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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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12/3

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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 Mid-night 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"

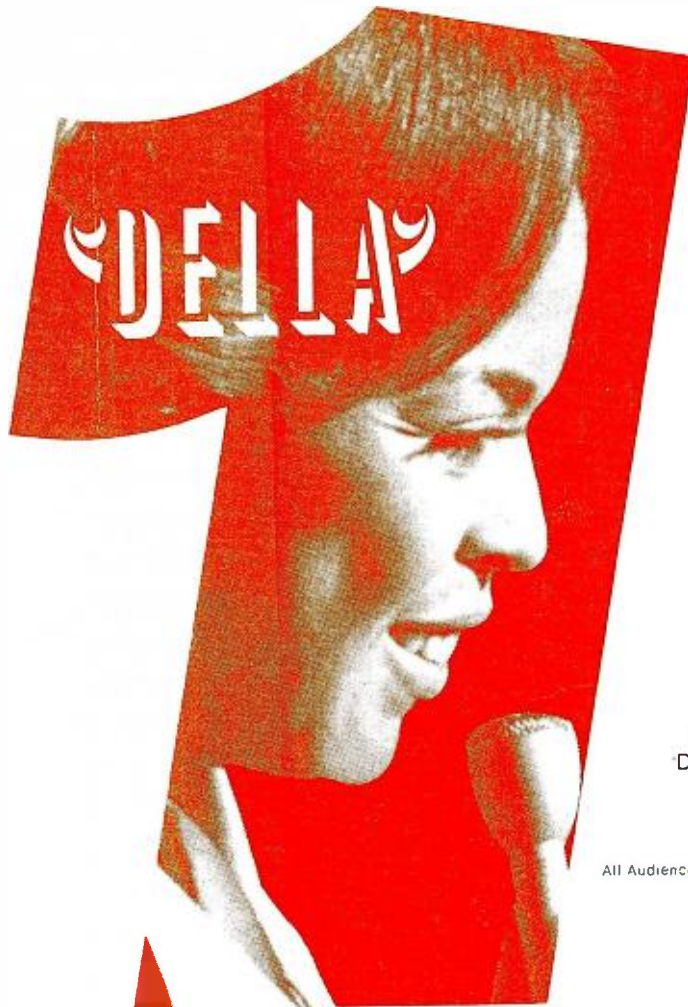


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For reservations, call: In New York 212 LT 1-7777 • In Chicago 312 263-0800
In Hollywood 213 NO 3-3311 • In Atlanta 404 255-0777 • In Houston 713 665-3107

abc ABC
FILMS

FIRST WITH FUN



Mornings...

In Detroit (WJBK-TV, 10:30-11:30 AM),
'DELLA' wins first place in its hour
in Rating, Share and Women Reached
(64% of the women are 18-49!)

Afternoons...

In Washington (WTOP-TV, 5:00-6:00 PM),
'DELLA' is the top-rated
daytime adult syndicated strip.
And the audience is young
(70% of the women are 18-49!)

Evenings, too...

In Memphis (WHBQ-TV, 10:00-11:00 PM),
'DELLA' raises the station's
Rating and Share over last year
and delivers the best demographics
of any syndicated strip
(76% of the women are 18-49!)

and after Midnight...

In New Orleans (WDSU-TV, 12:15-12:45 AM)
'DELLA' more than doubled the young women
in the audience of a year ago
(95% of the women are 18-49!)

All Audience Research from ARB, October 1969, subject to qualifications

"something to reckon with. She can be as clever with comedy and chatter as with a tune. The kind of gal who'll wear well and should last for many seasons." —HOLLYWOOD REPORTER

"she is fun to watch jollying an audience or jiving with a fellow musician. The music is fine and Della can sing all over both sides of the generation gap." —OAKLAND TRIBUNE

"a vibrant, likeable personality. A superior singer capable of 'turning on' her guests. Sandy Baron adds a sprightly touch." —WASHINGTON EVENING STAR

"sets a high mark. Free and easy that's the style...should make friends for Della and her guests. Sandy Baron has a warm style. Moving deftly in and out of show, he is an asset." —VARIETY



'DELLA' starring Della Reese ... featuring Sandy Baron and top guest stars ...

60 minutes each day, 5 days a week ... produced by RKO General, Inc. ... Executive Producer, Woody Fraser

Distributed by ...

SHOWCORPORATION ... 10 East 49 Street, New York, New York 10017 ... (212) 421-8830

Announcing the All New...
**TELEVISION
NETWORK OF IDAHO**

Television's 81st Largest Market

The most powerful stations in each of the state's three major population centers join forces to offer in a single buy...

- ...74.5% of Idaho TV Homes
- ...74.7% of Idaho Retail Sales
- ...plus big bonus coverage in five adjacent states.

Headquarters:

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John M. Lewis, General Sales Manager

LA GRANDE
(Ore.)
TVR
Channel 13
(Satellite)

BOISE ●
KTVB
Channel 7
NB abc

IDAHO FALLS ●
KIFI-TV
Channel 8
NB abc
POCATELLO ●

TWIN FALLS ●
KMVT
NB abc CBS
Channel 11

EFFECTIVE DECEMBER 1, 1969

Sold nationally by



AVERY-KNODEL, INC.

New York • Chicago • Detroit • Atlanta • St. Louis • Dallas • Los Angeles • San Francisco



**MEN WATCH
BEAUTIFUL YOUNG WOMEN**



**BEAUTIFUL YOUNG WOMEN
WATCH CHANNEL 4**

It's well known that the Dallas-Ft. Worth area is a girl watcher's paradise. And it's proven that in Dallas-Ft. Worth, young women watch KRLD-TV more than any other television station. As a matter of fact, KRLD-TV has 11.1 per cent more women viewers between 18 and 34 than the second-rated station, 53.8 per cent more young women viewers than the third-rated station, and 66.7 per cent more than the fourth rated station.*

So, come to Dallas-Ft. Worth for two reasons . . . to see the pretty girls . . . and get results from your television advertising.

See your H-R representative for the full story on how you can place your advertising where it counts . . . on KRLD-TV, Dallas-Ft. Worth. They'll help you with everything but the travel arrangements.

**Neilson Station Index (NSI), audience estimates, July, 1969 (Daypart), Sunday through Saturday, 9:00 A.M.-Midnight, average quarter-hour audiences, Station Totals, Subject to qualifications described in said report.*



The Dallas Times Herald Station

CLYDE W. REMBERT,
President

represented nationally by



Wasilewski urge

Vincent T. Wasilewski hopes to keep promise to himself and leave presidency of National Association of Broadcasters after five-year tenure next January, or more likely, after next NAB convention in Chicago April 5-8. While he has hinted for some months that he had wanted to enter private law practice he had been prevailed upon to remain. But last week he decided to ask his board to begin search for successor.

Mr. Wasilewski, 47, began working for NAB in 1949 following graduation at head of his law class at U. of Illinois. He succeeded LeRoy Collins to presidency in 1965 after four years as executive vice president. Willard E. Walbridge, KTRK Houston, chairman of NAB joint board of directors, was aware of Mr. Wasilewski's desire largely because demands of NAB presidency precluded normal family living (Wasilewski's have six children).

There's no actual deadline since Mr. Wasilewski has never had contract. His current pay is \$65,000 plus \$10,000 in deferred compensation.

Overkill vs. Overaction

Not much is being said but ugly situations have developed in wake of Agnew-aroused criticisms of networks and newspapers. One important network affiliate in Southwest, following last Tuesday's *60 Minutes* on CBS, and an interview with congressman, on his own (non-CBS) station reported visits that night by two separate pairs of men for avowed purpose of "beating up" station newsman because of anti-Agnew position. Station head said conditions are worse than in days of Joe McCarthy or, more recently, George Wallace. Stations in "sensitive" areas are adopting locked-door policy immediately after office hours, he said.

Word from top GOP echelon in Washington last week—before disclosure of Southwest incident—was to "cool it." While administration obviously relishes public reaction overwhelmingly favoring Nixon policy there's concern about "overkill" even though they regard media as having "overreacted." But signs of retaliation by physical means wasn't foreseen.

One—or more—to a customer?

Presence of two new members on FCC has injected element of uncertainty into speculation concerning fate of commission's one-to-customer rulemaking. It's known that staff, under instruc-

tions given when Rosel H. Hyde was still chairman and James J. Wadsworth commissioner, is completing final order that would adopt main features of proposal—owner of full-time station would be barred from acquiring another full-time outlet in same market, but with one exception: licensees of Class IV stations (limited to 250 w at night) in communities of 10,000 would be permitted to acquire FM.

Commission reportedly rejected suggestion for further notice of rulemaking that would require existing licensees to sell off properties—including newspapers—so that they too would come under standards of proposed rule (AM-FM combinations, however, would not be broken up). With advent of Dean Burch as chairman and Robert Wells as commissioner, officials say commission will take new look at situation. They won't guess whether new look will result in harder or softer line but fail to see how it could be tougher.

Support for Pastore

FCC will be less negative in attitude toward Pastore bill (S-2004) in appearance before Senate Communications Subcommittee today (Dec. 1) than it would have been before two commissioners got on board. In past, Commissioner Robert E. Lee was only commissioner prepared to endorse measure to afford broadcasters protection against challenges at license-renewal time, and he had suggestions for changes. But today, Commissioner Robert Wells, former broadcast executive who joined commission last month, will also support measure. And new chairman, Dean Burch, is said to have drafted separate statement expressing at least qualified approval.

In fact, separate statements will be order of day. Even some commissioners remaining opposed are said to have prepared separate statements expressing reasons for their positions and suggesting changes in measure, presumably changes that would make it more acceptable.

Pacifica reversal?

FCC's new chairman, Dean Burch, has powerful support for his view that commission should take stricter position on obscenity in broadcasting—matter that commission will discuss in appearance before Senator John O. Pastore (D-R.I.) today (Dec. 1). Chairman Burch's support comes from Richard G. Kleindienst, old friend from days when both played leading roles in

Barry Goldwater's 1964 presidential campaign, and now deputy attorney general, with whom chairman has discussed matter. Mr. Kleindienst is said to believe that last word on government's authority to deal with obscenity in broadcasting—as opposed to print—has not yet been spoken, and to have indicated willingness to test that authority in court.

Commission is expected to present split image on issue in appearance before Senator Pastore's Communications Subcommittee. New commissioner Robert Wells will side with Chairman Burch and Robert E. Lee, who has fought long and until now lonely battle against what he regards as obscenity in broadcasting, while Commissioners Kenneth A. Cox and Nicholas Johnson presumably will continue to urge hands-off approach. Commissioners Robert T. Bartley and H. Rex Lee appear to be left somewhere in middle.

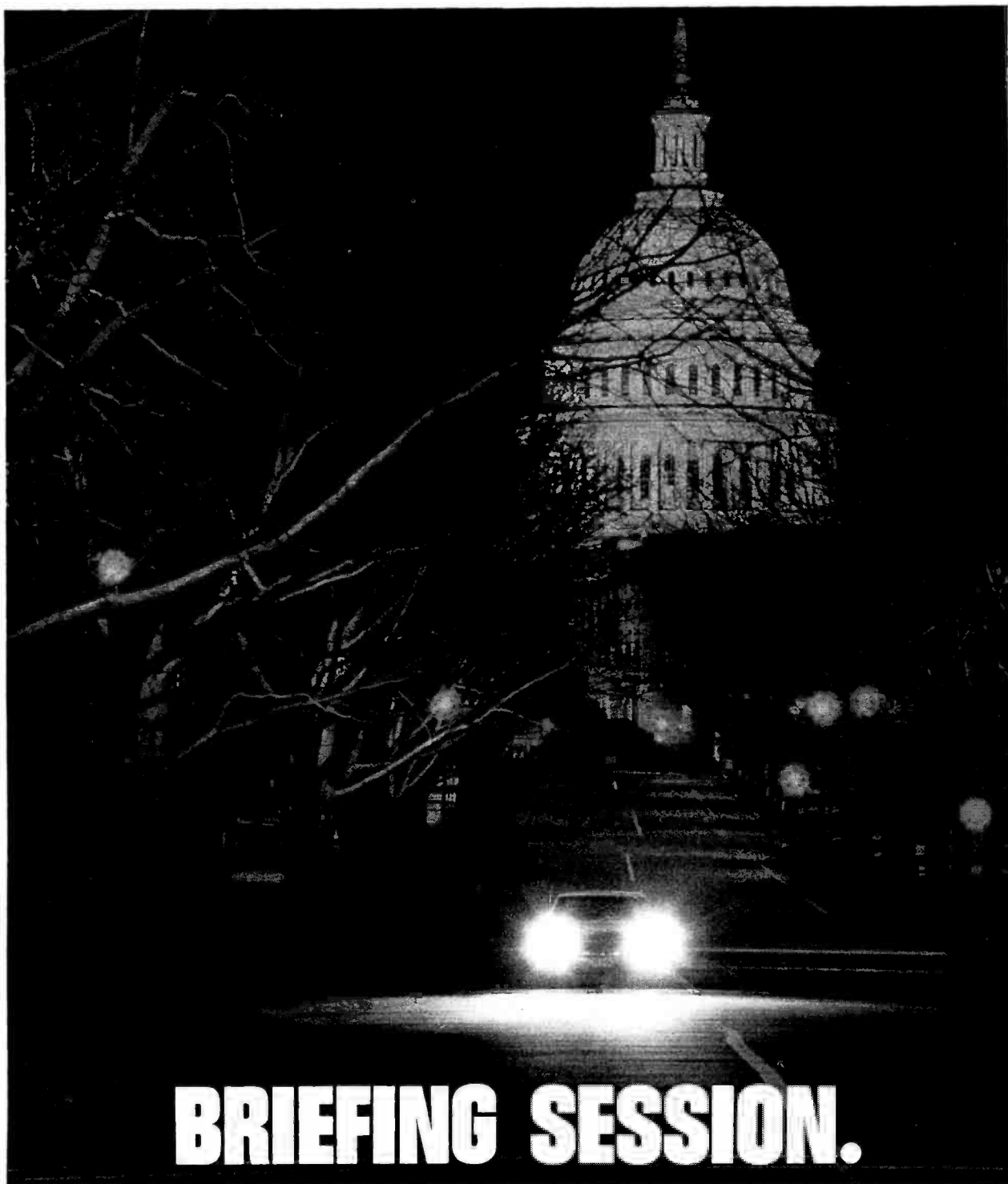
Local Lollipopooza

In final stage in what may be biggest sale to date for class IV radio station: wvov Chicago (Cicero, Ill.), Negro-programmed outlet, for about \$9 million to Chicago-based Potter Palmer IV interests (which include Harlem Globe Trotters, formerly owned by Abe Saperstein). Negotiations to sell wvov had begun before recent death of Leonard Chess, founder of Chess Records and principal in L&P Broadcasting Co., wvov licensee, with his brother Philip. L&P's WSDM(FM) Chicago and WNOV Milwaukee are not included in wvov deal.

At it again

Music business goes round and round. Now that it has finally got agreement on new TV-station music licenses, American Society of Composers, Authors and Publishers is getting ready for negotiations with TV networks, perhaps starting next week. Networks' current ASCAP contracts expire at end of this year, and nobody expects new agreement to be reached by Jan. 1. Usual procedure is to extend old licenses on interim-fee basis, with new deal, when reached, to be retroactive. Last ASCAP-TV network agreements reached in 1964, took almost three years to negotiate—and, even so, were renegotiated later in new deals that are still not firmly settled in some cases (BROADCASTING, May 12, et seq.).

Some loose ends from those renegotiations may be tied up this week.



BRIEFING SESSION.

There's one anytime anybody in Washington wants one. Anytime.
WTOP Radio offers the news nonstop, dawn to dawn.
It's the most thorough, most up-to-date news available anywhere.
That's just the way the most news-conscious city in the world wants it.

WTOP RADIO
NONSTOP NEWS

A Post-Newsweek Station

Majority of advertising agencies see business slowdown in 1970, citing probable decrease in advertiser spending due to effects of inflation and high credit rates on consumer spending. See . . .

Slower in 1970—but it won't be bad . . . 27

National Association of Broadcasters and Association of Maximum Service Telecasters take sharp issue with Justice Department view that free-market forces should determine CATV growth pattern. See . . .

NAB frets over cable programing . . . 32

Rejecting complaints of antismoking crusader John Banzhaf III, FCC rules that eight TV stations comply with fairness doctrine in broadcasting anticigarette spots in same periods they carry pro-smoking spots. See . . .

5-to-1 smoking-spot ratio affirmed . . . 38

Despite increasing costs and talk of over-saturation of TV sports programs, networks and syndicators continue to find sponsors for wide variety of televised sports. Ratings of basketball and hockey steadily increasing. See . . .

The many slices of the TV pie . . . 46

CBS President Frank Stanton lashes out at attacks on TV news by Vice President Spiro T. Agnew, labeling them inaccurate and 'ominous' attempt to intimidate government-licensed media. See . . .

Stanton flays news intimidation . . . 56

Debate continues over Vice President Spiro T. Agnew's speech critical of network news. Charges are aired on CBS, NET shows. RTNDA invites Vice President to exchange views on coverage. See . . .

Newsmen answer Agnew . . . 58

Plagued by slipping ratings and clearance problems, 'Joey Bishop Show' becomes latest casualty of late-night talk programs. Next at bat for ABC-TV: Dick Cavett, beginning Dec. 29. See . . .

It's Cavett for Bishop . . . 61

Broadcasters tell Senator John L. McClellan (D-Ark.)—conducting survey on whether they will air 'X' movies—they already exercise strict control over films shown and would resent outside controls. See . . .

Stations say film control is strict . . . 62

Teleprompter Corp. outlines plans for CATV network, program-origination as it presses for FCC approval of merger with H&B American Corp. Five-year timetable would culminate in 54 hours weekly of programing. See . . .

CATV-program network envisioned . . . 65

Many viewers apparently jaded by first moon landing as ratings drop for Apollo 12 coverage by networks, but costs also fall. Networks resort to highly refined ad-libbing as color camera blacks out. See . . .

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A very close election... but look who led all the way!

Roman Gribbs defeated Richard Austin by 6,194

votes in the closest mayoral race in Detroit history.

But WWJ and WWJ-TV led in reporting mayoral election returns by as much as 2 hours and 250,000 votes.

In fact, the candidates themselves followed the returns on The WWJ Stations and made their statements on the basis of these reports.

Some, though, doubted the accuracy of WWJ's figures.

Out of more than 500,000 votes cast, WWJ was 13 off. We'll try to do better next time.

But it wasn't until 8 hours after WWJ and WWJ-TV had posted 100% of the mayoral vote that the Election Bureau computer officially pointed out this slight difference.

By 10:50 election night, WWJ and WWJ-TV were reporting 90% returns in the mayor's race.

Other radio-TV stations had about 20%.

Before 11:00, The WWJ Stations had posted 96% of the total vote for mayor. Others reached 40% by

Midnight.

At 1:15 AM, WWJ and WWJ-TV announced 100%. This amazed almost everyone, since 2 precincts had locked their machines for the night and couldn't tabulate their votes until morning. But WWJ had them counted correctly all along.

Also, WWJ-TV was the first to colorcast the complete victory statement by Roman Gribbs and the entire Richard Austin concession speech. The WWJ Stations projected the Gribbs victory within 0.2% of dead-on early in the evening.

When most other stations began making projections, WWJ had enough votes tabulated to make projections academic.

Accomplishing this kind of superiority takes ingenuity, effort and, of course, vitality. But making vitality work effectively is the WWJ/Detroit way.

WWJ and WWJ-TV **DETROIT**

Picket lines due

Black Efforts for Soul in Television (BEST) was scheduled to greet resumption of Senate hearing on Pastore bill (S-2004) today (Dec. 1) with pickets in eight major cities across country denouncing measure as "backdoor racism."

BEST announced that picket lines will be walked in front of National Association of Broadcasters headquarters in Washington at 2 p.m. and, at same time, at NAB offices or network stations in Boston, Chicago, Los Angeles, Newark, New York, Philadelphia and San Francisco.

BEST says it was organized to oppose racism in television and to prevent attempts "to legitimize such racism." And Pastore bill, it adds, both legitimizes racism in the TV industry and prevents its challenge."

Bill, introduced by Senator John O. Pastore, (D-R.I.), would prohibit FCC from adopting applications for occupied channel until it had found existing operator disqualified to be licensee.

BEST, in statement to be read by pickets in eight cities, describes bill as "backdoor racism because it is a subtle, and therefore more vicious attempt to limit the efforts of the black community to challenge the prevailing racist practices on the vast majority of television stations."

Statement also says bill attempts to keep media in grip of "monopolistic and politically selfish private white owners" and would deny black opportunity to demonstrate ability to manage TV station in manner "more consistent with the public interest" than its white owners.

Meanwhile, Senate Communications Subcommittee kicks off full week of hearings today (Dec. 1) on Pastore bill with FCC commissioners and broadcast gadfly Anthony Martin-Trigona scheduled for opening-day testimony.

Complete list of witnesses was not released by subcommittee because names kept dropping in and out so rapidly, but total is said to be in neighborhood of 30.

Hearings began last summer, with broadcast testimony dominating almost completely (BROADCASTING, Aug. 11).

With majority of subcommittee members listed as co-sponsors of bill, big question this week may be what modifications, if any, are being considered by senators.

Today's testimony will not be confined to renewal bill. Subcommittee Chairman John O. Pastore (D-R.I.) has asked FCC commissioners to be ready

to discuss their policy on obscenity in broadcasting (BROADCASTING, Nov. 24). Introduction of this topic into hearings grew out of controversy surrounding sexually-explicit poem broadcast on Pacifica Foundation KPFK(FM) Los Angeles and published by Commissioner Robert E. Lee as part of his dissent to renewal of station's license (BROADCASTING, Nov. 3).

Seeks action now

WKY Inc. made expected last-ditch effort to acquire KTVH-TV Hutchinson, Kan., ("Closed Circuit," Nov. 24) as it waived rights and asked FCC to grant or deny transfer or grant purchase subject to condition it must sell station following hearing next year.

Hearing Examiner Ernest Nash, noting sale contract expires Dec. 31 and hearing could not be completed by that date, earlier said proceeding would be "exercise in futility."

But WKY said "travesty of justice" would result if sale was blocked and charges against it left unresolved because hearing, originally set for Nov. 17, was continued twice by commission.

WKY said it had asked present KTVH-TV owner, Minneapolis Star & Tribune Co., to also submit waiver of hearing.

WKY asked commission to pass on transfer on basis of present record, including exhibits prepared for hearing.

Transfer was set for hearing in September, nine months after filing of application, on issues of possible concentration of control of mass media, as well as programing and financial.

Late-night changes

Commercial format of NBC-TV's *Tonight* show is in for major overhaul. Opening commercial is being knocked out, which will let host Johnny Carson come on cold with opening monolog, as he has wanted. Number of commercial interruptions is being reduced, but in process affiliates will get one extra minute for local sale (making 10, as against nine for CBS-TV and ABC-TV affiliates in competing late-night shows). NBC will get two extra minutes (making eight, as against nine for CBS and seven for ABC). Other changes will eliminate need for affiliates in some areas to cover some network commercials with local messages. This should avoid confusion that has occurred when Mr. Carson held up one product and viewers then saw commercial for unrelated local advertiser.

NBC officials think changes, to be effective Jan. 5, will make for cleaner

production. They also feel that, along with longer local breaks already announced, changes will provide sugarcoating needed, if any is, to make palatable NBC plans for affiliates to share its \$7.4 million AT&T rate increase by accepting 6½% cut in compensation (BROADCASTING, Nov. 24). If so, only CBS-TV must yet find acceptable formula for AT&T increase, since ABC has agreed to absorb its entire hike (\$5.8 million) for year at least. CBS affiliates board, which rejected plan to have affiliates absorb 40% to 44% of CBS's \$6.8 million increase, held another meeting last week. But participants said it dealt solely with CBS Inc. President Frank Stanton's speech replying to Vice President Agnew—board unanimously endorsed it (see page 56)—and that AT&T issue was "studiously avoided."

WGN editorializing

WGN-AM-TV Chicago, which long has had policy not to editorialize on air, announced Friday (Nov. 28) it would begin regular on-air editorials starting over weekend.

To be presented weekly at first, editorials will be product of editorial board of key station executives. Orion Samuelson, farm service director, over weekend hit scandal in city Forestry Bureau and called for outside investigation. He will be regular editorial voice for stations.

Ale to Grey

Grey Advertising, New York, has been appointed agency of ale portion of P. Ballantine & Sons account, and given special assignments. Ballantine Ale had been billing about \$2 million, of which estimated \$1.2 million is in broadcast. Lennen & Newell, New York, has had ale part of Ballantine for two years.

Earnings, gross up

Steady earnings growth and ongoing acquisition program have been reported through first nine months of 1969 by Pacific & Southern Broadcasting Co., New York, multiple-station owner.

Gross revenues rose 19% over 1968, net income increased 18%, and earnings per share of common stock jumped 21%, according to report Friday (Nov. 28) by DeSales Harrison Jr., board chairman, and Arthur H. McCoy, president.

For nine months ended Sept. 30:

	1969	1968
Income per share	\$0.35	\$0.29
Gross revenue	8,649,000	7,242,000
Net income	563,000	475,000

New ad agency

New advertising agency of Green Dolmatch Inc. opens its doors today (Dec. 1) in New York. Paula Green, who is credited with creating "We Try Harder" theme for Avis Rent-A-Car system, is president. She terminates 13-year association with Doyle Dane Bernbach, where she was vice president and creative management supervisor.

Executive vice president of new agency is Murray Dolmatch, formerly of Daniel & Charles, where he served as chairman of executive committee, partner of agency and senior vice president.

Green Dolmatch principals say agency's first account will be announced shortly.

Licenses renewed

Vice President Spiro T. Agnew's charge that Washington Post Co. outlets in Washington speak with single voice was in effect rejected by FCC in renewing licenses of WTOP-AM-FM-TV. Commission announced action Friday (Nov. 28) in letter to Washington area residents who had opposed stations' renewal.

In separate action, commission rejected second petition of John F. Banzhaf III and Action on Smoking and Health, which he heads, to strip WNBC-TV New York of its license.

Allen C. Phelps charged "one-voice" factor in opposing station's renewal (BROADCASTING, Sept. 29). Licensee had asserted, in reply, that there is no connection between news departments of stations and that of newspaper. Commission said this statement went undisputed.

Besides Mr. Phelps, commission letter went to Edward F. Kilpatrick, secretary of the Federation of Citizens Associations of District of Columbia. He expressed federation's view that Post stations have failed to comply with fairness doctrine and requested commission to determine whether they had presented news and comment "with a bias reflecting the opinions of their management and of their owner." Mr. Phelps also accused stations of violating fairness doctrine.

Commission said allegations that stations distorted news are general in nature and are not supported by "extrinsic" evidence required before it can investigate.

It also noted that complainants did not supply specific evidence of fairness doctrine violations. Accordingly, it said, it would be reasonable to require licenses to disprove such allegations.

Banzhaf-ASH petition seeking denial of WNBC-TV renewal contained charge that station had failed to carry significant number of anticigarette spots, which ASH had made in June 2, 1968 petition to revoke station's license.

Week's Headliners

Edward A. Kobza, director of network relations at Jack Tinker & Partners, New York, joins Clifford A. Botway Inc., New York, as president. Prior to joining Tinker Agency four years ago, Mr. Kobza was associate media director at Ted Bates & Co., New York.

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

Commission, which rejected that petition in March, said new pleading contained no "new allegations of fact" on that issue.

However, petition contained number of new allegations, concerning "over-commercialization," "misleading and deceptive programing practices" in connection with broadcast of various programs, and violations of fairness doctrine, among others.

Commission said charges, "considered individually or collectively, do not merit hearing looking toward the denial of the renewal application of WNBC-TV.

Dealey dies

Services for E. M. Dealey, 77, publisher-emeritus of *Dallas Morning News*, who died Nov. 26 of heart attack, were scheduled for Saturday (Nov. 29) in Dallas.

Mr. Dealey, who joined newspaper founded by his father in 1915, was president of parent firm, A. H. Belo Corp., from 1940 to 1960 and was chairman from 1960 to 1964. A. H. Belo Corp. is licensee of WFAA-AM-FM-TV Dallas and bought KFDM-TV Beaumont, Tex., early this spring for \$5.5 million.

CATV college games

Teleprompter Cable TV will provide coverage of eight Columbia University basketball games to subscribers in upper Manhattan in New York, starting today (Dec. 1). Teleprompter cable TV serves almost 20,000 subscribers.

Gets tax certificate

FCC has issued Jefferson Standard Broadcasting Co. additional certificate that will entitle it to tax break on \$4.5 million sale in February 1968 of WBTW-TV Florence, S. C.

But at same time, commission, which acted under order of federal district court, announced it will appeal that decision to circuit court of appeals in Richmond, Va.

District court in Charlotte, N. C., in deciding appeal brought by Jefferson

Standard, told commission it had erred in not granting company certificate that would permit it to defer payment of federal income tax on sale.

Jefferson Standard had requested certificate on ground that sale of station was necessary to "effectuate" change in commission policy, and adoption of new policy dealing with multiple ownership rules.

Poll backs Agnew

Republican National Committee poll indicates widespread support for Vice President Spiro T. Agnew's attacks on network news coverage, it was reported Friday (Nov. 28).

Committee's deputy chairman, James N. Allison Jr., said "national probability sample" in which about 650 persons were telephoned showed that 71% of those who knew of Mr. Agnew's remarks agreed with them, 20% disagreed and 9% had no opinion.

It was also reported that 33% of those interviewed said they had not read or heard anything about the Vice President's remarks.

Poll was conducted by Chilton Research Services of Philadelphia at a cost "in excess of \$6,000," Mr. Allison said.

Meanwhile, warning that attacks by Vice President Agnew and other government official on news media "endanger the independence of free press," American Civil Liberties Union Friday (Nov. 28) called upon all Americans "who are friends of the first amendment to join the chorus of protest."

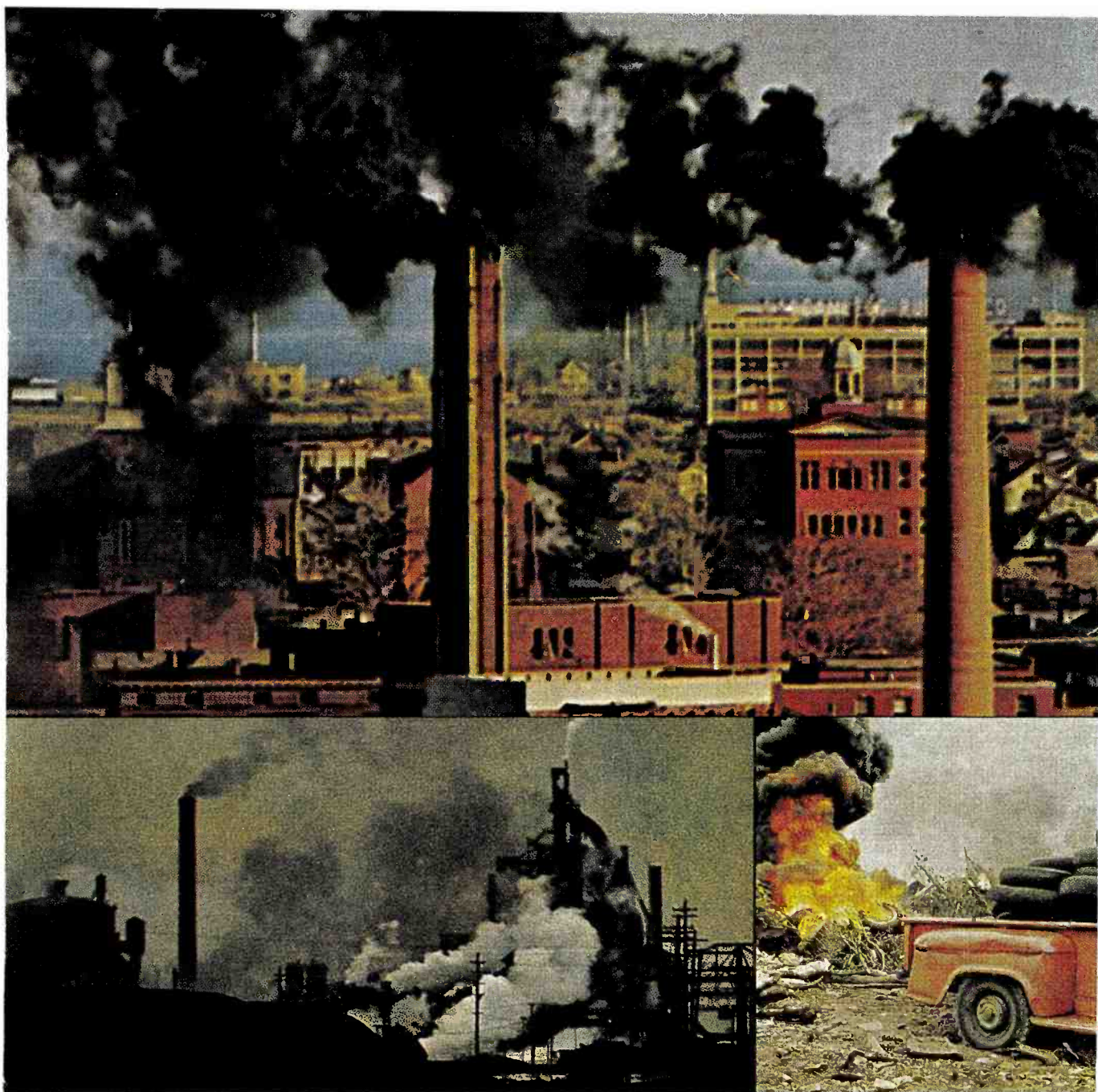
ACLU said official assault on content of TV news programming was "demand to conform to the administration's standard of what the news should be."

"We urge all those in the mass media . . . to stand firm in their commitment to the continued exercise of First Amendment rights," statement said. "It is our entire free society which is at stake."

National Academy of Television Arts and Sciences, in similar statement, said: "We insist that the public will only truly be informed if the many professional men and women responsible for television news programs are free to pursue their work without intimidation from the government. . . ."

Also Richard W. Jencks, president, CBS Broadcast Group, and George Reedy, who was President Johnson's news secretary, will be part of panel at Overseas Press Club in New York, at 7:30 p.m., Dec. 8, to discuss Vice President's attacks on news media.

Jim McAllister, general editor of *Newsweek*, and chairman of OPC's program council, said he hopes also to have one or two congressmen and another leading representative of news media on panel.



Oh beautiful for spacious skies"

No holds are barred when Storer stations speak out against air pollution. In New York, radio station WHN scheduled prime time programming devoted to the hazards of air pollution and an unprecedented announcement schedule urging participation in the City's "Clean Air Week". In a major documentary, "Our Dirty, Dirty Air", Detroit's WJBK-TV reported violations by both large and small industrial firms — commended their subsequent

solutions. KGBS radio aired interviews by experts detailing not only the discomfort of Los Angeles smog but actual dangers to public health and safety. In Cleveland, Atlanta, Toledo, Milwaukee — the battle against the despoilers of "America, the Beautiful" goes on wherever Storer serves. Storer's continuing barrage of documentaries, editorials and in-depth news features takes a lot of doing. But, in this, as in every phase

of their broadcast operations, Storer stations do as a matter of routine things that civic leaders in our communities consider rather special. That's why Storer stations stand out — and another reason why it's good business to do business with Storer.



CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV
CLEVELAND WJW	DETROIT WJBK	TOLEDO WSPD	MIAMI WGBS	NEW YORK WHN	LOS ANGELES KGBS

M&H RESEARCHES YOUR PERSONALITY

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 150 market studies, encompassing more than 70,000 depth interviews, studying the images of TV and radio stations from coast to coast, in the United States as well as in Canada and the Caribbean.

Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc. One of the principal reasons for our contract renewals year after year is, that we do more than just supervise a research project. We stay with the station for a whole year, to make sure you understand the study and that it works for you.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation, with absolutely no obligation on your part.

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Television & Advertising Consultants

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Area Code 313
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Datebook®

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

■ Indicates first or revised listing.

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 TV Code Review 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. 17—Stockholders meeting, Columbia Pictures Industries Inc., New York.

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. 5—Meeting of NAB radio code board. Sheraton Sandcastle hotel, Sarasota, Fla.

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. 28-30—Supervisory development workshop, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

Jan. 28—Annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

Jan. 28-29—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.

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

February 1970

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

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

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

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. 9—Deadline for comments on amend-

A meter so sensitive
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NOW YOU CAN HEAR A PIN DROP!

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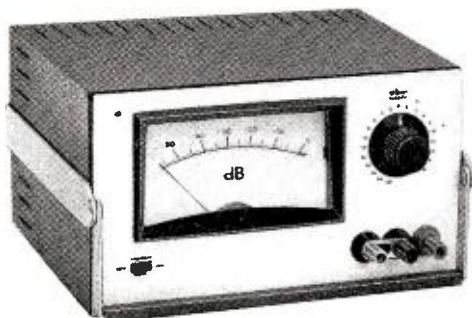
Here's a dynamic range analyzer so sensitive it measures levels accurately, instantly, across a 60 decibel range. And does it without range switching.

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This remarkable instrument replaces VU meter, volt meter, etc. You'd expect it to cost a fortune. But it doesn't. Portable model shown priced at only \$505. (\$550 with rack mounting enclosure).

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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.

ments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

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

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

Feb. 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 8-11—Advertising and sales promotion idea workshop, Marriott hotel, Chicago.

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

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

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

April 1970

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

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

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

■April 22-26—Annual national convention of American Women in Radio and Television Inc. Royal Garden hotel, London.

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

■April 30-May 2—Meeting of third district of American Advertising Federation. Jack Tar Poinsett hotel, Greenville, S. C.

May 1970

■May 10-14—Sales promotion seminar sponsored by Association of National Advertisers Inc. Abbey hotel, Fontana, Wis.

■May 11-14—Annual convention of the Canadian Cable Television Association. Hotel Vancouver, Vancouver, B. C.

■May 11-16—International instruments, electronics and automation exhibition, London.

June 1970

■June 8-11—Annual convention, Electronic Industries Association. Ambassador hotels, Chicago.

■June 21-24—Annual convention of American Advertising Federation. Pfister hotel, Milwaukee.

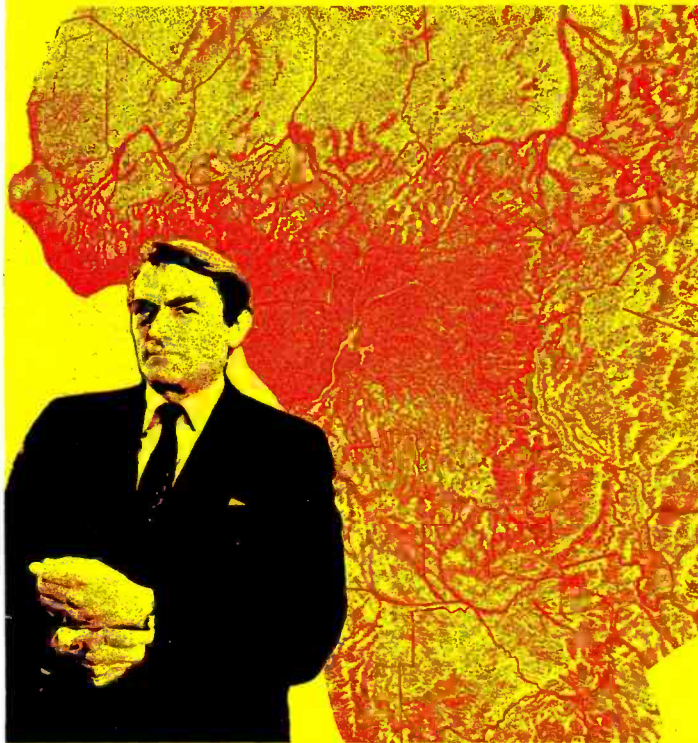
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AFRICA

abc ABC FILMS

AFRICA





Academy Award winner Gregory Peck is narrator for AFRICA.

AFRICA

the whole continent is the subject of this unprecedented color documentary from ABC Film Available as a four-hour program or as four individual one-hour programs.

AFRICA is a program of extraordinary dimensions. It examines the struggle of animals to survive in the rapidly diminishing wilderness; the head-on collision of ancient ritual and modern law; the thrust and dynamism of Africa's music and art; the rich and colorful variety of its sport. AFRICA is creative journalism at its best—entertaining, provocative, rich in human interest... a program to fascinate each and every viewer.

AFRICA is perhaps the single most praised program in the history of television. *The N.Y. Times* called it "A landmark... without parallel."
"Some of the best color footage ever to run on the small screen."
Variety

"One of television's finest achievements. A triumph!"
Boston Herald Traveler
"Four of the finest hours ever seen on television."
Dallas News
"A massive achievement."
Minneapolis Tribune

AFRICA delivered the largest audience ever achieved by a program of its kind—19,260,000. And an outstanding 34.4 total audience rating. That was against some of the toughest competition network TV can offer—season premieres of Walt Disney and Ed Sullivan, for instance. AFRICA also won 13 awards, including an Emmy, Peabody, and The Saturday Review Distinguished Achievement Award.

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Thanks for CPB birthday piece

EDITOR: I want to express my appreciation for the fine coverage you gave in **BROADCASTING**, Oct. 27, to the second anniversary of the Public Broadcasting Act. The piece was a fine exposition of the progress and the problems of the corporation in fulfilling the congressional mandate. Your presentation of these views to your widespread readership will be helpful to the corporation in achieving further progress and in solving the problems.—*John W. Macy Jr., president, Corporation for Public Broadcasting, Washington.*

Lines up with Agnew

Editor: Those of us who have despaired of having anyone question the blatantly, one-sided, biased news presentations of the television networks can rejoice in Vice President Agnew's attack on the networks, and the "handful of men who admit to their own set of biases." This has been a long time coming. Any fair-minded person who has sat night after night and watched the networks dish out their own peculiar interpretation of the news, and show only the side that they, and only they, want shown, has been sickened and disgusted.

The sad thing about this issue is the fact that we, supposedly responsible broadcasters had to wait and allow someone outside of our industry to start the fight against the nets. We should have been the ones to put the brakes on those few people and their corporate chiefs.

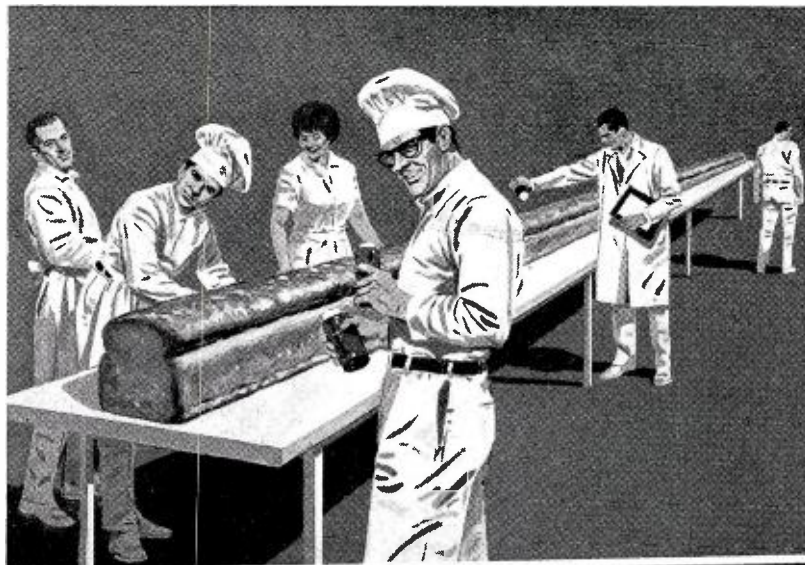
As far as I am concerned, the days of keeping my mouth shut are over. I have been inspired as I have never been before. I have a 5-kw mouth in Central Pennsylvania that I am going to use as effectively as I can to arouse public opinion.

I plan on contacting every radio broadcaster in Pennsylvania as a start. Eventually, I envision radio stations across the U. S. taking up this fight. . . . *William E. Sullivan, president and general manager WAHT(AM) Lebanon, Pa.*

Cites local parallel

EDITOR: If we small-market broadcasters reported local news in the same manner the TV networks report national news, our public would close us down. My station does both a daily commentary and editorial, but if these were not identified as such reaction would be immediate.

Americans have voiced their support to Mr. Agnew's now-famous speech;



YOU MAY NEVER SEE A 50-FT. LOAF OF BREAD*

**BUT . . . in Greater Western Michigan
you'll see food advertising
dollars go farther on WKZO.**



Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas.

In Greater Western Michigan — WKZO radio serves up the big food spenders. There are more than twice as many Kroger and A&P stores in our area as compared to the No. 2 station.

Your Avery-Knodel man can help you cook up bigger food sales in Greater Western Michigan with WKZO.

*A Chicago baker prepared a 50-foot loaf of bread for an art fair in 1964.



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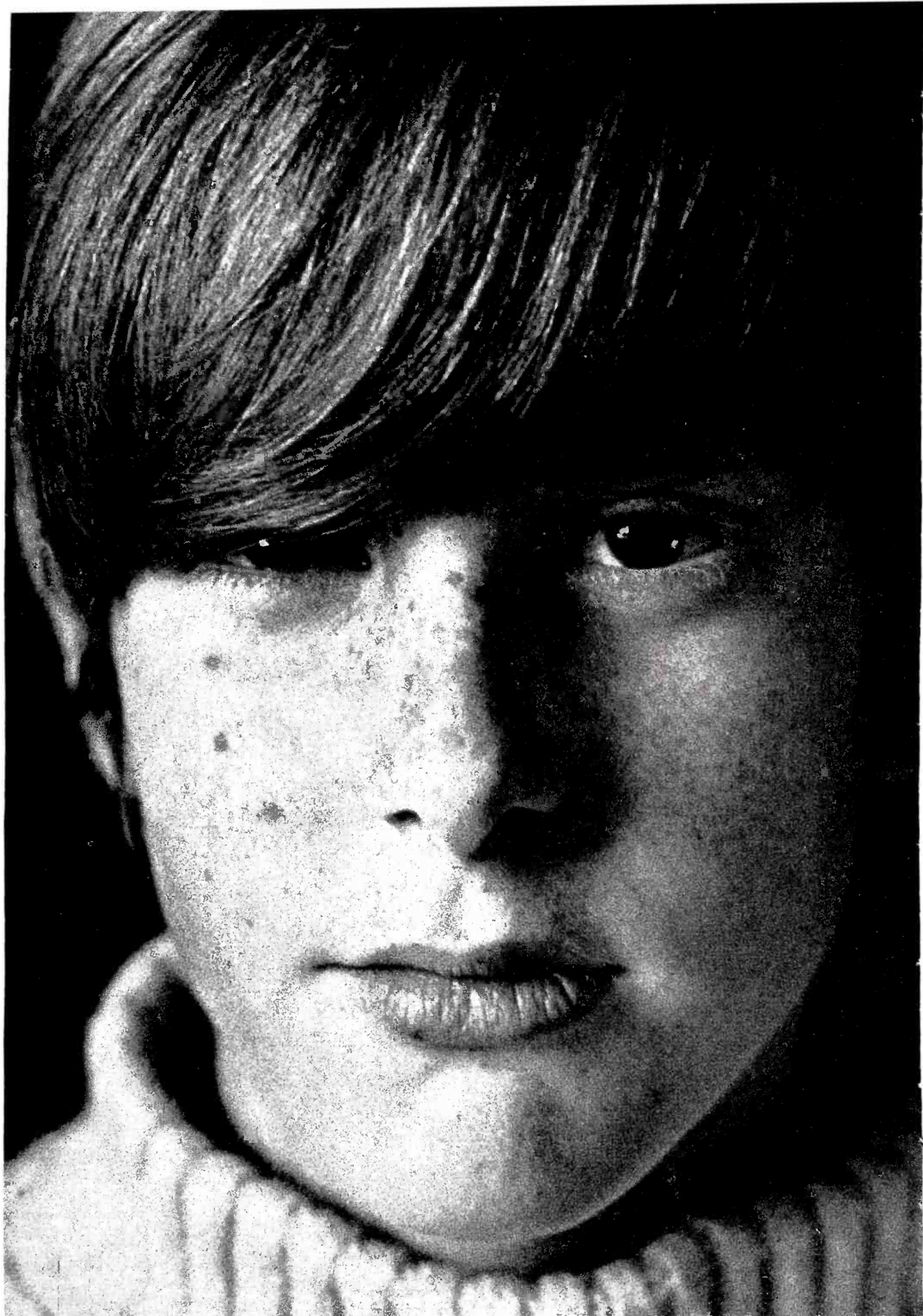
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Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams,
glossary, index **\$7.95**



Twelve is a great age to begin noticing girls... to wonder about yourself and the world... and to experiment with pot, pills and speed.

Recently, a junior high school student was found unconscious in a Los Angeles park. She had taken an overdose of "Red Devils", a barbiturate normally prescribed for insomnia or anxiety. It's not unusual. In fact, the Los Angeles Police Department says the use of drugs by young people has reached epidemic proportions.

KPOL Radio, in Los Angeles, wanted to help. Police suggested if an appeal could be made to the parents of younger children, it could do much to direct them away from drugs. We discovered three colorful and informative brochures had been very effective in smaller school districts outside the Los Angeles area. Each dealt with a separate aspect of the drug problem: Marijuana, pill-popping and narcotics by injection.

We ordered 900,000 brochures — enough for the parents of every fifth, sixth, seventh, eighth and ninth grader in the Los Angeles School District. Ten officers from the LAPD spent an entire day sorting the brochures so that each of the 78 junior highs and 435 elementary schools would get the proper number. Squad cars and Board of Education mail trucks rushed the material to the schools on October 23rd, the first of three distribution dates.

To make certain that parents would be aware their children were bringing home the brochures, a massive informational campaign was put into high gear. Radio and television stations joined with metropolitan and suburban newspapers in "passing the word".

And the word was passed. Not only did the brochures get to the homes, but KPOL received requests for an additional 15,000 — mostly from parochial and private schools. These requests, too, were honored.

Admittedly, the project is expensive in money, time and effort. But our children are our future. If, through the facts outlined in the brochures, parents can be made aware of the drug epidemic — and what to do about it — then our purpose will have been served.

Department of Public Affairs

KPOL AM & FM, Los Angeles

A Capital Cities Broadcasting Station

Have You Heard?



RON CARNEY

entertains 10,000 registered members of his "Happy Housewife's Club" with great contemporary and standard music, clever wit, and cash prizes—daily from 9:00 A.M. to Noon. A natural spot to sell YOUR product to women.



Represented Nationally by
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all they want is straight news, reported as such, and commentaries likewise. . .
—Paul G. Fyffe, president WSIP (AM-FM) Paintsville, Ky.

Columbia's Baker answers

EDITOR: Yours is a journal that one assumes is dedicated to the improvement of the broadcasting industry. I speak for a school of journalism that shares that same dedication.

Since we start at the same place, I wish to raise a serious question about your editorial of Nov. 3. You undertook to tell the industry to forget the broadcast institute just getting under way at Columbia University. Why should a trade journal for the broadcast industry tell that industry to forget a program that has within it the best prospects now on the horizon for improvement and integrity in that industry?

I understand. You were troubled about the duPont-Columbia survey and awards, and I don't really believe you had need to be. A journal, like a school, can serve its audience if it permits itself some perspective and judgment on its field of interest.

This is a role we believe legitimate for a school of journalism. We are going to criticize the media—you and I know they deserve it and can take it. We also believe it is part of our role to ask professionals to join with us in seminars that we hope will improve their broadcast product. This you tell the industry to forget.

I would like to call on the industry to do precisely the opposite. We seem to be more preoccupied with our nerve-ends than with our nerve. Let's see what can happen with a broadcast institute that is seriously determined to do something about quality in broadcast journalism. We are making an offer. We need takers and support.—Richard T. Baker, acting dean, Graduate School of Journalism, Columbia University, New York.

(We stand on the Nov. 3, "The School of Antijournalism," and the Nov. 17, "A Libel," editorials. We cannot see how Dean Baker can justify selection of Dr. Everett Parker of the United Church of Christ as the individual who contributed most to broadcast journalism in 1968-69, nor believe that the selecting judges were without bias against commercial broadcasting. Neither can we accept the duPont-Columbia University 125-page "Survey of Broadcast Journalism" as responsible research.)

Suggests rejection slip

EDITOR: Seems to us the quickest way to effectively refute the Columbia University-duPont Awards is to disregard them. Stations and industry figures singled out for the awards should reject them out of hand rather than give the Columbians a parapet from which to cannonade broadcast journalism.—Charles E. Trainor, general manager, WKRG (AM-FM-TV) Mobile, Ala.

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CMR 408 B	MARCHES—FOREIGN (8)	CMR 419 A	LIGHT JAZZ—SMOOTH POP (7)
CMR 409 A & B	LIGHT INDUSTRIALS (14)	CMR 419 B	LIGHT & PROGRESSIVE JAZZ—ROCK (8)
CMR 410 A	HEAVY INDUSTRIAL & SPACE (7)	CMR 420 A & B	ROCK (14)
CMR 410 B	"CHILDREN'S CORNER" (8)	CMR 421 A & B	COMMERCIAL SPOTS (Edited to 1 min. 30 sec. 20 sec.) (17)

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Special: Select any 10 L.P.'s (plus bonus disc) **95.00**

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CINEMUSIC INC.

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to the people with more mouths to feed.



Sure you'll sell some groceries advertising to older people. They eat too.

But you'll sell more groceries if you advertise to those people who still have children at home. People between the ages of 25 and 49.

The kind of people we happen to have plenty of.

Our Group W music and news stations in Chicago, Boston, Pittsburgh and Fort Wayne have a common aim. To reach the big spending 25 to 49 age group.

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And our programming is working.

Each of our stations is either 1, 2, or 3 in its market with adult listeners who spend.*

In other words, we have a lot of ears. Who feed a lot of hungry mouths.

WIND CHICAGO

WBZ BOSTON

WOWO FORT WAYNE

KDKA PITTSBURGH

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

Where you reach heads of big households.
Not little ones.

*ADULTS, 25-49, METRO AREA MON.-SUN. 6 AM-MID. CUMULATIVE AUDIENCE, ARB: CHICAGO, JULY, 1969; PITTSBURGH, APRIL-MAY, 1969; BOSTON, APRIL-MAY, 1969; PULSE, FT. WAYNE, OCT.-NOV., 1968. THE AUDIENCE FIGURES SHOWN ARE ESTIMATES SUBJECT TO THE LIMITATIONS OF THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED.

Represented by **AR** RADIO ADVERTISING REPRESENTATIVES, INC.

The potential of inter-city commercial recording

Sometimes the technical innovations in television, especially satellite links or color pickups from the moon, so completely capture our attention we miss the significant trends in radio. But we at Gardner Advertising were involved a few weeks ago in a radio commercial feat that might well establish a precedent to cut the costs and man-hours of production and we feel others would want to know the details.

Gardner, along with Frank Harris of Frank Harris Productions, St. Louis, set out to determine the feasibility of doing a simultaneous inter-city recording of a soundtrack for a radio commercial. The session, for Southwestern Bell Telephone Co.'s Yellow Pages captured music played by musicians in St. Louis and the lyrics of singers in Chicago.

The resulting commercial will be aired throughout 1970 on about 45 stations in Arkansas, Kansas, Missouri, Texas and Oklahoma.

Shortly before the recording session began, the vocal score was sent from Technisonic Studios in St. Louis to the Gill Noel Singers at Universal Recording in Chicago by means of a Xerox Telecopier. Use of the Telecopier gave exact reproduction of the vocal score in Chicago and also permitted Mr. Harris, the composer and musical producer, to send last-moment changes in the score as needed during the session. The Telecopier requires no special equipment or phone lines. It's as simple as placing the telephone receiver in the machine and pushing a button.

During the session itself, nine musicians and a Moog synthesizer in St. Louis were recorded on six channels of an eight-track tape and simultaneously transmitted over an ordinary telephone line to Chicago where the singers heard the music over headsets and sang to it. Their voices in turn were picked up in Chicago and transmitted back to Technisonic Studios in St. Louis over high-quality schedule B program service line and recorded on the seventh track in sync with the music.

Within two hours this inter-city session was completed, without travel, without mailing or shipping, without lost time and with no loss of professional quality. After balancing the tracks, the commercial was ready for mastering, pressing and release to stations in the

five-state area serviced by Southwestern Bell.

I was frankly surprised at the low costs of the lines. The regular line to feed the music to Chicago was \$50 for three hours. The schedule B program line to feed the voices back to St. Louis was \$247 for three hours.

After getting used to the logistics of working together via the communications lines, the participants found the session was like any other session. It was hard getting used to the system at first because it never had been done before. But now that we know it will be much simpler next time. For example, we found it was illegal to tie-in a studio mixing console with a phone line without an inductive coupler, a simple unit the phone company provides at a minimal cost.

Why even attempt something like this? For one thing, it never had been done to our knowledge and that's reason enough. But there are other reasons. First, we've been looking for ways to make talent available to us without having to travel all over the country. Second, we are continually looking for ways to trim the rising costs of commercial production.

We believe this inter-city session represented important savings in time, travel and money and spotlighted a significant implication for the advertising and entertainment industries. Recordings among three or four cities, or between locations in this country and abroad, are feasible using current technology.

Until now it was necessary to gather all the talent in one central location or

to travel from one city to another to get the necessary talents to complete a commercial. Now one can link recording studios, musicians, singers, announcers and producers who could be almost anywhere.

I'm sure we have just scratched the surface so far. But it is a beginning. Out of this simple session we learned it is quite easy to do a voice-over for a commercial using two ordinary long-distance lines. Say you were in New York and you needed a voice-over for a music track you already had and you wanted to use a personality who was on a tight schedule in Los Angeles. All you would need do is arrange for a studio in Hollywood, have the announcer there and feed the track to him and record him in that studio. Then air mail the track to New York.

The second ordinary long-distance line? That one you use to listen as he performs with the music to make sure the timing feeling, etc., are all right.

Already there is an instant long-distance talent audition service working in Chicago. Producers are dialing Talent Phone (312) 664-6160, founded by James Jewell, pioneer producer-writer (*Lone Ranger*, *Jack Armstrong*, etc.) to cut the wasted time of typical casting calls. The voices are on tape.

Maybe the day is not far when agency producers can handle the bulk of their sound work from right within the agency itself. With Picturephone can TV be far behind?

Sing in London, play in Vienna, shoot in Rome and make a commercial in New York? In this electronic age anything is possible.



Gene D. Duncan is creative supervisor on the Yellow Pages account of Southwestern Bell Telephone Co. at Gardner Advertising Co., St. Louis. He also is creative supervisor on Ralston Purina's Chuck Wagon dog food account and on Cessna Aircraft Co. and ITT Aetna Management Co. Mr. Duncan is a graduate of St. Louis University and received his MBA from Stanford University. He joined Gardner in 1964 after having spent three years at D'Arcy Advertising Co., also St. Louis.

WPSD-TV's mini ME-4 processor proves that a little goes a long way.

"We needed color for local news and documentaries in order to keep one step ahead of the game," says Mike Swift, Chief Photographer for the Paducah, Kentucky station. "We were investigating processors for the Kodak ME-4 Process and probably would have spent a lot more for one, except that one of the newer mini ME-4 machines was highly recommended to us. That was when things started moving.

"With the addition of color film, our advertisers pulled out all stops. We had a few that said, 'Make my commercials in color, and make three or four while you're at it.' We cover a four state area, so sometimes we have to go as far as 150 miles round trip to shoot a spot. But it's worth it. We do our own production, because there

are no local ad agencies or production houses. We now have a backlog of commercials to shoot, and it keeps us hopping.

"The Kodak ME-4 Process? We couldn't be happier, especially with the stability of the chemicals. We've got four different staff members who operate the processor at differing times. The chemicals are so easy to mix, all you have to do is be able to read.

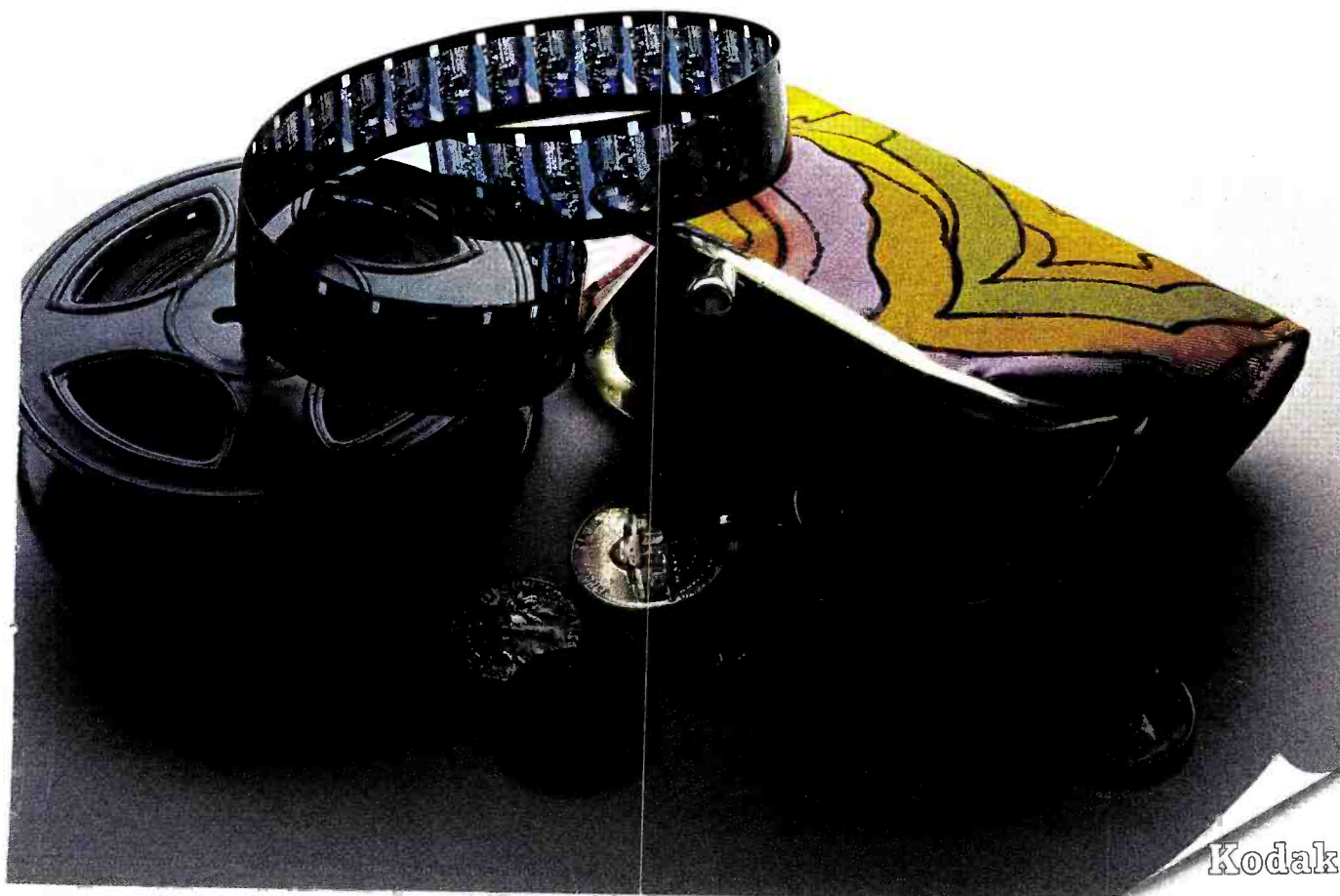


"Yes, we've kept ahead of the game in our market with color. It's really been great for us. I guess it would help any station, large or small."

The Kodak ME-4 Process is within your reach. ME-4 processors come in all sizes and prices. Packaged chemicals make amateurs into pros. Kodak helps you set up, and is a phone call away at any time. Call a Kodak Regional Chief Engineer for precise data on an installation for you. In Hollywood, John Waner. Chicago, Dick Potter. New York, Ray Wulf. Make the step now.

EASTMAN KODAK COMPANY

ATLANTA: 404/351-6510 CHICAGO: 312/654-0200
DALLAS: 214/FL 1-3221 HOLLYWOOD: 213/464-6131
NEW YORK: 212/MU 7-7080
SAN FRANCISCO: 415/776-6055



Kodak

20 years ago, WBTV's Doug Mayes was already making a name for himself in the news. Today, everyone knows him as the anchor man for WBTV's Early Report, now in the #1 position in the market with more homes than any other program.* This is just one reason WBTV ranks first in the nation's Top 50 markets. † It was great to be first in the market. And we've got the talent to stay there.



WBTV Charlotte / Jefferson Standard Broadcasting Co. / WBT / WBT-FM / WBTV / WWBT / Jefferson Productions Represented by 
The audience figures are based on average quarter-hour total homes, Feb./Mar., 1969 ARB. *Early Report Mon. 6-6:30 P.M. † Share of total homes viewing all market stations 9:00 A.M.-Midnight, Sun.-Sat. Top 50 Markets ranked by ADI TV Homes. They are estimates only and are subject to the qualifications set forth in the survey report.

Slower in 1970—but it won't be bad

That's the way it looks to most agencies, but some, like Bates, are more optimistic, seeing increases

The advertising picture in 1970 appears clouded by uncertainty and caution, reflecting in large part the ambivalence that characterizes the nation's general economy.

The usually optimistic forecasts that greet a New Year were conspicuously missing from assessments made for BROADCASTING last week in a canvass of leading TV-radio advertising agencies and other informed sources. Predominating in their critiques were such words and phrases as "flattening out," "inflationary pressures," "holding budgets down" and "soft first quarter."

They singled out such factors as continuing inflation and high credit rates as potential deterrents to consumer spending. These factors, they reasoned, are likely to persuade advertisers to place a brake on advertiser spending until they are convinced that a turn-about will come.

The viewer was almost unanimous that the first quarter of 1970 would not reach the levels of 1969 when advertising dropped in the latter part of the year and continued at a slow pace through the first quarter of 1968. They felt, however, that a strong comeback could materialize, as it did in 1968. There was some opinion, not unanimous, that TV and radio may fare somewhat better than advertising in general in 1970. These sources tended to minimize the loss of cigarette advertising as a factor in 1970, pointing out its full impact probably will not be felt until the final quarter. They felt that package goods, in which the broadcast media excels, are likely to suffer less than hard-ticket items that apportion a substantial part of their billing to the print media.

Underscoring the uncertainty over what the national economy might do and how advertisers would react to it, neither the Television Bureau of Advertising nor the Radio Advertising Bureau would make a projection on what 1970 billings might be.

Some authorities feared that 1970

might turn into what one called "another 1967," a year when the sales curves of all major media flattened out. It was a year in which businessmen regarded the economy as uncertain and approached their advertising budgets with caution.

It was also noted that at TVB's annual meeting a few weeks ago (BROADCASTING, Oct. 27), TVB sales and marketing Vice President Harvey Spiegel went to some pains to call attention—with charts and slides—to similarities he saw between indicators for the three years 1965-67 and what has been happening thus far in the three-year period that started in 1968.

In 1965, Mr. Spiegel noted, gross national product increased 8.3% and total advertising investments rose 7.8%; in 1966 their respective increases were even bigger, 8.5% and 9.3%, but in

the uncertain climate of 1968, advertising's growth rate tumbled to 1.2%, even though GNP rose 5.8%.

In the recovery year of 1968, GNP climbed by 9.1% and advertising investments 6.8%, and for 1969, it is estimated both will advance about 7%. But the talk among economists now is that the GNP growth in 1970 will be about what it was in 1967—between 5% and 6%. Add to these parallels the similarities between economic climates now and in 1967 and it would seem that all that's needed to complete the parallels between 1965-67 and 1968-70 is a sharp slowdown in advertising's growth rate next year.

Mr. Spiegel said last week that "what we need is more (television advertising) dollars and that means more advertisers—and to get them you'll probably see anti-newspaper and anti-



"What we need now," Harvey Spiegel, TVB sales and marketing vice president said last week, "is more television advertising dollars and that means more

advertisers—and to get them you'll probably see anti-newspaper and anti-magazine pitches all over the lot during the next few months."

magazine pitches all over the lot."

One close observer of the radio sales scene remarked that "in my best judgment, 1970 is going to be a tough year," with advertisers tending to keep a tight rein on their budgets. He added quickly, however, that he didn't dismiss the possibility of substantial improvement in the general economy and said "if that happens, things could look good for radio and all advertising."

Another informed source close to agency management was more optimistic about 1970 advertising billing. He said the outlook seems "good but cautious—we think advertisers will try to stay as flexible as possible."

Compton Advertising reported that there do not seem to be "any clear indicators" on which to base a projection for 1970. A spokesman said that at this point the economic outlook "is fluid" and preferred not to commit himself to a prediction for next year.

Needham, Harper & Steers expects billings in 1970 will rise at a rate commensurate with inflationary influences and with the introduction of new products and expansion of older products. A top official indicated that rise in expenditures probably will be modest compared to prior years and speculation that network TV will suffer somewhat—that choice time periods will be snapped up, but that other positions may not fare too well.

"Though dollar investment undoubtedly will go up," he observed, "inflation will continue to nibble away."

An executive vice president of Young & Rubicam voiced the belief that 1970, or at least the first half, will see a slowdown in advertising expenditures, including television and radio. He attributed the decreased activity to the general economy.

"The combination of inflation pressures and high interest costs will affect consumer buying, which, in turn, affects advertising budgets," he said. "Packaged goods won't be hurt so much, but big-ticket items, such as automobiles, are expected to feel the pinch."

He added that if the general economy perks up in the second half of 1970, as it did in 1968, there should be a resurgence in billings.

An executive of McCann-Erickson predicted that advertising, particularly in TV and radio, would increase in 1970, and added:

"Basically, the volume will go up. And probably advertising in TV and radio will continue at the growth pattern of this year. But certainly the cost of doing business is not going to go down and the dollar percentage of growth will be lower."

An authority at BBDO said the agency expects 1970 to resemble 1968, with advertisers "holding back slightly across the board" in the first quarter, assum-

More Uniroyal in broadcast

Uniroyal Inc., New York, made known last week its intention to transfer its \$3-million magazine budget into prime-time network television. Products involved are footwear, tires, golf equipment, handled by Doyle Dane Bernbach, New York, and Naugahyde, handled by Ries Cappiello Colwell, New York. More than 25 30-second spots have been developed for use in piggybacks. In addition to the new emphasis on network, Uniroyal has been a steady user of spot TV and radio.

ing a tight economy, but "making their budgets up later in the year, as the economy straightens out." He said, "advertisers are edgy over the economy, will mark time for awhile but after the first quarter will move forward in step with a recovery of the economy."

The slowdown can be expected to be less for package-goods advertisers, but more pronounced for some of the "big spenders" (corporate, institutional advertisers among them). Accordingly, his estimate at BBDO assumed spot TV would "soften" in the first quarter, that network would remain relatively stable, and that spot would pick up later in the year.

Also predicted by this spokesman: A surge in independent media-buying during the period when advertisers become wary of their spot investments. Cigarette cutbacks are not anticipated till the end of 1970, but at BBDO this estimated \$15-to-\$20 million in tobacco business amounts to only 5% of total agency billing, it was noted.

Ted Bates & Co. expects advertising growth in 1969 but is cautious in its optimism. A spokesman said that "all indications are that next year is not going to be the rosiest year we've seen but we probably will have relatively small increases."

He said inflationary pressures will cause advertisers to proceed with caution in 1970. He was of the opinion that hard goods and consumer durables will slow down in their sales and in their advertising. But he felt that new product proliferation in the 1970's will eventually offset what he considers a "temporary" setback, pointing out "new products always involve investment spending to get started."

He voiced the view that TV billings, particularly at the local level, will continue to grow next year and will get the lion's share of the total billings gain. Radio also will grow, he predicted, but at a slower rate than TV.

Benton & Bowles is bullish, anticipating a 10-15% increase in TV billings in 1970. The agency in 1969 will bill an estimated \$120 million in tele-

vision, thus putting the expected increase next year at \$12-to-18 million.

B&B executives pointed out that the agency's biggest TV spenders include Procter & Gamble, General Foods, S. C. Johnson, Norwich Pharmacal and others "not of the type to hold back to any great extent" because of a temporary slowdown in the economy. They added that much of the broadcast activity could also be expected from new products of existing clients and new clients moving into TV.

As an example of other factors, aside from the general economy, that may affect an agency's forecast: Doyle Dane Bernbach officials expect some increase, albeit slight, on the basis of expanded business now in the shop. Alka-Seltzer was one such account so mentioned, as was Uniroyal's expected move out of print and plunge into TV (see this page).

A top official at Leo Burnett Co. said he was "cautiously optimistic" about 1969. He felt increases would be commensurate at least with what he expects will be a decreasing inflation. He believed that television will obtain a proportionately larger slice of the overall advertising budget, and despite the projected loss of cigarette billing, he looked forward to added business from advertisers which are relatively new to the medium and are using it sparingly at this time.

A media director at N. W. Ayer said he "would expect broadcast advertising to be off a little bit" in 1970. He noted that "some clients anticipate a lower level of sales or profitability. He remarked that "we're not anticipating any kind of drop" in advertising expenditures.

A Wells Rich Greene media executive theorized that as inflation drives prices up, the consumer becomes a more wary, sophisticated shopper, and "the more aware he becomes, the more competitive brands become."

While "companies, like individuals, feel inflationary pressures," he believed advertisers will be reluctant to cut costs by trimming ad budgets, in light of this increased competition. Speaking of the inflationary squeeze and greater consumer awareness, he concluded that "somewhere, in the middle ground, the synthesis of these two forces is going to determine whether advertising expenditures are going to increase."

His evaluation of advertising trends suggested that expenditures will increase. While he predicted that the general price index will rise by about 4%, advertising expenditures will go up 6% or 7%, by his estimates, and television spending will increase by about 10%.

Oddly, it was the imminent loss of cigarette billings that he credited with these expected increases in TV spend-

ing. While the industry will still collect cigarette money in 1970, he reasoned, it will have geared up to find new business to replace the eventual loss. He believed broadcasters will especially intensify their efforts to win over retailers.

Speaking of his own agency's billings, an official of Tracy-Locke, said "ours looks pretty good. We're predicting that our 1970 billings are going to go up . . . 15%." These increases will come from new accounts, while 1970 will be "more of a parallel year for our present accounts."

For the advertising business in general, he reserved more somber expectations "I don't think its going to be too rosy. I think it's going to be a fairly austere year." For Detroit, in particular, he predicted a less than prosperous 1970. Nonetheless, he described advertising as a "depression-proof business." He pointed to big ad agencies which grew to prominence during the depression, adding that package-goods advertising "continues and almost flourishes during the difficult years."

Broadcasting will continue to make gains in retail advertising, he felt. He looked to a better year for radio as "television's price rise will direct money into radio."

BAR could compete with IDC monitoring

BAR says all TV stations should offer equal access to coded transmissions

Broadcast Advertisers Reports Inc. (BAR), which monitors 262 TV stations generating 90% of spot television revenue, has told the FCC it is developing its own system of electronic monitoring of TV commercials.

BAR — which presently monitors commercials by taping the audio portion of each station's signals—said it feared that International Digisonics Corp., which has been experimenting with a similar system under FCC authorization, (BROADCASTING, July 14, Nov. 24) would "exact a monopoly in the field of electronic television monitoring."

IDC was required to obtain commission approval for experimentation with its system because it involved the transmission of coded optical information appearing on the unseen portion of television picture tubes. The commission said the operation raised "serious legal and policy issues" and issued a notice of proposed rulemaking aimed at determining whether the system would be in the public interest and whether it could impede developments

RAB to step up spending in '70

The Radio Advertising Bureau will operate with a record budget of \$800,000 for the first half of 1970 to accommodate an expansion of its sales activities next year.

Miles David, RAB president, announced last week that the bureau's board of directors had approved the record budget during its annual meeting in Phoenix on Nov. 18-19 and had agreed to a continued sales effort. The board also re-elected Roger W. Clipp (Broadcast Management Inc., Ardmore, Pa.) as chairman of the board for 1970; A. Louis Read (WDSU(AM) New Orleans) as chairman of the executive committee and George Comte (WTMJ(AM) Milwaukee) as chairman of the finance committee.

in television receiver technology.

Claiming that its proposed system would use much less of the picture tube than IDC's, BAR said it possibly would not use any part of the tube at all and "would not affect television transmission and hence would not be subject to commission jurisdiction."

BAR said both the commission's proposed rulemaking and IDC's comments treat the transmission of coded information as private communications rather than broadcasting, and thus protected from interception. BAR expressed concern that if a licensee could restrict the persons who may listen to such transmissions, "such licensees could extend the broadcast monopoly given to them in such a manner as to bar interception by other monitoring agencies."

Any proposed rulemaking, BAR told the commission, should make clear that all licensees must offer the right to use the coded transmissions for their own purposes "on equal terms or without charge."

Love fills the air in nonsectarian spots

More than 3,000 AM and FM stations in the nation will find out in early December that "when someone says, 'honey, don't eat so fast,' someone loves you." That's how the copy of one spot in a new unique radio campaign reads. The campaign, set to start Dec. 3, has a single product to sell—love. The campaign was created by Ed Wroblewski, a former professional magician, currently a Paulist priest.

Father Wroblewski, ordained as a

In his annual report to the board, Mr. David noted that some 2,000 advertisers and agency executives had attended the radio workshops sponsored by RAB in cooperation with the Association of National Advertisers in seven cities. He said RAB membership has grown by 45% in the past four years to about 1,500.

New members of RAB's board of directors are Edmund C. Bunker, KFI(AM) Los Angeles, who is also a former president of RAB; Donald L. Chapin, Taft Broadcasting, Cincinnati; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb.; Victor C. Diehm, Mutual Broadcasting System, New York; James L. Greenwald, The Katz Agency, New York; L. G. (Bob) Jones, Southern Broadcasting, Winston-Salem, N. C.; Lee Allan Smith, WKY(AM) Oklahoma City; James P. Storer, Storer Broadcasting, Cleveland; Arthur A. Watson, NBC Radio, New York.

priest in 1962, after a brief show business career, produces, directs and writes for Saint Francis Productions, Los Angeles, an activity of the Franciscan Order. Convinced that "the sounds of love just don't happen—you have to make them," Father Wroblewski wrote four 60-second and two 30-second spots to tell radio listeners, particularly young people, that "like to love, you have to care first. But to care is to say to yourself 'yeh, I'll listen to you.'"

The spots were taken to Chuck Blore Creative Services, Hollywood, a professional radio production firm. Mr. Blore produced the spots as a public service. Stan Hoffman of the Blore organization wrote the music.

The spots are nondenominational. They carry no credit tag for any religious order. Recordings of the spots are being sent to radio stations across the country. A second series of "love" spots is being planned for the spring of next year.

Agency indicted in New York

Cole, Fisher, Rogow Inc., New York, was indicted last week by a federal grand jury in New York, along with its president and secretary-treasurer, on charges of conspiring to avoid corporate and personal income taxes. Arthur A. Fisher is president of the agency, which has billings of estimated \$11 million, of which 50% is in broadcast. Marvin R. Cole, secretary-treasurer, was convicted seven years ago in Los Angeles on charges of obstruction of justice and intimidating a witness in a grand jury investigation of uses of Teamster union funds in Las Vegas.

Frank checks marketing value of its spots

West Coast radio broadcasters were given the clear, emphatic message that at least one important broadcast advertising agency does not tolerate spots that entertain for entertainment's sake alone and does not stand for "dull, pompous, self-serving commercials."

In delivering this message Tom Lowey, executive vice president and general manager of Clinton E. Frank Inc./West Coast, told a luncheon gathering of the Southern California Broadcasters Association that his agency's broadcast philosophy is known as "disciplined creativity." Defining the philosophy, Mr. Lowey explained: "It's simply making sure that every ad, every commercial is employing the right strategy to talk to the right audience about the right things. It's making sure that the message is right from a marketing point of view." He added, stressing the point: "making sure that it's not just as amusing but meaningless 60 seconds of entertainment."

The radio executives attending the luncheon meeting were told that broadcast media is the predominant buy of Clinton E. Frank Inc./West Coast. It was estimated that broadcast represents 75% of the agency's total billings.

In addition to Mr. Lowey, Richard Merritt, vice president and associate creative director; and Jerry Gilley, media director, also made presentations to the SCBA on behalf of the agency.

Business briefly:

Morton Salt Co. division of Morton International Inc., Chicago, through Needham, Harper & Steers there, switches national focus to TV for 1970 with participations on all three TV networks plus spot in 20 top markets. Morton for the past four years has been heavy in radio and magazines but likes to switch media for new emphasis after a period of time.

Georgia-Pacific Corp., Portland, Ore., manufacturer of hardwood and softwood plywoods, pulp, and paper products, will co-sponsor its first prime-time entertainment program — a Tennessee Ernie Ford special to be colorcast on NBC, March 18, 1970, 10-11 p.m. (EST). The order was placed through McCann-Erickson, New York. Co-sponsor for the Ford show is the Foundation for Full Service Banks (through Dancer-Fitzgerald-Sample).

Faberge Inc., through Nadler & Larimer, both New York, will sponsor a special *It's A Man's World*, on NBC-TV, Friday, April 24 (10-11 p.m. NYT), pre-empting *Bracken's World*. Hugh O'Brien will be host of the show.

RCA Records, through Grey Advertis-



Hand in the jar for Concept II

The test-market debut for Clearasil's Concept II is scheduled within the next two weeks in an undisclosed number of markets. The TV spots, produced by Len Steckler for Vick Chemical Co. and agency Leo Burnett Co., New York, introduce a first-of-a-kind acne care product.

As the woman's hand comes up out of the jar, the voice-over explains: "Inside this jar of Concept II are the first medicated cleaning sponges. Special sponges filled with special cleaning medicine." This one-minute spot is one of a group of four 60's and four 30's. The designated trial run for Concept II is one year, after which, at the end of 1970, the product's progress and prospects will be evaluated.

ing, both New York, has launched a late-fall advertising campaign lasting up to Christmas. It includes the use of spot radio in 104 major markets.

Shulton Inc.'s Old Spice products for men, through Norman, Craig & Kummel, both New York, are due for heavy pre-Christmas advertising on the American Contemporary Radio Network.

The Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, has purchased sponsorship on the NBC Radio's *News on the Hour*.

Ford Motor Co., through Grey Advertising Inc., both Detroit, has bought time on NBC Radio's *Emphasis*, *Chet Huntley*, *David Brinkley Reports* and *News on the Hour* and **Chanel Inc.**, through Norman, Craig & Kummel, both New York, on NBC's *Monitor*.

Minute Maid orange juice and Hi-C fruit drinks, divisions of **Coca-Cola Co. Foods Division**, Atlanta, through Marshalk Co., New York, will sponsor NBC-TV's two-hour telecast of the Tournament of Roses Parade at Pasadena, Calif., on Jan. 1, 1970. January

promotions for both Hi-C and Minute Maid include dealer incentives and complete kits of point-of-sale and store advertising materials.

Connecticut General Life Insurance Co., Hartford, Conn., through Cunningham & Walsh, New York, will sponsor CBS-TV's Christmas special, *The Nutcracker* on Dec. 23, 7:30-8:30 p.m. EST. The ballet telecast, which has become a holiday program staple on CBS, will pre-empt *Lancer*.

A. H. Pond Co., through Conklin, Labs & Bebee, both Syracuse, N.Y., will advertise Keepsake diamonds on news shows on the ABC Contemporary radio network, in a 52-week schedule, starting in mid-January.

Agency appointments:

- **Northwest Sanitation Products**, Fort Bragg, Calif., manufacturers of Blu-Boy automatic toilet bowl cleaners, has appointed Forbath Advertising, Los Angeles, for its national television campaign.

- **Pizza Hut Inc.**, national pizza franchising operation, has named Noble-Dury & Associates, Nashville, to handle its national advertising account.

- **Ultrasciences Inc.**, Philadelphia and Taylor-Reed Corp., Glenbrook, Conn., have named Hicks & Greist, New York, to handle their accounts for "New Beginning," hair coloring conditioner, and introduction of a new candy, respectively.

- **Lion Country Safari Inc.**, an international chain of African wild game preserves for tourists, has named Richter & Mracky-Bates, Los Angeles, to handle all broadcasting, print, merchandising and sales promotion activity in the U.S. and abroad. Billings for 1970 are estimated at \$3.2 million. The assignment of Richter & Mracky-Bates, a Ted Bates & Co. subsidiary, is effective immediately. Richter & Mracky-Bates will concentrate its initial efforts on a new preserve now under construction in Orange county, Calif.

Sponsor ID is not necessary

Sponsor identification requirements have been waived by the FCC for the Arkansas and Wyoming broadcasters associations. The waivers were requested to permit operation of a "public-service distribution plan" by the Arkansas Broadcasters Association, and a "non-commercial sustaining announcement program" by the Wyoming Association of Broadcasters. Under both plans, the associations would receive cash contributions from unspecified nonprofit organizations for assistance in the preparation and distribution of public-service announcements.



WIIC-TV **First in** **news**

IN THE NATION

National Headliners Club Award for
 "Consistently Outstanding Newscasting"

IN PENNSYLVANIA

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

IN PITTSBURGH

Golden Quill Awards for
 "Spot News Reporting"

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

SWITCH TO 11 **WIIC-TV**
NBC IN PITTSBURGH



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

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Nov. 16, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 16	Total dollars week ended Nov. 16	1969 total minutes	1969 total dollars
	Week ended Nov. 16	Cume Jan. 1-Nov. 16	Week ended Nov. 16	Cume Jan. 1-Nov. 16	Week ended Nov. 16	Cume Jan. 1-Nov. 16				
Monday-Friday Sign-on-10 a.m.	\$ \$	101.9	\$ 236.4	\$ 6,012.5	\$ 336.0	\$ 15,678.1	113	\$ 572.4	4,210	\$ 21,792.5
Monday-Friday 10a.m.-6 p.m.	1,850.1	68,273.8	3,147.5	125,086.3	2,003.6	101,213.1	880	7,001.2	40,788	294,573.2
Saturday-Sunday Sign-on-6 p.m.	1,694.1	45,208.4	2,503.6	55,136.2	1,160.3	38,770.7	326	5,358.0	13,374	139,115.3
Monday-Saturday 5 p.m.-7:30 p.m.	311.9	14,753.8	895.4	31,480.7	790.7	29,467.6	98	1,998.0	4,288	75,702.1
Sunday 6 p.m.-7:30 p.m.	155.9	6,006.4	455.1	10,927.3	281.8	9,282.7	25	892.8	980	26,216.4
Monday-Sunday 7:30-11 p.m.	6,551.3	225,570.6	8,344.3	302,448.4	8,946.1	300,536.8	458	23,841.7	20,133	828,555.8
Monday-Sunday 11 p.m.-Sign-off	933.9	19,578.1	651.9	10,619.1	451.3	22,739.2	138	2,037.1	4,399	52,936.4
Total	\$11,497.2	\$379,493.0	\$16,234.2	\$541,710.5	\$13,969.8	\$517,688.2	2,038	\$41,701.2	88,172	\$1,438,891.7

New pain pill TV ads tested

Advertising began last week in four test markets for a new pain reliever made especially for arthritics by Glenbrook Laboratories Division of Sterling Drug Inc., of New York. Handled through Dancer-Fitzgerald Sample, the new product, Bayer timed-release aspirin, is being tested in Birmingham, Ala.; Portland, Me.; Charlotte, N. C., and Grand Rapids, Mich. A heavy schedule of daytime television spots is supplemented by selected night-time TV.

Rep appointments:

■ WNEB-TV Bay City-Saginaw-Flint, Mich., and KPHO-TV Phoenix: Blair Television, New York.

■ WNBC(AM) New York: McGovern-Guild-PGW Radio Inc., New York.

■ WEEP-AM-FM Pittsburgh: Avco Radio Television Sales Inc., New York.

Idaho TV's establish regional network

A new Television Network of Idaho, a sales network, is being formed by three TV stations in Idaho: KTVB Boise (and KTVR La Grande, Ore.), KIFI-TV Idaho Falls-Pocatello and KMVT Twin Falls.

These stations, according to Avery-Knodel, New York, which will represent the outlets to advertisers, "will be available as a single buy for advertisers." In addition to the coverage in Idaho

the stations also will provide coverage in fringe counties in the states of Wyoming, Oregon and Montana.

It pays to advertise

Len Steckler, commercial producer, has taken his own advice and filmed a commercial to sell his talents to the advertising community. The 60-second TV spot, "Got a Minute," was photographed on locations and sound stages in New York and around the country as Mr. Steckler shot commercials over the last six months. The spot will be on WNEB-TV New York on Dec. 6, 7, 13, 14, 20 and 21 at 1 a.m. To insure getting the right viewing audience, Mr. Steckler has placed ads in production trade papers and the *New York Times*.

TheMedia

NAB frets over cable programing

Group disputes Justice's market-forces concept, says that would open up 'host of untold dangers'

The National Association of Broadcasters and The Association of Maximum Service Telecasters last week told the FCC that the Justice Department's view that free-market forces alone should determine CATV's future was "extreme" and shortsighted.

Both groups were among those submitting reply comments on Part V of the FCC's pending broad-gauge rule-making. Part V is concerned principally with the role and extent of governmental regulation of the cable industry,

the relationship between cable and broadcasting and the role of CATV and other technologies in establishing an extended communications system.

In earlier comments, the Justice Department advocated a "hands off" approach to CATV regulation until cable systems had evolved their place in the communications system. NAB said the approach could "allow a host of untold dangers to arise and would maximize dangers to the continued existence of free broadcasting." It said it favored

a "gradual" development of CATV under statutes and rules aimed at protecting the public interest and guaranteeing the continued vitality of over-the-air broadcasting.

NAB also told the commission that lack of adequate controls over multi-purpose cable systems could permit any type of programing, including "borderline pornography" and "subversive propaganda" to be brought into the home. Other possibilities, it suggested, were "deceptive and irresponsible advertising" and "the outpourings of the lunatic fringe . . . anyone who can afford the price of a leased channel would be free to use it to bring into the home virtually any programing he sees fit to offer."

The association suggested that a



WMAR-FM TOWER POWER

in Baltimore/Maryland

Coming soon — a power increase!

(on or before January 1, 1970)

50,000 WATTS-FM STEREO
Maximum Equivalent

***The FM buy with
more PLUSES:***

- LARGER AUDIENCE —
50% MORE COVERAGE AREA
- 24-HOUR-A-DAY PROGRAMMING
- CHATTERPROOF VIBRANT MUSIC
- LOCAL, REGIONAL, NATIONAL AND
INTERNATIONAL NEWS BY DIRECT LINE
FROM THE SUNPAPERS NEWSROOM
- DOW JONES BUSINESS NEWS
9 TIMES DAILY
- SPECIAL FEATURES
- BIG, CONTINUOUS MULTI-MEDIA
PROMOTIONAL CAMPAIGN



Write or call 301/377-2222
Robert C. (Jake) Embry, General Manager
Gene Plumstead, Operations Manager
WMAR-FM
6400 York Road
Baltimore, Md. 21212
Represented by KATZ RADIO EAST

master plan for regulation of CATV would be premature, and that the commission should wait until it and the Congress have evolved policies for cable's role in the national communications system.

AMST said the initial comments on Part V showed that, "for the foreseeable future, the public must continue to rely upon free broadcast television services and the commission should take no steps to jeopardize the continued provision of that service to the American people. . . ."

Maintaining that the Justice Department erred in interpreting the aborted proposal reached between NAB and the National Cable Television Association, AMST said the proposal would not have restricted in any way the leasing of CATV channels to programmers other than the system owner. AMST said Justice's advocacy of permitting distant-signal importation on a wide-scale basis was "backward" and "protectionist" and would lead to serious audience fragmentation. In addition, it suggested that Justice's criticism of the proposed ban on interconnection of CATV systems in the NAB-NCTA proposal had ominous implications for the continued existence of "free" broadcasting.

AMST also sought to make clear that the NAB-NCTA proposal was never approved by the NAB executive committee; rather, it said, it was merely transmitted to the NAB joint board for consideration. NAB subsequently rejected the proposal.

In its reply comments, the United States Independent Telephone Association said the commission should turn its attention to coaxial cable technology as a whole, not just CATV systems. USITA also said "there is no reason why different types of communications facilities require operation by different entities."

The National Association of Educational Broadcasters said it agreed with the Justice Department that the commission must afford guarantees of equal opportunity for access to broadband systems and agreed with earlier comments that "common carrier-like utilization of this new capacity by others is essential." NAEB called for a "master" CATV regulatory plan, and rejected the idea of a market place determining "the survival of the fittest."

In joint reply comments, groups including McClatchy Newspapers, Cox Cable Communications Inc., Guy Gannett Broadcasting Services and Mid-continent Broadcasting Co. said that the ownership of CATV systems by other communications entities "has been and will continue to be clearly in the public interest." They urged the commission not to promulgate any rules prohibiting broadcaster and newspaper ownership in the CATV industry.

Triangle granted renewal for WFIL-TV

FCC rejection of Shapp protest eases fears of print-broadcast owners

Triangle Publications Inc. has weathered the challenge to the renewal of its WFIL-TV Philadelphia license that was begun in July by the wealthy and politically prominent Philadelphian, Milton Shapp. The commission on Tuesday rejected his request to deny the license-renewal application for the station, and on Wednesday the commission staff granted the renewal.

The action undoubtedly was welcomed not only by Triangle but by other multimedia owners worried about license-renewal challenges alleging they exercise a concentration of control of media in a particular area.

Mr. Shapp, who was the unsuccessful Democratic candidate for governor of Pennsylvania in 1966 and who is founder and former head of Jerrold Electronics Corp., had charged that Triangle exercises a "near news monopoly" in Philadelphia (BROADCASTING, July 6).

He also asserted that under its president, Walter Annenberg—now the U.S. Ambassador to Great Britain—Triangle had "censored, omitted, twisted and used [the news] for personal vengeance and other personal purposes."

But the commission found no basis for ordering a license-renewal hearing on either charge. The commission rejected Mr. Shapp's request by a 5-to-0

Complaints flood FCC, touch many hot issues

Public interest in many issues confronting broadcasters was shown in the increased number of complaints received by the FCC during October.

A total of 1,801 complaints, representing an increase of 197 over September, were received on such timely topics as the slanting or distortion of news by commentators; the failure of certain licensees to provide programming responsive to the needs of minority groups; obscene or indecent programs, including films; discrimination in employment practices, and commercialization and fairness.

A number of inquiries were concerned with the November 3 state and local elections and the use of station facilities by candidates, as well as political editorializing by licensees.

A total of 2,378 letters were sent by the commission in response to complaints, comments and inquiries.

vote, with Chairman Dean Burch not participating and Commissioner Nicholas Johnson reported as absent.

The "near news monopoly" issue is the kind that has figured in hearings that the commission has ordered in the past year on the renewal applications for WCCO-AM-FM-TV Minneapolis-St. Paul and KRON-FM-TV San Francisco. The question of concentration-of-control of mass media was dominant in the commission's unprecedented decision in January to deny the *Boston Herald Traveler* a renewal for its WHDH-TV Boston and to award the contested channel 5 to a competing applicant (BROADCASTING, Jan. 27). And a similar issue was included in the commission order designating for hearing the Minneapolis Star and Tribune's proposed sale of KTVH(TV) Hutchinson, Kan., to WKY Inc. (BROADCASTING, Aug. 18).

As a result, multimedia owners have begun to feel vulnerable to challenges raising such issues.

Besides the television station in Philadelphia, Triangle owns WFIL-AM-FM; the *Inquirer*, the only morning newspaper, and the *Daily News*, one of two afternoon newspapers, and a CATV system. The commission, in its letter to Mr. Shapp announcing its decision, pointed out that Triangle has announced plans to sell both newspapers and is seeking a buyer for all of its CATV holdings (BROADCASTING, Nov. 3). The newspapers are being acquired by Knight Newspapers Inc. for \$55 million.

But multimedia owners studying the commission letter in an effort to divine the agency's future course could take some comfort from the fact that the proposed sales did not appear to be a controlling factor in the decision.

The commission noted that "there are numerous broadcast stations serving the Philadelphia area and actively competing with the WFIL stations." It also pointed out that the Triangle papers compete with a newspaper—the *Bulletin*—which has a greater circulation than either of them.

And the commission said that while it shares Mr. Shapp's concern about CATV and television cross-ownership in the Philadelphia area, it issued a notice of proposed rulemaking in December that would bar such cross-ownerships.

In light of that rulemaking proceeding and the competitive situation among communications media in Philadelphia, the commission added, "we do not believe that designation for hearing of the WFIL-TV renewal application on the issue of undue concentration is called for."

And in disposing of the news-distortion charge, the commission made it clear it was more concerned with

CRITICAL CHEERS FOR NBC SPECIALS

IN NOVEMBER...



An Evening With Julie Andrews And Harry Belafonte "An enchanting hour from start to finish...an extraordinary achievement."

—Cecil Smith, Los Angeles Times



Debbie Reynolds And The Sound Of Children "...One that Debbie really enjoyed doing, and her enthusiasm was infectious."

—Percy Shain, Boston Globe



First Tuesday "...Proved again to be a superb example of the television-format magazine."

—Tom Mackin, Newark Evening News



Mirror, Mirror, Off The Wall [Prudential's On Stage] "...Written with style, wit, insight and sophistication...played to the hilt by the two stars [George C. Scott, Maureen Stapleton]."

—George Gent, The New York Times

AND IN DE

IF IT'S REALLY "SPECIAL" IT'S ON NBC

WEDNESDAY/DEC. 3



Jack Benny's New Look (9:00-10:00)
The night's visitors are Gregory Peck, Nancy Sinatra, George Burns, Gary Puckett and the Union Gap, Eddie "Rochester" Anderson.

THURSDAY/DEC. 18 / MULTI-SPECIAL NIGHT



Chrysler Presents The Bob Hope Special (9:00-10:00) Bob's guests are Andy Williams, Anthony Newley and the lovely Elke Sommer.

FRIDAY/DEC. 5



Rudolph The Red-Nosed Reindeer (7:30-8:30) An animated version of the Christmas tale. Burl Ives narrates this encore showing.

FRIDAY/DEC. 19



GE Monogram Series: "Sahara" (7:30-8:30) NBC News' Lou Hazam follows a caravan across a desert rich in history and legend.

SATURDAY/DEC. 6



The Littlest Angel (7:30-9:00) "Hall of Fame" presents an original musical based on the children's story. Fred Gwy and nine-year-old Johnnie Whitaker star.

SATURDAY/DEC. 20
SUNDAY/DEC. 21



AFL Playoffs (Times to be announced) Sunday: the Western Division's No. 2 team the East's No. 1 club. Sunday: the Western Division leader vs. the East's second-place team.

ALL IN COLOR ON NBC/TH

Note: All times are NYT.

DECEMBER...

NDAY/DEC. 14



Hans Brinker (7:00-9:00) An original musical version of the delightful classic. Eleanor Parker, Richard Basehart star; Robin Askwith is Hans. Special guest: Cyril Ritchard.

TURDAY/DEC. 27



BC's American Rainbow: "Christopher Discovers America" (10:30 a.m.-11:30 a.m.) The story of a Korean orphan's experiences in the United States. The first of a series of one-month specials produced just for kids.

THURSDAY/DEC. 18 / MULTI-SPECIAL NIGHT



The Little Drummer Boy (7:30-8:00) As in Decembers past, Greer Garson tells of the boy whose gift to the Christ Child was music.

SUNDAY/DEC. 28



Projection '70 (4:30-6:00) A look at what may happen in the new year in light of the events of '69. The anchorman: Frank McGee.

Election '69: What We Learned (10:00-11:00) How has the revolt of the white middle class expressed itself in this year's elections? Producer Fred Freed explores the question.

THURSDAY/DEC. 18 / MULTI-SPECIAL NIGHT



Bing And Carol Together Again For The First Time (8:00-9:00) Among those joining Bing Crosby and Carol Burnett are dancer Juliet Prowse and country singer Roy Clark.

WEDNESDAY/DEC. 31



Orange Bowl Parade (7:30-8:30) Lorne Greene and Anita Bryant are the commentators for this holiday pageant. Live from Miami.

FULL COLOR NETWORK



Triangle's performance as a broadcaster—which it found satisfactory—than as a newspaper owner. Mr. Shapp had buttressed his charge with a reference to a two-part article "Annenberg," which appeared in the April and May, 1969, issues of *Philadelphia Magazine*. The article dealt mainly with Triangle newspapers, and only briefly with WFIL-TV.

The commission has in at least one

comparative hearing inquired into the newspaper operation of an applicant who had been accused of a continuing bias against a minority group.

"But here we are dealing with a licensee with long established record of operation," the commission said. "Clearly the critical consideration is whether the licensee has operated its station in strict conformity with the fairness doctrine, including fair and objective

presentation of news."

The commission said it has examined WFIL-TV's record in such matters, "and finds no adverse considerations."

Accordingly, the commission was of the opinion it was warranted "in concluding that a grant of WFIL-TV's renewal, with Mr. Annenberg as the principal stockholder of the broadcast licensee, is fully consistent with the public interest."

5-to-1 smoking-spot ratio affirmed

**FCC rejects petitions by Banzhaf, ASH;
says eight TV's complied with fairness requirements**

Complaints of antismoking crusader John F. Banzhaf III to the contrary, eight television stations last week were awarded the FCC fairness-doctrine seal of approval, so far as the broadcast of anticigarette spots is concerned.

The commission last week rejected petitions by Mr. Banzhaf and Action on Smoking and Health (ASH), which he heads, to revoke or deny the renewal of licenses of WSBA-TV York, Pa.; WLVI(TV) Indianapolis; WCCO-TV and KMSP-TV, both Minneapolis; KATU(TV), KGW-TV, KOIN-TV, and KPTV(TV), all Portland, Ore.

The petitioners claimed that the stations had failed to abide by the commission's order applying the fairness doctrine to cigarette advertising in that they had failed to devote "significant" amounts of time to messages warning of the health hazards of smoking.

But the commission, using the yardstick it developed in rejecting an earlier Banzhaf complaint—against WNBC-TV New York—held that the action sought against the stations by the Banzhaf-ASH petitions is not warranted.

The commission on March 20 said that the WNBC-TV record on an over-all basis was adequate. However, while stating it would not set "any mathematical formula," it called on the station to make "a greater effort . . . during the hours of maximum viewing." The commission wrote similar letters on the same day to three other stations, two of which had also been objects of Banzhaf-ASH complaints.

Subsequently, WNBC-TV's parent, NBC, reported that it would increase the number of anticigarette messages it would carry in order to provide affiliates with a ratio of about five commercial messages to one antismoking spot in prime time. The commission has never indicated this was unsatisfactory.

And all eight stations involved in the commission's order last week provided data indicating they were more

than meeting that standard; the highest ratio of commercials to anticigarette spots that was reported was 3.3 to 1. The commission had requested the data for a two-week span following its letter to WNBC-TV—specifically, the period from July 13 to 26.

The commission said that the licensees are carrying cigarette commercials on a daily basis and in periods of maximum viewing, are devoting significant amounts of time daily to antismoking announcements, during the same periods they are carrying pro-smoking spots.

In view of all the circumstances, including the licensees' activities before and after the WNBC-TV ruling, the commission said: "We do not believe that

the action requested in the [Banzhaf-ASH] petitions is warranted."

The vote was 5-to-0 with Chairman Dean Burch not participating and Commissioner Nicholas Johnson was absent.

Interference to TV's by educational FM's cited

The Association of Maximum Service Telecasters filed an opposition last week to the petition by the Pennsylvania Department of Education asking the FCC for an allocation of noncommercial educational FM stations in that state.

Most noncommercial, educational FM's, AMST pointed out, are in the 88-92 mc band, just above channel 6 in the TV band. These educational FM stations have caused interference to channel 6 TV stations, it noted, and the Pennsylvania request should be deferred until the 1966 inquiry, proposing that a table of assignments for noncommercial FM's be established, is decided.

In that proceeding, AMST said, it had told the commission that the interference problem was far greater than was known and had suggested more stringent mileage separations. AMST noted it had suggested that the FCC defer granting any more educational FM stations in the 88-92 mc band within 75 miles of a channel 6 TV station in Zone I and 90 miles in Zones II and III.

The Pennsylvania proposal, AMST said, not only runs counter to these suggestions, but would create "impermissible" interference to channel 6 TV stations.

Furthermore, the association added, the commission should not establish an educational FM table of allocations for one state without considering what the effect would be on allocations in other states.



Mr. Banzhaf

The 26 very special Specials.

You can buy them for a song.



George Burns Julie London
Tony Martin Abbie Lane, The
Serendipity Singers, Kay Stevens
Jerry Jeff Walker.

26 great half-hour specials, of which seven are all wrapped up and ready to go. With nineteen other super-stars to come.

There are no fills, no padding. Producer-Director Hal Golden turned each performer loose and let him do his thing for a full thirty minutes. The result has been a package of 26 unique specials being picked up by smart stations all over the country. Viewers are tuning in and getting turned on to pure entertainment.



VARIETY caught Julie London on WPX in New York and called the half-hour musical form "perfect for a solid presentation of songs by a single artist". KTLA-TV in Los Angeles is scheduling the half-hours back-to-back with excellent success.

You can write a success story of your own just by picking up the phone and finding out more about the twenty-six Hal Golden Specials that really are special.



HAL GOLDEN PRODUCTIONS, INC.

1140 48th Street, New York, N.Y. 10022

TN 7-8200

Examiner raps covert control of AM's

Two Coast AM's face loss of licenses for alleged deceit in ownership data

"Outright deceit and misrepresentation" of ownership interests were cited last week as reasons for denial of the license renewal applications of KDOV(AM) Medford, Ore., and KCNO(AM) Alturas, Calif., in an initial decision by FCC Hearing Examiner David I. Kraushaar. The examiner said he concurred "fully" with the Broadcast Bureau's conclusions, which also cited lack of candor by W. H. Hansen, regarding his control of KDOV and KCNO.

The applications of Medford Broadcasters Inc. for renewal of KDOV's license and of R. W. Hansen, W. H. Hansen's son, for renewal of KCNO's license were designated for hearing in an order Oct. 9, 1968. An application for transfer of control of Medford Broadcasters Inc. from Ralph J. Silkwood and K. C. Laurance to W. H. Hansen was dismissed as moot in the Oct. 9 order.

Included in the designation order were competing applications by W. H. Hansen and Radio Medford Inc., for construction permits for an FM facility in Medford. The Radio Medford ap-

plication was dropped from the proceeding Oct. 17, 1968, and the Hansen application was dismissed with prejudice in an order released July 17, 1969.

Issues designated for the hearing primarily concerned allegations against W. H. Hansen of misrepresentation, hidden ownership, unauthorized transfer of control, failure to file ownership agreements, and of misrepresentation by R. W. Hansen, licensee of KCNO.

Examiner Kraushaar said that W. H. Hansen had deliberately concealed the fact that he was the dominant owner of Medford Broadcasters and that he had collaborated in preparing and filing "incorrect, false and misleading statements. . . ." A request for commission approval of transfer of control to W. H. Hansen was filed March 1963, but actual transfer occurred long before, the examiner said, adding that this was sufficient basis for denial of the renewal and transfer applications.

W. H. Hansen contended, the examiner said, that his actions resulted from lack of understanding of legal matters. The examiner said, however,

that the hearing record shows "he is both intelligent and articulate, as well as experienced in the broadcast field. Moreover, it shows that . . . he was knowledgeable enough in the ways of the world to seek out the advice of counsel when it suited his purpose. . . ."

The examiner said that W. H. Hansen acted virtually as the sole licensee-owner of KDOV since 1959, that he provided funds for KCNO and that "whatever was taken out, he took it out." The examiner noted that R. W. Hansen is a school teacher and "over a span of ten years Robert put nothing into KCNO and took nothing out."

Changing Hands

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

Announced:

■ WCTW-AM-FM New Castle, Ind.: Sold by Scott B. Chambers and Walter Chambers Jr. to Robert M. Hall for \$225,000. Sellers own the *New Castle Courier-Times*. Mr. Hall owns WMMW-(AM) Meriden and WICH-AM-FM Norwich, both Connecticut; WNBH-AM-FM New Bedford, Mass.; WBVP-AM-FM Beaver Falls, Pa., and is buying WUSJ-(AM) Lockport, N. Y., for \$305,000 subject to FCC approval. Mr. Hall is also president of Publishers-Hall Syndicate, New York, which markets newspaper features. WCTW(AM) is full time on 1550 kc with 250 w. WCTW-FM is on 102.5 mc with 4.5 kw and an antenna height of 240 feet above average terrain. Broker: Blackburn & Co.

■ KIRT(AM) Mission, Tex.: Sold by Ray V. Jensen and L. O. Austin to Edward L. Gomez and others for \$190,000. Buyers own KQXX(FM) McAllen, Tex. KIRT is a daytimer on 1580 kc with 1 kw. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 74).

■ WNMP(AM) Evanston, Ill.: Sold by Harry H. Semrow and others to Alan H. Cummings and Buddy Black for \$875,000. Mr. Cummings has car-wash interests and owns an investment firm. Mr. Black formerly owned 31% of WEBH(FM) Chicago (see below). WNMP is a daytimer on 1590 kc with 1 kw. Vote was 3-to-2 with Commissioners Robert T. Bartlev and Kenneth A. Cox dissenting and Chairman Dean Burch not participating.

■ WEBH(FM) Chicago: Sold by Buddy Black. Paul Wasserman and Solomon

"Sold by Blackburn"

**You hear it said quite often.
Perhaps that's why so many people
are sold on Blackburn.**

69-1

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

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Eugene Carr
Wendell W. Dess
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346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Bolnick to James H. Rich for \$325,000. Mr. Rich has interest in the Dynamic Broadcasting stations — WAMO-AM-FM Pittsburgh, WILD(AM) Boston, WLTO(AM) Miami and WUFO(AM) Amherst, N. Y.—and Dynamic Cablevision Inc., Pittsburgh CATV system. WEBH(FM) is on 93.9 mc with 35 kw and an antenna height of 240 feet above average terrain. Vote was 3-to-2 with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting and Chairman Dean Burch not participating.

Cable television:

■ Albany, N.Y.: Majority ownership in franchise sold by Harold Gabrilove and associates to American Television & Communications Corp., Denver-based multiple CATV owner for undisclosed amount of ATC common stock. Mr. Gabrilove will continue to head Albany operation. ATC currently operates 48 systems in 17 states serving 110,000 subscribers; it also holds a 50% interest in other systems, with an additional 26,000 subscribers.

FCC grants exclusivity in Salinas cable issue

The FCC has directed Vic's TV Cable Service, CATV operator at Carmel Valley, Calif., to show cause why it should not be ordered to cease and desist from further violation of the program exclusivity requirement. Central California Communications Corp., licensee of KSBW-TV Salinas, Calif., filed a request for the show cause order July 18, and since Aug. 2, 1968, has requested program exclusivity.

Vic's TV Cable has not opposed Central's petition, the commission said, and has not sought waiver of the program exclusivity requirement. The commission ordered an expedited hearing on the complaint and a prompt initial decision following the hearing. Any review of the case will be made directly by the commission.

Vic's TV Cable carries signals of KSBW-TV Salinas, KMST(TV) Monterey, KNTV(TV) San Jose, KGO-TV, KRON-TV KBHK-TV and noncommercial KQED(TV) all San Francisco and KTVU(TV) Oakland, all California.

ETV confines fire damage

The state ETV center in Columbia, S. C., containing \$2.5 million in equipment and a large library of instructional programing, narrowly escaped destruction by an early-morning fire Nov. 16. An immediate response by the local fire department contained the flames to a reception area and damages to \$100,000. Operations were not interrupted since studios and equipment remained undamaged.

Newspapers may face FCC control

ANPA seeks amendment to cable rules to protect 'freedom of the press'

The question of whether newspapers will come under FCC jurisdiction as they make use of the expanding technology now under the commission's authority has been raised by the American Newspaper Publishers Association in a petition filed with the commission last week.

At issue is the commission's order, announced Oct. 24, that requires CATV systems with more than 3,500 subscribers to originate programing. ANPA noted that the commission rules contemplate that CATV systems will provide multi-purpose service and said that "one important" service will be "news dissemination by the press in aural, video or facsimile format."

ANPA, in its petition, requested a "freedom of the press" amendment to the new rules which apply the same regulations long applicable to over-the-air broadcasting to all cable transmissions. These regulations deal with equal time for political candidates, the fairness doctrine, editorializing, advertising and sponsorship identification.

ANPA's proposed amendment would

specify that such regulations would not apply "to any channel of a CATV system used by a newspaper primarily for the dissemination of news to the subscribers of any news service originated by such newspaper."

ANPA feels its amendment is required because of the commission's definition of "cablecasting," that is, the material subject to its jurisdiction—programing originated on any CATV channel, either by the CATV operator or by "another entity."

ANPA said the "literal text" of the new regulations "would appear to authorize an impairment of the freedom of the press to an extent and in a manner clearly contrary to the First Amendment of the Constitution." It also claimed that the commission does not have the authority to regulate the ownership, lease or operation of a cable transmission system used by a newspaper to disseminate news to its subscribers.

The Newspaper Publishers Association, whose membership includes more than 1,000 daily newspapers that serve

EXCLUSIVE LISTINGS!

CALIFORNIA—FM C.P. permit in single station market close to metropolitan area. Completely equipped with new gear. Real estate is included. Station located in growing area. Price of \$75,000 represents owners cost. Terms available.

Contact Don C. Reeves in our San Francisco office.

TEXAS—Fulltimer in important growth area. Operation reflects steady increases in billings consistent with retail activity. Priced *less than two times* billings, including real estate. \$350,000, \$130,000 down—balance 10 years. Buyer must be financially capable.

Contact George W. Moore in our Dallas office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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CHICAGO
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312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

Green Group's WENY-TV goes on air in Elmira

After a series of construction delays because of inclement weather, WENY-TV Elmira, N.Y., began operation Wednesday, Nov. 19 at 6 p.m. Dedication ceremonies on Oct. 30 brought together over 500 persons including FCC Commissioner Robert E. Lee. WENY-TV is an ABC affiliate and operates on channel 36 with 464 kw visual and 85.4 kw aural power and an antenna height of 1,050 ft. above average terrain.

WENY-TV is a Green Group station and is owned by Howard L. Green, John T. Stethers, Myron W. LaBarr and Donald M. Simmons, each 25% stockholders. Other Green Group stations are WENY-AM-FM Elmira; WOND-AM Pleasantville; WMGM-FM and WOND-TV Atlantic City, N.J.



Mr. Green (l) and Commissioner Lee.

more than 90% of the total daily-newspaper subscribers, appears particularly concerned with what it sees as the long-range implications of the rules.

The proposed amendment, it said, "would merely recognize that developing technology . . . may lead to the substitution or supplementary use of cable channels to subscribers for the conventional methods of distributing the printed newspaper or other publication, or adaptations of the publication in their present form."

It noted that the "electronic newspaper in the newspaper" is one of the anticipated applications of cable transmission technology to newspaper publication.

ABC officials to meet in Hawaii

Officials of ABC Inc. and ABC-TV will meet with members of the ABC-TV network affiliates board of governors in Hawaii for four days, starting Wednesday (Dec. 3).

Leonard H. Goldenson, president of ABC Inc., and Elton H. Rule, president of ABC-TV, will head the company executives in attendance. The affiliates board will be led by Chairman Mort Cohn, vice president and general manager of WLOS-TV Asheville, N.C.

Among other ABC executives at the session, which will be held at the Mahaha inn and country club at Wainae, on the island of Oahu, will be Simon B. Siegel, executive vice president; Elmer W. Lower, president of ABC News; I. Martin Pompadur, vice president and general manager of ABC-TV; Roone Arledge, president of ABC Sports, and Richard L. Beesemeyer, vice president in charge of affiliate relations for ABC-TV.

The ABC-owned television stations

division will meet at the same site, starting today (Dec. 1). Among executives in attendance will be Theodore F. Shaker, group vice president of ABC Inc., and John E. Campbell, president of the division.

FCC approves KUDY(AM) sale

The FCC last week granted the license-renewal application of KUDY Inc. for KUDY(AM) Spokane, Wash., and its sale to Ranier Broadcasting Co. for \$132,000. The renewal application was granted on the condition that the sale be consummated within 45 days of the date of the assignment of license.

In renewing the license, the commission reprimanded KUDY Inc. for failing to prevent a possible conflict of interest. The commission said the station carried promotions of "silver seminars," which were falsely logged as public-service announcements, and that the general manager of KUDY was permitted to promote these seminars without proper disclosure to the public of his interest in the seminars. In addition, the commission said the licensee permitted the general manager to submit false or misleading replies to commission inquiries.

Ranier Broadcasting is owned equally by David M. Jack, president, and San Francisco-Pacific Fund Inc., which is wholly owned by Pacific Insurance Investment Co. Buyers own Cascade Broadcasting Corp., licensee of KLIQ-AM-FM Portland, Ore., where Mr. Jack is general manager.

KUDY Inc. is owned by Gerald C. Monson, who also holds the construction permit for KUDY-FM Spokane, sale of which to Ranier is awaiting FCC approval.

KDLO-TV license sought for report deficiencies

TV Signal Co. of Aberdeen, S.D., last week asked the FCC to revoke the license of Midcontinent Broadcasting Co. for KDLO-TV Florence, S.D. The CATV system charged that Midcontinent has broken FCC rules by failing to disclose the full extent of its CATV interests in ownership reports and renewal applications for KDLO-TV and its other South Dakota stations.

TV Signal Co. holds a CATV franchise in Aberdeen, as does Aberdeen Cable TV Service, a division of Midcontinent. TV Signal Co. said Midcontinent holds or controls 16 of a total of 20 cable systems or franchises in South Dakota.

"Had the commission been aware of Midcontinent's vast cable TV interests in South Dakota at the time of its most recent renewals," TV Signal Co. said, "the commission may have set for hearing Midcontinent's license for KDLO-TV."

Besides KDLO-TV, Midcontinent is the licensee of KDLO-FM Watertown, KELO-AM-FM-TV Sioux Falls, and KPLO-TV Reliance, all South Dakota.

TV Signal Co. said Midcontinent had failed to disclose not only its direct CATV interests, but also its combination with Duhamel Broadcasting Enterprises, with which it has formed "CATV entities" in South Dakota. Midcontinent also has a CATV combination with KSOO-TV Sioux Falls. TV Signal Co. added.

"These combinations, with Midcontinent apparently as the controlling partner, currently own, directly or through Midcontinent's individual interests, CATV systems or franchises in 80% of the South Dakota communities that have issued franchises," TV Signal Co. charged.

Media reports:

New affiliates ■ WWOL-AM-FM Buffalo, N.Y., have joined NBC Radio as affiliates, effective today (Dec. 1). The stations are owned by Radio Buffalo Inc., which is affiliated with Rust Craft Broadcasting Co.

Five ETV acres ■ University of Nebraska board of regents has deeded a five-acre tract of land on university's east campus in Lincoln as a site for new Nebraska Telecommunications Center. When completed, the \$3.4-million facility will house all of the Lincoln-based state ETV activities and agencies.

WBC memorial ■ A scholarship for a young woman from a minority group has been established by Westinghouse Broadcasting Co. and the Columbia University Graduate School of Journalism in memory of the late Larue Heard, a reporter for WBC's wins New York.

Each tomorrow is unknown until touched by man.
At Palmer Broadcasting, each day brings
challenges and promises fulfilled.
Rich creative programming is the product of ideas
shared by experienced and talented people.
They join in the common purpose
to make tomorrow better than today.
Palmer is dedicated broadcasting
in the public interest.



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

VTRs that meet the one specification dear to every station manager's heart:

For maximum proficiency in your highband tape operation you can't do better than the TR-60 and TR-70B. You get cost-saving compactness in the TR-60 together with high-quality color tapes. The TR-70 is the machine that almost thinks for your operators—eliminating many of the day-to-day errors that drive up the cost of running your machines. Perhaps some of the following "flubs" may have happened in your plant.

A technician throws the wrong switch for FM playback standard. With the conventional VTR, there's trouble ahead. But the 70B will correct the error, instantly, automatically. Result: no irate sponsor to cope with, no money-wasting re-run to make.

Take the business of precueing during a long station break. The 70B has an automatic cueing system—that's like having a third pair of hands. It lets your operators pre-cue tapes, so that they are ready to roll at a touch of a button... and stop automatically at the end of the message. Result: no more short-changed commercials.

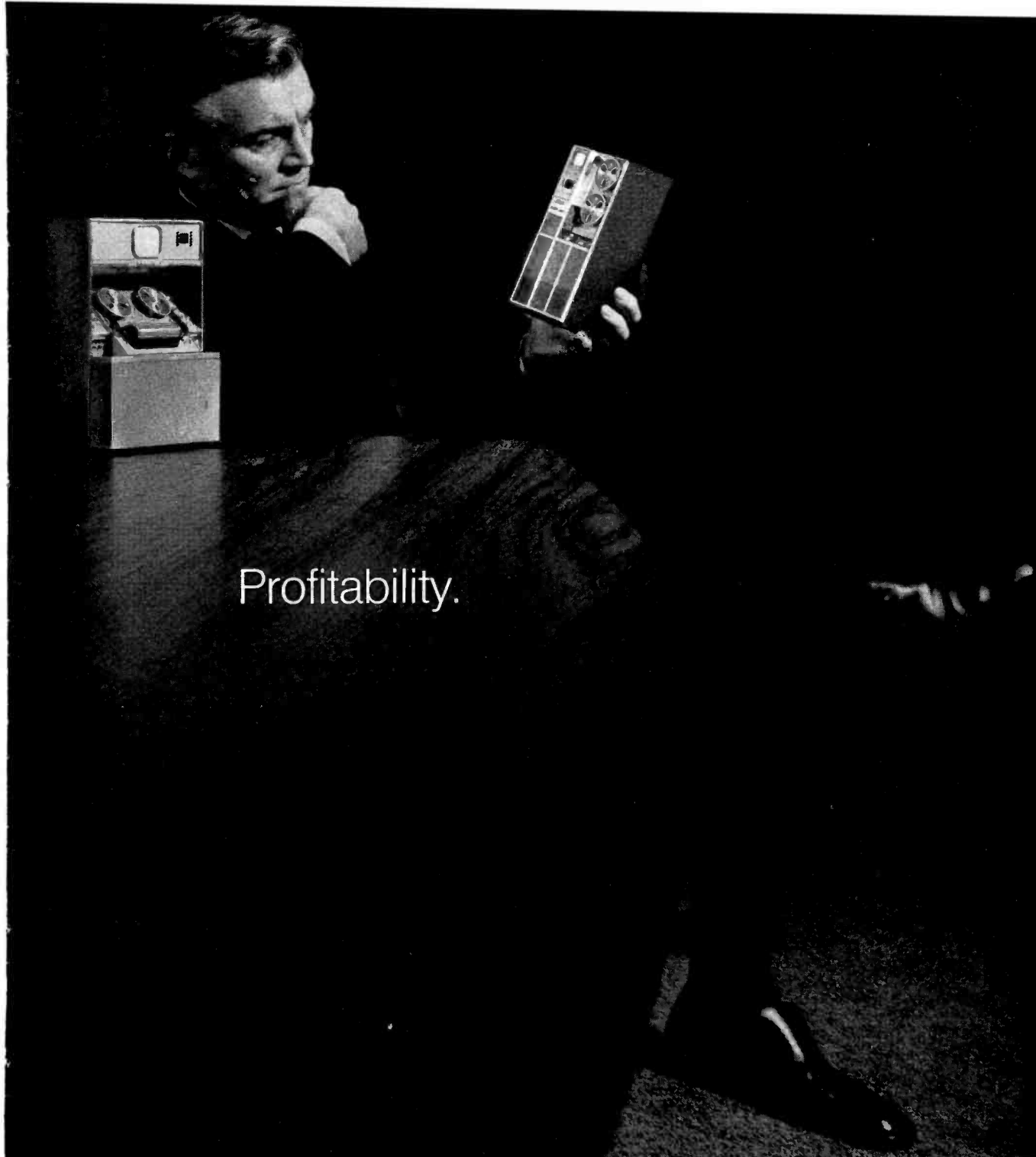
There's more. The TR-70 automatic audio-visual warning system frees your operators from having to stare at the monitor all day. Gives them more time for more profitable functions. Creative functions.

Another time-saving feature. You can add an optional record current optimizer to the 70B, so video heads can be set for peak performance

in seconds instead of minutes.

The 70B also makes teleproduction easier—with plug-in accessories for electronic splicing, edit previewing and animation. Extra-quality options include—automatic color correction and automatic drop-out compensation. You can "plug in" a world of tape automation with the 70B!

Where space counts you can save a lot of money with the TR-60. It's our low-cost mobile and studio companion to the 70B. (Many stations buy both.) The finest highband color VTR in its price range, the 60 can outperform the costlier model "beep-beep" VTR—yet takes up half the floor space! That's profitability—in lower initial cost and extra space for you. *Plus:*



Profitability.

Multiple-generation color dubs of master-quality, to assure profitable commercial production. *Plus:*

All the plug-in accessories you need for persistently brilliant highband color—with automatic color correction, automatic color sp-out compensation, fast optimizing. *Plus:* New opportunities for profitable post-production work—with its optional electronic splice and tape editing programmer. *Plus:*

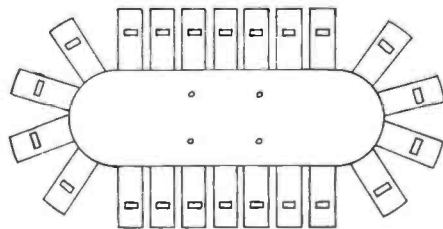
On location advantages: The 60 is so compact you can use a smaller, cost saving and more maneuverable van—to tape the action where it's happening—quickly, easily, profitably.

Now you know why so many TV stations own it—the TR-60 and the 70B. They're designed

to meet the demands of the most exacting schedule, the most discriminating sponsors.

BONUS! To guarantee even greater profitability for the future, the 60 and 70B are compatible with our next advance in tape automation—a video cartridge recorder designed to hold 22 cartridges and play them in sequence. So join the future. If you own the 60 or 70B, you could save thousands of dollars.

For complete details, call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102 RCA... Totally Responsive



RCA

The many slices of the sports TV pie

Despite football-baseball dominance, the other fields are experiencing growing audiences, greater sponsor support

It has been the year of the Jets and the Mets, adding fuel to the controversy as to whether baseball or football is the number-one spectator sport. But the TV camera hasn't been the exclusive biographer of the likes of Joe Nameth and Tom Seavers. It's been zooming in, too, on Mario Andretti, Bobby Hull, Lew Alcindor and even the comparatively unknown 16-year-old lass competing off the high board.

The reason is that along with the super-ratings of the top sports classic, the audiences for practically all sports continue to grow with leaps and bounds. And, despite talk in the past few years about the supersaturation of sports programming and despite obviously increasing costs, networks and syndicators continue to find elite advertisers eager to support a wide variety of televised sports. There a further fillup; sports promoters clearly recognize the value of television exposure.

Basketball and hockey, for instance, two sports that have been televised

regularly by networks and local stations for the past five years, have steadily increased their ratings. Among the newcomers, professional tennis made its network debut last year and did reasonably well without advance promotion. And the *World Skiing Championship* will be broadcast on NBC-TV for the first time this season. Track and field, college basketball, golf, bowling, hunting, auto racing, and a multitude of minor sports continue to attract enough audience for networks to continue their broadcasts, and syndicators find a ready market for all kinds of sports productions.

Advertisers do not look for the same audience demographics in every sport. Although "there is no doubt about the male dominance," one advertising agency executive says, "the percentage varies from about 60% to 85%." Generalizing the different types of audience into two extremes, the agency man notes that golf would tend to attract the upper-income, college-educated, profes-

sional - white - collar worker, while bowling would be watched by the lower-income, less-educated person. Other sports would attract a mixture.

Regardless of a sport's popularity, sports sales are not always good, the agency specialist reported. "Sports sales involve the same problems as night-time show sales—it depends on the price," he declares.

Professional basketball on network television has had no problem with its sales. ABC-TV's director of sports sales, Tony Rocco, reports that the 1969-70 basketball season, which begins Dec. 25 and continues on Sunday afternoon's is sold out to Allstate, Pabst, Buick, Continental Cigar, Gillette, Shell, Trans World Airlines, Bristol-Myers, R. J. Reynolds, Sears and John Hancock. Asking price for minutes in National Basketball Association games is \$21,000.

ABC, in the last year of a five-year contract with the NBA, faces an undisputed rights increase next year. "It

The National Basketball Association's radio-TV city-by-city

Team	Station	Sponsors
Atlanta Hawks	WSB-AM WSB-TV	British Petroleum, Standard Federal Savings & Loan, International House of Pancakes, Coca-Cola, Eastern Airlines, Omnibus Inc (insurance investment)
Baltimore Bullets	WBAL-AM WBAL-TV	National Beer, unsold portions National Beer, Citgo, participating
Boston Celtics	WBZ-AM WNEB-TV	Tri-S Gasoline, Schaefer Beer, Middlesex National Bank, Northeast Dodge Dealers, Prudential, Anton's Dry Cleaners
Chicago Bulls	WGN-AM WGN-TV	All participating Pabst Brewing, Chicago and Suburban Pontiac Dealers
Cincinnati Royals	WLW-AM WXIX-TV	American International Travel Service, Ford Dealers, Marathon Oil, Fifth Third Bank, Jerry Lucas Beef & Shakes, Hudepohl Brewing, Marathon Oil, Greater Cincinnati Chevrolet Dealers, Wallens Discount, Gold Carpet Savings & Loan, Coca-Cola Bottlers
Detroit Pistons	—	No TV or radio contract yet
Los Angeles Lakers	KABC-AM KTLA-TV	Atlantic Richfield, Goodyear, Datsun, Dial Finance, Colonel Sanders, Delco Pepsi-Cola, Harrison Frank clothing, Kent cigarettes, Bell Brand, Goodyear

Team	Station	Sponsors
Milwaukee Bucks	WTMJ-AM —	State Farm Insurance, International House of Pancakes, Miller Beer No TV contract yet
New York Knickerbockers	WNN-AM WOR-TV	Schaefer Beer,, Eastern Airlines, Coca-Cola, Lincoln-Mercury Dealers Eastern Airlines, Schaefer Beer, Coca-Cola, Lincoln-Mercury Dealers
Philadelphia 76ers	WCAU-AM WPHL-TV	Dodge Dealers, Schlitz Brewing, Avis Rent-a-Car, Penn-Hersey Auto Supply Schmidt's Beer, Chrysler-Plymouth, Girard Trust, participating
Phoenix Suns	KTAR-AM KTAR-TV	A-1 Beer, Arizona Bank, Blue Cross-Blue Shield, Union Oil A-1 Beer, Arizona Bank, Blue Cross-Blue Shield, Union Oil
San Diego Rockets	KFMB-AM —	Foodmaker Corp., Union Oil, Coca-Cola bottler, Knudsen Dairy No TV contract yet
San Francisco Warriors	KNBR-AM KTVU-TV	Sears, Roebuck & Co., Grodins clothing, Computicket Union Oil, Household Finance, United Airlines
Seattle Supersonics	—	No TV or radio contract yet

could be millions," estimated one network official. Rights costs now are estimated at over \$1.5 million a year. Prices per minute are also expected to increase to about \$26,000-\$29,000.

The big money increases will come because professional basketball's popularity as well as players' salaries have zoomed in the past few years. NBA Commissioner Walter Kennedy attributes the rise in interest to several factors. "TV exposure created a new excitement," he asserts, "and great competition in both divisions stimulated interest. Also, an unusual number of great college players were developed, and it is also a result of 17 years of groundwork."

Not only have Nielsen average ratings increased from 2.5 in 1964-65 to 8.7 last season, Mr. Kennedy notes, but attendance almost doubled within the past five years to 4.7 million last year.

As part of its newly found status, the NBA has appointed Trans World International, directed by veteran sports-negotiators Mark McCormick and Jay Michaels, to handle discussions with ABC on the new contract.

The American Basketball Association, a younger professional league, tried unsuccessfully to conclude a merger agreement with the NBA last summer, in an effort to partake of the lucrative TV contract. The new ABA commissioner, Jack Dolph, who has network contacts from his old job as director of sports for CBS-TV, declares that the league will continue to work actively for a national TV contract. "In my opinion, the merger is an eventuality," he says, "but we'll work separately for now." The recent break-off of negotiations with the NBA came because the terms were unacceptable to the ABA, he notes. Since then, the ABA has lured several players and officials away from the NBA in an effort to strengthen its bargaining position.

Some of the teams have local broadcasting contracts, Mr. Dolph reports, but the ABA has never had national television exposure. All but two of the 14 NBA teams have local broadcasting contracts, signed at the start of the season, Oct. 14 (see chart, page 46. Scarcity of ABA contracts, and of details, did not permit a similar compilation.) Most of the time is sold in blocks to four or five advertisers, but some is sold on a participating basis. Advance sales seem to fluctuate with each team's standing, but generally the minutes will be sold by air time.

ABA sponsors include oil companies, local soft-drink bottlers, local car dealers, quick-order food chains, banks and all sorts of beers.

The National Hockey League is just as aware of the value of a national television contract as the NBA or the ABA. Professional hockey is going into its fourth consecutive year on CBS-TV

under a new, one-year contract.

Neither the hockey league executives nor network officials would discuss rights costs, presumably more than the \$1.5 million paid for last season. But the vice president of the NHL, Don V. Ruck, says the league preferred a one-year contract rather than the four-year one with increasing rights offered by CBS. "We felt we would be in a better position to negotiate in the future," he explains. "It's a gamble, but we don't think there'll be a problem."

Hockey's national average rating for the 1968-69 regular season was 4.5, a slight increase over the previous years. In 1966-67, when CBS broadcast only three playoff games, the rating was 3.7.

The ratings show less viewer interest in hockey than basketball, the basketball officials say, because hockey is not played in many parts of the U.S. while basketball courts can be found everywhere. The hockey league, however, takes the position that "where there's been any kind of market exposure, things are going in the right direction."

To illustrate this point, Mr. Ruck cites a 33-market random study of Nielsen Station Index average weekly TV-audience estimates conducted for four weeks in February and March in 1968 and 1969. He points out that places such as Dallas-Fort Worth and Memphis—which have no hockey teams—showed a substantial increase in ratings, along with 20 other cities, while 11 cities showed steady ratings or, at worst, small declines.

Network telecasts begin Sunday Jan. 11, and CBS is just beginning to sell minutes in the games. Last year the season was 80% sold to sponsors including American Airlines, John Hancock Insurance, Pabst Brewing, Volkswagen, Reynolds Tobacco and Colgate. The NHL season started for local broadcasters Oct. 11. Of the 12 teams in the league, all but the Oakland Seals have radio and/or television exposure.

Hockey sponsors are very similar to those who buy into basketball games: brewers, oil companies, banks and insurance companies (see page 48).

Officials of the hockey league seem to be just as concerned with local station contracts as they are with their network contract. Each year they conduct meetings with the stations to outline their policies and listen to problems of the local broadcasters.

Both hockey and basketball executives are also interested in cable television. They are watching closely the experiment on Manhattan Cable Television in New York, where all home games of the New York Rangers (hockey) and Knickerbockers (basketball) are transmitted to approximately 17,000 subscribers. So far, Madison Square Garden has not experienced an attendance drop for either team,—in



Professional basketball is but one of a number of sports, which have engaged steadily increasing TV audiences and elite advertisers. Here in an ABC-televised National Basketball Association game Wilt Chamberlain (13) of the Los Angeles Lakers and Willis Reed (19) of the New York Knickerbockers jump for tap. "TV exposure created a new excitement [for the league]," says NBA Commissioner Walter Kennedy. With such exposure, NBA rights are expected to go over the current \$1.5-million mark with per-minute costs to advertisers expected to rise to the \$26,000-\$29,000 level.

fact, attendance has increased sharply—but the success of both teams brings no problem in stirring up interest among fans.

Hockey and basketball are only two of many sports broadcast by the networks. ABC-TV's most popular sports series in terms of ratings is *American Sportsman*, a half-hour show on Sunday afternoons from late January to early April. *Sportsman* features an entertainment personality in a hunting or fishing episode, sponsored by General Motors, R. J. Reynolds and Allied Van Lines. Advertisers are waiting in line to get into this program, an ABC spokesman reports. The average Nielsen rating for the season is 10.6, or over six million homes, including about five million men and 3.5 million women.

ABC-TV's *Wide World of Sports*, which usually covers two different sports every Saturday afternoon, achieved an average 8.9 rating from September 1968 to September 1969. A sampling of the events covered in this show during the past few months includes several types of automobile racing, ice skating, diving, boxing, surfing, air races, parachuting, boat races, and rodeos. Major sponsors are Brown & Williamson, John Hancock, Ford, Schlitz, Allstate, Weyerhaeuser, Colgate, Trans World Airlines, Alberto-Culver, Sears and Bristol-Myers.

Filling up an hour-and-a-half on Saturday afternoons between January and April on ABC is the *Pro Bowlers Tour*, which last year had a 7.2 average rating and almost as many women viewers as

men. Sponsors are Firestone, Miller beer, Ford, Ebonite and Aurora.

Also on ABC is the *PGA Golf Tour*, with tournaments on Saturday starting in late January. This program had a 6.2 average rating for the season, and also attracted almost as many women as men. Sponsors for the coming season are Chevrolet, Trans World Airlines, Sears, Eastern Airlines, Dow-Jones, and Spalding.

CBS-TV broadcasts amateur track and field championships, a college invitational basketball tournament and a golf series in addition to hockey. The Amateur Athletic Union track and field coverage, 15 telecasts during the summer, had a 5.6 rating and was 94% sold out in 1969. Sponsors included Uniroyal, Polaroid, Colgate, Volkswagen, Quantas Airlines, Waterman-Bic, STP Oil, and Cool Ray sunglasses.

The *National Invitational Basketball Tournament* had the highest rating of any of CBS's minor sports presentations—a 6.5 for two telecasts. The 1970 contest, March 15 and 21, has not been sold yet; in 1969 major sponsors were Pabst Brewing, Monroe Auto, Roi-Tan Cigars, Volkswagen, Bristol-Myers, General Motors, Norelco and Pontiac.

The *CBS Golf Classic* is going into its seventh year over 50% sold to Firestone Tire & Rubber and Hertz Rent-A-Car. The series, broadcast from January to April on Saturday afternoons, had a 4.8 average rating in 1969.

NBC-TV tried out tennis for the first time in 1969 under a three-year con-

tract to cover the Wimbledon championships. "We had very short notice on this tournament," a network spokesman says. "The sales department was frantic, but we did well audience-wise, and next year we'll have a chance to promote it." The rating for the two 90-minute broadcasts in July was 4.2 or an estimated 2.4 million homes. Sponsors were Liggett & Myers, Renault, AT&T, Ramada Inns, S. C. Johnson and Stokeley-VanCamp. ABC carried the Wimbledon tournament in 1968.

NBC will include skiing on its schedule for the first time in February 1970, when it covers the Federation Internationale de Ski World Championships in Italy and Czechoslovakia. A sponsor has not yet been signed for this event, scheduled to run five hours over three weekends.

NBC's other sports staples are National Collegiate Athletic Association basketball championships and golf. The NCAA contract covers 1969 and 1970 for an estimated \$1 million in rights, and consists of telecasts of several rounds of the tournament during March. The average rating in 1969 was 9.6. Goodyear, United Airlines and Travelers Insurance were sponsors in 1969 and will be back in 1970, and Buick and Champion Spark Plugs will also be sponsors in 1970. Reynolds Metals and the Association of American Railroads advertised in 1969.

Golf coverage on NBC includes a seven-week filmed series, *Shell's Wonderful World of Golf*, sponsored by

How the National Hockey League translates into local business

Team	Station	Sponsors
Boston Bruins	WBZ-AM	Tri-S Gasoline, Schaefer Beer, Middlesex Savings Bank, Liberty Mutual Insurance, Dodge Dealers, Kraft Cheese
	WSBK-TV	West Ford, Anheuser Busch, Pontiac, Motorola, Zenith, Salem, Winston, Chevrolet, Mobil Oil, American Motors, Gas Allies, Hornblower, Weeks-Hemphill & Noyes, Pierce Ford, Northeast Airlines, Hosmer Motors, Jordan Marsh, Kidder Peabody, National Shawmut Bank, Volkswagen, Master Charge, South Shore National Bank, Zerex, Boston Edison Commonwealth Avenue Assn., Anderson-Little, First National Bank, Kaopys, New England Telephone & Telegraph
Chicago Black Hawks	WGN-AM WGN-TV	Meister Brau Pure Oil, Commonwealth Edison, R. J. Reynolds, United Air Lines, Schlitz Brewing, Household Finance
Detroit Red Wings	WWJ-AM WKBD-TV	Stroh Brewery, Marathon Oil Stroh Brewery, United Air Lines, Allstate Insurance, Pure Oil
Los Angeles Kings	KBIG-FM (weekdays)	Delco, Atlantic Richfield
	KABC-AM (weekends) KTLA(TV)	
		Goodyear, Datsun, Atlantic Richfield, Kent, Wilson Meats, Carnation

Team	Station	Sponsors
Minnesota North Stars	WCCO-AM	Midwest Federal Savings & Loan, Blue Cross, Plymouth, Schmidt's Beer, Western Airlines, Jim Christy's Brookdale and Valley Chrysler
	WTCN-TV	Twin City Federal Savings & Loan, Twin City Chrysler-Plymouth Dealers, Blue Shield, Hamm's Beer, Western Airlines
Montreal Canadiens	CBC	Molsons, Imperial Oil, Ford Motor Co. of Canada
New York Rangers	WHN-AM	Coca-Cola, Eastern Airlines, Schaefer Beer, Lincoln-Mercury Coca-Cola, Eastern Airlines, Schaefer Beer, Lincoln-Mercury
	WOR-TV	
Oakland Seals	—	No TV or radio yet
Philadelphia Flyers	WCAU-AM WKBS-TV	Abbott's Milk, Schmidt's Beer, Girard Trust Bank, Chrysler
Pittsburgh Penguins	WEPP-FM	Duquesne Brewing, Gulf Oil, Distributors & Dealers, Herzog Automobile Supply, Bittner Supply, Coulter Tire & Supply, Peoples Natural Gas, Columbia Gas, Equitable Gas No TV contract yet
St. Louis Blues	KMOX-AM KPLR-TV	Pepsi-Cola, Kroger, Krey Packing, Kas Potato Chips Laclede Gas, Falstaff, Chrysler-Plymouth
Toronto Maple Leafs	CBC	Molsons, Imperial Oil, Ford Motor Co. of Canada

Shell Oil and broadcast in January and February, and four live tournaments: The *Bob Hope Desert Classic*, *Bing Crosby Tournament* (previously on ABC), *World Series of Golf* and the *Avco Classic*. Ratings run from a 9.7 for the *Bob Hope* to a 6.3 for the *Avco*. Chrysler is a major sponsor in the *Bob Hope*; Oldsmobile, United Airlines and 3M will be sponsors in the *Bing Crosby* and *Firestone* was a major sponsor of the *World Series of Golf*. Avco was the sole sponsor of the tournament bearing its name, but the event may not be televised by NBC in 1970. National Airlines will return for the second year as sole sponsor of its March tournament.

Despite the success of these sports, network exposure does not guarantee lasting fame and fortune for all athletic events. Soccer, for instance, appeared on CBS-TV for two seasons in 1967 and 1968, but was then dropped for lack of audience and advertiser interest.

The *Roller Derby*, on network from 1949-55, is now attempting a comeback on a game-of-the-week basis after years in obscurity.

The networks devote approximately 242 hours to the "minor" sports during the 52 weekends of the year. ABC broadcasts more than the other two networks combined—150 hours—while CBS logs 66 hours and NBC 26 hours, not counting the hours spent on the major TV sports, football and baseball.

And the networks are not the only organizations to place a value on sports.

Hughes Sports Network obviously believes in the soundness of that type of programing. Although HSN has begun what it calls "entertainment" programing as well, even the entertainment is geared toward the outdoor-lover or athlete. Its first "entertainment" series, four one-hour specials by *Life Magazine* and sponsored by Aluminum Co. of America, will lead off with a documentary on survival training Jan. 20 and will include in-depth study of yachting.

Sports programing that Hughes has produced for a different line-up of stations for each event includes PGA golf, college basketball on a regional basis, horse racing, and skiing. Hughes also services many stations in relaying hockey and basketball games back to the home towns.

One sport HSN would like to do is auto racing, according to Tom Calhoun, vice president for production. "It's fashionable to think that auto racing is the next emerging sport," he says. "Audience interest certainly is not lacking, and there's been some sponsor interest. But we have not gone ahead because we don't have the format set yet. We're not going to do it until we have a unique presentation for a superior job, and I believe it can be done. Movies have demonstrated that."

Hughes has the same philosophy

about tennis—as soon as we find out why tennis attracts such a relatively low audience, we'll talk to the tennis people to see what can be done," Mr. Calhoun declares. "Tennis has enough public participation; it will come into its own someday."

Although Hughes has tried telecasts of skiing, the coverage was not satisfactory to the producers and has been suspended until they feel they can improve the quality.

"Golf is the most difficult sport in the world to cover," Mr. Calhoun asserts. "We pioneered in golf coverage and have come a long way, but the audience has not increased appreciably."

HSN guarantees a station line-up to cover 85% of U.S. TV homes when it proposes an event to an advertiser. "It's very rare that we don't make it," Mr. Calhoun comments. "We usually average 90% or over." While the organization has never produced a documentary on speculation, it does compete in bidding with the other networks on sports events and then goes out and sells time to advertisers.

Hughes' advertisers have included "almost any product that is essentially male-oriented," Mr. Calhoun reports, citing categories such as life insurance, oil companies, automobiles, men's clothing and toiletries, business machinery, recreational equipment, airlines, beer and cigarettes.

"The two sports with really selective audiences," he points out, "are horse racing and golf, which attract the beer and high ticket items respectively."

Hughes has been producing horse-racing telecasts since 1959. An East Coast year-round schedule, sponsored by Schaeffer Brewing Co., is shown on 20 to 25 stations. Golf has been on HSN since 1964. Regional networks are set up for the East Coast, Missouri Valley, Pacific Eight and Big 10 college basketball conferences.

If stations are not network affiliates, or do not choose to sign up for the Hughes presentations, there are still countless sources to turn to for local

sports programing. Syndicators abound in just about any sport a station might want.

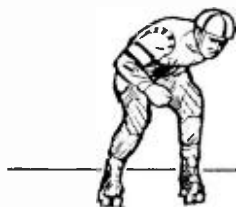
Triangle Program Sales, for instance, averages around 200 TV stations for its annual coverage of 12 different documentaries on the sport. These programs are all sold directly to national advertisers, and these particular advertisers seem to be interested only in sports programing. "We've discussed other types of programing with them," a Triangle spokesman says, "but they just don't seem to want it. And they want the off-beat kind of sports—they realize they can't compete with the major ones."

These advertisers include Sun Oil, Fram Corp., Pennzoil, Bosch, duPont, Pure Oil, Standard Oil, Chevron, Wynn Oil, S. C. Johnson and Nissan Motors.

"Auto racing is now the second largest spectator sport in the country," the Triangle official notes, "and racing officials credit TV for it."

Triangle also finds ready markets for its track, boxing, canoe racing and flying programing, all sold to national advertisers, and a lesser interest in its weekly rodeo hour, which does not have a national sponsor. Triangle also dabbled in computerized baseball on radio for four years, but dropped it when interest "suffered" during the final year. "It went beautifully for three years," the Triangle spokesman reports, "but then I think the novelty wore off."

Woroner Productions, Miami Beach, which has had success with its computerized boxing presentations on radio since 1967, intends to continue with computerized sports in radio and television, and perhaps enter the "live" sports arena for both radio and TV. Woroner's computerized Cassius Clay-Rocky Marciano TV bout Jan. 20 will be shown only in theaters in the U.S., but on home TV elsewhere in the world. Its first computerized heavyweight bout was sold to regional advertisers or to local radio stations, but the second project, the middleweight bout, was sold to the Ford Motor Co. for national distribution. Woroner is planning a com-



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puterized all-time college championship football game for radio syndication as well.

A new entrant into the sports syndication field this year is GRS Films International, Los Angeles, which opened in May. GRS does mainly football and baseball series and highlight programs, but it also has two one-hour golf specials in production which may go on a network.

A drop-out from the syndication field during the past year was MPO Sports, a division of MPO Videotronics, New York. Formed in July 1968 to do *Focus on Sports*, a weekly half-hour series of interviews with personalities in various sports, the company found that

the sports field was "exciting" to work in, but "not remunerative."

Another recently established syndicator, TVS Television Network, New York, seems to be prospering in the field, however, TVS last month announced the purchase of rights to a series of United States Auto Club races, to be telecast by more than 170 stations. The company was formed about five years ago under the name TV Sports Inc. and started with regional operations in college basketball. The basketball programming is now going into its third year of national distribution, and is almost entirely sold out to Shell Oil, R. J. Reynolds, John Hancock Insurance, Continental Insurance, Ameri-

can Motors, Uniroyal, Colgate-Palmolive and Waterman-Bic. TVS will open its basketball season Dec. 30 with a *Holiday Festival Tournament* in prime time, and then will continue with a 12-week schedule including eight different college conferences.

It all this syndicated and network fare is not enough sports for the average fan, he has only to wait until 1972 when ABC and NBC will spend more hours than ever before on the summer and winter Olympics.

(The foregoing special report was researched and written by Hazel Hardy, staff writer, New York.)

Equipment & Engineering

OTM seeks diversity of communications

Don't put all your eggs in one basket was the message sent to the FCC by the Office of Telecommunications Management on the subject of transoceanic cables and satellites.

OTM Acting Director W. E. Plummer in a Nov. 14 letter to FCC Chairman Dean Burch warned that the De-

fense Department and other federal government agencies rely on both submarine cables and satellites to insure maximum availability and reliability.

"In times of crises," Mr. Plummer said, "it is vital that the U. S. have the combination of means of communicating overseas which will provide the greatest over-all reliability of service. Cables and satellites should be considered complementary" rather than competitive, Mr. Plummer said.

The OTM letter was triggered by the FCC's action last September requesting AT&T to defer negotiations with foreign countries on additional submarine cables, as well as the commission's correspondence with the Communications Satellite Corp., AT&T and others regarding their system-growth plans.

Seven microwave bands added to public use

The Office of Telecommunications Management has offered sharing privileges to nongovernment users on seven bands in the microwave region of the spectrum, now assigned for government radiolocation service.

W. E. Plummer, acting director of OTM, informed FCC Chairman Dean Burch of the offer in a letter dated Nov. 17. Mr. Plummer said that the availabilities were being made as part of the continuing effort to assure the most efficient use of the radio frequency spectrum. Mr. Plummer also noted that 10 government radiolocation bands are already being shared with nongovernment users.

The sharing is conditioned on immediate withdrawal of the nongovernment user should there be any interference to the government's operation

in those frequencies.

The new bands being made available for sharing with nongovernment users: 5,250-5,350 mc, 8,500-9,000 mc, 9,500-10,000 mc, 13,400-14,000 mc, 15,700-17,700 mc, 23,000-24,250 mc, and 33,400-36,000 mc.

New marketing group

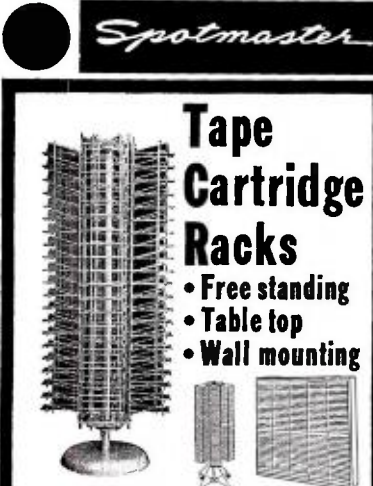
Rank Precision Industries Inc., West Nyack, N.Y., has been organized by the British company, The Rank Organization, to market the company's precision industrial products in the U.S.

According to C. R. McLendon, president of the new American subsidiary, optical, electronic and mechanical products, used in film and television and formerly handled by Albion Optical Co., will be included in the new Rank Precision Industries broadcast division. It is one of four divisions being established in West Nyack.

Technical topics:

Visual's award ■ Michael H. Fuller, a senior at Stanford University, Stanford, Calif., received a Visual Electronics Corp. scholarship award. The award was presented by Vincent Wasilewski, president of the National Association of Broadcasters, during the National Association of Educational Broadcasters convention last month.

Million dollar delivery ■ Ampex Corp., Redwood City, Calif., is delivering an estimated \$1 million worth of color TV broadcast recording equipment to United Teleproductions Inc., a videotape production facility based in Primos, Pa. Among the equipment included in the order are three high-band color video-tape recorders. United Teleproductions is affiliated with H. G. Peter and Co., a motion picture production house also located in Primos.



Spotmaster

Tape Cartridge Racks

- Free standing
- Table top
- Wall mounting

Enjoy real fingertip convenience with these Spotmaster tape cartridge racks. Three styles, holding up to 200 cartridges, meet every need. RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, \$45.00. LS-100 'lazy susan' rack holds 100 cartridges on table top rotating stand, \$79.50. RS-200 revolving rack is on casters for floor storage and mobility, accepts 200 cartridges, \$145.50. RS-25 rack sections, used in rotating racks, hold 25 cartridges, may be wall mounted individually; rugged steel construction, \$12.50.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910

OVERWHELMING LEADERSHIP IN MOVIES

COMPARE:

WSYR-TV's "Monday Night at the Movies" With Prime Time Movies of Competing Stations

March 1969 ARB

93% More Homes Than Station B
88% More Homes Than Station C

		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	123,000	100,900	61,300
Station "B"	Wed. 8:30-11pm	63,600	51,800	36,000
Station "C"	Fri. 9-11pm	65,500	51,200	32,700
WSYR-TV Advantage over Station "B"		93%	95%	70%
Station "C"		88%	97%	87%

March 1969 NSI

95% More Homes Than Station B
72% More Homes Than Station C

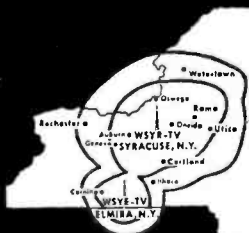
		Homes	Women	Women 18-49
WSYR-TV*	Mon. 9-11pm	119,000	106,000	67,000
Station "B"	Wed. 8:30-11pm	61,000	56,000	41,000
Station "C"	Fri. 9-11pm	69,000	55,000	36,000
WSYR-TV Advantage over Station "B"		95%	89%	63%
Station "C"		72%	93%	86%

*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?

WSYR-TV's fabulous film library; the most outstanding movie packages obtainable—"blockbusters," spectaculars—movie titles that are "audience pullers" par excellence.
The story is in the figures.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 K W

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

Official Films resetting goals

Diversification moves include change of name, possible dropping of film activity

Official Films Inc. has changed its name to Official Industries Inc., and is selling more films to cable-TV systems across the nation.

At a special stockholders meeting

last Wednesday (Nov. 26) in New York, George Shaps, vice president and general manager, said several systems in the Midwest and South already have bought these films and new customers are being sought.

Louis C. Lerner, president and board chairman, also said that Official Industries "is not committed to staying in the film business" and that new diversified acquisitions are being sought. He also said the firm may sell its entire film library.

This was one reason given for the change in name, which was approved

at the meeting. Mr. Lerner also cited the recent formation of Official Creative Productions Inc., as a subsidiary to engage in creating original premiums, incentives, continuity programs and games for national retailers, as a sign of diversification.

"The films helped us develop a big, fat tax loss," Mr. Lerner said. As of June 30, 1969, this loss was \$3.08 million.

Official's \$3-million suit against David L. Wolper Productions is nearing trial in New York district court, the meeting was told. The suit stems from a breach-

The Broadcasting stock index

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

	Stock symbol	Ex-change	Closing Nov. 26	Closing Nov. 20	Closing Nov. 13	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	56½	54½	57½	76½	45½	4,859	\$ 301,258
Atlantic States Ind.		O	7	7½	8	15½	6	1,798	15,733
Capital Cities	CCB	N	33½	33½	35	37½	26	5,804	195,885
CBS	CBS	N	48½	50	51½	59½	41½	25,617	1,232,690
Corinthian	CRB	N	25½	23½	25½	37½	20	3,384	86,292
Cox	COX	N	47½	46½	52½	59	37	2,893	156,222
Gross Telecasting	GGG	A	15½	15½	15½	24½	15	805	13,975
Metromedia	MET	N	19½	21½	23	53½	17½	5,603	127,468
Pacific & Southern		O	20½	20½	22	26½	13½	1,627	31,727
Reeves Telecom	RBT	A	16½	18	19	35½	12½	2,253	43,934
Scripps-Howard		O	25	24½	24½	31½	21	2,589	62,783
Sonderling	SDB	A	38½	38	40½	47½	29½	985	36,800
Starr Broadcasting		O	13½	14½	13½	14½	6½	338	4,394
Taft	TFB	N	30	30½	31½	43½	27½	3,437	113,833
Total								61,992	\$ 2,422,994
Broadcasting with other major interests									
Avco	AV	N	24½	24½	26½	49½	23½	12,872	360,416
Bartell Media	BMC	A	12½	13½	13½	22½	8½	2,292	30,942
Boston Herald-Traveler		O	30	30	30	71	27	574	16,072
Chris-Craft	CCN	N	12½	12½	13½	24½	11½	3,201	47,503
Combined Comm.		O	13½	14½	14	14½	8½	1,509	22,500
Cowles Communication	CWL	N	11½	11½	12½	17½	9½	3,969	56,995
Fuqua	FQA	N	31½	31½	32½	47	30½	5,073	178,164
Gannett	GCI	N	27½	28½	29½	29½	24½	7,116	199,248
General Tire	GY	N	19½	19½	19½	34½	17½	17,914	362,759
Gray Communications		O	8½	9½	9½	12½	8½	475	4,750
Lamb Communications		O	5½	5½	5½	10	3½	2,650	9,938
Lee Enterprises		O	22½	22½	22½	22½	15½	1,957	43,289
Liberty Corp.	LC	N	19½	19½	20	24½	14	6,743	140,524
LIN		O	10½	11½	12½	32½	7½	2,174	30,436
Meredith Corp.	MDP	N	43	42½	45	59½	32½	2,781	122,364
The Outlet Co.	OTU	N	18½	19	20½	30½	16½	1,336	26,186
Plough Inc.	PLO	N	74½	74½	75	78½	57½	7,892	597,819
Post Corp.		O	21	24	23	40	14½	594	12,474
Rollins	ROL	N	38½	40½	42½	42½	30½	7,983	315,329
Rust Craft	RUS	A	33½	33½	31½	38½	24½	1,168	33,872
Storer	SBK	N	31½	33½	38	62	24½	4,220	143,480
Time Inc.	TL	N	50	48	51½	100½	36½	7,238	384,483
Trans-National Commun.		O	2½	4	4½	11½	2½	1,000	5,000
Wometco	WOM	N	19½	19½	19½	23½	16½	5,683	105,704
Total								108,705	\$ 3,250,247
CATV									
Ameco	ACO	A	11½	11½	12½	14½	7½	1,200	14,400
American TV & Comm.		O	17½	18½	19½	19½	9½	1,775	31,506
Cablecom-General	CCG	A	17½	15½	18	19½	8½	1,605	23,674
Cable Information Systems		O	2½	2½	2½	5	2½	955	2,388
Columbia Cable		O	13	17½	13½	17½	9½	900	11,475
Cox Cable Communications		O	17	13	18	22	12½	3,550	62,125
Cypress Communications		O	12½	17½	14	23	10½	854	11,102
Entron		O	4½	4½	4½	10½	2½	607	2,792
General Instrument Corp.	GRI	N	34½	34½	37	43½	26	6,028	223,036
H & B American	HBA	A	23½	20½	23½	24½	11½	5,016	105,336
Sterling Communications		O	5½	6½	7½	10½	5½	500	4,375
Teleprompter	TP	A	95	86½	94½	95	46	1,007	8,266
Television Communications		O	15	16	17½	20½	10	2,654	41,137
Vikoa	VIK	A	31½	30½	33½	35½	20	1,795	53,563
Total								28,446	\$ 595,175

of-contract charge concerned in the production of the *Biography* series by Wolper for the then Official Films Inc.

Firm to administer MGM records operation

Metro-Goldwyn-Mayer Inc. has entered into an arrangement with Transcontinental Investing Corp., New York, under which Transcontinental, a major record distributor, will administer the manufacturing and distribution activities of MGM Records.

MGM Records is one of the company's units that contributed to MGM's overall loss of \$35.4 million for the 1969 fiscal year (BROADCASTING, Nov. 24). As part of the agreement, Mike Curb, vice president of Transcontinen-

tal's entertainment division, has joined MGM as a vice president and president of MGM Records.

MGM Records will continue to produce master tapes, and Transcontinental will manufacture and distribute records for an undisclosed percentage of the gross sales.

Pay TV fading in STV's future

Subscription Television Inc., Pasadena, Calif., which in 1964 ran the most ambitious nonexperimental pay-TV operation ever attempted, doesn't plan to continue as a pay-television operator. This was revealed last week to shareholders at the company's annual meeting, held in Wilmington, Del. It also

was indicated that the firm's name may be changed in the future. STV, which now manufactures electronic, communications and agricultural equipment, had its pay-TV operations suspended by a voter initiative proposition in California, and though the courts later nullified the legislation, the company never resumed broadcasting subscription-television programs.

Shareholders were told, however, that STV still has an important pending interest in the pay-television field. The company is actively developing two-way, wideband communication equipment applicable to existing community-antenna television systems. STV is hoping to introduce a system that would allow CATV operators to add a two-way capability to their current services.

Kenneth F. Julin, the new president

	Stock symbol	Ex- change	Closing Nov. 26	Closing Nov. 20	Closing Nov. 13	1968-1969 High	1968-1969 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	29½	28½	31½	42	25	5,863	194,183
Disney	DIS	N	124½	116½	115½	124½	69½	4,381	492,863
Filmways	FWY	A	20½	21½	23½	38½	19½	1,492	40,045
Four Star International		O	4½	9½	4	10	3½	666	2,831
Gulf and Western	GW	N	20½	20½	22½	50½	19	16,426	402,437
Kinney National	KNS	N	29½	30½	31½	39½	19	5,940	183,190
MCA	MCA	N	22½	22	23	44½	20½	8,297	197,054
MGM	MGM	N	30½	31	33	44½	25	5,801	203,731
Music Makers Group		O	12½	12½*	13	15½	9½	589	7,510
National General	NGC	N	20½	20½	21	46½	18½	4,539	103,262
Transamerica	TA	N	26½	12½	27½	38½	23	61,869	1,624,061
Trans-Lux	TLX	A	22½	21½	23½	58½	17½	1,020	30,967
20th Century-Fox	TF	N	18½	18½	20½	41½	16½	8,155	17,533
Walter Reade Organization		O	9½	11	11½	15½	8	2,342	24,006
Wrather Corp.		O	8½	24½	10½	23	7½	2,161	21,070
Total								129,541	\$ 3,544,743
Service									
John Blair	BJ	N	22½	24½	24½	28½	17½	2,667	64,008
Comsat	CQ	N	55½	54½	55½	58½	41½	10,000	568,400
Creative Management		O	12½	14	11½	20½	8½	1,020	10,710
Doyle Dane Bernbach		O	22½	25½	25½	33	20½	2,104	54,178
Foote, Cone & Beiding	FCB	N	11½	12½	12½	15½	11	2,149	28,711
Grey Advertising		O	13½	13½	15½	18½	13	1,163	18,311
Movielab	MOV	A	7½	7½	7½	14½	6	1,407	12,636
MPO Videotronics	MPO	A	8½	9½	10½	22½	7½	548	6,278
Nielsen		O	37	38½	38	38½	28½	5,240	182,090
Ogilvy & Mather		O	22	22½	24½	35	16½	1,090	27,795
PKL Co.	PKL	A	11½	11½	12½	30½	10½	725	10,237
J. Walter Thompson		O	32½	32½	33½	41	24½	2,778	93,758
Wells, Rich, Greene		O	13	13½	13½	18½	8½	1,601	16,202
Total								32,492	\$ 1,093,314
Manufacturing									
Admiral	ADL	N	15½	16½	17½	22½	14½	5,124	93,513
Ampex	APX	N	45½	43½	47½	49½	32½	10,815	517,390
General Electric	GE	N	81	82½	84½	98½	80½	91,025	7,678,869
Magnavox	MAG	N	39½	37½	40½	56½	37½	16,561	697,549
3M	MMM	N	113	114½	118	118½	94	54,521	6,038,201
Motorola	MOT	N	132½	136	144½	166	102½	6,148	965,236
RCA	RCA	N	38½	38½	40½	48½	35½	62,773	2,605,080
Reeves Industries	RSC	A	4½	4½	5½	10½	4½	3,443	18,076
Visual Electronics	VIS	A	9½	10	11	37	9½	1,357	16,773
Westinghouse	WX	N	59	61½	62½	71½	53½	38,750	2,373,438
Zenith Radio	ZE	N	37½	37½	39	58	35½	18,965	788,944
Total								309,482	\$21,793,069
Grand total								670,658	\$32,699,542
Standard & Poor Industrial Average			93.27	94.91	97.89				

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

Shares outstanding and capitalization as of Oct. 30.
*Replaces previous incorrect bid price as reported to Broadcasting.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

of the company, reported that an operating loss for the six months ending Dec. 30 is expected. But he also said that for the fiscal year ending June 30, 1970, the company should have higher earnings.

Consolidated sales for the fiscal year ended June 30, 1969, were \$35.5 million compared to \$36.5 million for the prior year. Net earnings after taxes and before extraordinary items declined to \$358,000 from \$1,450,000. Shareholders voted to create 100,000 shares of preferred stock that Mr. Julin said could be used for acquisitions. It also was revealed that STV has written off an inventory of "now obsolete undepreciated" subscription-television assets and equipment amounting to \$3.1 million.

Company reports:

Ampex Corp., Redwood City, Calif., manufacturer of broadcast equipment, reported a record 12% increase in sales

and a record 24% gain in net income for the six months ended Nov. 1:

	1969	1968
Earned per share	\$0.69	\$0.62
Sales	149,269,000	132,876,000
Net income	7,426,000	5,986,000
Average shares outstanding	10,825,293	9,658,227

Doremus & Co., New York-based advertising agency, reported a 25% increase in gross billings while net income remained about the same for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.73	\$0.73
Gross billings	30,216,000	24,052,000
Pretax income	686,000	684,000
Net income	298,000	300,000

Computer image progress

Computer Image Corp., Denver, in computer animation for television, motion pictures, educational and industrial films, and video tapes, has gained a place in the national over-the-counter listings. Established some 18 months ago, the firm made its initial public

offering of 200,000 over-the-counter common shares May 27. On Oct. 7 Computer Image's board of directors increased the authorized capital stock of the corporation to 3 million shares.

Corinthian profits rise in '69 1st half

Corinthian Broadcasting Corp., New York, group broadcast owner, has reported record sales and earnings for the six months ended Oct. 31.

Earnings were up 18% over the same period in 1968 as television revenues rose 5% for the six months. Corinthian also owns Standard Reference Library Inc., publisher and distributor of home library reference works.

For the six months:

	1969	1968
Income per share	\$0.72	\$0.61
Revenues	16,065,675	11,437,741
Net income	2,428,143	2,049,029
Average shares outstanding	3,380,507	3,384,259

International

Agency buys interest in Venezuelan firm

Ogilvy & Mather International has acquired a substantial minority ownership in Corpa, largest advertising agency in Venezuela. Corpa is associated in Mexico with Panamericana de Publicidad and in Colombia with Patino Ponce de Leon.

David Ogilvy, chairman of Ogilvy & Mather, explaining the move asked: "How can an agency call itself international without being represented in dynamic markets of Latin America?"



David Ogilvy (l), chairman of Ogilvy & Mather International, and Dr. Alfredo Machado Gomez (r), board chairman, Corpa, sign pact. J. A. Regis Etievan, Corpa president, looks on.

O&M is now represented by 19 offices in 11 countries. Price and terms of the transaction were not disclosed.

Ogilvy & Mather had 1968 billings over \$205 million. Corpa whose clients include Pepsi Cola, Shell, and Hertz, showed total billings for 1968 of \$14 million. Dr. Alfredo Machado Gomez is chairman of the board of Corpa.

USIA official takes critical look at TV

The USIA films distributed throughout the world are "but a pebble in an avalanche of material," according to Bruce Herschensohn, director of motion picture and television services for the U. S. Information Agency.

But, Mr. Herschensohn told a Nov. 20 meeting of the New York chapter of the National Academy of Television Arts and Sciences that one basic fact keeps USIA in film: "The U. S. is still misunderstood around the world."

He used TV to explain why the USIA spends \$10 million a year on films that go to more than 100 nations and are translated into 75 languages. "Although TV has changed the misconceptions of Africa and Asia in the U. S., people around the world think we are still misinformed about them and them about us," Mr. Herschensohn said.

"We are not being a fair shake. They see only the worst side of us from TV. And, there's good reason: Love, peace and faith are invisible," Mr. Herschensohn admitted. "The freedom of choice

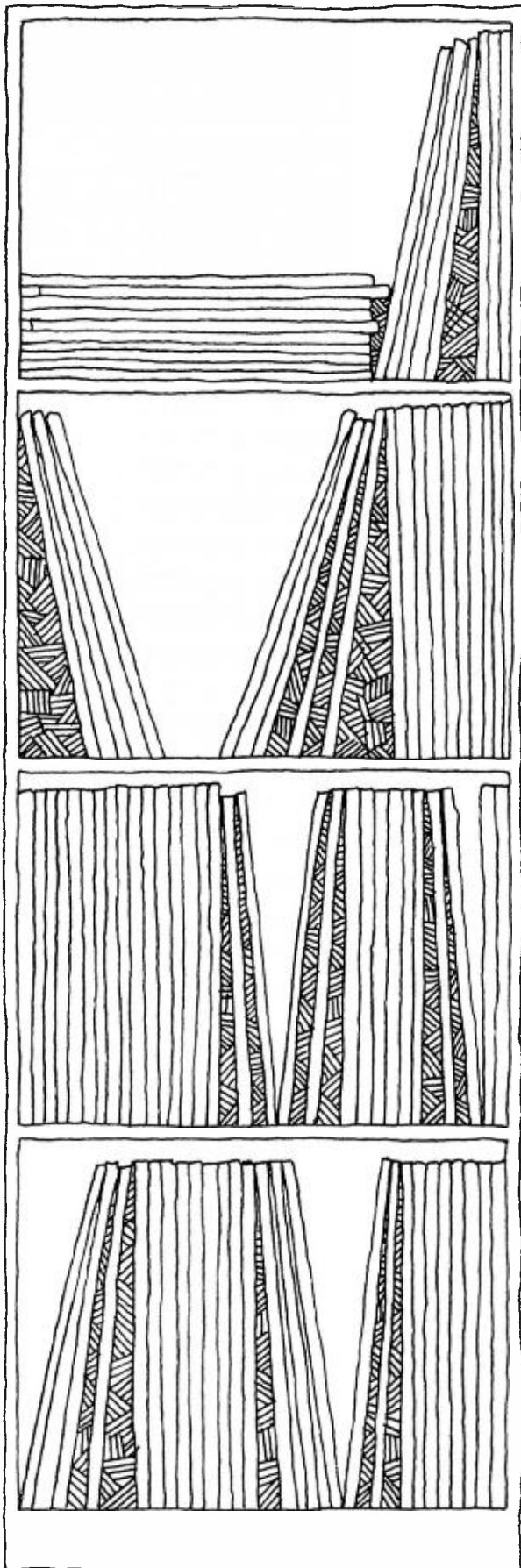
we enjoy is uninteresting, dull, boring. It's all visually pretty dull stuff."

He called Apollo 11 and 12 moon missions a "godsend, because it allowed us to show our positive side. Television is still in a growing stage. It can cripple or divide or be used for the most real peace the world has ever known. This is a changed world and it continues to change. Television is on the lips and minds of everyone in the world. It holds the world spellbound by its powers," Mr. Herschensohn asserted.

Abroad in brief:

Made in Japan ■ Secretariat of the Japan Prize International Educational Programme contest has awarded a jury's prize of \$500 to WGN-TV Chicago and Northwestern University for their weekly *Your Right To Say It* series, now syndicated in the U.S. on a dozen TV stations.

Three for NCK ■ Agencies in the Norman, Craig & Kummel Canadian group received three new accounts last week: Haggie Advertising Co., Toronto, will handle consumer products advertising for Borden Chemical Co. (Canada) Ltd., including Elmer's adhesives, Lustro-Ware, Krylon Aerosol products and Cling decorative products. Haggie has also been named the agency for Independent Motor Inns of Canada. NCK/Canada Ltd. was appointed by Royal Bank of Canada Trust Co.'s in Great Britain, Jamaica, Trinidad, Barbados, Guyana and Cayman Islands.



Let's Keep The Record Straight

Spotmaster . . . originally conceived by Broadcast Electronics, Inc. to bring a new revolution to announcements and commercial messages . . . takes pride in recognizing the ingenuity of the American Broadcaster who has added a new dimension to tape cartridge versatility. More radio stations today are transferring music to tape cartridges than ever before. And the reasons they are doing so in "record" numbers are fairly obvious: A cartridge is always cued . . . always ready to snap in and play. Cartridges stay clean, are easy to store and handle. No dust-catching surfaces . . . no paper jackets required. Perfect fidelity for endless plays. Any arguments that records get scratched, wear out in a hurry, face the danger of being broken? Better management control of music policy, as stations play what they've programmed, not just a stack of records.

WHAT DOES ALL THIS MEAN TO THE MUSIC INDUSTRY?

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Stanton flays news intimidation

CBS president sees most serious threat to journalism in Agnew's remarks since Alien and Sedition Acts

Dr. Frank Stanton, president of CBS Inc., charged last week that the attacks on television news by Vice President Agnew and other government officials raised threats unsurpassed in American journalism since the Alien and Sedition Acts were passed in 1798.

In a speech that later drew unusual endorsement by the presidents of CBS's two chief rivals, Dr. Stanton denounced the Vice President's attack as an "ominous" attempt to intimidate government-licensed media and as "replete with misinformation, inaccuracies and contradictions."

He saw "a pattern" in the Vice President's speech, in FCC Chairman Dean Burch's "unprecedented calls" to network presidents for transcripts of their newsmen's on-air analyses of President Nixon's Nov. 3 speech; in calls from the office of Herbert G. Klein, the administration's director of communications, asking stations what they planned to say in editorials about the President's speech; in calls to stations by a member of the Subversive Activities Control Board, and in remarks by presidential aides indicating that Mr. Agnew was reflecting administration views (BROADCASTING, Nov. 24).

Dr. Stanton continued: "In my judgment, the whole tone, the whole content and the whole pattern of this government intrusion into the substance and methods of the broadcast press, and indeed of all journalism, have the gravest implications.

"Because a federally licensed medium is involved, no more serious episode has occurred in government-press relationships since the dark days in the fumbling infancy of this republic when the ill-fated Alien and Sedition Acts forbade criticism of the government and its policies on pain of exile or imprisonment.

"In the context of this intimidation, the self-serving disavowal, interpolations of no censorship, no matter how often repeated, are meaningless. Reprisals no less damaging to the media and no less dangerous to our fundamental freedoms than censorship are readily available to the government—economic, legal and psychological.

"Nor is their actual employment

necessary to achieve their ends; to have them dangling like swords over the media can do harm even more irreparable than overt action. If these threats implicit in the developments of the past week are not openly recognized, unequivocally denounced and firmly resisted, freedom of communications in this country will suffer a setback that will not be limited to checking the freedom of television or to barring critical comment on government policy.

"It will precipitate an erosion that will inevitably destroy the most powerful safeguard of a free society—free, unhampered and unharassed news media.

"This does not have to be the resolute intention of any person or group, or party or government. We can wander unintentionally—all of us—into a lethal trap if we let our dissatisfaction with handling of specific issues, which are variable, and of events, which are transitory, compromise our adherence to basic principles, which are constant.

"No permanent freedom was ever wisely exchanged for temporary popularity, for the popularity can be gone with changing political or social cycles and the freedom can be regained, if

ever, only at fearful cost . . . you cannot side with restrictions or with bullying or with recriminations when they support your views and then oppose them when they differ, for they will rise up and haunt you long after your cause is lost or won."

Dr. Stanton noted that the Vice President had repeatedly denied advocating censorship. Of course not, the CBS president continued, because censorship "would never survive judicial scrutiny.

"But it does not take overt censorship to cripple the free flow of ideas. Was the Vice President's reference to television's being 'sanctioned and licensed by government' accidental and devoid of any point or meaning? Was his suggestion that 'it is time that the networks were made more responsive to the views of the nation' merely sloppy semantics and devoid of any notion of coercion?"

Dr. Stanton said that "as we do not propose to leave unreported the voice of the Vice President, we cannot in good conscience leave unreported any other significant voice or happening—whether or not it supports the government policy, whether or not it conforms to our own views, whether or not it disturbs the persuasions of any political party or bloc.

"But no healthy society and no governing authorities worth their salt have to fear the reporting of dissenting or even hostile voices. What a healthy society and a self-respecting government do have to fear—at the price of their vitality if not of their life—is the suppression of such reporting."

Dr. Stanton's speech not only was supported afterward by NBC President Julian Goodman and ABC President Leonard Goldenson, but had been "unanimously" endorsed by the CBS-TV affiliates board in a special meeting in Chicago on Monday (Nov. 24), the day before Dr. Stanton delivered his speech at a luncheon meeting of the International Television and Radio Society in New York.

In a news conference following the speech, Dr. Stanton indicated that, outside the affiliates board, some stations did not agree with CBS's position. He



Dr. Stanton before the IRTS

said that "for the most part" he was pleased with the way broadcasters had reacted to Vice President Agnew, but that he felt the reaction might have been stronger "in some isolated instances . . . at the local level."

He said he wasn't aware of any broadcaster "who criticized us for having perceptive analysis" after Mr. Nixon's speech, but "I do know of at least one station which has said on the air, and obviously has said it privately, that in the future it will not carry [network] analyses, but instead will either revert to its own programming of an entertainment nature or will put on its own analysis of the remarks of the speaker, whether it be the President or someone else high in office."

In response to further questions, Dr. Stanton said that if such a broadcaster "has the manpower to treat with the subject, I see nothing wrong with it at all. If he pulls back to go to entertainment programming while the rest of the country is getting analysis, I think if I were a citizen in that particular community, I would have some second thoughts about his management."

He said the station he referred to was "one of our affiliates," but that he didn't remember the call letters. One CBS-TV affiliate known to have said editorially that it will no longer carry "superficial searching for profundity" was WJIM-TV Lansing, Mich., but its Nov. 14 editorial using that phrase did not indicate what would be used to replace the network analysis.

Dr. Stanton repeatedly insisted that broadcast journalism must not let itself be intimidated and said he did not think there would be significant changes at CBS or in other media to "conform or knuckle under." But did he think "some stations around the country" have already been intimidated by Mr. Agnew?

"I think that on the basis of some of the things that I've seen and heard [copies of editorials and letters] that he is beginning to get the effect that he wanted to achieve," Dr. Stanton replied. "Whether you call it intimidated or whether you call it something else, there are signs, in my opinion, that some of the stations are willing to bend their policies to accommodate the charges made by the Vice President."

Such stations, he indicated, are "not seeing the broader issue having to do with the freedom that we fought so hard to get and have to fight hard to protect," but instead are reacting to "the individual complaints."

The long-term implication of such attitudes, he said, "depends on whether it spreads. If it became the uniform pattern for tomorrow, then I think we would all have lost. If there are isolated cases, then I think that this is all in the day's work. I would hope that before too long that some of us in the

Interview on massacre draws heavy criticism

Last Monday night (Nov. 24) Mike Wallace, CBS newsmen, interviewed a young Vietnam war veteran who said he had participated, while under orders, in the massacre of 370 Vietnamese civilians. The following evening, on a CBS 60 Minutes broadcast that dealt with Vice President Agnew's attacks on the media and with the accompanying uproar (see page 58), Mr. Wallace reported that most of those who had been moved to respond by telegram or telephone felt the interview should never have been aired.

The quiet conversation with 22-year-old Paul Meadlo brought forth the statement that he and others in his platoon had murdered the civilians under orders from Lt. William L. Calley Jr., who the army says will be tried for murder. Mr. Meadlo said the incident has been on his conscience and will be for the rest of his life. He said he believes that God has punished him; the day after the massacre, he stepped on a land mine.

Yet, despite the nationwide shock surrounding the alleged massacre and the growing demand for a full story, Mr. Wallace said most reaction was hostile. He quoted one writer who charged him with, among other things, a lack of concern for "the American people's sensitivities." The interview also brought a blast from Senator Peter Dominick (R-Colo.), who denounced CBS and said he had "never been so upset over any newscast I have ever seen." He expressed disbelief that an "ordinarily responsible network" could broadcast the film, which he said violated the rights of Mr. Meadlo and Lt. Calley.

Most legal and broadcast sources quoted so far have denied that the film compromised anyone's rights, since the trial is under the special jurisdiction of the military and since Mr. Meadlo, as a discharged veteran, can no longer be given a military trial.

CBS said later in the week that it had paid "an undisclosed amount of money" to a group of freelance writers called Dispatch News Service for arranging the interview with Mr. Meadlo.

industry will be able to persuade people who have taken a contrary position that they should come back into the fold."

In response to other questions, Dr. Stanton said that in his view public officials like a President or Vice President cannot criticize a federally licensed medium without presenting a threat; that the "pattern" that had developed made him feel the situation was even more serious than he had first thought, although he refused to say there was a

"conspiracy" in Washington against TV. "I would let the record stand on what has surfaced so far," he said on the last point. "I don't want to go beyond that."

At another point, noting that this was the first time a high government official had complained about "instant analysis," he said: "But let's not kid each other. We've all been subject to private conversations with politicians and leaders of all levels of government because we've always been subject to that kind of pressure. That isn't what I'm complaining about. We're big boys and we can handle that kind of pressure. What I'm concerned about is when it becomes a public, official statement. That's a different thing. And that's why I'm so concerned about what's happened here."

Dr. Stanton said he didn't object to engaging in what Mr. Agnew called "rough and tumble" debate—"if my adversary doesn't control my license [and is not] both the judge and the prosecutor." But, he was asked, isn't it the FCC that is judge and prosecutor?

"Well," Dr. Stanton replied, "I'm not naive enough, and I hope you're not either, to believe that there's no relationship between the chairmanship—chairman of the FCC—and the administration in power."

In both the news conference and his speech, Dr. Stanton defended broadcast journalism's coverage as fair and honest, but said it can—and constantly strives to—do better.

As to suggestions that media should try to have a balance between conservative and liberal newsmen, he said that "if you're talking about commentary, I would, of course, agree. If you're talking about reporting or straight news, if I can use the expression, I do not agree." As reporters, he said, TV newsmen are neither liberal nor conservatives.

In his speech, he said Mr. Agnew was guilty of a "monstrous contradiction" when he said first that "no medium has a more profound influence over public opinion" than TV and then that TV news executives "do not—I repeat, not—represent the views of America."

He denied that TV news could be "a monopoly" when it is broadcast by four networks with "fiercely competitive" managements and personnel, a dozen station groups and hundreds of stations, not to mention 7,000 radio stations.

He found a "chilling innovation" in the Vice President's implication that NBC, because it reached a larger audience, should have less First Amendment protection than the *New York Times*. "By this standard," he said, "the *Times* is less entitled to the protection of the Bill of Rights than the *Des Moines*

Register, with a third of its circulation, and twice as entitled to it as the *New York Daily News*, which has double the *Times* circulation."

As for the Vice President's question about how many "marches and demonstrations" there would be without television to cover them, Dr. Stanton said: "An elementary textbook in American history might prove instructive. There was no television to record

the demonstrations against slavery . . . against the Mexican war . . . against the Civil war draft . . . for women suffrage . . . for prohibition . . . for the League of Nations . . . against child labor . . . for economic justice. That there would be no disturbing news except for television is a canard as dangerous as it is egregious."

ABC's President Goldenson issued a statement calling Dr. Stanton's speech

"a fine statement of principle" and said "we share [his] concern and we support his position."

NBC's President Goodman said the speech "is an excellent statement of the issues raised by Vice President Agnew. Dr. Stanton's speech, Mr. Goodman continued, articulates clearly and forcefully the views NBC shares with everyone who is concerned with freedom of the press."

Newsmen answer Agnew on CBS and NET

Cronkite, Brinkley, Smith, Severeid are on CBS;
RTNDA offers to discuss the issues with Agnew

The controversy begun by a speech of Vice President Spiro T. Agnew in Des Moines, Iowa, Nov. 13 in which he charged network news with bias and made remarks widely interpreted by some newsmen as attempts to intimidate licensees continued to boil with fervor last week.

In addition to follow-up stories in weekly news magazines, broadcasters at the local and network level kept the debate going. National Educational Television Monday (Nov. 24) presented a panel discussion of the issues. CBS News devoted its *60 Minutes* program Tuesday night to the topic and Dr. Frank Stanton, president of CBS Inc. severely scored what he saw as government attempts to control broadcast news in a speech to a luncheon of the International Radio and Television Society in New York, Tuesday Nov. 25 (see page 56).

Eric Severeid, CBS commentator on *60 Minutes*, remarked: "Mr. Agnew would like those privileged to speak and write on these matters to reflect the majority mood of the country. Not only do majority moods change, but the public mood of the moment is not necessarily in the long range public interest."

An invitation to the Vice President to meet and discuss broadcast news coverage with the board of directors of the Radio-Television News Directors Association was issued by that board last week. There was no immediate comment from the Vice President.

The invitation was issued in a telegram from J. W. Roberts, Washington Bureau chief for Time-Life Broadcast Inc. and president of RTNDA. Mr. Roberts' telegram was sent to the Vice President on the instruction of the board given at a special meeting Nov. 25 in Chicago. It said in part:

"RTNDA is concerned that your remarks may be part of a concerted effort by the political party in power to exercise control over the news media . . . it is particularly disturbing to note

that your charges of biased coverage appear to be shared by other government officials who may be in a position to exercise authority over broadcast licensees.

"RTNDA is convinced, and would hope that you would be in agreement, that in the main the coverage of news events by the broadcast media has been excellent. Therefore, to make a blanket indictment of network news coverage as being biased and unfair seems in itself biased and unfair.

"RTNDA and all responsible broadcast journalists strive for a fair and impartial presentation of the news. This, I trust, is your hope and the hope of the administration you represent. None of us can afford less."

The Vice President was asked to meet with the board at his earliest convenience.

Meanwhile, the man who started the controversy apparently has no intention of adding fuel to it. Vice President Agnew was reported by his news secretary last week as feeling his speeches have stimulated a healthy self-examination and debate within the news media.

"This is all he can hope for," Herbert Thompson said, in what might be regarded as another rejoinder to those who see the Vice President's speeches as aimed at coercion or intimidation of the media.

Mr. Thompson said the Vice President has "no desire to be part" of the continuing debate. "It's not in the man's nature to continue on something when the purpose he has in mind is being fulfilled," he added.

Mr. Thompson said the Vice President had planned to watch CBS's *60 Minutes* program last week and had seen press accounts of Dr. Stanton's speech to IRTS. But he said Mr. Agnew would have no comment on either.

The Vice President will make at least two speeches this month, in Baltimore on Dec. 10 and in Hot Springs, Ark., on Dec. 12. Mr. Thompson said the

Vice President does not plan to discuss the media in either address.

Herbert G. Klein, the administration's director of communications, agreed last week that Vice President Agnew's criticism of "instant analysis" of President Nixon's Nov. 3 speech is open to question.

On a special segment of CBS-TV *60 Minutes* Nov. 25, 10-11 p.m. (EST). Correspondent Mike Wallace noted that President Nixon's Nov. 3 Vietnam speech, which Mr. Agnew had referred to, "was in the hands of the analysts here at CBS and at other networks two hours ahead of time and they all went over to be briefed on his speech by Henry Kissinger [Mr. Nixon's foreign-policy adviser]."

"So," concluded Mr. Wallace, "that was hardly any more instant analysis than the kind of analysis that is done by overnight newspapers."

"I'd have to agree with that," said Mr. Klein.

From then on, agreement between Mr. Klein and other panelists became less prominent.

On the "magazine" portion of "*60 Minutes*," Mr. Klein was joined by Bill Moyers, publisher of *Newsday* and former news secretary to President Johnson; Mr. Wallace; and CBS correspondent Harry Reasoner.

The "magazine" segment followed a taped question-and-answer session between CBS's Walter Cronkite and members of the chamber of commerce in his home town of St. Joseph, Mo., and individual comments from NBC's David Brinkley, ABC's Howard K. Smith, and CBS's Mr. Severeid.

Mr. Cronkite lost little time in replying to Mr. Agnew's criticisms. When asked if he sensed "any hints of government control of network news coverage in the first Agnew speech," he replied:

"Yes, indeed. Certainly did. The mere fact that the Vice President of the United States made these statements and recalled rather pointedly

Walbridge says NAB is not intimidated

NAB chairman comments on Agnew criticisms of news on 'Face the Nation'

Willard Walbridge, chairman of the board of the National Association of Broadcasters, appearing on CBS's *Face the Nation* Sunday Nov. 23, denied NAB was intimidated by Vice President Agnew's speech in Des Moines, Iowa, Nov. 13 charging network news with bias (BROADCASTING, Nov. 17).

Mr. Walbridge was scheduled weeks ago for the program to present broadcasting's point of view in answer to statements by FCC Commissioner Nicholas Johnson on the same program Sept. 14 (BROADCASTING, Nov. 17). The discussion never got to Mr. Johnson's remarks.

On the question of intimidation, posed by Hal Walker, CBS correspondent, Mr. Walbridge said: "I think it is historic that the press, television and radio are critical of government and I think it is equally historic that the government returns in kind, and we have had many instances of that through the years."

Mr. Walbridge stressed the point that the networks are just single voices and that the affiliates add their own news programs to produce the total television news effect . . . that involved in the television news effort are "literally hundreds of correspondents," providing the material for the news performers on the network air.

In answer to a question by George Herman, CBS correspondent, on why individual broadcasters appeared to have been silent on the Vice President's charge that network news is biased, Mr. Walbridge said there really was no consensus but that as a group broadcasters regretted the fact the Vice President had made the speech.

"Although broadcasting news on a network level was criticized, the stations . . . affiliates . . . carry the network news and have the final say on what goes into their markets. So . . . the Vice President . . . was in a sense taking on all of broadcasting," Mr.

Walbridge said.

The third member of the panel of correspondents, Miss Harriet Van Horne, is a columnist for the *New York Post* and Los Angeles Times Syndicate. Miss Van Horne said that many stations do not carry network news and asked if the NAB shouldn't try to get local stations more concerned with public affairs programming.

Mr. Walbridge asserted most network stations do clear for network news. He emphasized that most of them "line up three to four times as much [public affairs programming] in terms of hours as the network offers." He emphasized the total news image of a station and said that broadcasters, while often possibly not agreeing with network newsmen, "never, never questioned their integrity."

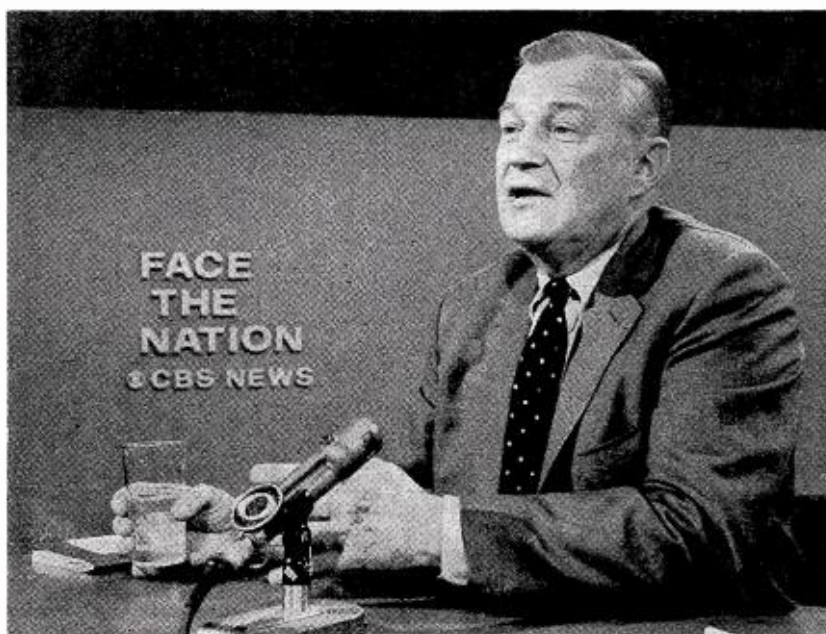
Regarding the charge of power concentration in the hands of a small elite on the East Coast, Mr. Walbridge responded:

"In the whole regional aspect of opinion, the Northeast, as the Vice President said, does not necessarily dominate the whole flow of information around the nation . . . the public has come to trust us more and get its full news from our full service more than any other kind of news media."

Commenting on other panel ques-

tions, Mr. Walbridge said the trend was toward more, not less, acceptance of network documentaries of a controversial nature. He again stressed the increasing local effort on documentaries. To a question on what NAB can do to improve programming Mr. Walbridge explained that opinions differ on the quality of programs and said that surveys and studies indicate that the public likes the programming the way it is.

He said that the moves toward cable television are usually by entrepreneurs trying to find a place in the television picture and doubted the public was responsible. He repeated NAB's stand favoring government funds for educational television and observed that although a \$20 million appropriation was not enough it was "seed money." He said he objected to the separatism that goes with "black programming" and defended the Pastore bill as "allowing the broadcaster to have some kind of a continuing chance at serving its public." A three-year license period is really not sufficient to build a station, train people, buy buildings and equipment and get a viable kind of service out to the public. The thing that the Pastore bill does is require first that the FCC make a finding that he [the broadcaster] has not done this." He denied that the bill is a protectionist measure.



that the radio and television stations of this country are federally licensed, seemed to me hint enough. It went further than that, but that's all that's needed. A clear case of intimidation."

Mr. Cronkite also told his audience he's concerned that television news people "did not react enough" to Mr.

Agnew's charges. "It's not reaction to a charge . . . it's the reaction to an implied threat," he said. "We're not defending a precious right of our own freedom of speech and freedom of press, what we're defending is the people's right to know. . . ."

In talking of possible federal harass-

ment, Mr. Cronkite also recalled the "20-day letter" used by the FCC. "They send out a letter and say 'here's the charge made against you,' and no matter how frivolous, no matter how much they may have instigated that charge, you have 20 days to answer. . . ."

In his brief taped appearance, NBC's

Mr. Brinkley noted that "the word objectivity is acquiring a new meaning: to report the news the way I want to hear it is objective. To report it any other way is biased. . . ."

Said ABC's Mr. Smith: "Mr. Agnew, having overstated his case . . . the network executives, some of them, having dutifully overreacted . . . let us admit what we knew before Mr. Agnew said it: there is a problem."

Mr. Smith agreed that TV newsmen must "exercise self-discipline and try harder to be fair, and welcome criticism. But I think we can insist that it stop well short of intimidation."

CBS's Mr. Severeid, stressing that television can't be blamed for the Vietnam situation, or the race or youth problems, commented: "The worst, truly race riots of this century occurred before there was television or radio." "And," he added, "anyone who wants to see television or read newspapers that emphasize the agreeable news has only to visit Moscow or Castro's Cuba."

Vice President Agnew was himself "elected by a minority of the people," Mr. Severeid added. "But he is not expected to alter his views for that reason."

He said "many men risked and some gave their lives" in developing the techniques and social and ethical principles of broadcast journalism, and "we are not about to desecrate their memory by bowing to political pressures now. Nor are we going to use this instrument to call up public and political passions in this dangerous time or resort to invective and epithet which President Nixon warned against in his inaugural and which his Vice President has now done."

In the exchange among Messrs. Moyers, Klein, Wallace and Reasoner, these other points were brought out:

Mr. Klein: "There have been questions of intimidation, and I don't think it's possible to intimidate the networks, and I don't think anyone should try to."

Mr. Moyers: "The press should be neither a cheerleader nor a collaborator.

I have not yet decided what it is President Nixon wants the press to do." And, referring to Mr. Agnew's "failing to criticize the concentration of power in media barons . . . who support the administration," Mr. Moyers wondered why he didn't "talk about the *Washington Star* . . . *Chicago Tribune* . . . *New York Daily News* . . . and their affiliated television stations?"

From these observations, Mr. Moyers concluded that Mr. Agnew "perhaps was more concerned with those who disagree with him than the problems of the media."

On Thursday Nov. 20 in Montgomery, Ala. the Vice President continued his attack on the news media, this time objecting to what he saw as power concentration among a few. The National Educational Television panel approached this issue as well as the broadcast bias charge. Five of the six agreed the Vice President's attack was not a danger to freedom of the press.

The lone dissenter was Norman Isaacs, president of the American Society of Newspaper Editors, and executive editor of the *Louisville Courier-Journal*. "I think the networks are in trouble right now," said Mr. Isaacs. "It's coercion."

The other panelists were: Fred W. Friendly, professor of broadcast journalism, Columbia University, and former president of CBS News; Mr. Moyers; Frank J. Shakespeare Jr., director of the U.S. Information Agency and formerly with CBS; James J. Kilpatrick, syndicated columnist; and Robert Wells, FCC commissioner.

Moderator James Fleming, referring to a comment made by Mr. Shakespeare in a Sept. 26 speech (BROADCASTING, Oct. 6) that "the overwhelming numbers of people who go into the creative side of television tend, by their instincts, to be liberally oriented," wondered if that was the "first shot in a planned administration campaign to show displeasure in television?"

"No, of course not," replied Mr. Shakespeare. "Those are my own views. . . . I believe, by the way, they

are correct."

Later in the show, amplifying this observation, Mr. Shakespeare said: "I think that there is not an observable mix of people with differing ideological points of view on regular network television. And, in my judgment, that is what the basic cause of the problem is."

This raised the ire of Mr. Friendly, a former colleague of Mr. Shakespeare at CBS.

"I think that Mr. Shakespeare is trying to say that all the people who work at all the networks speak in one tone of voice. They do not. They never have. They disagree with each other, they disagree with me. They are reporters. Occasionally they cross the line into news analysis. They are not editorialists. They never make up the viewer's or listener's mind on a course of action."

Now, Mr. Kilpatrick was aroused, and responded vociferously: "They do speak with one tone of voice. I say it in my opinion as one viewer, yes, they do speak with one tone of voice. And I'm fed to the teeth with it."

All the panelists generally agreed that the networks must strive, with use of network and/or local commentary, to give a balanced analysis following a presidential address.

Mr. Moyers, who has been on both sides of the fence, noted: "I realize it is a mistake to give the President of the United States, who is after all, a politician, who always has many purposes in the construction of his speech, absolute, uninterrupted access to 30 minutes' time in the minds of 50-million people." But he called for balanced commentary.

"The power of the press is far inferior to the power of the government," said Mr. Moyers, noting that he has been "on the other side of this process of subtle manipulation."

Mr. Friendly defended the job TV is doing and chided President Nixon for failing to "put everybody's fears to rest" about press censorship. He defended the journalist's job to tell it like it is.

"Look, three things bother the American people—the war in Vietnam, race, and what's happening to the youth. No President and few governors are willing to put all of it on the line. It is the journalist's job to do it," said Mr. Friendly.

Making one of his first public appearances as an FCC member Mr. Wells, didn't say much, but in response to Mr. Fleming's question, "Is fairness going to become more important?," replied: "I don't see how fairness can be more important than it always has been because it has always been a basic criterion in granting and renewing of licenses."

Mr. Wells was asked to explain why



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the FCC in letters to a lady in the Southwest, said the commentary after President Nixon's Nov. 3 speech met FCC requirements (BROADCASTING, Nov. 24).

"Before I came on the commission, by unanimous vote," said Mr. Wells, "the commission in two separate cases . . . disavowed any right of the government or the FCC in particular to intervene in network news judgment. In other words, leaving this wide open, it does not mean that their judgment is not open to question, but that fairness

should be the policy. . . ."

The panel was asked if everyone shouldn't calm down, if there wasn't "too much noise" about Mr. Agnew's charges.

"I think a climate has been created," said Mr. Friendly. "The agenda for it was set by the second-highest officeholder in the United States. Everyone is talking in harsh voices, and it started there."

"I think maybe there's been some overreaction, but it is a serious problem," said Mr. Wells.

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It's Cavett for Bishop

19-month-old late-night show founders on clearances; ABC-TV says affiliates had been pressing for Cavett

The name of Dick Cavett is going up on the marquee of ABC-TV's late-night show next month and the network will be betting on him as a proven attraction to bring in the audience.

Joey Bishop announced on his show Nov. 26 (taped in Hollywood the night before) that he was leaving the program and the network by "mutual agreement." A few hours before airtime, ABC announced in New York that Mr. Cavett would star in a late-night series, *The Dick Cavett Show*, starting Dec. 29, a Monday.

In the selection of Mr. Cavett, ABC came up with an entertainer its officials frequently have described as a

"hot property," but one who has been without a continuing series or showcase since early fall, despite a "long-term" contract he has in effect with ABC.

Elton H. Rule, president of the ABC-TV network, in announcing the selection of Mr. Cavett, said: "Viewers, critics and ABC-TV affiliates have asked us to return Dick Cavett to the air. We are delighted to do so and in what we believe to be the most appropriate programming format."

The pointed reference to ABC's affiliates had particular substance in light of a drop-off this season in station clearance for *Joey Bishop*, particularly since last August when CBS-TV entered the 11:30 p.m.-1 a.m. network derby with the *Merv Griffin Show*.

Though at one point the show reached a clearance peak of 160 stations, its average pre-*Griffin* clearance in the summer was 150 stations (with a Nielsen audience share of 16). In September and October, after CBS's *Merv Griffin* had joined in competition with NBC's *Johnny Carson* and Mr. Bishop, the ABC weeknight average audience share had slipped to 14, a drop of 12%. Along with the sliding share, average clearance also declined—to 121 stations, of which 27 are UHF outlets. At its start in 1967, the show was cleared by only 44 stations.

ABC officials said the departure of Mr. Bishop was not related to any question of a poor showing in revenue. "It was no crisis situation," a spokesman said, adding that "in the quarterly periods during 1969, *Bishop* was close to a sell-out all the time."

Though a "profitable property," it was explained, the *Bishop* show had run into the clearance problem and, "it was decided the change ought to be made now, rather than try to ride with the situation and look for an upturn."

In the latest weekly Nielsen report (Nov. 10-16), the *Tonight Show* (Car-



Mr. Bishop

son) on NBC had a 7.6 rating, *Merv Griffin* on CBS had a 4.1 and *Joey Bishop* a 3.

Mr. Cavett's show well be taped weeknights (Monday-Friday) in New York instead of Mr. Bishop's originating location in Hollywood.

Mr. Bishop used his show last summer to announce the third renewal of his contract as soon as it had been tentatively worked out with network officials.

At that time Mr. Bishop's announcement of the contract—which was renewed for 65 weeks through January 1971—caught network officials by surprise as it still required formal approval by the ABC board.

Last week Mr. Bishop appeared briefly (about 10 minutes) on the show announcing the cancellation, citing the clearance factor and said: "It was one helluva good battle and I'm proud of all the talent, co-workers and staff that worked terribly hard to make the success it was for two-and-one-half years [his show started April 17, 1967]."

Mr. Rule in a statement said he was "truly sorry" and noted that "through Joey's efforts, [ABC-TV] for the first time has made substantial inroads into late-night programming. We at ABC owe Joey an extreme debt of gratitude."

On the show, Mr. Bishop said he was not unhappy over the termination, and he quipped: "I was going to ask ABC for a little time off the show, but this is ridiculous." He then left the show and Regis Philbin took over for the remainder of that night's program. Guest hosts will be used by ABC until Mr. Cavett, who was vacationing in Europe last week, takes over.



Mr. Cavett

Stations say film control is strict

McClellan unenthusiastic as poll answers show many would use M, X films if edited

Hundreds of television broadcasters have told Senator John L. McClellan (D-Ark.) that they exercise a strict and special kind of control over the feature films they put on the air.

Most said they would probably not run films rated "X" by the Motion Picture Association of America, but even more said they would rather exercise their own editorial control than subordinate their judgment to that of another industry or the government.

In broad outline, these are the final results of a survey taken by Senator McClellan to determine whether broadcasters will accept films designated as "adult" by the MPAA code. The senator, who has expressed increasing concern about the permissiveness of contemporary art and mass culture, sent a questionnaire on the subject two months ago to every broadcaster in the country and to broadcast associations, networks and cable television representatives. The questions addressed to each group differed slightly in wording, but their thrust was the same: What is your policy toward films rated "M," "R," and "X" by the MPAA? Do you run these films now and do you plan to run them in the future? Would the broadcast of these films be consistent with your industry's code of good practice?

Most of the responses were sympathetic in tone but skeptical of the MPAA rating system's applicability to television. Many said that films rated "M" (mature audiences—parental discretion advised) or, to a lesser extent "R" (no one under 16 admitted unless accompanied by parent) are frequently suitable for mass audiences when properly edited. Others argued that these ratings are often applied to films that are adult in theme but hardly tasteless, such as "Romeo and Juliet."

What Senator McClellan will do with these responses remains to be seen. When he mailed the questionnaires, he told the Senate that he would analyze the results and decide whether new legislation is required to deal with the problem. "Since there is no effective method to restrict minors' access to programs on television," he said then, "there is a legitimate public interest in what films are made available for broadcast on television. . . . No programs performed on television should be harmful to children (BROADCASTING, Sept. 22)."

Late last month, Senator McClellan issued another report to the Senate. Its tone indicated that he is presently more impatient with film producers than broadcasters, but not overly impressed

with either. He quoted several letters of support from broadcasters, but noted without much enthusiasm that the industry as a whole takes the position that adult films are acceptable fare if specific offensive scenes can be removed.

"If [the elimination of these scenes] does not destroy the artistic value of the film, why were they originally included?" he asked. "We are told by the film producers that these objectionable sequences are necessary in the context of the entire film. If that is so, then it would seem that to show a film on television stripped of an essential element would be a fraud on the public. It appears the inclusion or exclusion of these sequences is motivated principally by commercial considerations, with artistic values quickly abandoned when expedient."

The senator also said he has "yet to receive assurance from any major film company that it will not sell 'R' or 'X' films to television." A Senate Copyright Subcommittee staff member said last week that Senator McClellan is annoyed by the film producers' leisurely responses to a questionnaire similar to that received by TV broadcasters. Of the 20 or 25 sent to major producers, the staffer said, only two had been returned as of the middle of last week. (The Copyright Subcommittee, of which Senator McClellan is chairman, has been handling the questionnaires.) The producers' responses will not be released for about a month.

The senator has given no indication whether he will propose legislation curbing the sale of adult movies to television, but he said that he will report back to the Senate early next month, after he has surveyed the producers' reactions to his questions.

In the meantime, the Copyright Subcommittee has a foot-high stack of broadcasters' responses, in addition to those of the National Association of Broadcasters and National Cable Television Association, which were made public several weeks ago (BROADCASTING, Oct. 27). A sampling follows:

Richard W. Jencks, CBS-TV president: "Just as we think it clear that television has a special responsibility, so I would hope it equally clear that the ultimate responsibility for controlling what is broadcast might rest with the broadcaster. Since we are accountable for what we broadcast, we cannot delegate our responsibilities to others whose standards and interests may well differ from our own." Mr. Jencks added that CBS does take these rating judgments into account — not only MPAA, but

other groups as well. And, he added, "it is significant to point out that unlike theater exhibitors, the CBS-TV networks and CBS-owned stations retain the contractual right to edit out material which we believe may be inappropriate for broadcast."

Alfred Schneider, ABC vice president, and Julian Goodman, NBC president, submitted replies that substantially agreed with the CBS response. Mr. Goodman noted that since the MPAA code was instituted, NBC has been offered no "X" films and would probably not accept them while it has rejected about half of the "M" and "R" films and edited the rest. Of the 18 films with a "G" rating (suitable for general audiences) 17 were edited and one was rejected, he said.

Paul Brimes, Communicana Stations: "Our television stations subscribe to the NAB code and . . . we follow certain criteria established long before films were classified by the MPAA."

Hamilton Shea, Gilmore Broadcasting Co.: Mr. Shea called the senator's stand "one which I admire you very much for making and with which I find myself in substantial agreement."

Donald McGannon, Westinghouse Broadcasting Co. (which dropped out of the NAB code earlier this year): "While the TV code advances important philosophical concepts, those that apply to programming are . . . seldom if ever

being implemented . . . which creates a serious vacuum in the industry's responsive action. . . ."

Edward Breen, KVFD-TV Fort Dodge, Iowa: Mr. Breen said his station announced in 1968 that it would not accept any "M" "R" or "X" films. He added: "We do not subscribe to the code. I have always considered it a farce and I am a former NAB board director."

R. R. Thomas Jr., WOAY-TV Oak Hill, W. Va.: "Something should be done to eliminate these pictures at the source."

Lawyers for KSL-TV Salt Lake City, said that some broadcasters face a potential civil liability when they edit films, since many contracts permit only "minor cuts or modifications" and others express the limitation in other ways.

David Baltimore, WBRE-TV Wilkes-Barre, Pa.: "Our answer, senator, is that we will examine each picture as it becomes available and make a decision as to whether it can be played or not, with or without discreet editing, or whether it is just not worthy of air time on its merits alone."

"It only helps to complicate the life of a television operator who is damned because there is too much violence, and/or sex, and then castigated because there is too bland a schedule which follows the senatorial raised-eyebrow censorship under which we have operated these last few years."

'Lassie' leads the way in syndication sales

Sandy Frank Program Sales Inc., New York, announced last week that it will have a record year in 1969 with \$1.5 million in sales.

The TV program syndication company said that the total figure includes more than \$500,000 in sales of *Lassie* episodes between May and September of this year. Syndication rights to *Lassie* (259 half-hour shows originally on CBS-TV) were acquired from Wrather Corp., as were 26 half-hours of the *Lone Ranger* cartoon series that were on CBS-TV Saturday morning.

Also announced was the move to larger quarters at 790 Madison Avenue, effective Dec. 1, the addition of Frank Bonomolo to the sales staff and the availability to stations of a research and program-planning service. The latter service is directed by Ray Eichman, formerly at NBC Radio. Stations are offered analyses of their program schedules and a plotting of counter-programming using syndicated properties.

Mr. Frank, president of the firm, said that the company is now "actively seeking new syndicated properties for launching into the 1970 selling season," noting that other series distributed by the firm include *High and Wild* outdoor films.

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Why 'Gunsmoke' stays in top-10

Familiar faces help
15-year-old western
survive in nonviolent era

How did *Gunsmoke*, now in its 15th season on CBS-TV and exorcised of any suggestion of violence, make it solidly back to the top 10, even to the very top of the prime-time programing heap?

Three seasons back the venerable western, among the nation's top television attractions when the medium was still in knee pants, seemed in trouble and was saved from cancellation only by a last minute reprieve. This season the hour series has been ranked number one in the Oct. 20 and Nov. 3 National Nielsen surveys, number three in the most recent national index (Nov. 16) and since Sept. 29 never ranked lower than sixth.

This impressive showing, this peaking of audience—despite the restrictions against the depiction of violence—is one of the significant surprises of the current network-TV season. Eliminating traditional action sequences, the backbone of any western, figured to cripple if not destroy *Gunsmoke*. Instead, *Gunsmoke* may have become a different show, but it's obviously not a damaged one.

John Mantley, executive producer of the series for the last two seasons, believes *Gunsmoke's* renewed popularity has been coincidental to the prevailing



Marshal Matt Dillon (James Arness) hasn't holstered his gun in 15 years, although he may not use it as much in this nonviolent TV season as in the past. Familiar faces and 'rare teamwork' are credited for Gunsmoke's steady hold in the top-10 program category.

nonviolent climate. "The taking out of violence is not related to the success of the show at all," he says. He attributes this season's sizeable audiences to the rare teamwork and talents of the regulars in the cast who have worked together over many seasons and who

are recognized and welcomed as old friends by TV viewers.

More importantly, he cites *Gunsmoke's* switch in time slots in the crucial 1967-68 season, from 10-11 p.m. on Saturday to an early evening period on Mondays. Referring to this move, Mr. Mantley points out: "The 7:30 time period is the great key to our success. We picked up a whole new audience who didn't or weren't able to watch us in the late evening."

It's Mr. Mantley's contention that the *Gunsmoke* now being watched by millions of faithful viewers is not the *Gunsmoke* of the time before the reaction against violence on television set in. The old *Gunsmoke* he feels, was "a morality play." Now, he's convinced, that the show "has become more and more a dramatic anthology and less and less a western."

As a result, Mr. Mantley confesses that he has to perform weekly sleight of hand to make *Gunsmoke* look like a western, when actually he's presenting substitute and sometimes far removed ways of depicting conflict, jeopardy and emotion. He is also having difficulty in fitting the Marshal Matt Dillon protagonist into each week's episode because the indelible image of the marshal, he says, is that of a defender of society at the risk of his own life and that violence, almost by definition, stalks his trail.

Whether the nonviolence was coincidental to its success or not, the evidence is overwhelming that *Gunsmoke* never had it so good. The only thing John Mantley will concede to the current ground rules is that it has "made us try to do richer stories."

Survey off target on mouthwash charge

Leaders of the Alfred I. duPont-Columbia Survey of Broadcast Journalism have apologized—sort of—to Richard S. Salant, president of CBS News, for a mix-up in the "survey's" account of a report on mouthwashes carried on CBS-TV.

The "survey," a report highly critical of broadcasters and broadcast journalism in general, said a government finding that most mouthwashes and several other products are useless was carried on CBS-TV minutes after a Scope commercial "and conspicuously omitted all mention of mouthwashes." Mr. Salant retorted that *CBS Evening News* last July 11 carried a five-minute report that mentions in the opening sentence and showed identifiable mouthwashes—and also that there was no Scope commercial on that program and could have been none immediately be-

fore it because the last preceding CBS-TV network program had ended at 4:30 p.m. (BROADCASTING, Nov. 17).

The "survey" said it regretted its failure to mention the July 11 report and the implication that the Scope commercial was on the network rather than on CBS-owned WCBS-TV New York. But, it contended, the network did carry an account on July 9 that did not mention mouthwashes.

The "survey" acknowledged, however, that the July 11 coverage "obviously eliminated any possible suspicion that company policy hindered the unfavorable mention of a product or products (in this instance mouthwashes) advertised on the company network or stations."

Mr. Salant had said the "survey's" erroneous account raised "the most serious questions of the credibility" of the survey. "The survey's" reply said this was "as ludicrous as if we should claim that he was discredited as one of

the world's most powerful news executives" because "he did not know that there was indeed an incomplete story" on the government report on CBS-TV on July 9. The "survey" suggested that perhaps it should do "a really complete study of all broadcasting's response" to the government report.

A spokesman for Mr. Salant said he regarded the "survey's" reply as "unresponsive."

First CPB fellowship

The Corp. for Public Broadcasting has awarded the first of its Distinguished Fellowships in Public Broadcasting to producer Lewis Freedman, former director of cultural affairs for the Public Broadcast Laboratory. He will collaborate with noncommercial KCET(TV) Los Angeles, in an exploration of theater resources in Southern California with a view to production of plays for noncommercial-educational broadcast.

Program network projected for CATV

Teleprompter five-year plan is hinged to FCC approval of H&B merger

Teleprompter Corp. has announced plans for large-scale program-origination over a proposed CATV network, contingent upon government approval of its merger with H&B American Corp. (BROADCASTING, Aug. 11, 18). Teleprompter's plans were included in a petition filed with the FCC responding to objections of Comtel Inc. to the merger.

Comtel, a New York firm which Teleprompter characterized as "an unfranchised CATV leaseback operator," has charged that the merger would be anti-competitive and would violate antitrust laws. Teleprompter said Comtel's allegations are without substance and raise no public-interest issues.

Teleprompter told the FCC its five-year program-origination plan, calling for the syndication of original programs to other cable systems, would include development of meaningful local program capacity at the system level; creation and production of new types of programming designed to reach CATV audiences; acquisition of programming from independent sources outside of the traditional network category, and a distribution system of CATV-type programs to other independent CATV operations.

Besides Justice Department approval, Teleprompter must obtain a nod from the FCC for its merger with H&B. This is because microwave operation, regulated by the commission, would be involved. Teleprompter said the merger was necessary because "only through a significantly increased operating base can any CATV-oriented company hope to offer meaningful contribution to program-origination capacity over the cable medium."

Teleprompter said that its 19 cable systems now average 44 minutes of program originations daily per system, although several do not originate at all. The company said it hoped to double present originations by the first year after the merger and increase volume over the five-year span until a full channel of originated programming is achieved. It said it would attempt to provide "professional quality new programming aimed at the special audience," and vowed it would avoid "conventional" program material and sources, such as re-runs and movies.

Financial backing for the programming plan would come principally from subscriber revenues, with advertising and sales of programs to other systems also

contributing, Teleprompter said. It predicted deficit operation during the first four years of operation, but said it should break even in the fifth year. During the first year, Teleprompter said it would produce weekly 10 hours of programming, with individual systems adding six hours of local programming. At the end of five years it anticipated 54 hours of programming per week, 28 of which it would produce itself, with 10 hours acquired from outside sources and each system contributing 16 hours.

CATV systems not affiliated with Teleprompter would be offered programming packages at a cost of 50 cents per subscriber per month, or 10% of

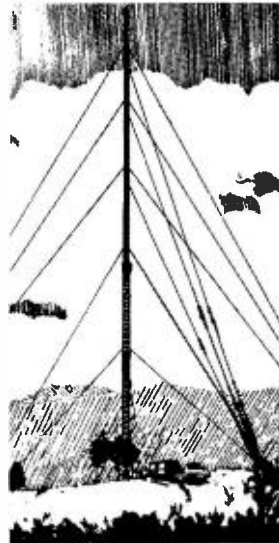
the system's average subscriber revenue.

Comtel's petition to deny the Teleprompter-H&B merger was dismissed by Teleprompter as "an attempt to gain an exclusive franchise for the Borough of Queens from the City of New York, or for leverage in other proceedings before the commission." Teleprompter said Comtel has "no serious intention" of competing with Teleprompter for service or customers.

As to Comtel's allegations of anti-trust violations, Teleprompter asserted that the four largest CATV firms (of which it is the second largest) service only slightly more than 17% of U.S. CATV households. It said that

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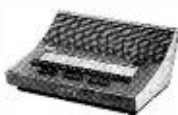
after its combination with H&B, it would serve less than 10% of the total households, adding that the combined firms would have nothing "remotely resembling the substantial market position which has been a persuasive factor in leading the courts to conclude that anti-competitive effects will flow from a proposed merger."

Irving Kahn, Teleprompter president, submitted an affidavit attesting that Comtel President Morton David told him he would submit favorable comments on the merger to the Justice Department if Teleprompter would withdraw its opposition to the granting of a Section 214 (construction authorization) certificate to New York Telephone Co. for Comtel service. Mr. Kahn said he refused to "succumb to blackmail from David."

Nixon ratings up

Almost 39 million U. S. households, consisting of 72.5 million viewers, were tuned in to the three television networks for President Nixon's speech on Nov. 3, according to the Nielsen Television Index. Nielsen noted that the TV networks' coverage of Mr. Nixon's inaugural address on Jan. 14 was seen and heard in 19.6 million homes and his news conference on his return from Europe in March was tuned in by 26.8 million households.

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Apollo 12: just another moon shot

**Blasé is reaction of viewers as ratings drop;
lunar camera failure causes networks to improvise**

Simulation and improvisation. That's how the networks acted and reacted in covering most of the Apollo 12 moon mission.

It wasn't planned exactly that way. It just happened—mainly because a color-TV camera conked out on the moon.

The Westinghouse-CBS Laboratories field-sequential-system camera, while being moved from the lunar module to a tripod on Nov. 19, apparently was inadvertently exposed to direct sunlight, and thus the sensitive secondary electron conduction (SEC) tube was burned out.

The TV networks were ready with simulation, however—from NBC's use of full-scale mockups of the lunar module, an 8-foot-by-8-foot relief map of the landing area, and the Bil Baird Marionettes, to ABC's in-studio use of two Grumman Aircraft Co. test pilots who copied everything the astronauts told mission control they were doing on the moon.

"We had two days of rehearsal for our simulations," an ABC News spokesman reported, "and little did we know. . . ."

CBS used more detailed simulation from Grumman in Bethpage, N.Y. On Nov. 19, for example, CBS showed a tape of the moon landing and the first walk. On Nov. 20, CBS presented taped highlights of the second moon walk and a live broadcast of the Intrepid's lift-off from the lunar surface and its rendezvous and docking with the Apollo 12 command module.

NBC also presented a special on the docking in a 40-minute special Nov. 20. Later, on Nov. 22, NBC News presented a half-hour youth-oriented program, *Apollo: Journey to the Moon Space Place*, featuring astronaut Russell (Rusty) Schweikart.

ABC News covered the early hours of the post-camera-breakdown second moon walk through capsule reports on the hour and half-hour from 11:30 p.m. Nov. 19 until 1 a.m. Nov. 20.

The radio networks also presented continuous comprehensive coverage—in what proved to be primarily an aural space mission—with periodic progress reports and some live coverage of key phases of the flight.

Both the costs to the networks for Apollo 12 coverage and the number of viewers decreased this time, compared to the first moon-walk journey of Apollo 11 last summer.

Each network estimated coverage cost

this time at about \$1 million. A total of \$6.5 million was estimated for coverage of Apollo 11.

And losses from advertising revenue due to pre-emptions also were less this time, mainly because of the less-than-prime-time hours of the mission. Only ABC mentioned any substantial ad revenue loss—due to the several interruptions in the *Joey Bishop Show* Nov. 20 (BROADCASTING, Nov. 24).

The networks also devoted fewer hours to coverage this time. CBS officials estimated a total of 23 hours for Apollo 12 coverage, less than one-half that for Apollo 11. NBC covered Apollo 12 for about 35 hours, ABC devoted about 20 hours. For Apollo 11, all three networks spent upwards of 50 hours each.

As for the number of persons involved in the Apollo 12 TV coverage, ABC and NBC reported figures comparable to those of Apollo 11. ABC counted around 300; NBC, "several hundreds." For Apollo 11, ABC and NBC each had 300 working on the flight. CBS this time greatly reduced its force. For Apollo 11, 400 were at work; this time, between 135 and 150.

According to New York Nielsen and New York Arbitron, NBC News' television coverage of the Apollo 12 recovery from 3:30-5:30 p.m. Nov. 24 attracted a larger audience than that for CBS and ABC.

Those ratings figures made earlier for the moon landing and first moon walk ran three to seven points below the New York averages for coverage of Apollo 11 events combined (BROADCASTING, Nov. 24). Camera failure was generally recognized as the main reason for the decline. But there are others.

Even if the camera had operated properly, it was generally agreed, the late-night and early-morning hours of the second walk and docking didn't exactly encourage a whopping audience. And there was the hint of a blasé feeling among prospective viewers.

"Who can remember the name of the second man to fly across the Atlantic?" Walter Pfister, ABC executive producer for special events, posed.

"Many felt it was just another space shot," Bob Wussler, director of special events for CBS, noted.

The extent of coverage changed, too, with the networks concentrating on the actual space-walk events. And there was that space first: a news conference,

Sunday (Nov. 23), starring three astronauts 108,000 miles from earth and moving 3,670 miles per hour. Questioners were, of course, on the earth, which was moving imperceptibly. The television camera for the conference was mounted in the command module's cabin. Newsmen did not talk directly with the spacemen. Questions were submitted beforehand and posed by the capsule communicator.

ABC was the only network to carry the news conference live. The others taped it for showing later in the evening.

There were other changes in the networks' coverage of this mission, compared to that of Apollo 11. Ed Faught, associate producer for space coverage at NBC, noted that, unlike the Apollo 11 missions, the NBC Apollo 12 coverage was anchored outside of New York at Cape Kennedy, Fla., and Houston.

Despite the audience drop, the networks were not discouraged. Larger audiences are anticipated for Apollo 13, 14 and 15 missions, with the prospects of more daring and sensational experiments on the moon.

Wally Pfister at ABC called the future Apollo TV coverage a "big challenge" to the networks. For one thing, he said, the astronauts will be moving farther from the lunar module and it will be difficult to cover their activities with the TV camera. Currently, there is only a 100-foot cable attached to the camera. And, he added, viewers also will be seeing rims of the moon craters and other sights for the first time.

The faulty Apollo 12 camera will be checked shortly by National Aeronautics and Space Administration and Westinghouse engineers to determine the exact cause of its failure. A verdict may be in by the end of this week.

NBC and CBS call it a draw in Nielsen duel

NBC-TV and CBS-TV tied at a 20.2 rating in the fast weekly Nielsen report covering Nov. 10-16. ABC-TV had a 16.

It was the first tie in the network night-time averages this season but not wholly unexpected. The baton has passed back and forth between CBS and NBC from the very start of the TV season.

The top 10 list showed no surprises except that it was without movies. Ranking: *Laugh-In* and *Walt Disney* on NBC, followed by CBS's *Guns smoke* and NBC's *Bonanza*, CBS's *Mayberry*, *Glen Campbell*, *Here's Lucy*, *Beverly Hillsbillies*, *Doris Day* and *Carol Burnett*. A new show this season, *Bill Cosby* on NBC, headed the second-10 in the Nielsens, and also well up in the listing was the new CBS show, *Jim Nabors Hour*.

Local areas can't bar origination by CATV

Local communities legally can no more prohibit CATV systems with less than 3,500 subscribers from originating programming than they can systems with more than that number.

This at least is the FCC's view, expressed in a public notice last week in response to inquiries as to the scope of the federal government's pre-emption in the area of CATV origination of programming and advertising.

The commission in an order issued on Oct. 24 required all systems with more than 3,500 subscribers to originate programming and said they would be allowed to carry advertising "at natural intermissions or breaks" (BROADCASTING, Oct. 27). The requirement is effective as of Jan. 1, 1971.

The commission last week noted that its order also encouraged smaller systems to originate programming and indicated it would consider whether to apply the origination requirements to smaller systems. As a result, it said, the doctrine of pre-emption would bar local communities from prohibiting any system for originating programming or carrying advertising at natural breaks.

The commission said local communities are barred from adopting CATV

franchise provisions inconsistent with its rules and policies as of today (Dec. 1), when its program-organization order becomes effective.

Communities may still impose obligations on CATV systems—but only if they are "affirmative" and not inconsistent with federal regulatory policies.

Philadelphia-area CATV warned about importing

The FCC has directed General CATV Inc., Burlington county, N. J., to show cause why it should not be ordered to cease and desist from violation of several rules and orders. The commission action last week was in response to a petition filed Oct. 14, 1968 by WPHL-TV, WIBF-TV and KYW-TV, all Philadelphia.

The commission said General appears to have begun operations in four Burlington county localities without proper notice; appears to have carried the signals of WPIX(TV) New York without prior commission approval in Willingboro township, where the station is a distant signal; and appears to have carried the grade B signals of WCBS-TV, WNEW-TV and WPIX(TV), all New York, in Burlington City, Burlington township and Westhampton township, all New Jersey, while a hearing was pending.



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Van Deerlin attacks House curbs on newsmen

Representative Lionel Van Deerlin (D-Calif.) has told a House Rules subcommittee on legislative reorganization that its proposal to permit broadcast access to House proceedings places too many restrictions on broadcast newsmen.

In a brief statement the congressman criticized as unnecessary the subcommittee's proposals to permit TV coverage of a hearing only when authorized by a majority of committee members, to limit the number of cameras at a hearing to two, and to allow any witness to refuse to be televised.

He acknowledged that some of the draft proposals are roughly equivalent to rules now enforced by the Senate; but, he added, "since we've waited so long on this side to invite the broadcasters into the hearing room, shouldn't we be prepared to improve on what the Senate has done?"

The Rules subcommittee is considering a draft bill on legislative reorganization in the House. A portion of it proposes authorization of broadcast coverage under strict limitations. Hearings last month on the broadcast portion of the bill (BROADCASTING, Nov. 10) and subsequent sessions on the over-all measure indicate that the subcommittee is disinclined to permit access without substantial restrictions, but sources close to the subcommittee indicate that the principle of access itself has somewhat more support.

TV may bring out the best in radio

The good old days of radio's early era were not so good. That is the viewpoint of Dino Ianni, general manager of WKYC(AM) Cleveland.

Speaking before the Cleveland chapter of Sigma Delta Chi, the professional journalism society, Mr. Ianni said that, while most people speak nostalgically of that era, the truth is that most of the early programs were not reflective of an individual station's effort. They were network hand-me-downs and "pretty hokey stuff" too, he said. He said old-time radio died because television assumed radio's role. "It made radio what it is today," he said. "Personal and involved. Involved in raising a buck for crippled children, helping to find a lost dog, collecting toys for Christmas giving. . . ." Within this framework, he said, radio operates with greater strength today than it did yesterday.

Mr. Ianni said a part of this greater strength is radio news, which provides information rapidly and in capsule form. TV follows with a larger capsule and newspapers wrap it up with all the

details. "No one argues—or should—the place of each in our lives," he added.

"Radio fills every hour and minute and must be filled with something totally entertaining to its audience 100% of the time," he pointed out. "It can't be done. We have a hell of a time trying."

"The fact that we are not always successful is brought to our attention with frightening enthusiasm," he added, but it remains radio's obligation to continue to strive for the perfection that may be unattainable.

WSMN's approach to political costs

A New Hampshire radio station has conducted a programming experiment which it says is a first step in showing that regulation of the cost of political time is unnecessary if broadcasters take the initiative in giving candidates exposure.

In a letter to the FCC, WSMN(AM) Nashua, N. H., said that the day prior to the city's Nov. 4 municipal election it relinquished all of its air time—with the exceptions of newscasts and commercials—to political candidates.

Of the 67 candidates invited by WSMN, 51 appeared. In addition, candidates for major offices were given 15-minute to 45-minute segments two weeks before the election and time was set aside for the League of Women Voters to explain referendum questions on the ballots.

The station said that, due to favorable response to the forum, it would continue to offer this type of programming.

However, it added: "We feel that the commission should take note of the fact that it is unrealistic and unfair to assume . . . that the dollars saved in not paying for broadcast time would stay with the broadcast media." It said candidates receiving free air time on WSMN spent some of their advertising dollars on competitive stations and some on print advertising.

CBS news seminar

CBS News, with cooperation of CBS Radio, has scheduled a two-day news seminar, Dec. 3-4, for affiliated radio network stations at CBS Broadcast Center, New York. Among those leading the discussion will be top CBS News officials, including Richard S. Salan, president. Topics expected to be covered are network and local reporting similarities, and differing problems of large and small stations in news broadcasting. CBS indicated that the seminar was scheduled before Vice President Agnew's recent attacks on the news media.

AFTRA and the networks talk again this week

American Federation of Television and Radio Artists and the TV-radio networks are scheduled to resume negotiations in New York today (Dec. 1) on a group of contracts that expired on Nov. 15.

Among the contracts to be negotiated are those covering network TV programs; commercial radio; sustaining radio; closed-circuit TV; radio transcriptions; staff newsmen at ABC, CBS and NBC and local codes in New York, Chicago and Los Angeles.

An AFTRA spokesman said last week that the union "will be pressing for a settlement," though he pointed out the networks' last offer was considered by the federation to represent "retrogression rather than progress." The union has been seeking increases in wages, fees and benefits ranging from 10% to 50%, depending on category. Management has declined to discuss its counter-offers.

The discussions with the networks are separate from the recorded television commercial code, which AFTRA negotiates jointly with the Screen Actors Guild and which SAG has approved (BROADCASTING, Nov. 24). AFTRA has not yet approved this agreement because it has a policy under which all of its codes must be ratified or none at all.

Communication failure between Apollo and FCC

Apollo Radio Corp., licensee of KACO (FM) St. Louis, faces a possible \$1,000 fine for allegedly failing to notify the FCC of a change in its program format and of its plans to sell the station. The commission has also informed Apollo Radio that its application to assign the license to Entertainment Communications Inc. cannot be granted without a hearing. The issues would include one to determine whether Apollo was guilty of trafficking.

The proposed forfeiture involves a commission rule requiring applicants to keep the information in their applications current.

The commission said that Apollo Radio's 1963 application for a construction permit proposed 88.2% entertainment programming, including classical music, and said the station would operate 126 hours a week. But, the commission added, the station has been operating 36 hours a week with a format devoted exclusively to pop records.

The commission found "unacceptable" Apollo Radio's failure to notify it of the change and to leave it with

the impression that the originally proposed format would be followed. Apollo Radio filed its license application in September 1968.

The alleged violations were uncovered in a commission review of the application to assign the KACO license, a petition to deny the application and Apollo Radio's opposition to that petition.

The commission said that the application reported that J. D. Trotter, Apollo's principal stockholder, was advised by his physician to retire in August 1968 and that the pleadings disclosed that efforts had been made to sell the station that summer, before the license application was filed in September. The commission said Apollo should have notified it of its plans in connection with the license application.

Apollo Radio has 30 days in which to contest the notice of liability or request a reduction of the amount of forfeiture.

Supreme Court refuses review of Pressman fine

NBC newsman Gabe Pressman's two-and-a-half-year-old fight to have a Plainfield, N.J., ordinance declared in violation of the constitutional guarantee of a free press reached the end of the road last week: a deadend.

The Supreme Court refused to review the case, in which Mr. Pressman had been fined \$200 as the result of a dispute with a police officer while Mr. Pressman was covering a disorder in Plainfield in July 1967. The Plainfield city ordinance makes it illegal "to obstruct or hinder" a policeman.

The dispute involved the policeman's order to Mr. Pressman to move his car while he was waiting for a film courier. Mr. Pressman's contention in his appeal was that the ordinance interfered with the operation of a free press and was expressed in a language too vague to be understood.

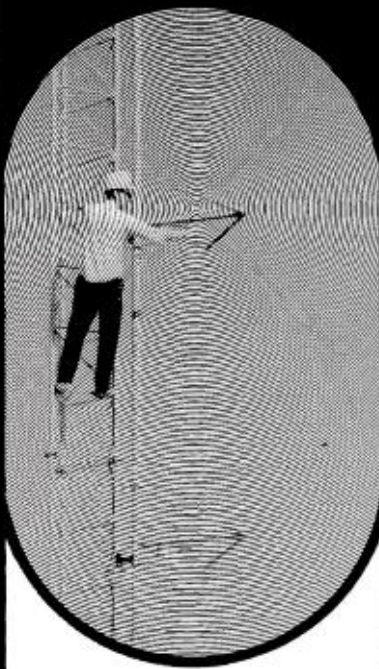
The court rejected the request for review by a 7-to-1 vote. Justice William O. Douglas favored a hearing in the case.

ABC juggles weekend shows

ABC-TV announced schedule revisions in its Saturday and Sunday morning time periods, effective Jan. 3. A new contemporary music-variety program, *Get in Together*, will move into the Saturday noon-12:30 p.m. time slot, replacing *Fantastic Voyage* which is scheduled for Sunday 10-10:30 a.m. *The Adventures of Gulliver*, which is in the Saturday 11:30 a.m.-noon slot, shifts to 8-8:30 a.m. that day, while *George of the Jungle* moves out of Sunday 10-10:30 a.m. to Saturday 11:30 a.m.-12 noon.

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Program notes:

Instant follow-up ■ Westinghouse Broadcast-owned KPIX(TV) San Francisco, a CBS-TV affiliate, is planning to follow an hour special sociological study it has produced with a half-hour discussion program that will include the major participants shown in the special. On Dec. 5, in prime time, KPIX(TV) is scheduled to present *Oakland: A Tale to Two Cities*, described as a study of black-and-white race relations in the Northern California city of Oakland. Immediately afterwards former U. S. Senator William F. Knowland, editor and publisher of the *Oakland Tribune*; a black attorney; a black businessman; and Oakland Mayor John Reading, all of whom will be seen in the documentary, will discuss the program.

Children's special ■ Sobel Productions, New York, reports it has acquired the TV rights to a book by George Mendoza, "The World From My Window," for telecasting on CBS-TV as a 30-minute special during the 1970-71 season. The special will deal with the thoughts and feelings of children from disadvantaged homes in 10 U.S. cities and will be produced and directed by

'Broadcasting' represented

The Radio Program Conference to be held in Atlanta Dec. 5-7 will be attended by four representatives of Broadcasting Publications Inc. Participating in the conference will be Lawrence B. Taishoff, executive vice president, Edwin H. James, vice president and executive editor, Greg Masefield, Eastern sales manager, and David Whitcombe, circulation director.

Ernie Pintoff. Jack Sobel will be executive producer.

Safety show ■ *Death Driver*, a half-hour color TV special filmed in Cincinnati and aimed at combating Christmas traffic fatalities is being offered for syndication by E. Jonny Graff, Avco Embassy Pictures' vice president for television sales. The film was written and produced by Gene McPherson and the news and special projects department of Avco Broadcasting.

New co-operation ■ Newly formed Steve Miller Productions announces its association with Snazelle Productions Inc., Television Center, San Francisco, to co-venture and co-produce SPI's

commercial properties. SMP will also aid in marketing SPI's commercial properties. Miller is former chairman of National Teleproduction Corp., Indianapolis. Snazelle Production's address: 155 Fell Street, 94102.

Bowls galore ■ Empire Sports Productions, Keeseville, New York, is offering four post-season bowl games to radio stations coast-to-coast for complete local sale. Package includes: Sun Bowl, El Paso, Tex., Dec. 20; North-South Shrine game, Miami, Dec. 25; Blue-Gray game, Montgomery, Ala., Dec. 27; and Senior Bowl, Mobile, Ala., Jan. 10. Games may be purchased on a single or multi-game buy with discounts given when more than one game is purchased. Inquires should be addressed: Empire Sports Productions, P.O. Box 30, Keeseville, N.Y. Phone: (518) 834-9082.

Meet Rosey Grier ■ ABC Films is releasing to U.S. stations *The Rosey Grier Show*, half-hour musical variety series featuring the former professional football star as host. The series is being produced by ABC-owned KABC-TV Los Angeles in association with Circle Seven Productions.

Promotion

Radio spots promote Dirksen anti-smut bill

During the last year of his life, Senator Everett Dirksen (R-Ill.) campaigned for enactment of anti-obscenity legislation that would permit juries of local citizens to make the final determination of what constitutes smut. This week, a small Illinois radio station is launching a nationwide drive to secure passage of the Dirksen bill, both as a memorial to the late senator and as a "job we believe badly needs to be done."

WRAJ-AM-FM Anna, Ill. will begin its "Stamp Out Smut for Ev" campaign by mailing a public-service announce-

ment to every AM station in the country. The announcement asks listeners to write to Washington "to let their congressmen know they are concerned about the pornography problem and want to see the bill passed," according to Don Michel, president and general manager of WRAJ. The letters will be delivered to Senator Dirksen's former administrative assistant, John Gomien.

Mr. Michel said the effort has prompted expressions of interest from television commentators, wire-service editors, and the National Association of Broadcasters; free use of the facilities of Decca Record Co. and Pepper Sound Studios of Memphis for the public-service announcements, and the "enthusiastic support" of Mrs. Dirksen.

The bill (S. 1077) has received nationwide exposure through an article in the November *Reader's Digest*, written by Senator Dirksen a week before his death. The piece warns that "the United States is overwhelmed with smut," and says that the Supreme Court has aided this rising tide by consistently overturning lower-court findings of obscenity and, as a consequence, broadening considerably the standards of acceptability.

However, Senator Dirksen said, the Constitution permits Congress to limit the high court's appellate jurisdiction.

That fact is the basis of his bill. The measure, he said, would provide that "the verdicts of juries as to the question of obscenity would not be subject to review by federal courts." Only the legal correctness of such a decision could be appealed, not the findings of fact. "Thus," Senator Dirksen said, "the people of our communities would decide what they think the moral standards under which their youngsters are to be reared should be."

New RFK awards to include radio-TV

The Robert F. Kennedy Journalism Awards will be presented in March, 1970, to honor outstanding reporting on problems of poverty and discrimination, it was announced last week. The deadline for submitting entries is Feb. 1, 1970 and awards will be given for work appearing on radio or TV broadcasts, in a newspaper or magazine, or a photograph or series of photographs that focus on the plight of the disadvantaged in American society.

Tape or film entires should be sent to The Journalism Awards Group, c/o The Robert F. Kennedy Memorial, 1816 Jefferson Place, N.W., Washington, D.C. 20036.



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to bed . . .
that is the
tragic life story
of a child with
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Broadcast advertising

Mark N. Walden, manager, sales development and merchandising, NBC-TV participating program sales, New York, appointed to newly created post of manager, special projects presentations, CBS-TV network sales there.

Jack Moys, president and general manager, KXA(AM) Seattle, joins KPOJ(AM) Portland, Ore., as VP and sales manager.

Jay Scher and **Alan Hirshfeld**, with Audio Advertising Associates, Sun Valley, Calif., wholly owned advertising and PR subsidiary of Superscope Inc., appointed creative director and copy chief, respectively.

John McLaughlin, executive VP of marketing services, and **Doug Gliss**, senior VP in charge of creative services, of Spade & Archer, New York, named president, marketing services and president, creative services, respectively. **Larry Sosnow**, president and chairman of board of agency, named chairman and chief executive officer.

Anne Tolan, with Irish International Airlines, New York, appointed airline's advertising and special promotions manager in North America.

Benjamin Bolden, local sales manager, WOL(AM) and WMOD(FM), both Washington, named VP and general sales manager.

John E. Bowen III, with McHugh and Hoffman Inc., Birmingham, Mich., TV and advertising consultants, named VP and account supervisor.

Harry J. Haas Jr., sales manager, WFLN-AM-FM Philadelphia, named VP-sales.

Phil Roewe, with KITN-KITI Corp., operators of KITN(AM) Centralia-Chehalis, and KITI(AM) Olympia, both Washington, named VP of corporation. Responsibilities include sales management of stations.

Kirk M. Dodge, account supervisor, Barrett/Yehle Advertising & Public Relations Inc., Kansas City, Mo., named VP. **Mrs. Robert W. Whittenberger** and **Mrs. William L. Fohey**, both with Barrett/Yehle, appointed assistant secretary-treasurer and media director respectively.

Francis J. Farrell, with MacManus, John & Adams, New York, appointed assistant to manager of audio-visual department.

Edward D. Bushman, with KEZY(AM) Anaheim, Calif., appointed regional sales manager in Hollywood office.

Jack Teiken, program manager, WBOW-AM-FM Terre Haute, Ind., appointed sales manager.

Clark Robbins, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed Flint sales executive.

F. J. Guthrie Jr. and **Lionel H. Braun**, VP's with Hicks & Greist, New York, named senior VP's. **Robert Berger**, account supervisor, named VP.

Arie Kopelman, VP and account supervisor, Doyle Dane Bernbach, New York, appointed management supervisor.

Thomas W. Petree, TV sales representative, Edward Petry & Co., Chicago, joins wxix-tv Cincinnati-Newport, Ky. as national sales manager.

Barbara Kellner, media manager, Media Corp. of America, New York, named VP.

Maurice C. Sculfort, VP and manager of media department, Compton Advertising, New York, named senior VP.

Kenneth G. Ross, director of data processing, Benton & Bowles, New York, named VP.

Marty Irwin, director of post-production services, EUE/Screen Gems, New York, also appointed to newly created position of director of video-tape services there.

Donald F. Mosbarger, with Dancer-Fitzgerald-Sample, New York, named VP.

Gerald Mulderrig, national sales manager, Tele-Rep Inc., New York, named VP.

Walter Jolley and **Bruce Porter**, account supervisors, Honig-Cooper & Harrington, San Francisco, named VP's.

William P. Roversi, with Television Advertising Representatives, New York, joins WUSN-TV Charleston, S.C., as general sales manager.

Media

Willard A. (Bill) Michaels, president, Storer Broadcasting Co., Miami Beach, resigns from television code review board of National Association of Broadcasters, Washington, citing press of business. No replacement has been named.

Donal Flynn and **Thomas Wertheimer**, directors of business affairs in New York and Los Angeles, respectively, at ABC-TV, elected VP's. Mr. Flynn becomes VP, business affairs for network, and Mr. Wertheimer becomes VP, business affairs, West Coast.

Nicholas DeRienzo, owner and manager, WCRV(AM) Washington, N. J.,

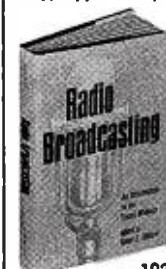
Books For Broadcasters

Television News

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Analyzing in detail the who, what, when, where, and especially the how of television newscasting, this comprehensive book examines all the skills required by the TV journalist—writing, filming, editing and broadcasting. 285 pages, over 50 illustrations, notes, glossary, appendices, index **\$8.95**



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elected president of New Jersey Broadcasters Association. **Robert Crager**, general manager of WWBZ(AM) Vineland, N.J., elected VP.

Max H. Bice, general manager, KTNT-AM-FM-TV Tacoma-Seattle, named VP and general manager.

Marshall A. Pite, sales manager, WAVZ(AM) New Haven, Conn., named VP and general manager. He is succeeded as sales manager by **Stanley Puzyski**, with sales staff.

Nicholas Frunzi, operations director, WPBS(FM) Philadelphia, joins WAYL(FM) Minneapolis as station manager.

Robert D. Hudson Jr., program manager, WCIN(AM) Cincinnati, appointed general manager, WYLD(AM) New Orleans. Both are Rounsaville Stations properties.

Warren R. Welsh, administrator, compliance, NBC, New York, appointed manager, compliance and practices, NBC, West Coast.

Helen Jones, sales manager, KFMW(FM) San Bernardino, Calif., appointed station manager.

Richard Plamquist, with WBOW-AM-FM Terre Haute, Ind., appointed acting general manager. He succeeds **Robert G. Froemming**, who died Nov. 7.

George Nicholas, KNX(AM) Los Angeles, elected chairman of Southern California Broadcasters Association for one-year term in 1970. Other officers elected: **Gordon Davis**, Westinghouse Broadcasting Co., Los Angeles, vice chairman; **Stanley Spero**, KMPC(AM) Los Angeles, secretary; and **Ira Laufer**, KVEN-AM-FM Ventura, treasurer.

Programing

Howard Karshan, director of international marketing services, CBS Enterprises Inc., New York, appointed general manager, CBS Europe. He will also serve as general manager of CBS television services division of CBS United Kingdom Ltd. His headquarters will be in London. **Frederick Gilson**, VP and general manager, CBS Enterprises Canada Ltd., Toronto, returns to CBS Enterprises, New York office as director, international sales planning.

Harry Joseph, program director, WRVR(FM) New York, resigns. Future plans are unannounced.

James W. Keeler, program director, WFLN-AM-FM Philadelphia, named VP-programing.

Bill Siminski, television director, WNDU-TV South Bend, Ind., appointed television production manager. He will supervise live, video tape and commercial film production work.

Raymond McPhee, film productions director, General Dynamics Corp., New York, joins WTVJ(TV) Miami as head of public affairs production.

News

James M. Quigley, producer of NBC Radio's daily *News of the World* in New York, appointed senior producer for NBC News, radio network, there. He will produce NBC News radio coverage of such events as space flights and national elections.

Pasquale L. Polillo, news director, WFIL-AM-FM-TV Philadelphia, joins WNAC-TV Boston in same capacity. He succeeds **Larry Moronne**, who resigns.

Charles W. Ridley, UPI night news editor, London, appointed news editor for Germany, Frankfurt, in charge of UPI's outgoing services. **Grover H. Briggs**, former chief operator in Pittsburgh for UPI, appointed UPI's eastern-division communications manager there. He will supervise UPI facilities in New Jersey, Pennsylvania, Delaware, Maryland, West Virginia, Ohio and Kentucky.

Jorge Z. Canelas, with AP in New York, appointed chief of bureau in Bogota, Colombia. He succeeds **Dan Harker**, who moves to AP's world-service desk in New York.

Sam Antar, legal counselor, ABC News, New York, appointed director of legal and business affairs for ABC News.

Eleanor Whitelaw, producer-director, Alabama Educational Television network, Auburn University, Auburn, Ala., joins WRBL-AM-FM-TV Columbus, Ga., as managing editor of news.

John A. Lack, news producer-director, KYW-TV Philadelphia, joins WITH-AM-FM Baltimore as program/operations manager.

Starr A. Merritt, news director, WHIH(AM) Portsmouth, Va., joins WAVY-TV Portsmouth - Norfolk - Newport News, Va., as reporter and newscaster. **William P. McGowan**, former writer for newsmen John Cameron Swayze and Frank Blair of NBC's *Today Show*, New York, joins WAVY-TV as assignment editor. **Robert Gheza**, commercial production supervisor at WAVY-TV, appointed weekend news editor.

Thomas Petner, former TV assignment editor, WFIL-TV Philadelphia, joins WHC-TV Pittsburgh in similar capacity.

Lee Garrett, news manager, WSLS-AM-FM-TV Roanoke, Va., appointed director of community affairs. **Terry Leedom**, newsman, appointed news director. **Glenn Howell**, newsman, appointed stations' farm director.

Larry Schmitz, former news director, KLEM(AM) Lemars, Iowa, joins KCAU-TV Sioux City, Iowa, as newsman.

Frank Sauline, with WNDU-AM-FM-TV South Bend, Ind., appointed assistant sports director.

Ed Moore, special projects director, WFRV-TV Green Bay, Wis., joins WTCN-TV Minneapolis-St. Paul as public-affairs director.

Promotion

Joe Costantino, Avco Broadcasting, Cincinnati, recuperating in Hahnemann hospital, Philadelphia, following major surgery. Outgoing president of Broadcasters Promotion Association, he was attending November BPA convention in that city when stricken.

Mark Thomas, with WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed promotion manager.

Valerie Jennings, talent co-ordinator and associate producer, WNEW-TV New York, joins PR firm of Robert S. Tappinger Associates, consumer division there, as director of TV and radio.

James P. Barrett, national PR director for Junior Achievement Inc., New York, joins noncommercial WNDT(TV) Newark, N.J.-New York, as director of public information.

Georgia Cochran, promotion assistant, WTAE-TV Pittsburgh, named promotion director, WHTN-TV Huntington, W. Va.

Edwin D. White Jr., former advertising and sales promotion manager, Agricola Chemical Co., Memphis, joins Ward Archer & Associates, advertising and PR firm there, as PR director.

Helen Unger, with WPIX(TV) New York, appointed producer for on-air promotion.

Joseph P. Keyes, PR director, WABC-TV New York, appointed PR director for American Management Association there.

Robert G. Visschers, account manager, Gilmore Advertising Inc., Kalamazoo, Mich., appointed assistant to president and corporate PR director for Jim Gilmore Enterprises, parent company there. Gilmore Enterprises includes Gilmore Broadcasting Corp., group owner of KODE-AM-TV Joplin, Mo., WSVA-AM-FM-TV Harrisonburg, Va., WEHT(TV) Evansville, Ind. and WREX-TV Rockford, Ill.

Neil B. Mahrer, director of development, noncommercial WVIZ-TV Cleveland, joins noncommercial WMHT(TV) Schenectady, N.Y., as manager of station's newly formed development department, which includes community relations and fund-raising projects.

Equipment & engineering

Dr. John V. N. Granger, chairman of board of Granger Associates, Palo Alto, Calif., elected president of Institute of Electrical and Electronics Engineers, New York, for 1970. He succeeds **Dr. F. Karl Willenbrock**, provost of faculty of engineering and applied sciences at State University of New York, Buffalo.

Francis J. Honey, with Computer Image Corp., Denver computer animation serv-

ice, named VP of engineering.

Shelby F. Young, VP and general manager of consumer division of Allied Radio Corp., Chicago electronic parts supplier, named president of corporation. He succeeds **William E. Cowan**, who resigns. **Arthur O. Brymer**, also with Allied Radio Corp., named to newly created position of VP-controller.

Charles H. Reed, southwestern regional sales manager for CBS-owned Bailey-Film Associates, Chicago, named director, southwestern regional sales, CBS electronic video recording division, New York.

Jere Smith, with Solitron/Microwave, Long Island City, N.Y.-based equipment manufacturer, appointed southeastern regional sales manager with headquarters in Stewart, Fla.

Don W. Hoffman, manager of special projects, Comm/Scope Corp., Hickory, N.C., coaxial products manufacturers, appointed general sales manager with responsibility for domestic and foreign coaxial cable sales.

W. Daniel Schuster, chief engineer, Sylvania entertainment products, Batavia, N.Y., operating group of Sylvania Electric Products Inc., also appointed new products manager.

Allied fields

A. John Adams, former director of news broadcast research, CBS News, New York, joins Congressional Quarterly Inc., Washington, as senior editor with responsibility for directing research department.

James D. Mulla, former director of research for ABC-TV Spot Sales, New York, joins Midwest division/broadcaster services of American Research Bureau, Chicago, as manager.

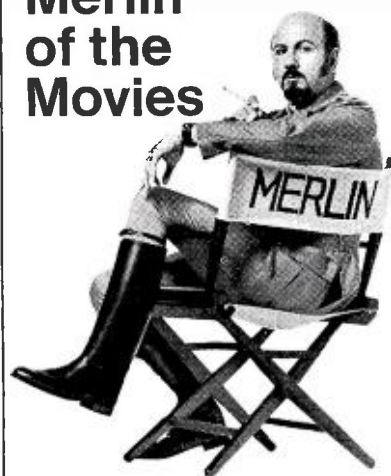
Gordon C. Coffman, former assistant general counsel of National Association of Broadcasters, Washington, becomes associated with Wilkinson, Cragun & Barker, law firm there.

Deaths

Frederick Stark, 79, former music supervisor for Walt Disney Studio, died in Frieburg, Germany, Nov. 16, of heart condition. From 1929 to 1938 Mr. Stark was associated with Don Lee Radio in Los Angeles as conductor of concert programs and dramatic shows with musical backgrounds. He subsequently joined Disney studio, retiring in 1961.

Joseph J. Kessler, 35, legal assistant to former FCC Commissioner James Wadsworth, died Nov. 19 at his home in Falls Church, Va. He is survived by his wife, Josephine, two daughters and one son.

Ask Merlin of the Movies



Grand Seer of TV Programming . . .
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A station program manager in Arizona asks:

"With the networks still programming seven features a week, how are they holding up this year?"

Answer:

In the early part of any new season, the best way to check out comparable feature performance is to see how many in the first six weeks pulled above average shares. Much "front loading" occurs at this time of year, which makes an above the average comparison a more meaningful check point.

Last year, for instance, the average national share of all network features was 35. Using that as our base, then, we find 16 of the 35 features recently played between Sept. 15 and Oct. 27 had a 35 or better share. This compares with 17 out of 36 in the front end of last season. Pretty much even Steven. (McQueen, that is. He can't be in every picture!)

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

As compiled by BROADCASTING, Nov. 18 through Nov. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. —educational.

New TV stations

Final action

■ Dothan, Ala.—Southeast Alabama Broadcasting Co. Broadcast Bureau granted UHF, ch. 18 ERP 811 kw vis., 121.6 kw aur. Ant. height above average terrain 740 ft.; ant. height above ground 966.13 ft. P. O. address: c/o Arthur B. Adams, Box 1521, Dothan. Estimated construction cost \$874,694.15; first-year operating cost \$309,480; revenue \$547,500. Geographic coordinates 31° 14' 23" north lat.; 85° 18' 53" west long. Type trans. GE TT-59-A. Type ant. GE TY-106-B. Legal counsel Morgan, Lewis & Bockius; consulting engineer A. D. Ring & Associates, both Washington. Principals: Arthur B. Adams, president (3.3%), Robert W. Adams (1.1%), William J. Baxley and James Wright (each 14.7%), et al. Messrs. Adams owns 66% of laundry and dry cleaning firm; Mr. Baxley is Dothan district attorney, and Mr. Wright is Montgomery, Ala., attorney. Action Nov. 20.

Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition by Golden Orange Broadcasting Inc. for leave to amend application subject to condition that it will not be permitted to gain any advantage over other applicants in comparative phase of case by reason of amendment; by separate action, granted petition by Orange Empire Broadcasting Company for leave to amend application to reflect change in proposed trans. site (Docs. 18295-300). Action Nov. 14.

Other actions

■ Review board in Homewood, Ala., TV proceeding. Docs. 15461, 16760-61, 16758, adopted order denying petition for reconsideration, filed Sept. 29 by Birmingham Television Corp. Action Nov. 21.

■ Review board in Waterbury, Conn., TV proceeding. Doc. 18376, granted petition for

extension of time, filed Nov. 18 by WATR Inc. Action Nov. 19.

■ Review board in Fajardo, P. R., TV proceeding, Docs. 18048-49, granted petition for further extension of time for filing exceptions, filed Nov. 20 by WSTE-TV Inc. Action Nov. 24.

Rulemaking actions

■ Columbus, Miss.—FCC authorized assignment of UHF TV ch. 27 to Columbus (Doc. 18628). Action Nov. 19.

■ KBLI-TV Helena, Mont.—FCC denied request for rulemaking to reassign ch. 10 from Helena to Great Falls, both Montana. Action Nov. 21.

Call letter actions

■ Kentucky State Board of Education, Louisville, Ky. Granted *WKMJ(TV).

■ Board of Directors for Educational TV, Pierre, S. D. Granted *KTSJ-TV.

Existing TV stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: (TV) Christiansted, St. Croix, V. I., to May 19, 1970. Action Nov. 19.

■ WMGZ(TV) Mayaguez, P. R.—Broadcast Bureau granted mod. of CP to change ERP to 1.95 kw vis. and .195 kw aur.; make changes in ant. structure-ant. height 1000 ft.; change type trans. and ant.; granted mod. of CP to extend completion date to May 17, 1970. Action Nov. 17.

■ WPSJ(TV) Ponce, P. R.—Broadcast Bureau granted mod. of CP to change ERP to .813 kw vis., .813 aur.; change trans. location to Intercontinental Hotel, Ponce; make changes in ant. structure, ant. height 110 ft.; granted mod. of CP to extend completion date to May 17, 1970. Action Nov. 17.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.), TV proceeding, granted motion of Atlantic Video Corp. and postponed hearing to Dec. 15 (Docs. 18403, 18448). Action Nov. 12.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.), TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application by updating information as stockholdings of some of officers and directors in Walter Reade Organization Inc. (Docs. 18403 and 18448). Action Nov. 14.

■ Hearing Examiner Ernest Nash in Hutchinson, Kan. (Minneapolis Star & Tribune Co. (transferor) and WKY Television System Inc. (transferee), transfer of control of KTVH-TV, on Examiner's own motion, rescheduled for hearing Nov. 19 (Doc. 18631). Action Nov. 14.

New AM stations

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, designated Hearing Examiner Frederick W. Denniston as presiding officer; scheduled prehearing conference for Dec. 11 and hearing for Jan. 12, 1970 (Doc. 18714). Action Oct. 31.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, denied motion by applicants and ordered depositions of 23 parties taken in Jesup, Ga., during week of Dec. 8-12; ordered that any questions relating to materiality and relevancy may be determined at further hearing date in this proceeding (Docs. 17722, 18395). Action Nov. 17.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Inc.), AM proceeding, scheduled further hearing conference for Dec. 11 (Docs. 18735-6). Action Nov. 13.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted petition by Stephensons and continued to Nov. 24 time to file proposed findings (Doc. 18385-6). Action Nov. 12.

Other actions

■ Review board in Alamogordo, N. M., AM proceeding, Docs. 17624-25, dismissed petition for reconsideration and request for waiver, filed Oct. 1 by Fred Kaysbier. Action Nov. 24.

■ Review board in Jacksonville, N. C., AM proceeding, Doc. 18549, granted petition for acceptance of late-filed pleading, filed Sept. 16 by Seaboard Broadcasting Inc.; and appeal from Hearing Examiner's adverse ruling, filed Sept. 16 by Seaboard Broadcasting Inc. granted to extent indicated and denied in all other respects. Action Nov. 21.

■ Review board in Sapulpa, Okla., AM proceeding, Docs. 13341-44, granted request for extension of time, filed Nov. 10 by Tinker Area Broadcasting Co.; time for filing responses to Broadcast Bureau's petition to enlarge issues extended to date thirty days after release of commission's decision upon application for review and petition for declaratory ruling. Action Nov. 19.

Call letter applications

■ Conejo Broadcasters, Thousand Oaks, Calif. Requests KOAX.

■ Anadarko Broadcasting Co., Anadarko, Okla. Requests KRPT.

Designated for hearing

■ Shenandoah, Iowa—FCC set for hearing applications by Sarnern of Iowa Inc., Shenandoah Broadcasting Co., Buddy Tucker Evangelistic Association Inc., and C & H Broadcasting Inc., for deleted KFNF facilities (920 kc, 500 w, 1 kw-LS, U). KFNF ceased operation on July 6. Action Nov. 19.

Existing AM stations

Application

■ WMEG Eau Gallie, Fla.—Seeks mod. of license to change station location to Melbourne, Fla. Ann. Nov. 20.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WGMA Hollywood, Fla., to Dec. 23; WFEA Manchester, N. H. to Jan. 16, 1970; WTNS Coshocton, Ohio, to March 22, 1970, and WEKO Cabo Rojo, P. R., to Dec. 31. Action Nov. 12.

■ KRDD Roswell, N. M., KRCK Ridgecrest, Calif., and KREN Renton, Wash.—FCC authorized to continue operating until Dec. 1 pending decision on petitions for reconsideration of dismissal of renewal applications. Commission dismissed renewal applications of Reginaldo Espinoza II, licensee

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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	3	8	4,265	76	4,341
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	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

† Includes 25 educational AM's on nonreserved channels.

‡ Includes two licensed UHF's that are not on the air.

of KRDD, Unlimited Service Organization, licensee of KRCK, and Washington Broadcasting Inc., licensee of KREN, Renton, Wash., on Oct. 15 for failure to prosecute. Stations were ordered to terminate operation Nov. 24, 1969. Action Nov. 21.

■ WFTL Fort Lauderdale, Fla.—FCC dismissed petition by WFTL Broadcasting Co. requesting rehearing, stay and other relief, directed against action by commission May 7, 1969. May 7 action approved agreement for reimbursement of expenses incurred and for dismissal of application of Latin Broadcasting Corporation (WLTO Miami) to change facilities from 1220 kc. 250 w-D, to 1190 kc. 10 kw, DA-D; and granted mutually exclusive application of Lauderdale Broadcasting Inc. for new AM to operate on 1190 kc with 5 kw, DA-D, at Fort Lauderdale. Action Nov. 19.

■ WRNG North Atlanta, Ga.—Broadcast Bureau granted CP to change power to 25 kw and install new trans.; remote control permitted; conditions. Actions Nov. 20.

■ WFIA Louisville, Ky.—Broadcast Bureau granted CP to change trans. location to McCollough and Emery Crossing, Clarksburg, Ind.; make changes in ant. and ground systems; ant. height 366 ft. Action Nov. 21.

■ WITL Lansing, Mich.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to Pine Tree Road, 0.45 mile south of Jolly Road, Delhi, Mich.; make changes in ant. system; change type trans.; and make changes in MEOV. Action Nov. 21.

■ WOR New York — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 30. Action Nov. 13.

■ KEOR Atoka, Okla.—Broadcast Bureau permitted remote control; condition. Action Nov. 21.

■ WILK Wilkes-Barre, Pa.—Broadcast Bureau granted license covering installation of former main trans. at main trans. location for alternate main daytime and auxiliary nighttime purpose. Action Nov. 20.

■ KDSX Denison-Sherman, Tex. — Broadcast Bureau granted license covering installation of former main trans. at main trans. site for auxiliary purposes only. Action Nov. 20.

■ WBLU Salem, Va.—FCC denied petitions by Baker Broadcasters Inc. for acceptance for filing of applications for change in frequency and hours of operation for change in trans. site using present frequency. WBLU is now on 1480 kc, 5 kw-D. Baker proposed operation on 1490 kc, 250 w. 1 kw-LS. U. Action Nov. 19.

Actions on motions

■ Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLK, granted petition by Broadcast Bureau and extended through Nov. 21 time to respond to petition for reconsideration and grant without hearing (Doc. 18285). Action Nov. 17.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK], WUVA), AM proceeding, denied petition by Charles W. Hurt for leave to amend application to submit new engineering study embodying new trans. site and rejected proffered amendment (Docs. 18585-7). Action Nov. 13.

■ Hearing Examiner Chester F. Naunowicz Jr. in San Juan, P. R. (Radio San Juan Inc. [WRSJ]), AM proceeding, scheduled hearing for March 2, 1970 (Doc. 17574). Action Nov. 17.

Fines

■ WATM Atmore, Ala.—FCC ordered to pay \$200 for violation of rules by failing to have maintenance logs available for inspection for period Jan. 13 to Feb. 1, 1969. Action Nov. 19.

■ WAML Laurel, Miss.—FCC ordered to forfeit \$200 for failing to provide data on equipment performance measurements. Action Nov. 19.

■ WSLR Akron, Ohio — FCC ordered to forfeit \$1,000 for failure to observe rules requiring copy of contracts relating to sale of broadcast time to brokers for resale be filed within 30 days of their execution. Action Nov. 19.

■ WKRZ and WDJR-FM Oil City and WOTR Corry, all Pennsylvania — FCC denied applications by WKRZ Inc. and Olivia T. Rennkamp, for reduction or cancellation of fines totalling \$6,000 for rules violations. Action Nov. 19.

Rulemaking petition

■ FCC, in further notice of proposed rulemaking, proposed mod. of commission proposal to specify standard method for calculating DA radiation, to be used in evaluating interference, coverage and overlap of mutually prohibited contours in AM service. In place of existing concept of MEOV (maximum expected operating value) (Doc. 16222). Action Nov. 19.

Call letter application

■ WCIK, Cyler D. Garner, M.D., Gordon, Ga. Requests WKOG.

Presunrise service authority

■ FCC granted PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KSPI Stillwater, Okla., 250 w. Action Sept. 30; WAGC Centre, Ala., 500 w. Action Oct. 13; KNBO New Boston, Tex., 192 w. Action Oct. 15; WCIR Beckley, W. Va., 500 w. Action Oct. 16; KEMM Marshfield, Mo., 250 w and WADD Brockport, N. Y., 500 w. Actions Nov. 7; KILR Estherville, Iowa, 15.3 w. Action Nov. 14; WCVR Randolph, Vt., 215 w. Action Sept. 26; KIKK Pasadena, Tex., 250 w. Action Oct. 17; WLOT Marinette, Wis., 500 w. Action Nov. 12; WADR Remsen, N. Y., 500 w. Action Nov. 18.

New FM stations

Final action

■ Alliance, Ohio—Mount Union College, Broadcast Bureau granted 91.7 mc, 2.8 kw. Ant. height above average terrain 190 ft. P. O. address: 219 West State Street, Alliance 44601. Estimated construction cost \$7,945; first-year operating cost \$4,300; revenue none. Principals: Board of Trustees; Richard G. McCuskey, president, et al. Action Nov. 18.

Actions on motions

■ Chief, Broadcast Bureau, on requests of three State educational broadcasting authorities or commissions in Delaware, Maryland, and West Virginia, extended through Dec. 8 time to file statements in response to petition of Deputy Attorney General of State of Pennsylvania on behalf of Pennsylvania Department of Public Instruction in matter of amendment of rules to establish Educational Radio Broadcast Table of Assignments to allocate adequate educational radio broadcast facilities to Pennsylvania and to reserve them for educational use. Action Nov. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.), FM proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer, scheduled prehearing conference for Dec. 22 and hearing for Jan. 19, 1970 (Docs. 18735-6). Action Nov. 10.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co. et al.), FM proceeding, granted oral request by Broadcast Bureau and construed issue 8 to be issue involving basic qualifications of What The Bible Says, Inc. rather than involving possible demerit under comparative issue (Docs. 18673-6). Action Nov. 19.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), FM proceeding, scheduled Nov. 24 oral argument on motion to dismiss application filed by Progressive Broadcasting Co. with respect to proposal of Big Chief Broadcasting Co. of Lawton Inc.; postponed to Dec. 2 hearing scheduled for Nov. 19 (Docs. 18599-600). Action Nov. 17.

■ Hearing Examiner Isadore A. Honig in Lawton, Okla. (Big Chief Broadcasting Co. of Lawton Inc. and Progressive Broadcasting Co.), FM proceeding, granted request by Big Chief Broadcasting Co. of Lawton Inc. and scheduled prehearing conference for Nov. 17 (Docs. 18599-600). Action Nov. 17.

■ Hearing Examiner Jay A. Kyle in Berwick and Pittston, all Pennsylvania (Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.), FM proceeding, scheduled

(Continued on page 83)

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Announcers continued

Major market—in top five—background music FM operation—looking for big voice with heavy production ability—short daily air shift involved—prefer married man—station owned by nationally known company—excellent health plan, etc. Salary open . . . send tape and resume to Box M-12, BROADCASTING.

Wanted: Soul jock to do A.M. drive time shift. If you are presently employed in a small southern market and want to move up to a major Michigan market, we would like to hear from you. Minimum experience, two years. Send complete resume, tape and salary requirements in first letter. Box M-22, BROADCASTING.

Experienced announcer needed immediately at established MOR. ABC Virginia station. \$125.00 weekly. Can hold until January 1st for right man. Telephone 703-886-3010 or write Box M-28, BROADCASTING.

Pennsylvania 5kw regional has opening January first for announcer with proven record in housewife time, 10 AM till 3 PM. Excellent conditions, all benefits. If you're our man, name your price. Tape and particulars to Box M-31, BROADCASTING.

Announcer-salesman, morning man. Pull 3-hour sign-on shift, sell and service established accounts balance of day. Guaranteed salary \$150 weekly and up on salary-commission setup/car allowance. You'll make much more. Real solid AM-FM small medium market in South Carolina. Send audition tape, snapshot and resume. Better than average opportunity for experienced man only. Job open now. Apply in confidence. Box M-43, BROADCASTING.

Monster station southeast needs crackjack morning personality. Red hot organization. Rush tape, photo, and resume to Box M-45, BROADCASTING.

Think that time and temp. is the only thing PD's look for in a major market? Guess again. Do you dare think on the radio? React to music? Send tape and resume today. Box M-51, BROADCASTING.

Either good production man-announcer; or announcer-play-by-play sportscaster needed immediately. College community. KHAS-Radio, Hastings, Nebraska 68901.

KTHY, Houston adding to staff. Bright MOR. First phone helpful, but not necessary. Good mid-range voice with animated, natural style. Ad-lib ability. An equal opportunity employer. Send tape and resume to Nat Stevens, KTHY Radio, 2100 Travis, Houston, Texas 77002, if you have either top 40 or MOR background. Many company benefits include 3 week vacation and profit sharing.

First phone soul jock experienced. Top wages. contact manager, KZEY, Tyler, Texas.

Announcer, 1-3 years experience, applications wanted. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wisconsin.

MOR daytime needs versatile staff announcer. Third phone required. Salary open. Contact John Liberty, WEBO, Oswego, N.Y. 13527.

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.

Morning or afternoon drive jock/production genius for great-sounding contemporary station in competitive market. Excellent opportunity for ambitious, hard-worker. Professionals only. WRNC, Raleigh, N.C.

10,000 watt top-rated north east MOR needs announcer. Call Robert Manning. 717-286-5828.

Growing radio-TV group has career opportunities available for experienced air personalities and newsmen dedicated to reaching the unchurched with the message of Christ. Call Christian Broadcasting Network. (607) 272-8141.

Announcers continued

1st phone morning man' or mid-day personality'—opening available now! "Modern" top 40 country station enjoys lions share of audience. We are on top in a 3 station (soon to be 4) market! This station has been a spring board for markets like Milwaukee, Houston, etc! Staff and management is young and aggressive. We want a man (1st phone) who can keep our current rating (50%) or increase it—Who can do production and news, and is willing to work for good pay! We are a growing concern with our eyes open for more properties—if you are a pro, and want to swing—contact—Larry Dean, Mgr., WYNN AM-FM, Brunswick, Georgia. Phone 912-264-3820—No collect calls! P.S. This area 1/2 way between Jacksonville, Florida and Savannah, Ga.—is on the Atlantic Ocean and attracts thousands of tourists each year, it's a fun place to live and work!

Technical

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.

Exceptional opportunity in central New York for engineer qualified with broad background in AM-FM-CATV operation. Box L-244, BROADCASTING.

Chief engineer who will be responsible for construction of brand new daytime non-directional in northeast. Separate nearby studios also to be built. If you have 2 to 4 years experience, and want ideal area adjacent to major northeastern city and might also do minimum air shift and/or production when station goes on air early 1970. This may be your ideal job. Salary in \$7,000 to \$8,000 range. Rush references and background to Box M-2, BROADCASTING.

Chief engineer. Locate in greatest town in midwest and take over 5kw daytimer. Box M-26, 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, or FM stereo would be considered. State full educational and experienced background, including all past and present salaries. Box M-27, BROADCASTING.

Dallas, \$700 to \$800 per month. Broadcast engineer, first class license and extensive experience in AM and FM multiplex maintenance required. Box M-32, BROADCASTING.

Chief engineer opportunity with fast growing directional in California's beautiful Napa Valley. Part-time air shift. Send tape and resume to KVON, Napa, California.

Beginners eligible. Start in copy/production with on job air training. Typing skill plus adlib thinking essential. WBKV, West Bend, Wisconsin.

First class transmitter and production engineer . . . no announcing . . . 5kw DA. Immediate opening. Contact Peter Dean, C.E. . . . WDEV . . . Waterbury, Vt. 502-244-7321.

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.

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

New Jersey station needs news director who can gather, write & air local news. Good starting salary & company fringe benefits. Send resume, tape and availability with first letter. Box M-18, BROADCASTING.

News continued

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 newsmen-announcer for heavily news oriented adult programed station. Tape and resume to WALE, Fall River, Mass. 02722.

Newsman for top 10 market rock giant. Minimum 3 years experience necessary in gathering, writing and air presentation. Also need a part time newsmen 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 newsmen. Six days a week—3 week vacation—hospitalization. Salary \$110 to \$120 to start. Personal interview necessary. H. M. Thayer, WGHQ, Kingston, New York.

News Director—solid, dependable. Immediate opening. Great opportunity in expanding operation. Contact Dick Palmquist, General Manager, WRAC AM & FM, 2200 North Green Bay Road, Racine, Wisconsin 53405.

WTRX, Flint, Michigan (BMOR) looking for bright energetic fulltime newsmen. Good starting salary and fringe benefits. WTRX owned by Robert E. Eastman & Co. Inc., one of the nation's leading rep firms. Send tape and resume to P.O. Box 1330, Flint, Michigan 48501.

Programming, 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.

Radio group wants to start new, central production studios for creation and production of its own commercials, promotions, formats, etc. Need creative person, experienced in broadcasting, to head this department and write, voice and produce material. Much creative freedom. Send complete resume, samples of work, audition tape to Box M-57, BROADCASTING.

Situations Wanted Management

Los Angeles public relations-advertising exec in \$12,000 class wishes to re-locate with indie station in small town market. Fast moving, sharp, and heavy on management, production, programming, creative sales and promotion. Eleven years all phases small town radio. Box M-6, BROADCASTING.

Attention Southeast; Ten years experience—all phases. Looking for my first job as manager. Would consider assistant manager at large station. Resume and tape on request. Box M-13, BROADCASTING.

Station manager/sales manager available for mid-level to south Florida location. Experienced in business . . . 45 years old . . . Experience in medium market, AM radio . . . talented in commercial continuity. Box M-19, BROADCASTING.

Save Money. Automate, sound alive. I can do it and save you money. Two years successful automation experience. We can do it. Box M-40, BROADCASTING.

Young man . . . 27 . . . married. Ten years experience, looking for manager's challenge . . . aggressive, dependable, hard-working, proven sales record AM-FM, excellent references. Write Box M-56, BROADCASTING.

General manager 18 years small market wanting step up and real challenge. Move by January 1. All know how you need for management, sales, production, etc. I am a professional. Box M-59, BROADCASTING.

Situation Wanted Sales

Ambitious—27—married—PD 10 years experience—1st phone—desires sales opportunity. Box L-243, BROADCASTING

Announcers

First phone, experienced announcer-newsman. Married, veteran. Box L-38, BROADCASTING.

DJ announcer, newscaster, control board operator, a real go getter. Box L-51, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box L-163, BROADCASTING.

Urgent: East coast position wanted. Announcer/newsman, MOR/country format, Tight board. Some experience. Box L-197, 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.

Three years experience, some college, 1hrd, service completed. Box M-7, BROADCASTING.

Quality announcer-producer seeks fine arts/educational position. Third endorsed . . . decade experience . . . references. Box M-11, BROADCASTING.

Did you know that an Air Force uniform disintegrates in four years? Well, it does. That means I'll need suitable garments in March. Eight years commercial radio and television experience. March can be cold and windy. Help stamp out the flu, keep me healthy. Tape, picture and other premiums. Box M-17, BROADCASTING.

Comic personality with voices, wild tracks, one liners, seeks challenge in major market. 10 years experience. Box M-20, BROADCASTING.

Four desert summers too many! Want to settle permanently in cool, green country. Major market preferred. Seven years commercial experience, adaptable, reliable, good voice, sincere friendly sound, strong production, 28, married. Ready in 1970. Thirty days notice to present employer. Box M-24, BROADCASTING.

Negro broadcast school graduate with physical handicap; first phone; seeking position as news or sportscaster, engineering; will relocate; limited experience. Box M-29, BROADCASTING.

Disc jockey's wife looking for Christmas present for husband who has everything but a job. Ten years experience, top 40, all night or evening position. Box M-33, BROADCASTING.

First phone, three years in radio . . . some college . . . desires position in Chicago, Box M-34, BROADCASTING.

For sale . . . one 1943 model Philadelphia broadcaster. Extras include: good voice . . . humor with presence . . . music and production versatility . . . major market experience. A real cream puff. Easy terms. Call 215-324-4125 now for immediate delivery or Box M-37, BROADCASTING.

Detroit, Port Huron and surrounding area . . . experienced, versatile, and available. First phone on the way. Will handle any format. Can handle production. Box M-38, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Facts are: 8 years experience. Play by play, basketball, football, baseball, sportscasts. News, dj (MOR) staff, sales. 3rd phone. Directed & produced live dramatic shows on FM. Program and sports director. 42 years, married, 4 children. Out of radio 10 years. Want back in 2nd love (family 1st). Now manager for large firm. Don't expect to make initially what I'm now making. Do need sufficient pay for family and myself. Hours and work no object. Call after 6 pm C.S.T. (312) 588-2347, 588-4682. Will relocate. Read ad, determine if your opening coincides with my background, if so we'll both be winners. Box M-52, BROADCASTING.

1st phone, experienced DJ news, and automation. Heavy production and copy. Married, vet, stable, prefer uttempo. Young and ready to work out. Write Box M-54, BROADCASTING.

First phone 2 yrs. Howard Thayer, Lamolte, Ill. (815) 638-2083.

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, Chiploy, Florida. (904) 632-0611.

Announcers continued

New England, announcer-newsman, 14 years experience, all formats, 3rd endorsed. 617-933-5371 after 4.

Young lady, 23, seeking first announcing job or any job that will lead to same. Interested in learning all phases of business, Pamela Twibie, 37 Glenwood Rd., Colts Neck, New Jersey 07722. Phone 201-946-9793.

Announcer-newscaster seeking experience. College grad in Speech, broadcast school grad. Prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Limited experience—but willing to work really hard. Will locate anywhere to learn. DJ school and third phone—broadcast endorsed. Draft exempt. Call Polidori, 404-422-1638 after 6:00 PM.

Technical

First class engineer. Tech. background, some TV transmitter and studio experience, seeks full or part time position in AM/FM/TV. NYC area. For resume and photo: Box M-16, BROADCASTING.

NEWS

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.

Professional: You're in business to succeed, so am I. Six years experience in adult presentation as news director, interviewer, music. Married, veteran, 28, permanent. Making \$700. Box M-39, BROADCASTING.

News reports from Prague, Paris, and Israel for radio, TV and newspaper. Contact Box M-42, BROADCASTING.

Programing, Production, Others

Major markets soul/T-40, 3 yrs, will 1st soon. Love production, Hurry! Box L-190, BROADCASTING.

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-224, BROADCASTING.

Two man team desires position in small station suffering from poor staff, equipment, promotion, etc. We offer announcing, programming, promotional, first class engineering ability plus enthusiasm in return for opportunity. Will travel. Available immed. Salary not important but challenge is. Reply Box M-23, BROADCASTING.

Save Money. Automate, sound alive. I can do it and save you money. Two years successful automation experience. We can do it. Box M-41, BROADCASTING.

Idea man available! Presently contemporary P.D. Seeking organization where good programming is of primary importance. All markets considered. Box M-50, 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.

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.

Opening in early December for sharp . . . repeat sharp . . . host who knows something about everything and can really get inside people. Must be mature, personable, experienced and know how to research. In top 25 market, New Havenland area. Wire immediately to Box M-64, BROADCASTING.

Technical

TV transmitter engineer contact: Alex Giese, KGBT TV, Box 711, Harlingen, Texas 78550. 512-423-3910.

Technical continued

Arizona Station needs transitee supervisor. Contact R. Melanson, KIVA, Box 1671, Yuma, Ariz. 85364.

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.

New full color UHF under construction needs 9 technicians. 2 VTR transmitter and general maintenance. 6 operators. Send resume, salary requirements to: R. Harrison, WCSP TV, Sheraton Park Hotel, 2660 Woodley Rd., N.W., Washington, D.C. 20005.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norcote color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

NEWS

Television newsmen. Station expansion at top market UHF creates opportunity for person with basic experienced good writing and on-air ability investigative reporting potential for documentary work. Write or wire Bill Ellison, WNHG-TV, 135 College St., New Haven, Conn. An Equal Opportunity Employer.

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, 399 West Jefferson Blvd., South Bend, Indiana 46601.

Programing, Production, Others

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.

Producer/director for progressive independent in major market. Young—hard working professional, seeking growth opportunity. Send resume and salary requirements to Box M-55, BROADCASTING.

Capable young man as operations director for TV-AM-FM. Must be able to produce creative visuals for local commercials. Good director however not one of duties. Know photography and is with good eye for composition. Be able to supervise and lead staff in day to day operation. Send resume, photograph, salary range in first letter. Box M-52, BROADCASTING.

Situations Wanted Management

General manager-sales manager. Complete background management, sales, programming. 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.

General manager—well known manager, complete knowledge of overall management, strong on sales, budget minded. Excellent background top agencies. Peps and network—both radio and television, currently employed, available January 1st. Box M-25, BROADCASTING.

General Manager-National Sales Manager. Thoroughly experienced all phases: station-ownership, development, management, sales management, sales (national and local), programming, film-buying, production, promotion and network announcing-news-casting. Leader in community affairs. Leader in industry. Nationally recognized as successful manager-developer-troubleshooter. 15 years in television; 12 years in radio = 25 years' experience just turned 45. Excellent health. College degree. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proven capable of developing substantially increased profits, prestige and value. Box M-63, BROADCASTING.

Sales

Local salesman, major group, fantastic track record, currently employed. Available to build, train and guide local sales department. Box M-10, BROADCASTING.

Announcers

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-225, BROADCASTING.

Technical

Manager, technical operation—10 years TV/AM FM, construction proffs, color, operation, budget conscious, desires position in midwest or western states. Box M-4, BROADCASTING.

Technical work, 27 years old, 6 years TV experience in VTR color cameras, transmitter, TV production, 1st phone. Box M-14, BROADCASTING.

First phone, AM-FM-TV, maintenance or transmitter watch. Box M-53, BROADCASTING.

Chief, Asst. Chief or Maint. Super. TV or FM. Young, married, draft exempt. South or Southwest only. Seacoast preferred. 606-299-7948.

NEWS

News director available with twenty-three years in broadcasting and still not past the forty mark. Unlimited experience in all phases of news. Superior judgment, writer-producer, anchorman. Six years with present company. Seeking position on-camera, on-mike, or . . . behind-the-scenes. Has directed radio news department in multi-million markets, television news department in million market. Audio-video tapes, scripts available. Excellent references. Will work for the company with right pay and fringe benefits anywhere in the free world. Box M-36, BROADCASTING.

Experienced TV news reporter/photographer wants permanent situation. Journalism degree, 31, married. On-the-air experience plus solid film and writing background. VTR and resume available. Box M-46, BROADCASTING.

TV newscaster—three years tube time. Sharp, racy, popular, authoritative, married, 1st phone. 5 yrs. in radio & TV. Tom Schumacher, Little Falls, Minn. 56345.

Programing, Production, Others

Ideal package of progressive commercial or ETV station wanting to produce documentary or ITV film but lacks talented filmmaker and equipment. One man film unit, experienced producer/director/cinematographer/soundman/editor with complete 15mm sync sound film production and editing facilities. Available soon. Box M-5, BROADCASTING.

Director from top 10 UHF seeks major market. Cool, creative, college-BA in RGTV, professional, 24. Pix and resume immediately on request. Box M-9, BROADCASTING.

Veteran, college graduate, four years TV production experience, all aspects, seeks position as production assistant or assistant director. Single, salary open, any location, start immediately, resume available. Box M-53, BROADCASTING.

Creative copywriter with experience in producing, directing plus sales promotion seeks better climate. Currently midwest, prefer Arizona, California, Hawaii, Florida. Box M-60, BROADCASTING.

Single, experienced girl Friday—knowledge all phases station operation—excellent copywriter, promotion, press information, public relations, ready for move up! Box M-61, 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 Irubide St., Laredo, Texas 78040.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat—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.

16 mm sound projectors Bell & Howell, Victor, Ampro, Eastman etc. Optical & magnetic prices start at \$145.00. Also selection of jam projectors. Free listing of other items. Cavalcade Equipment Co., 2994 N.W. 7th St., Miami, Florida 33134.

Western Electric 40-B 50kw transmitter, good condition—\$3,000.00. Radio Department, Bible Place, Cleveland, Tennessee 37311.

FOR SALE—Equipment

continued

Broadcast crystals. New or repairs for Gates, RCA, Bliley, W. E. and I-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Edson Electronics Co., Box 96, Temple, Texas 76501. Phone 317-773-3901.

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. WEAW, Evanston, Ill.

Towers, any type. Bill Angle, 919-752-3040, Box 55, Greenville, N. C. 27534.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-777-7456.

Collins 212G audio console \$1,750.00. 2 Collins TT-2005s \$100.00 each; 3 Gates CB500s \$150.00 each; 4 Collins 356 H TT preamps \$100.00 each. Collins 642E cartridge tape playback \$300.00; CBS audiomax \$400.00; 5 tower (or less) phase monitor \$750.00; General AM modulation monitor \$500.00; General AM frequency monitor \$750.00; other items. Malone School of Broadcast, 419-752-4911.

New RCA electronic tube 202s 5350. Write Box M-48, BROADCASTING.

Self-supporting 210' can go to 300'. Bill Angle, P.O. Box 55, Greenville, N. C. 919-752-3040.

For sale: 1050 ft. Truscon triangular guyed tower, complete with all parts including cable and detailed plans for assembly. \$25,000.00. Phone (318) 368-3644 or write to: Claude Scott, Chief Engineer, KTBS TV, P.O. Box 4218, Shreveport, La. 71104.

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.

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.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-914-3700.

I have for sale an outstanding collection of 33 1/3 long play albums—stereo and monaural, approximately 2,000 in number—about 5,000 45 rpm records, 200 78 rpm records and approximately 600 reels of recorded tape 7 1/2 ips from 3 inch reels to 2400' length reels—mostly the large reels, the majority of this is country and western music, some classics, collectors items and some pop music, all are suitable for broadcast, some never played. Price is reasonable. Call or write Hal Dike, P.O. Box #163, Norton, Kansas 67654. Phone area code 913-927-2879.

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.

INSTRUCTIONS continued

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf Coast area residents Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946 Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7, April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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.

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, 1335 Main St., Sarasota, Fla. 33577.

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RADIO

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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.

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Broadcast Consulting Firm

Seeks Experienced Broadcast Engineer or Technician For Position of Junior Engineer. Applicant must be willing to travel. An Engineering Degree is desirable.

Send resume and references to
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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.
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RADIO—HELP WANTED

Technical continued

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Programing, Production, Others

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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:

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Attention Owners

Why not let our "head-hunters" find qualified executives, salesmen, and air talent for you!

We have helped hundreds of radio and television stations in all size markets coast to coast improve their ratings, sales and net profits by recruiting outstanding personnel.

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Management

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(Harvard MBA) with capital interested in equity position with growth oriented, broadcasting group headquartered in New York City area. Contact:

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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:

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For further information call collect or send resume to Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, (217) 222-8200.

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International Video Corporation has immediate openings in the Eastern region for experienced television equipment salesmen. These positions are the direct result of continuing acceptance of IVC's broad line of color cameras and VTR's. Openings exist for salesmen with either broadcast or closed circuit sales experience as follows:

BROADCAST

Will sell IVC color studio and film chain cameras, preview and broadcast video recorders to television broadcasters in the Eastern region. Requires recent experience selling similar products to broadcasters.

CLOSED CIRCUIT

Will support and direct IVC distributors selling IVC color cameras and recorders in the closedcircuit market. Requires recent experience in a video equipment distributor sales program.

IVC sales engineers have one of the broadest camera and recorder lines available, receive strong marketing support and are rewarded by an attractive salary and commission plan. If you qualify for one of these positions and would be interested in discussing your rewarding future with IVC, please call or write to:

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Technical

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Broadcasting**

NEWS

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.

ASSISTANT NEWS DIRECTOR

The number two television news station in major southwest market wants to be number one and needs an exceptional man to help. The man we want must have a strong background in news and he should have ambitions to run his own news department in the next 3-5 years. The ability to handle air work is desirable but not a first priority. Salary negotiable. Send particulars to:

Box M-44, Broadcasting.

NEWS continued

WANTED

Field news reporter needed by west coast major market TV station. Must know how to write and air top quality reports and do occasional anchorman stunts. Must have minimum one year experience. Need VTR or S.O.F. examples. Send to:

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Programming, Production, Others

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We have openings (created by promotion within the company) at WLWT, Cincinnati, for experienced creative Directors. WLWT is the hub of one of America's fastest growing production markets. Candidates should have a minimum of one year's experience directing creative commercials, variety, news, or remote sports broadcasting. Potential to eventually assume greater management level responsibilities. Please send a detailed confidential resume of experience, education and present income to:

William Spiegel, Program Director, WLWT, Avco Broadcasting, 140 West 9th Street, Cincinnati, Ohio 45202.

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TELEVISION

Situations Wanted Management

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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, programming, 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.

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Successful UHF manager available. Now operating profitable station in market with independent V's.

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fight emphysema,
tuberculosis,
and air pollution.**



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(Continued from page 76)

hearing conference for Dec. 10 (Docs. 17884-5). Action Nov. 13.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, received in evidence WHBL's exhibit 5; ordered record closed (Doc. 18374). Action Nov. 17.

■ Hearing Examiner James F. Tierney in Washington (Pacific Foundation and National Education Foundation Inc.), FM proceeding, on request of Pacific Foundation, rescheduled prehearing conference for Nov. 24 (Docs. 18634-5). Action Nov. 17.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, on request of parties, continued hearing to Nov. 18 (Docs. 18614-5). Action Nov. 13.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, on request of parties, continued to Dec. 16, commencement date for evidential phase of hearing (Doc. 18520). Action Nov. 17.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, on request of Broadcast Bureau, extended to Dec. 19 date for filing proposed findings of fact and conclusion of law and to Dec. 31 date for filing reply findings (Doc. 18514). Action Nov. 18.

Other action

■ Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, denied petition to enlarge issues, filed Sept. 2 by Salt-Tee Radio Inc. Action Nov. 19.

Rulemaking petition

■ WLKE, Waupun, Wis.—Requests amendment FM table assignment to add 257A at Waupun, substitute ch. 272A for ch. 232A at Berlin, substitute 232A for ch. 257A at Neenah-Menasha, and substitute ch. 280A for 230 at Sturgeon Bay, all Wisconsin. Ann. Nov. 21.

Rulemaking actions

■ Ardmore, Okla.—FCC granted request for waiver of minimum separation requirements by Arbuckle Broadcasters Inc., applicant for new FM on 95.7 mc. ERP 100 kw. ant. height 451 ft. Action Nov. 19.

■ FCC amended FM table of assignments to read Bloomington, Ind.: ch's. 222, 244A, *279; Catlettsburg, Ky.: ch. 224A; Jackson, Ky.: ch. 249A; Paintsville, Ky.: ch. 255; Fremont, Mich.: ch. 261A; Ludington, Mich.: ch. 292A; Muskegon, Mich.: ch. 283 & ch. 295; Zeeland, Mich.: ch. 257A; Montour Falls, N. Y.: ch. 285A; Winona, Miss.: ch. 244A; Charleston, S. C.: ch's. 236, 245 and 278; St. George, S. C.: ch. 240A; Summerville, S. C.: ch. 228A. Actions Nov. 19.

Call letter applications

■ Port Jervis Broadcasting Inc., Port Jervis, N. Y. Requests WDLG-FM.
■ Xavier University, Cincinnati. Requests *WCXU(FM).

Call letter actions

■ WLCY Inc., Tampa, Fla. Granted WLCY-FM.
■ Chicago Boys Clubs Educational Corp., Chicago. Granted *WCYC(FM).
■ Principals Corp., Elmhurst, Ill. Granted *WTPC(FM).
■ Christian Enterprises Inc., Glendive, Mont. Granted KIVE(FM).

Designated for hearing

■ Culpeper, Va.—FCC set for hearing mutually exclusive applications of Culpeper Communications Inc. and Culpeper Broadcasting Corp. for new FM's on 103.1 mc. Action Nov. 19.

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering permits for changes for following: KGFM(FM) Bakersfield, Calif.: KDFM(FM) Walnut Creek, Calif.: KELO-FM Sioux Falls, S. D. Actions Nov. 20.

■ Broadcast Bureau granted licenses covering permits for following new stations:

KDOT-FM Scottsdale, Ariz.: KAWB(FM) McKinney, Tex. Actions Nov. 20.

■ Broadcast Bureau permitted remote control for following: *WUSC-FM Columbia, S. C.: *KMIH(FM) Mercer Island, Wash.: KCPX-FM Salt Lake City. Actions Nov. 19.

■ KPEN(FM) Los Altos, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system, ant. height minus 175 ft.; remote control permitted. Action Nov. 17.

■ KERR(FM) Salinas, Calif.—Broadcast Bureau granted license covering permit to change ant.-trans. location to Marks Peak, 5.5 miles southwest of Salinas; change studio location to 1086 Madison Lane, with remote control; install new ant. Action Nov. 20.

■ WSHY(FM) Shelbyville, Ill.—Broadcast Bureau granted mod. of CP to change type ant.; ERP to 3 kw; ant. height to 120 ft.; condition. Action Nov. 20.

■ WCYN-FM Cynthia, Ky.—Broadcast Bureau granted mod. of CP to change type ant.; ERP to 2.8 kw. Action Nov. 20.

■ WASA-FM Havre De Grace, Md.—Broadcast Bureau granted CP to install new trans.; ERP 16 kw; ant. height 340 ft.; remote control permitted; conditions. Action Nov. 20.

■ *WICN(FM) Worcester, Mass.—Broadcast Bureau granted mod. of CP to change name of permittee to Worcester Inter-Collegiate Network Inc. Action Nov. 20.

■ WGMZ(FM) Flint, Mich.—Broadcast Bureau granted CP to change trans. location to 3370 South Vassar Rd., Flint; change type trans. and ant.; make changes in ant. system, ant. height 330 ft.; ERP 50 kw; remote control permitted. Action Nov. 17.

■ KTIS-FM Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to April 4, 1970. Action Nov. 20.

■ WKBR-FM Manchester, N. H.—Broadcast Bureau granted mod. of CP to make changes in DA system; ERP to 8.5 kw vert. Action Nov. 20.

■ *KUNR(FM) Reno — Broadcast Bureau granted CP to change trans. location University of Nevada Campus, Nye Hall, Reno; change-type trans.; make changes in ant. system, ant. height minus 450 ft.; ERP 2 kw; remote control permitted. Action Nov. 18.

■ WHTG-FM Eatontown, N. J.—Broadcast Bureau granted mod. of CP to extend completion date to May 26, 1970. Action Nov. 20.

■ WGAR-FM Cleveland—Broadcast Bureau granted CP to change trans. location to 7118 State Rd., Parma, Ohio; operate by remote control from 9446 Broadview Rd., Brecksville, Ohio; change type trans. and ant.; make changes in ant. system; ERP to 50 kw; ant. height to 500 ft.; condition. Action Nov. 20.

■ KASE(FM) Austin, Tex.—Broadcast Bureau granted license covering permit to change ant. system; change studio and remote control location to 705 North Lamar; ERP 26.5 kw; ant. height 360 ft. Action Nov. 20.

■ KTFM(FM) San Antonio, Tex.—Broadcast Bureau granted request for SCA on sub-carrier frequency. Action Nov. 20.

Action on motions

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, Hearing Examiner has for consideration letters of Mr. Stephen R. Barnett, and Mr. Andrew A. Stern expressing intentions to appear and give testimony in this hearing; ordered letters be included in docket and that copies be referred to counsel of record for Broadcast Bureau with the request that he reply thereto, and endeavor to facilitate presentation of evidence of proposed public witnesses; by separate action on request by Chronicle ordered conference scheduled for Nov. 21 be advanced to Nov. 20 (Doc. 18500). Actions Nov. 12 & 17.

Other actions

■ Following FM's have notified FCC they are conducting FM stereophonic operation; supplements previous listings: KADI(FM) St. Louis: KAWB(FM) McKinney, Tex.: KHOB-FM Hobbs, N. M.: KLJT(FM) Lake Jackson, Tex.: WAPI-FM Birmingham, Ala.: WBCM-FM Bay City, Mich.: WCDR-FM Cedarville, Ohio: WDAN-FM Danville,

Ill.; WFAH(FM) Alliance, Ohio; WFMG(FM) Gallatin, Tenn.; WFRO-FM Fremont, Ohio; WGR-FM Buffalo, N. Y.; WIOV(FM) Ephrata, Pa.; WLOS-FM Greenville, N. C.; WMFR-FM High Point, N. C.; WQIK-FM Jacksonville, Fla.; WQMS(FM) Hamilton, Ohio; WRVC-FM Norfolk, Va.; *WUOT(FM) Knoxville, Tenn.; WWDR-FM Murfreesboro, N. C.; WWIZ(FM) Mercer, Pa.; WWRH-FM Columbus, Ga.; WXAX(FM) Elkhart, Ind.; *WYSU(FM) Youngstown, Ohio. Stereo discontinued: KTBT(FM) Garden Grove, Calif.; WMTT(FM) Black Mountain, N. C. Ann. Nov. 21.

Call letter applications

- WWMT(FM), Texas Star Broadcasting Co., New Orleans, La. Requests WBYU(FM).
- WDCC(FM), Jerry J. Collins, Neenah-Menasha, Wis. Requests WNRR(FM).

Call letter action

- KFAV(FM), Little Chief Broadcasting Co., Fayetteville, Ark. Granted KKEG(FM).

Other actions, all services

■ FCC revised sections of rules applying to rebroadcast of AM, FM and noncommercial educational FM broadcast services to clarify definition of term rebroadcast. Amended sections define rebroadcast as reception by radio of program of radio station and simultaneous or subsequent retransmission of such program by broadcast station. Rule specifies that relay of program by remote pick-up broadcast station or studio trans. link is not considered rebroadcast; also that transmission of program from originating point to broadcast station, by wire line or radio common carrier facilities is not rebroadcast. Action Nov. 12.

■ FCC issued notice of proposed rulemaking in response to request by American Bankers Association asking for amendment of multiple ownership rules as they apply to bank holdings of broadcast stocks and issued notice of inquiry seeking comments on information banks should be required to file on their broadcast holdings and on standard for amount of such stock that may be held by banks (Doc. 18751). Action Nov. 19.

Translator actions

■ Broadcast Bureau granted CP's to change type trans. for following UHF and VHF translators: K77AN Columbia Falls, Mont.; W70AS Strasburg and Front Royal, both Virginia; K70BM Hood River, Ore.; K10BE McDermitt, Nev. Action Nov. 18.

■ K07ID Atascadero, Calif.—Broadcast Bureau granted license covering new VHF translator. Action Nov. 18.

■ Lemhi Television Corp., Lemhi, Idaho—Broadcast Bureau granted CP for new UHF translator to serve Tendoy and Baker, both Idaho, on ch. 83 by rebroadcasting KID-TV Idaho Falls. Action Nov. 18.

■ Hearing Examiner Forest L. McClenning in Battle Creek, Mich. (West Michigan Telecasters Inc.), TV translator proceeding, on Examiner's own motion, continued without date prehearing conference scheduled for Nov. 17 (Docs. 17976). Action Nov. 14.

■ Acting Chief Hearing Examiner Jay A. Kyle in Glendive, Mont. (Meyer Broadcasting Co., Harriscrope Broadcasting Corp.), TV translator proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer, scheduled prehearing conference for Dec. 23 and hearing for Jan. 21 (Doc. 18737-8). Action Nov. 12.

■ K72DH Dry Lake, Crystal and Ute, all Nevada—Broadcast Bureau granted CP to replace expired permit for new UHF translator; change type trans.; make changes in ant. system. Action Nov. 18.

■ K12HF Gold Hill, Ore.—Broadcast Bureau granted license covering new VHF translator. Action Nov. 21.

■ Brownwood, Tex.—FCC granted application by Texas Key Broadcasters Inc., for new 100-w UHF translator to serve Brownwood on ch. 74 by rebroadcasting KTXS-TV Sweetwater, Tex. Action Nov. 14.

■ K79BJ Stradley-Gage Ranch, Tex.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. ant. height 35 ft. Action Nov. 18.

■ W77AG Madison, Va.—Broadcast Bureau granted license covering new UHF TV translator. Action Nov. 18.

■ *KWSU-TV Pullman, Wash.—FCC granted application by Washington State University for CP for new 100-w UHF translator to serve Lind and Connell, both Washington, by rebroadcasting ch. 83. Action Nov. 19.

CATV

Final actions

■ Carmel Valley, Calif.—FCC directed Vic's TV Cable Service to show cause why it should not be ordered to cease and desist from further violation of program exclusivity requirements. Action Nov. 19.

■ Aberdeen, S. D.—FCC authorized Aberdeen Cable TV Service Inc. and TV Signal Co. of Aberdeen to begin operation of proposed CATV systems as requested in amended proposals. Action Nov. 19.

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. 21 time to file responsive pleadings to opposition of Newhouse Broadcasting, the comments of Broadcast Bureau, and statement of Citizens Cable Inc., and Williamsport TV Cable Co., all of which were filed in response to Taft's Pleading on Oct. 24 (Doc. 18581). Action Nov. 17.

■ Hearing Examiner Thomas H. Donahue in Pottsville, Minersville and Schuylkill Haven, all Pennsylvania (Pottsville Trans-Video), CATV proceeding, granted motion by Pottsville Trans-Video and rescheduled conference for Nov. 26 (Doc. 18690). Action Nov. 18.

■ Hearing Examiner Thomas H. Donahue in Goldendale, Wash. (Wishram TV Inc.), CATV proceeding, scheduled prehearing conference for Nov. 20 (Doc. 18702). Action Nov. 17.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va., (Wheeling Antenna Inc.), CATV proceeding, scheduled hearing for Nov. 24 (Doc. 18612). Action Nov. 17.

■ Hearing Examiner David I. Kraushaar in Moravia and Locke, both New York (Moravia TV Cable Service), CATV proceeding, ordered respondent Moravia TV Cable Service to notify other parties and Hearing Examiner in writing within ten days of release of order, of intentions with respect to participation in, or possible waiver of, hearing; on request of parties, rescheduled hearing for Jan. 6, 1970; ordered Broadcast Bureau to cast its case in written exhibit form and exchange copies thereof with other parties by Dec. 19; transcript of prehearing conference incorporated by reference herewith with same effect as if set forth verbatim (Doc. 18693). Action Nov. 17.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, on request of applicant rescheduled for Dec. 9 prehearing conference and oral argument (Doc. 18701). Action Nov. 17.

Other action

■ Review board in Manatee county, Fla., CATV proceeding, Doc. 18610, granted to extent indicated and denied in all other respects, petition to amend order to show cause and to enlarge issues, filed Aug. 25 by Manatee Cablevision Inc. Action Nov. 19.

Ownership changes

Applications

■ 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 22.44% 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.

■ WVLR(AM) Sauk City, Mich.—Seeks transfer of control of Sauk-Prairie Radio Inc. from R. J. Schwarz, Charles J. Ploetz, Gerald Batz, et al. (as a group 100% before, none after) to Sauk Prairie Communications Inc. Consideration \$82,500 plus. Principals of Sauk Prairie Communications: Richard E. Dasenbrock, Thomas F. Clark, president (each 35%), Gertrude G. Clark (20%), Diane

M. Clark secretary-treasurer, and Mark Timpany, vice president (each 5%). Mr. Dasenbrock is announcer for WJOL(AM) Joliet, Ill. Mr. T. Clark is salesman-announcer for WVLR(FM). Mr. Timpany is part time engineer for WVLR(FM). Ann. Oct. 31.

■ 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: Norflet R. Johnston, sole owner. Mr. Johnston owns WNJR(AM) Gainesville and has other business interests. Ann. Nov. 14.

■ WZOB(AM) Ft. Payne, Ala.—Seeks assignment of license from Margie F. Gravitt, executrix of estate of Glen M. Gavitt (100% before, none after) to Margie F. Gravitt (none before, 100% after). No consideration involved. Ann. Oct. 28.

Final actions

■ WMOO(AM) Mobile, Ala.—Broadcast Bureau granted assignment of license from Springhill Broadcasting Inc. to Trio Broadcaster Inc. for \$240,000. Sellers: Samuel R. David, president, et al. Buyers: George G. Beasley, president-treasurer (85%), et al. Mr. Beasley has controlling interest in WKBY(AM) Chatham, Va.; 50% interest in WASC(AM) Spartanburg, S. C.; minority interest in WKYX-AM-FM Paducah, Ky., and WKGX(AM) Lenoir, N. C., and controlling interest in WFMCI(AM) Goldsboro, N. C. Action Nov. 19.

■ KBYE-AM-FM Oklahoma City—Broadcast Bureau granted assignment of license and CP, respectively, from Little Rock Great Empire Broadcasting Inc. to FJL Broadcasting Corp. for \$173,500. Sellers: Mrs. Frank J. Lynch, sole owner. Mrs. Lynch formerly owned KXLR(AM) North Little Rock, Ark. Buyers: David J. and Thomas J. Lynch (each 50%). Messrs. D. and T. Lynch are general manager and station manager, respectively, of KBYE-AM-FM and each own 50% of land development company. Action Nov. 17.

■ KUDY(AM) Spokane, Wash.—Broadcast Bureau granted assignment of license from KUDY Inc. to Cascade Broadcasting Corp. for \$132,800. Seller: Gerald C. Monson, sole owner. Mr. Monson has CP for KUDY-FM Spokane and has application pending FCC approval to sell CP to Cascade Broadcasting. Buyers: David M. Jack, president (50%) and San Francisco-Pacific Fund Inc. (50%). Buyers own KLIQ-AM-FM Portland, Ore. Mr. Jack is KLIQ general manager. San Francisco-Pacific Fund is in small business investment field. Action Nov. 19.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Nov. 25. 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*.

■ *Elwood, Ind.*—H&B Communications Corp., Beverly Hills, Calif. (multiple CATV owner), has been granted a franchise. The firm will pay the city 3% of the gross annual revenue. Subscribers will be charged \$5 monthly and will receive 12 channels.

■ *Milford, Mass.*—Greater Milford Cable TV Antenna Inc., Milford, has been granted a franchise. The firm is a subsidiary of Amvideo Corp.

■ *Lansing twp., Mich.*—Gross Telecasting Inc., Lansing, has been granted a franchise. The firm will pay the city \$1,000 initially and \$1,000 annually. Subscribers will be charged a maximum of \$20 for installation and \$5 monthly.

■ *Stillwater, Okla.*—Frontier Cable Vision, Stillwater, has been granted a franchise.

■ *Monmouth, Ore.*—Oregon Cablevision Co., Dallas, Ore. (multiple CATV owner), has been granted a franchise.

■ *Rimersburg, Pa.*—Tionesta TV Cable Service, Tionesta, Pa. (multiple CATV owner), represented by Jack Fuelhart, owner of the firm, has applied for a franchise.

■ *Spartanburg, S. C.*—H&B Communications Corp., Beverly Hills, Calif. (multiple CATV owner), has applied for a franchise.

■ *Shenandoah, Va.*—Luray Transvideo Inc. has applied for a franchise.

Four Star International, formerly and better known as Four Star Television, may be poised for a comeback. A sparse gathering of stockholders was given words and indications of hope at the company's annual meeting on the West Coast earlier this month (BROADCASTING, Nov. 17).

David Charnay, the man who has run the company since 1967, presided. He sat in a little room in the Irving Thalberg Building at the MGM studios and spoke in a soft, hesitant voice. It was fitting: the man, the place, the company, all had known better times.

"We find ourselves in the strategic position to move ahead," he said. "We need ingenuity, foresight, drive and people." Then, flanked on either side by four poker-faced company officials or directors, toying with his glasses, his bristling white hair aggressive but the face underneath tired and lined, he added: "I think we're ready for a breakthrough."

The crossroads is a heck of a place to be after some 17 years in the television business.

That's the way it has been at Four Star ever since January 1963 when Richard Ewing Powell, company co-founder, board chairman, singer, actor, personality and production executive extraordinaire died of cancer. The effect on Four Star was immeasurable. Did biblical Egypt in Joseph's time have such lean years?

Four Star lost nearly \$1 million in fiscal 1964, showed a profit of less than \$400,000 in fiscal 1965, and lost about \$1.5 million each in fiscal 1966 and 1967. That's when David Charnay, ex-New York newspaper reporter turned public-relations and management consultant and transportation and small-engine equipment manufacturer, came in to accept the sticky challenge Four Star posed.

Mr. Charnay bought control of Four Star through Continental General Inc., New York-based management consultant and investing firm (a holding firm) he still privately owns. On Aug. 15, 1967, a group headed by David Charnay bought 52% control of Four Star from actors Charles Boyer and David Niven and from the estate of Dick Powell.

The three movie performers had planted the seeds for the company tree of today in 1952 (Ida Lupino, the fourth star in the name, acted in the group's initial venture, but never owned stock). With the astute Dick Powell calling the shots, Four Star certainly grew and if never overpoweringly prosperous (top net income was \$793,501 in fiscal 1963), most assuredly was a formidable competitor in first-run television production and in TV distribu-

Four Star has a yen to produce and diversify

tion. In the 1961-62 season there were six Four Star series on the networks and the same number (although only two of the same shows) on in the 1962-63 season.

This was the once plucky ship David Charnay set out to right. His initial emphasis was to do something constructive about the horrendous balance sheet he acquired—turn it around from a severe loss position to a profit position. His first year was devoted to arranging refinancing and to uncovering special credits. As the result of settlement of a liability for some \$280,000 less than expected, an operating loss of more than

\$170,000 was changed into a small profit of \$108,000, or 16 cents a share earned on shares outstanding. In the last fiscal year, ended June 28, 1969, the improvement in Four Star's operating results was more pronounced. Net income was \$259,000, equivalent to 39 cents a share.

David Charnay explains the turn-about tersely, without any drumbeating. He doesn't believe in self-aggrandizement: is reluctant to talk about things that haven't been accomplished or are at least underway.

"We cleared up the balance sheet by being selective in expenditures," he points out. "Risks are necessary in this business but we believe in insured risks. Now we have the confidence of the banks."

Still nobody knows better than David Charnay that Four Star isn't out of trouble yet. Since 1962 the company has been determined to diversify into feature-film production and there's no more transitory period left before the move takes place. "We must get into the motion-picture industry," Mr. Charnay emphasized and re-emphasized at this month's annual meeting. He should know. He has the most to lose with a combined total of 200,706 shares of stock owned for the record and beneficial and beneficial only, or a combined 30.2% of shares outstanding as of Oct. 8 (at recent prices, over-the-counter, worth about \$800,000).

Four Star's immediate problem, as David Charnay and all stockholders can plainly see, is that film rental income from *The Big Valley*, which completed final season over ABC-TV and then was put into syndication, now represents some 70% of Four Star income. With no network series on the air, Four Star is hellbent to produce and diversify.

While production plans ferment, reports have circulated throughout the industry that Four Star is being acquired by the Winthrop Lawrence Corp., a Washington-based holding company, headed by Lammot Dupont Copeland, with leisure-time interests. Four Star hotly denies that there is any contemplated acquisition by Winthrop Lawrence or that there are any negotiations involving the exchange of David Charnay's personal stock. Instead, there are indications that Four Star is negotiating for the acquisition of such Winthrop Lawrence properties as the *Hollywood Citizen News* and the *Valley* (San Fernando Valley, Calif.) *Times* (F. Phillip Turner, president and general manager of the Copeland newspaper group, is on Four Star's board of directors) and for the right to distribute some Winthrop Lawrence film properties through London Screen Plays Ltd., a British firm. What's undisputed is that Four Star is in transition and David Charnay is in the middle.

Week's Profile



David Buckley Charnay—chairman, president, chief executive officer, Four Star International Inc., Culver City, Calif.; b. April 13, 1922, New York City; roving reporter, New York Daily News, 1939-49; chairman, Allied Public Relations, Washington, 1950-59; chairman, Washington Industrial Research Consultants, Washington, 1957; chairman, Trans-Continental Industries Inc., New York, 1956-59; chairman, Highway Trailer Industries Inc., 1958-63; chairman, Clinton Engines Corp., New York, 1959-63; chairman, executive committee, Hazel Bishop Inc., New York, 1961-62; president, Continental General Inc., New York, 1966-present; chairman, Four Star International Inc., 1967-present; m. Suzanne Miller of Freeport, N.Y., Jan. 20, 1961; children—Joyce, 23; John, 20 (both by former marriage); Jeanette, 7. Janis, 6.

Facts of agency life

BROADCASTING's 18th annual report on the broadcast billings of leading advertising agencies, published last week, underscores once more the magnitude of the role that television and radio play in advertising.

Among the top 50 agency users of radio and TV, 27 put 60% or more of their total billings into broadcast this year (four more than in 1968), and it is perhaps not without significance that among the top 10 the average was about 70% in broadcast. Among the 47 that made the top 50 in both 1969 and 1968, 77% increased their broadcast spending as against 21% that cut back. And although TV dollars dominated, radio billings also went up.

The importance of TV and radio in agency life is even more dramatically evident when these figures are examined in the context of 1952, the year BROADCASTING introduced this annual review. At their 1952 spending rates, for example, only 14 agencies could have made this year's top 50.

Looking at it another way, 40 agencies this year spent enough to qualify for 1952's top 10. And the estimated \$284.9 million that made J. Walter Thompson Co. this year's number one broadcast spender is more than 10 times JWT's 1952 radio-TV investment.

Broadcasting's ability to make big advertisers bigger is unchallenged. It is also clear that it can make big agencies bigger, too. A lot bigger.

Assessment

First the TV attack. Then the favorable overnight "rating", the second all-media attack; repercussions. Now the appraisal.

Did the Spiro Agnew bombarding of the news media—particularly television, affect freedom of the press? Have the news media, particularly television, been intimidated? Will there be further attacks and reappraisals?

The debate goes on and on. Everything that has happened has been recorded for the scholars, the students and posterity. (During the past three weeks this weekly journal has devoted some 20 pages replete with pictures and editorials, to the Agnew-fomented First Amendment issue.)

The major lesson learned, or relearned, is that journalism and politics are incompatible.

But a new finding is that all the media are in the same boat and that television (and radio) are not something apart. Newspaper publishers and editors used to quietly enjoy and outwardly ignore the attacks upon the broadcast media. The Agnew blasts, however, brought a strong resolution from Sigma Delta Chi, the professional journalistic society in which it "rejects and condemns" efforts to control or impede news coverage or commentary. And the American Society of Newspaper Editors, through its president, Norman Isaacs, went so far as to suggest the firing of new FCC Chairman Dean Burch for his support of Agnew.

There's little danger of implementation of the Agnew threats. President Nixon isn't going to get into an all-out fight against all media. Freedom can be chipped away a little at a time, as has been done with the broadcast media.

A lull now can be expected—possibly even until next year's elections. There is an opportunity to benefit from the extraordinary events triggered by the Vice President.

Take the bi-partisan effort to force television broadcasters to provide heavily discounted rates for political broadcasts. Networks and some group owners are disposed to make

concessions on the false notion that politicians then might be more friendly to broadcasters' causes. This is pure blue sky. The quid pro quo must be repeal of Section 315 leaving entirely to the editorial judgment of broadcasters how they will allocate free time during political campaigns. Congress must recognize that broadcasters are as prudent, honest and dedicated as those in any other profession.

It should be clearly evident that the Pastore Bill (S-2004) currently pending in the Senate Communications Subcommittee, is essential to protect qualified broadcasters against politically motivated applications for their facilities. New impetus is given this legislation, thanks to Agnew.

Those are the immediate goals. The longer range effort must be the evolution of a First Amendment case on which all media can join to repair the damage done by the Supreme Court in the fringe Red Lion case which deprived broadcasters of the full measure of "free press" protection, and threatens all media if allowed to stand.

Moony

What a difference a moon mission makes.

Barely four months ago Apollo 11—the first human leap to the moon—was covered from blast-off to splash-down eight days later as a running story. A half-billion spellbound people watched and listened.

Last week Apollo 12 completed an almost perfect 10-day mission from earth to moon and back again. It seemed routine. On television literally millions saw the blast-off and the splash-down in radiant color. And they saw the moon landing for a brief interval—until the color camera went out—along with broadcasts from space on set schedules.

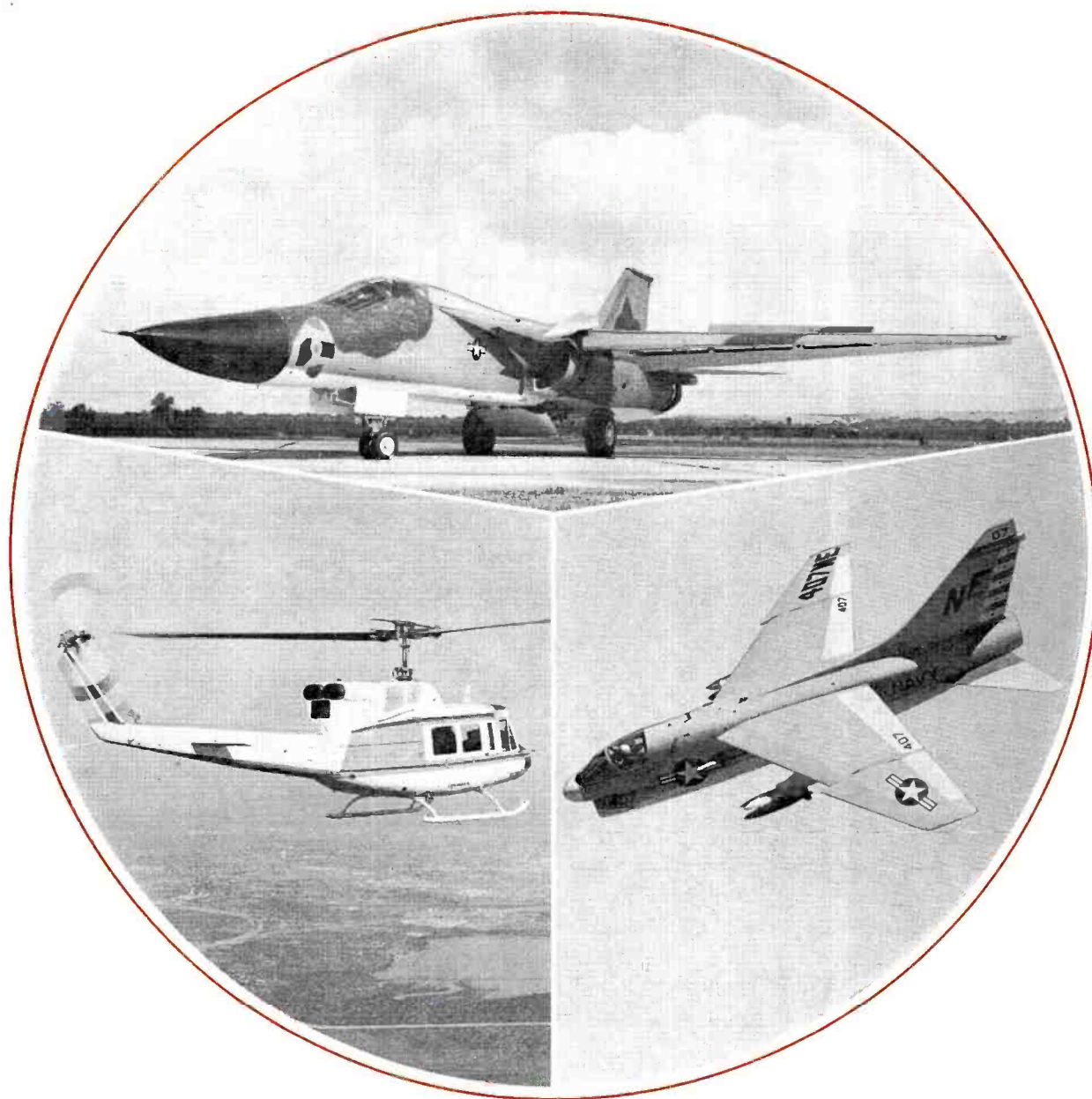
But they neither saw nor heard, nor wanted continuous coverage. They were satisfied with the periodic reports that all was going well with their astronauts. We're unaware of any complaints of inadequate or excessive coverage.

The answer is simple. Professional newsmen exercised their editorial judgment in covering a significant event but one, while perhaps more important scientifically, was less newsworthy. It was like Lindbergh's first single engine flight across the Atlantic in 1927. Who remembers the second?

That is the way news is evaluated. That is why professional journalists, rather than politicians or bureaucrats, or performers, or business men must be relied upon to exercise editorial selection and judgments.



Drawn for BROADCASTING by Sid Hix
"We can have instant replays, too, boss . . . just run this picture on page one, then repeat it on page three."



In the Dallas / Fort Worth Market...

Bell Helicopter Company, the Fort Worth Division of General Dynamics and LTV Aerospace Corporation are deeply and vitally involved in the nation's soaring aircraft industry. WBAP-TV informs, entertains and sells the men and women working in this giant industry and the others in the thriving Dallas/Fort Worth Market. If you have a product or service to sell, put WBAP to work in the Dallas/Fort Worth market, where the only way to go is up.

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5-TELEVISION: For distinguished reporting on medicine or health on a United States television station or network. The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

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