureau granted CP to change type trans. and ant.; ERP to 70 kw ant. height 390 ft. Action Nov. 10.

■ WBUK(FM) Columbus, Ohio—Broadcast Bureau granted mod. of SCA to add subcarrier of 67 kc. Action Nov. 7.

■ KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted CP to operate trans. by remote control; change studio and trans.-ant. location; change type ant. ERP 97 kw; ant. height 680 ft. Action Nov. 7.

■ WGCR-FM Wellsboro, Pa.—Broadcast Burueau granted CP to make changes in transmission line. Action Nov. 12.

■ KTFM(FM) San Antonio, Tex.—Broadcast Bureau granted mod. of CP to make changes in trans.; ERP 99 kw. horiz. and 63 kw vert.; make changes in transmission line. Action Nov. 12.

■ Daum-Censky and Co. Ltd., Neenah-Menasha, Wis.—Broadcast Bureau granted mod. of CP to change type ant. of. FM; make changes in ant. system-ant. height 200 ft.; ERP 2.90 kw. Action Nov. 12.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: WJBK Detroit; WLLL Lynchburg, Va.; WMNA Gretna, Va.; WPNH Plymouth, N. H.; WRBS(FM) Baltimore. Actions Nov. 12.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion date for following: WWAG(FM) Carrollton, Ala., to Nov. 30; KPER-FM Gilroy, Calif., to Dec. 15; WXOW-TV La Crosse, Wis., to May 6, 1970. Actions Nov. 6.

Other actions, all stations

■ FCC set meeting on proposal by Microwave Communications Inc., to establish low-cost, nationwide communications network to provide service for educational broadcasters, and data transmission, computer and related services for educators generally, for December 18 in Washington. Action Nov. 13.

■ Hearing Examiner James F. Tierney in case of ABC Inc. renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, granted motion by ABC, set certain procedural dates: set for commencement of hearing for Jan. 13, 1970, in lieu of Dec. 15 (Doc. 18606). Action Nov. 5.

Translator actions

■ Broadcast Bureau granted CP's to replace expired permits for changes for following VHF translators: K08CX, K10DL and K12CX, all Tonasket, Wash. Action Nov. 12.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF translators: K12FA Coal Creek, Home Creek, Otter Creek and Ashland, K09II and K11IM both Sweetgrass, West Butte, Sunburst and Border Field, all Montana; K06AD and K12GD both Mammoth, Yellowstone Park, Wyo.; K08EZ, K10FF and K13HA all Mink Creek, Idaho; K72AM, K76AG and K78AH all Toole, Liberty & Glacier counties, Mont.; K77AN Columbia Falls, Mont. Actions Nov. 12.

■ Broadcast Bureau granted licenses covering changes for following VHF translators: K07DU, K09EA and K11EE all Murry Canyon area in Ely and McGill, both Nevada. Action Nov. 12.

■ Broadcast Bureau granted licenses covering new VHF translators: K07IQ Alpine, Ariz.; K12GY Sonora, Jamestown, Columbia and Curtis Creek, all California. Action Nov. 12.

■ K04DI Chinle, Ariz.—Broadcast Bureau granted mod. of license covering change in primary station of VHF translator to KOAT-(TV) Albuquerque, N. M. Action Nov. 4.

■ K07GE Chinle, Ariz.—Broadcast Bureau granted mod. of license covering change in primary station of VHF translator to KOB-TV Albuquerque, N. M. Action Nov. 4.

■ K13JK Weed and Abrams Lake, both California—Broadcast Bureau granted mod. of CP to change type trans. of VHF translator. Action Nov. 12.

■ California Oregon Radio Co., Willow Creek, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Willow Creek on ch. 8 by rebroadcasting KIEM-TV Eureka, Calif. Action Nov. 10.

■ K09BG Basin, Mont.—Broadcast Bureau granted license covering operation of VHF translator at Basin. Action Nov. 14.

■ K12GW Carson City, Nev.—Broadcast Bureau granted mod. of CP to make changes in ant. system: change type trans. Action Nov. 12.

■ K05CH Des Moines and Grande, both New Mexico—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 5 to ch. 6; change primary station to KKTV(TV) Colorado Springs; change type trans.; make changes in ant. system; change call letters to K06GL. Action Nov. 5.

■ K77BG Rockaway and vicinity, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action Nov. 12.

CATV

Final action

■ Manatee County, Fla.—FCC granted petition by Florida Power and Light Company that it be permitted to withdraw as party in Manatee County CATV proceeding (Doc. 18610). Action Nov. 14.

Actions on motions

■ Office of Opinions and Review in Williamsport, Pa. (Citizens Cable Inc. and Williamsport TV Cable Co.). CATV proceeding, granted motion by Taft Broadcasting Co. and extended to Nov. 14 time to file reply to pleadings with respect to opposition of Newhouse Broadcasting Corp., the comments of Broadcast Bureau, and statement of Citizens Cable Inc. and Williamsport TV Cable Co. filed Oct. 24, in response to Taft's application for review (Doc. 18581). Action Nov. 6.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, granted joint request by Rust Craft Broadcasting Co., licensee of WSTV-TV, and Wheeling Antenna Inc., and continued hearing to date to be determined at prehearing conference held Nov. 17 (Doc. 18612). Action Nov. 12.

■ Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess county, N. Y. (complainant) v. New York Telephone Co. (defendant), et al., CATV proceeding, ordered New York State Cable Television Association to produce documents desired by New York Telephone Co. for purpose requested, at specific time and place to be agreed upon by counsel either in New York City or in Washington, not later than Dec. 1 (Docs. 17441, 18525, 18617, 18620-24). Action Nov. 10.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, ordered oral argument held on petition for leave to intervene filed on behalf of Columbia Empire Broadcasting Corp.; oral argument held at prehearing conference scheduled for Nov. 18 (Doc. 18701). Action Nov. 13.

Other actions

■ Review board in Irons Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, board members Nelson, Slone and Kessler adopted order granting motion to correct transcript, filed Oct. 30 by The Hearst Corp. Action Nov. 17.

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted motion for further extension of time, filed Nov. 14 by Taft Broadcasting Co. Action Nov. 17.

Ownership changes

Applications

■ KWYN-AM-FM Wynne, Ark.—Seeks transfer to control of East Arkansas Broadcasters Inc. from Hannah Marie Raley, administratrix of estate of Raymond O. Raley, deceased (75.86% before, none after) to Hannah Marie Raley (24.14% before, 100% after). No consideration involved. Ann. Nov. 14.

■ WFOX(FM) Gainesville, Ga.—Seeks assignment of license from Hall County Broadcasting Co. to WLBA Inc. for $125,000. Seller: Ernest H. Reynolds Jr., sole owner. Buyer: Norfleet R. Johnston, sole owner. Mr. Johnston owns WNRJ(AM) Gainesville and has other business interests. Ann. Nov. 14.

■ WBFG(FM) Detroit—Seeks transfer of control of Trinity Broadcasting Corp. from Bernard F. Zinn and Detroit Bank and Trust Co., co-executors of estate of Nicholas Timko, deceased (67% before, none after) to Joseph Ninowski (33% before, 100% after). Consideration: $85,225. Principals: Joseph Ninowski, president of Trinity Broadcasting, owns 20% of insurance firm, 17% of cutting tool company and 15% of restaurant firm. Ann. Nov. 14.

■ KSWS(AM) Roswell, N.M.—Seeks assignment of license from executors of estate of John A. Barnett, deceased (as a group, 100% before, none after) to Roswell Broadcasting Inc. (none before, 100% after) for $37,500. Sellers: Frances Maye Barnett, Paul B. McEvoy and John A. Barnett Jr., executors. Buyers: John A. Barnett Jr., president (39.5%), Frances Maye Barnett, vice president (37%), and Paul B. McEvoy, secretary-treasurer (23.5%). Ann. Nov. 14.

■ WKLP(AM) Keyser, W. Va.—Seeks transfer of control of Potomac Broadcasting Inc. from Glacus Merrill, Marie B. Merrill and Louisa Bailey (as a group, 100% before, none after) to Thomas B. Butsher, Gary L. Daniels and Kenneth E. Robertson (each none before, 33⅓% after). Consideration: $135,000. Principals: Messrs. Butsher, Daniels and Robertson each own 22 ½% of WCST-AM-FM Berkeley Springs, W. Va., and 16.88%, 18.93% and 18.93%, respectively, of WMSG-AM-FM Oakland, Md. Ann. Nov. 14.

Final actions

■ WBIB(AM) Centreville, Ala.—Broadcast Bureau granted assignment of license from Voice of the Mid-South Broadcasting Co. to WBIB Radio Inc. for $51,398. Sellers: Fred H. Davis, Paul Nichols and Houston L. Pearce (each 33⅓%). Messrs. Davis, Nichols and Pearce each own 25% of WARF(AM) Jasper, Ala. Messrs. Nichols and Pearce own 49.5% of WDAL-AM-FM Meridian, Miss. Buyers: Julius E. Talton, president (60%), Ben David Rigdon, vice president, and Pearle Luckie Talton, secretary (each 20%). Mr. and Mrs. Talton own 80% and 20%, respectively, of WHBB(AM) and WTUN-(FM) Selma, Ala. Mr. Rigdon is station manager for Talton's stations. Action Nov. 13.

■ KFAV(FM) Fayetteville, Ark.—Broadcast Bureau granted assignment of license from Stamps Radio Broadcasting Inc. to Little Chief Broadcasting Co. of Fayetteville Inc. for $35,000. Seller: H. Weldon Stamps, president. Buyers: Lovelle Morris "Jack" Beasley, president (24%), Omer Cary Thompson, vice president (51%), Levoy Patrick Demaree, secretary-treasurer (15%) and Thelma R. Bloomfield (10%). Mr. Beasley is majority stockholder of KLPR-AM-TV Oklahoma City, and KFAY(AM) Fayetteville, Ark. He also owns 25% of KTCS-AM-FM Fort Smith, Ark., 25% of *Moore* (Okla.) *Monitor*, and 65.9% of KIOO(FM) Oklahoma City. Mr. Demaree and Mrs. Bloomfield formerly had interest in KFAY. Action Nov. 7.

■ KIBS(AM) Bishop, Calif.—Broadcast Bureau granted assignment of license from Southeastern Sierra Broadcasting Corp. to Bishop Broadcasting Corp. for $190,000. Sellers: R. S. Deming, president, et al. Sellers own KIBS-FM Bishop. Buyers: Frank Oxarart president (52%) H. Bruce Baumeister (38%), and Lloyd Klemp vice president (10%) Messrs. Oxarart and Klemp own 60% and 20%, respectively, of KMYC-(AM) and KRFD-FM Marysville, Calif. Action Nov. 7.

■ WFOM(FM) Marietta, Ga.—Broadcast Bureau granted transfer of control of Woofum Inc. from William L. Bost executor of estate of Albert L. Jones (100% before, none after), to James A. Davenport III (none before, 100% after). Consideration: $50,000. Principals: James A. Davenport, former station manager, now president of WFOM. Action Nov. 13.

■ KSRA(AM) Salmon, Idaho—Broadcast Bureau granted assignment of license from Salmon River Radio and Television Co. to Dale J. Smith for $76,000. Sellers: David G. Ainsworth, sole owner. Buyer: Dale J. Smith, sole owner. Mr. Smith is manager and owns 5.5% of KGVM-FM Idaho Falls, Idaho. Action Nov. 7.

■ WRLH(TV) West Lebanon, N.H.—Broadcast Bureau granted transfer of control of Upper Valley Television Broadcasters Inc. from Upper Valley Television Broadcasters Inc. (100% before, none after) to Johnson & Whitman Communications Inc. (none before, 100% after). Consideration: $119,000. Sellers: Nelson A. Crawford, treasurer, et al. Buyers: William R. Johnson, president, and Stephen L. Whitman, treasurer (each 50%). Messrs. Johnson and Whitman each own 50% of commercial printing and weekly newspaper publishing firm in Canaan, N.H. Mr. Johnson is attorney. Action Nov. 21.

■ WQMG(FM) Greensboro, N. C.—Broadcast Bureau granted transfer of control of Murray Hill Broadcasting Co. from Ralph Price (52% before 49% after) to Julian Price II (48% before, 51% after). Consideration: $25,000. Seller: R. Price owns 70% of WEAL(AM) and WUBC(TV) Greensboro, N. C. Buyer: J. Price owns recording studios. Action Nov. 14.

■ WIZO(AM) Franklin, Tenn. — Broadcast Bureau granted assignment of CP from Harpeth Valley Broadcasting Co. to Harpeth Valley Broadcasting Inc. for purpose of incorporation. Consideration: $1. Principals: Robert Sewell, president, Frank Beasley, vice president (each 37½%), and Revis V. Hobbs, secretary-treasurer (25%). Action Nov. 13.

■ KEYE(AM) Perrytown, Tex. — Broadcast Bureau granted transfer of control of Perrytown Radio Inc. from Frank Junell and Dossie M. Wiggins (each 36% before, none after) and William J. Wallace (8% before, none after) to Earl J. and Jerry Garrison (each 10% before, 50% after). Principals: Earl J. Garrison owns KVWC(AM) Vernon and 50% of KRIG(AM) Odessa, both Texas; 25% of oil production company and has interest in two banks. Consideration: $20,000. Action Nov. 7.

■ WRON(AM) Ronceverte, W. Va.—Broadcast Bureau granted assignment of license from Greebrier Broadcasting Inc. to Radio Greenbrier Inc. for $160,000. Sellers: Nash L. Tatum, president, et al. Buyers: Roy D. Wooster Jr., president (66%), Georga may Wooster Cook, vice president (30%), Roy D. Wooster Sr. and Margaret B. Wooster (each 2%). Mr. Roy Wooster Jr. and Sr. are vice president and chairman of board, respectively, of Borden Inc. Action Nov. 13.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Nov. 18. 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*.

■ San Andreas and Mokelumne Hill, both California—Triangle Cable Co., Oakland, Calif., has applied for nonexclusive franchises.

■ *Plantation City, Fla.*—Teleprompter Corp., New York (multiple CATV owner), has been granted a 30-year franchise. The firm will provide as many as 27 channels.

■ Davenport, Bettendorf, Moline, East Moline, Rock Island, all Iowa—Quint-Cities Cablevision Inc., in which Cox Cablevision Inc., Atlanta (multiple CATV owner), has an interest, has applied for franchises.

■ *Coburg, Ore.*—Liberty Television Cable Co., a division of KEZI-TV Eugene, Ore., has been granted a 20-year franchise.

■ *Mansfield twp., Pa.*—CATV Service Co., Flemington, N.J. (multiple CATV owner), has been granted a nonexclusive franchise. The firm will pay the city 3% of its gross annual revenue, and charge subscribers $4.95 monthly.

■ *Whitehall twp, Pa.*—Centre Video Co., State College, Pa. (multiple CATV owner), has been granted a nonexclusive, 15-year franchise The firm will charge no installation fee, and subscribers will pay $5 monthly.

■ Gig Harbor, Wash.—Tacoma Cable Co., represented by Ken Younger, and Northwest Cablevision Inc., represented by Onis G. Weaver, have applied for a franchise.

Baruch seeks out new opportunities for CBS Enterprises

Ralph M. Baruch, vice president and general manager, CBS Enterprises Inc., cherished ambitions in medicine when he was a youngster growing up in Paris. Later, as an adult, he entertained whimsical thoughts of training for a career as a classical pianist.

But Mr. Baruch, a tall, solidly built man of serious mien, is no idle dreamer. He smacks of the realist, doing what one has to do. And today, at 46, he oversees a staff of more than 300 people in six offices in the U.S. and 26 branches abroad.

Mr. Baruch's domain is a varied one, covering domestic and international program syndication; Terrytoons; licensing and merchandising, and international educational film syndication. The dominant note at CBS Enterprises, he said, is diversification and expansion, and in line with this approach, the organization recently began satellite syndication of CBS news films to Australia and Japan.

Mr. Baruch's aspirations in medicine were thwarted when the Nazi armed forces overwhelmed France in 1940.

As a down-to-earth ambitious young man, he concentrated on the opportunities that were open to him when he arrived in the U.S. in December 1940 after he and other members of his family, including an 82-year-old grandmother, had eluded the Nazis by fleeing to Spain and Portugal. His first job was in a shoe factory in New York, and the following year, he landed a beginning job in a recording studio that specialized in radio commercials and programs.

"These jobs were the best things that happened to me," Mr. Baruch observed. "My father had been a successful lawyer in Paris; I had attended the Sorbonne for a year and private schools."

The recording studio provided a window on the world of communications to Mr. Baruch, then 18, and he recognized the opportunities that were available in this expanding field. He progressed to the post of broadcast engineer and left in 1944 because he felt that the technical side of communications was too confining.

He regards his next two posts at SESAC Inc. and the DuMont Television Network as "excellent training ground" for his entry into TV program selling with CBS Television Film Sales (now CBS Enterprises) in 1954. While at SESAC and DuMont, he explained, he learned to fathom the intricacies of media and he considers this skill a vital one to a syndication salesman who must satisfy the varied needs of stations.

Mr. Baruch rose steadily through the ranks at CBS Films, paralleling the growth of the syndication organization, which had a staff of about 25 in 1954. His fluent knowledge of French and German stood him in good stead in 1959, when he was appointed director of international sales. In 1961, he was rewarded with vice presidential stripes, and he was elevated to his present post in 1967.

Mr. Baruch is looking forward to "the best year in our history" in 1969, pointing out that such series as *Perry Mason, Dick Van Dyke Show* and *What's My Line?* continue to gross substantially in the U.S. while *Beverly Hillbillies, Gunsmoke, Hawaii Five-O* and *My Three Sons* are selling briskly overseas.

Week'sProfile

Ralph Max Baruch—vice president, general manager, CBS Enterprises Inc., New York; b. Paris, France, Aug. 5, 1923; general assistant, later broadcast engineer, Empire Broadcasting Co., New York, 1941-44; administrative aide, SESAC Inc., New York, 1944-48; salesman, DuMont Television Network, New York, 1948-52; eastern sales manager, Consolidated Television Films Sales, New York, 1953-54; with CBS Enterprises (formerly CBS Television Film Sales) since 1954 as account executive, 1954-57; account supervisor, 1957-59; director of international sales, 1959-61; vice president for international sales, 1961-67; vice president and general manager, 1967 to present; m. Jean Ursell de Mountford of Rhondda Valley, Wales, 1963; children (by former marriage)—Eve, 25; Renee, 21; Alice, 18 and Michele, 11.

The changing patterns of the syndication business, Mr. Baruch noted, will place added emphasis on CBS Enterprises' own production capability. He explained that CBS and its television network, contrary to the practice in the past, no longer can provide CBS Enterprises with distribution rights to many of the series coming off the network. Production companies, in many instances, are retaining domestic or international syndication rights or both, he explained.

"We are stepping up our plans to produce our own series, working through established companies," he reported. "For example, with Goodson-Todman, we are now doing *What's My Line?* and with Chuck Barris Productions we are producing *The Game Game* series. Our production efforts will be for syndication and not for the networks. Why should we compete with ourselves?"

As a means of effectuating this goal in production, CBS Enterprises has signed an agreement with Ira Barmack Productions, Hollywood, under which Barmack will serve the company as a program development arm. Mr. Baruch said that CBS Enterprises is setting its sights on the '70-'71 and '71-'72 seasons, and continued:

"We have four or five projects in development and even if one or two succeed, we'll be delighted. We have to keep in mind that the day of imitating is gone. The average talk show or game show doesn't have a chance. But the syndication area does offer new opportunities, new programing vistas."

He expressed some concern that some companies producing for syndication have turned out top-quality pilot programs but reverted to "shoddy" product in subsequent episodes, and commented:

"This practice hurts the entire syndication industry. In my opinion a pilot should reflect the minimum of a series and not its maximum. That's the policy we've adopted here at CBS Enterprises."

Mr. Baruch is confident that his organization will continue to flourish in the years ahead and said expansion, to some extent, is keyed to diversification in the education-entertainment area. He noted that CBS Enterprises is moving steadily ahead in the syndication of educational films abroad and is seeking to move into other enterprises related to communications.

He paid tribute to his staff for having helped spur the growth of CBS Enterprises, and added:

"We look for the best people and we try to keep them. With very few exceptions, all of our key executives and specialists have been with us for 10 years or more. I think that says something about our organization."

Editorials

Where the power belongs

If the implications of censorship were not so chillingly apparent, Spiro Agnew's Nov. 13 performance in Des Moines, Iowa, his second act in Montgomery, Ala. (both safe distances from the eastern establishment), and the effusion of comment that Mr. Agnew has provoked would add up to a comedy of the absurd.

Suddenly Republicans who profess to be strict constructionists are cheering a Red Lion decision that took away some of television's First Amendment rights. In response, Democrats who have tried repeatedly to cut television to their own patterns are deploring White House interference with the independence of television news.

In Des Moines on Nov. 13, 1969, the Republican Vice President, of all people, accuses the networks of distorting the Democratic convention and attendant riots in Chicago in August 1968. Simple decency would have compelled him to add that Republicans gloated at the events in Chicago at the time. In Washington on Nov. 17, 1969, Hubert Humphrey, of all people, accuses the Nixon administration of attempting to suppress dissent and stifle the news media. Supporters of the same Hubert Humphrey undertook investigations of television news after the 1968 convention that nominated him to run for President.

It would all be unbelievable if it were not happening. Representative John Moss (D-Calif.) decries government censorship as "unthinkable," and Representative Richard L. Ottinger (D-N.Y.) protests "intimidation" of the networks. Neither mentions his co-authorship, with Representative John Dingell (D-Mich.), of a bill that would so weaken the television networks that they could afford to broadcast no news at all. Among the provisions of that measure is one prohibiting the networks from owning any programing that they feed to affiliates (BROADCASTING, Feb. 12, 1968).

If any thread of continuity runs through all of this, it is that politicians react with sensitivity to the coverage and pronouncements of the news media. Presidents before Richard Nixon, whose views Mr. Agnew was reflecting, it was confirmed to BROADCASTING last week, have been displeased by news accounts or commentary and have responded variously.

After newspapers began turning against him Franklin D. Roosevelt ordered his appointee, FCC Chairman James Lawrence Fly, to break up newspaper ownerships of radio stations. It was not for want of trying that Mr. Fly failed.

One of Harry Truman's most widely quoted utterances was the "son-of-a-bitch" that he called the *Washington Post's* music critic who unfavorably reviewed a performance by Mr. Truman's daughter.

In Dwight D. Eisenhower's administration, his news secretary, James Hagerty (now vice president of ABC), retained the right to edit records and transcripts of the President's news conferences.

John F. Kennedy called more than one broadcaster and publisher to complain about his treatment in the news. Agents in his brother's Justice Department once rousted newsmen out of bed in a clear instance of intimidation.

Lyndon B. Johnson monitored three television sets and was on the phone to New York a good deal of the time. During the network coverage of the 1968 Chicago demonstrations and convention he called network presidents with the kind of instructions a marine drill sergeant might give.

It was happening long before broadcasting was invented. James Madison asserted: "Some degree of abuse is inseparable from the proper use of anything; and in no instance is this more true than in that of the press." Still there may be a significant difference in attitudes in the formative years of the republic and attitudes now. Madison and his contemporaries wrote a First Amendment that decreed no interference whatever with the press. There are indications that some politicians of today prefer a more flexible arrangement.

In his Des Moines speech Mr. Agnew quoted with approval the recent Supreme Court decision in Red Lion: "It is the right of the viewers and listeners, not the right of broadcasters, which is paramount." Clearly Mr. Agnew sees no constitutional obstruction to an administration's pushing television around, so long, of course, as the pushing is done in the name of the viewers and listeners, who, we may next hear, are the silent majority. When, in Montgomery last Thursday, he expanded his criticism to include print organs, the only inference that can be drawn is that he sees no obstructions in his way at all.

The incumbent Republicans are not alone in flexing the First Amendment to suit their purposes of the moment. It has been the Democrats on the FCC, for example, who have most frequently challenged the broadcasters' assertion of parity with the older press in constitutional protection.

What is to be the practical result of all this tumult? At the moment the journalism media would seem to be relatively safe from overt reprisal, if only because Republican power in the White House is countered by Democratic power in the Congress. The FCC in such circumstances may be neutralized if indeed it wanted to act at all in so sensitive an area.

But with this as precedent, what is to happen when both Congress and administration fall into the same hands, as they must some day do? Television newsmen may only hope they will have earned enough public support to mount a popular uprising against a political take-over of the medium.

By all impartial polls they have that support, though the partisan response to the Vice President's words has, not unexpectedly, been in his favor. The support may be expanded by the professional practice of television journalism. If the people trust television news, politicians may attack it only at their personal peril.

Drawn for BROADCASTING by Sidney Harris

Further proof... sound has never been in better shape!

RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655... long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year *unconditional* guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

ELECTRO-VOICE, INC., Dept. 1191BR, 660 Cecil St., Buchanan, Mich. 490901

• high fidelity speakers and systems • tuners, amplifiers, receivers • public address loudspeakers • microphones • phonograph needles and cartridges • organs • space and defense electronics

Electro-Voice®

A SUBSIDIARY OF GULTON INDUSTRIES, INC.