



Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pilot conglomerate study touches six licensees. p17
SPECIAL REPORT: Are records pushing drugs? p38
FCC sets hearing as land-mobile issue nears head. p42
CBS-TV wants its music on per-program basis. p46

CONCORDIA COLLEGE
MOOREHEAD, MINNESOTA 56560

12/23

Horatio Alger is alive and well and working in FM.

Back in 1964, a lot of very smart people thought the whole idea was funny. The idea of an FM radio network.

We really can't blame them. Because back in 1964, all we had was a name (Century Broadcasting), a belief (in the future of FM), and \$45.00 (in stationery).

Today?

Today, Century Broadcasting is the No. 1 FM group in the United States. Century owns the leading FM stations in four major markets. Century's sales are already well over \$1,000,000.00 for 1969.

And we don't hear too many people laughing any more.

**We're No. 1 nationally
because we're No. 1 locally.**

In Chicago, Century's WFMF is No. 1 in revenue, in advertisers, in acceptance.

In Los Angeles, Century's KWST is No. 1 in advertisers and revenue, with the most modern radio facility in Southern California.

In Detroit, Century's WABX is No. 1 in revenue and advertisers, with a new facility

coming that will double coverage.

In St. Louis, Century's KSHE is No. 1 according to Pulse, according to advertisers, according to young adults between 18 and 24.

**And we're only
four-sevenths of the way home.**

Where will Century grow next? If you're operating a station in a major market, you may be interested in the answer.

In fact, if you're interested in growing with us, you may *be* the answer.

Call us and we'll show you how profitable an association with Century can be.

And we'll bet you the price of the phone call you'll smile. But you won't laugh.

Century Broadcasting

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Chicago, Illinois 60602 • Area Code: 312/WA2-1000

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56560

Concern

The moon is the sister of darkness, beautiful to behold in the country sky. But in the city, the moon's paltry .02 footcandle of light spells trouble.



It is a fact that the lower the footcandle of light in the streets, the greater the incidence of crime and accidents.

And wherever improvements in street lighting are made (to ten times the brightness of a full moon) there is an immediate reduction in crime and in accidents. That, too, is a fact.

There will never be enough footcandles of illumination to eliminate all crime and accidents. But we share the concern of those who love their towns and cities and who want to make their homes there. Like them, we want to use the full power of light to make our communities safer.

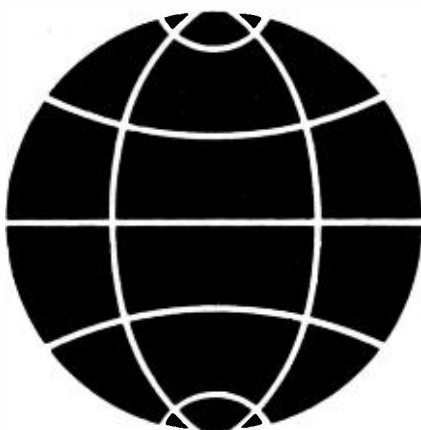
That is why we of the Investor-Owned Electric Light and Power Companies work closely with cities, large and small, in developing the best technology for lighting their streets.

Our job is to work within the free enterprise system to bring you the most reliable electric service at the most reasonable price. We intend to do that and a lot more.

Our concern for the communities we serve goes far beyond the supplying of electricity.

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and Power Companies***

*For names of sponsoring companies, write to: Power Companies, 1345 Ave. of the Americas, New York, NY 10019.
Be sure to watch "The West of Charles Russell" on NBC-TV, Wednesday evening, January 7.



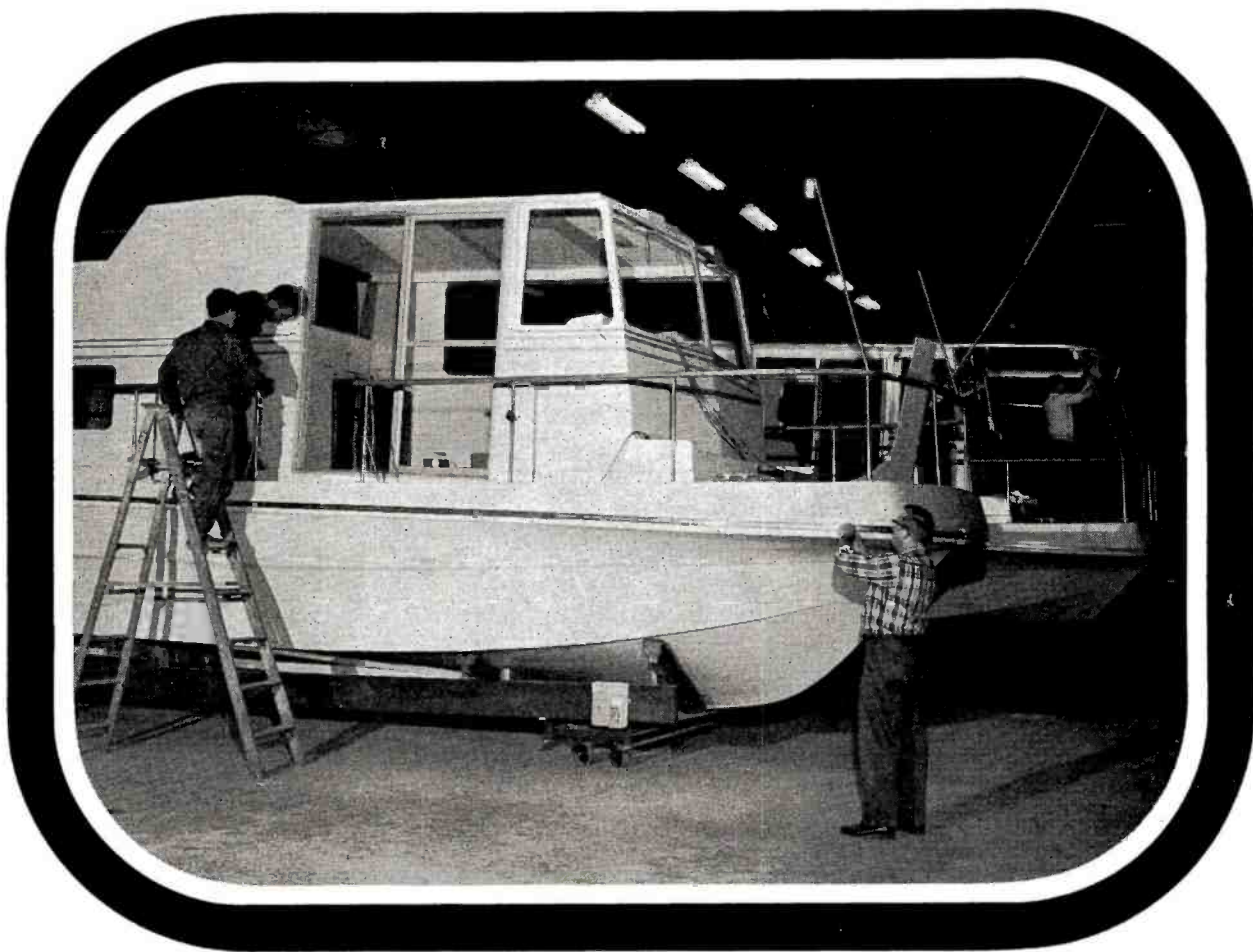
THERE'S SOMETHING WRONG HERE.

**Like hunger. Like too many people.
Like war. Make your list and add
up the problems.**

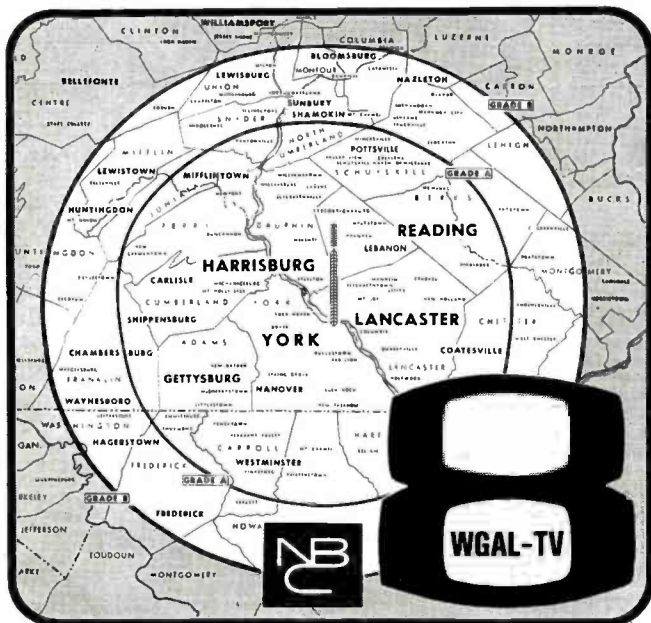
**We report the problems. We also
report on the steps the world is
taking to resolve them. Both sides.
Not just the negative. That's the
way it ought to be, isn't it?**

**KTRK-TV
HOUSTON**

**Capital Cities Broadcasting Corporation
Represented by Blair**



WGAL-TV the progressive station in a progressive market



Channel 8 with unequalled reach and penetration delivers most viewers in its multicounty market - one of America's most progressive. For example, the Trojan Boat Company, with five plants in the area, enjoys national recognition for trend-setting products. The photograph shows final steps in the manufacture of latest model houseboats.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

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

A little light

Nobody is sticking his neck out with firm prediction, but stepped-up pace of spot-TV activity that started just before mid-December has led sales executives to think first quarter of 1970 may not be as soft as they had feared, after all.

In view of downbeat earlier forecasts, based largely on murkiness in general economy (BROADCASTING, Dec. 1), leading station reps appear encouraged by new turn of events but also feel that, since so much buying nowadays is done at last minute, it's still too early to tell whether current flurry will build into something solid or run into wave of advertiser reluctance to commit budgets. One rep put it this way: "We can't change our projection for a soft first quarter yet, but the outlook is certainly a lot brighter than we had expected."

Easing off

Broadcast journalists are reportedly getting closer to agreement with special subcommittee of House Rules Committee on proposal to permit broadcast coverage of House proceedings. Subcommittee, which is considering question of broadcast access as part of larger attempt at legislative reorganization, had initially proposed to admit broadcasters only if they agreed to submit to variety of restrictions, but most of these are said to be falling by wayside.

For example: Broadcasters were taken aback by tentative proposal to require live gavel-to-gavel coverage or nothing at all, but sources close to subcommittee now say this was never intended and is not contemplated. Subcommittee also reportedly is dropping original proposal to require pooled coverage, and is said to favor relaxation of limitations on number of cameras, from two as originally proposed to at least four.

Just folks

Old custom at FCC is being revived under its new chairman, Dean Burch—weekly, informal meetings of commissioners. Every Thursday morning for past several weeks members have met in his office, generally without staff. Purpose is to permit relaxed discussion of whatever problems are considered critical at time. It's understood that obscenity issue was subject of one get-together. Last Thursday's session was devoted to review of draft of primer on

ascertainment of community needs, which was subject of notice of inquiry commission issued on Friday (Dec. 19) (see page 9).

Informal meetings of commissioners were practice for while during 1950's. Unstructured nature of meetings permits wide-ranging discussion of issues that Chairman Burch and other new commissioner, Robert Wells, regard as helpful.

Net gain

NBC-TV plan for affiliates to share its \$7.4-million annual increase in AT&T network rates may yet draw some flak, but big majority of stations seem to like it. One likely reason: Affiliates apparently stand to make money on it. Plan, developed with affiliates advisory board, is for NBC-TV to cut compensation of each affiliate by 6.5%, effective March 1 but to grant additional time for local sale, effective Jan. 5 (BROADCASTING, Nov. 24, Dec. 1). One affiliate has estimated 6.5% cut will cost him some \$100,000 in compensation but if he sells all extra time being made available, he may still wind up almost that much ahead. Main concern also seems to center on extra commercial time, reflecting fear it may add fuel to complaints of "over-commercialization."

For the record

Just how serious was Vincent T. Wasilewski's intention to leave presidency of National Association of Broadcasters before board's executive committee persuaded him to stay with two-year contract (BROADCASTING, Dec. 15)? No one but Mr. Wasilewski may ever know, but one thing can be said unqualifiedly: He was source of BROADCASTING's "Closed Circuit" item of Dec. 1 reporting he had decided to ask board to seek successor. That fact takes on added interest now that Willard E. Walbridge, NAB's joint-board chairman, has advised board members that reports of Mr. Wasilewski's leaving were "inaccurate" (see page 26).

Mr. Walbridge's latest communication was to calm board members who thought executive committee had preempted authority from them in offering contract to Mr. Wasilewski. In still further amplification, Mr. Walbridge explained that by inaccurate reporting he had meant uninformed inquiries from broadcasters wondering about Mr. Wasilewski's status and had intended no reference to published stories.

Futures

Now that presidency is set, where does NAB go from here. Answer to that question may be assignment of "think tank" committee that could be formed by NAB board at winter meeting in Hawaii next month. There's some talk now of reshaping association to emphasize government and public relations and deemphasize business and sales activities which could become exclusive jobs of Radio Advertising Bureau and Television Bureau of Advertising.

Back and forth

Subscription Television Inc., alive in South Pasadena, Calif., plans to hold series of demonstrations by end of first quarter of 1970 that it hopes will prove technical feasibility of multi-purpose, two-way communication equipment that could be added to existing cable-television systems. Company is convinced that such two-way capability also could be economically feasible.

STV's system would be directly tied into computer. There would be central processing of individual receivers. STV acknowledges it has not solved all possible problems involved with such system. One purpose of technical demonstrations, probably to be held in New York, would be to elicit marketing needs from potential users.

Special help

Measure of gravity attached by National Association of Broadcasters and copyright owners to CATV section of proposed copyright legislation (see page 50) is attested by special legislative contacts hired by both groups. NAB has engaged Roy L. Elson, who was administrative assistant to former Senator Carl L. Hayden (D-Ariz.). Copyright owners have former Senator Thomas H. Kuchel (R-Calif.) working their side of street.

Moment of truth

Football negotiations neared stage of money discussion last week as Professional Football League submitted its schedule offerings to CBS-TV (National Division) and NBC-TV (American Division) and awaited networks' replies and requests. No mention of rights costs has yet been made on either side. Some network sources think football people are looking for total TV take of \$39-40 million yearly, including some \$8 million committed by ABC-TV for series of Monday-night games.

local **We play favorites**

THE COMPLETE NEWS,
SPORTS AND WEATHER FOR ST. LOUIS

GLENN WILSON AND JIM HALE

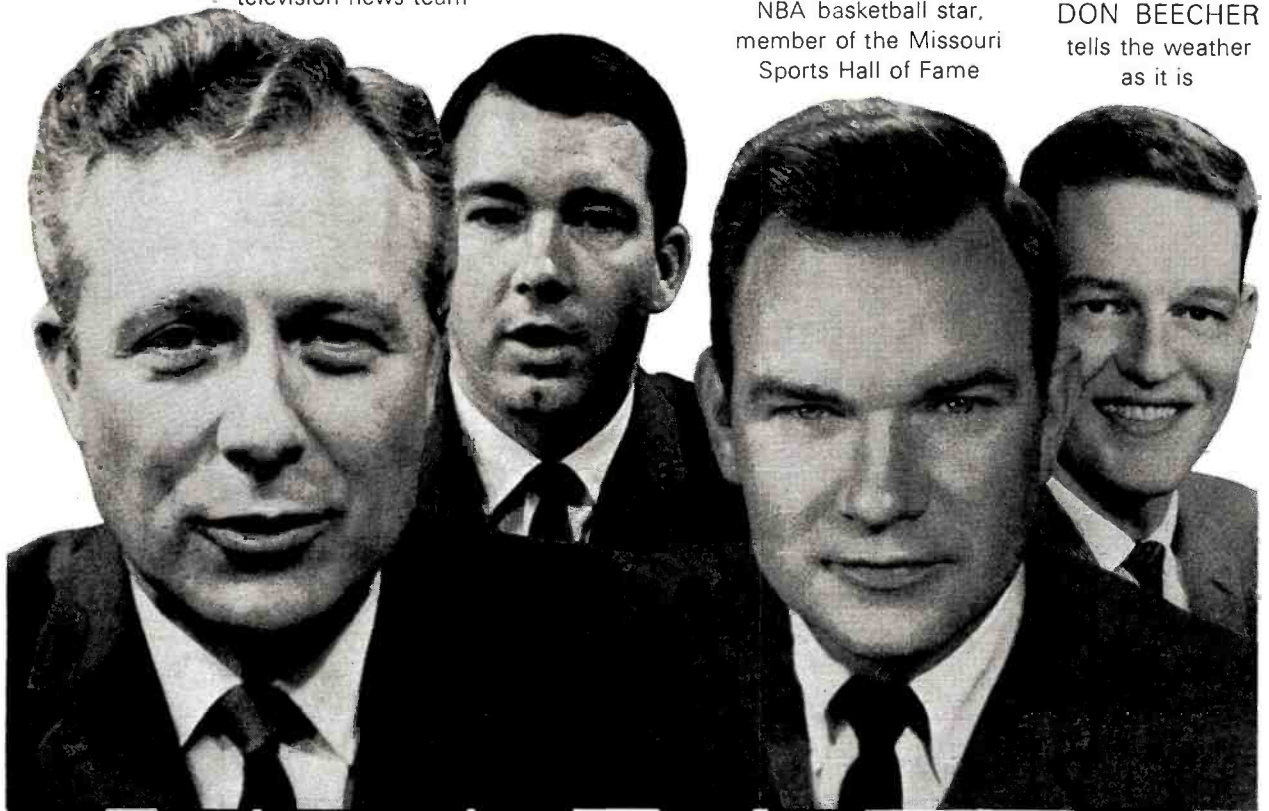
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NBA basketball star,
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Sports Hall of Fame

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tells the weather
as it is



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hrp HARRINGTON, RIGHTER
& PARSONS, INC.

ST. LOUIS

FCC will send questionnaires on effects of conglomerate ownership on program service and competition to six major licensees. Over-all inquiry to range from widely diversified companies to media-only concerns. See . . .

A widened study of conglomerates . . . 17

Appeals court hearing on renewal of KSL(AM) Salt Lake City, being held in Washington, raises question of whether FCC should hold license-renewal hearing as means of reshaping policy when station is guiltless. See . . .

KSL renewal case stirs policy issues . . . 22

Request by American Brands Inc. for court order temporarily blocking NAB code guidelines on 'tar' data in cigarette advertising is turned down. Time runs out Jan. 1 when guidelines become effective. See . . .

American Brands loses first round . . . 26

Independent media-buying services, already under fire from advertisers and agencies, suffer internal dissension as RDR Associates Inc., New York, files \$5-billion damage suit against competitors. See . . .

Middlemen clash in court . . . 30

Lyrics of 'underground rock' songs may be vehicle for inducing young to try drugs. Art Linkletter thinks so; most radio station officials agree that either records or drug-taking musicians may have influence. See . . .

Are today's records pushing drugs? . . . 38

FCC sets oral argument on proposal to give UHF space to land-mobile users. Association of Maximum Service Telecasters restates its opposition, contending that better management of spectrum is the answer. See . . .

Hearing on land-mobile issue . . . 42

New element enters network-music licensing organizations relationship as CBS-TV acts to put its licenses with ASCAP and BMI on per-performance payment basis, with network paying only for music actually used. See . . .

CBS-TV seeks per-program music pay . . . 46

Citing benefit to local audience, Pensacola (Fla.) CATV system seeks FCC approval to carry programming of two Pensacola daytime radio stations at night and originate at least 21 hours of local programming weekly. See . . .

AM by day; CATV programmer at night . . . 47

CATV interests gird for battle against broadcasters and copyright owners over proposed copyright bill sent to Senate Judiciary Committee last week. Strong condemnation comes from AMST. See . . .

Old foes line up on copyright bill . . . 50

Vice President Spiro T. Agnew, meeting with RTNDA board, offers public pat on back for broadcast newsmen in exchange for indication they are heeding his criticisms of their operations. See . . .

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From Columbus, Ga.



How to gauge community

FCC on Friday (Dec. 19) invited comments on primer designed to clarify requirements of broadcast applicants in ascertaining community needs.

Primer, composed of 38 questions and answers was drafted with aid of committee of Federal Communications Bar Association. FCBA had asked for clarification of ascertainment question in application forms.

Primer focuses on needs to be served, not programing, and spells out who is to be contacted in making determination of needs. But it is regarded as easing some of burden of previous commission rulings on ascertainment question.

As issued by commission, primer bears some of marks of FCBA committee. Notice of inquiry states that applicants whose showings are deficient can amend applications "as matter of right." FCBA committee recommended this as way of removing community surveys from comparative judging in hearings.

Primer also incorporates FCBA committee suggestion to consider "needs and interests" as synonymous with "community problems," and to use latter phrase. And, while requiring broadcaster to evaluate information he obtains in community survey, it would not require him to include evaluation in his application—another suggestion offered by lawyers. However, applicant may be asked by commission for explanation in cases where programing does not appear responsive to community problems.

Commission said that before "finalizing" questions and answers in primer, it would consider suggestions for "better phrasing of, and additions to," primer.

Comments are due Jan. 30. In meantime, it is believed, commission will use primer in its present form as basis for rulings on ascertainment question.

Primer states that purpose of ascertainment question is to determine what applicant has done to ascertain problems of area he serves, including communities outside city of license, and what programs he proposes to meet them. It states that purpose of consultations is not to elicit program suggestions; "the applicant . . . is considered to have expertise in programing." But it requires applicant to show what program he proposes to meet specific problem.

Primer also makes clear that all stations are to program to meet problems—including radio stations with specialized formats, like all-news, rock

and roll, religious, etc. Programs and public-service announcements can be fitted into format of station, primer says.

Generally, primer states applicant would make prima facie case he has contacted representative community leaders if he has consulted leaders in government, education, religion, agriculture, business, labor, professions, racial and ethnic groups, and charitable organizations, as well as economic, social, political and cultural elements.

Primer also says that consultations should be held with "representative range" of members of general public. It notes groups with greatest problems may be least organized and have fewest spokesmen; "thus, additional effort may be necessary to ascertain their needs and problems."

Some questions and answers appear to ease burden some lawyers saw commission imposing in order denying sale of WCAM Camden, N.J. Denial was based in major part on what commission said was inadequate effort to ascertain needs.

Decision was taken by some to mean demographic study was necessary to determine composition of community. Primer, however, says there is "no pat answer" to question of how applicant is to determine whether leaders and members of public he consults are representative. It says applicant may use "any valid method"—that is, one that rests on "good faith efforts and sound principles."

And in answer to question of what is meant by devoting "significant proportion" of station's time to community problems, primer says there is no single answer for all stations. "Initially," this is matter for applicant's "good faith judgment," primer says, but adds: "The

Cigarette uprising in Ky.

Eight Kentucky tobacco farmers asked federal judge in Lexington, Ky., Friday (Dec. 19) to permanently enjoin ABC, CBS and NBC from broadcasting antismoking messages—announcements that broadcasters are required to carry by FCC fiat.

Second suit, asking for damages, still undetermined, is being readied for filing this week in Fayette Circuit Court, also Lexington.

Gladney Harville, attorney for plaintiffs, said he'll answer at argument question of how he can press suit when federal appeals court has upheld right of FCC to impose requirements on broadcasters that they carry antismoking spots. U. S. Supreme Court declined to review this decision.

judgment must be supportable and valid." Question arises from use of "significant proportion" phrase in Camden decision.

Primer, as reported earlier, says applicant or his top-level employees must make consultations with community leaders (BROADCASTING, Dec. 15). Primer says research service would not provide "dialogue" between applicant and community leaders and members of public. However, primer would not preclude use of "outside" services to conduct consultations with general public.

NCTA board backs copyright

Board of National Cable TV Association adopted, with only one dissent, motion to support "general principles" of CATV provisions in copyright bill recommended by Senate subcommittee two weeks ago (see page 50); it was reported Friday (Dec. 19).

At special meeting in Washington, board declared, however, that some language in proposed legislation needs clarification. Although no specifics were mentioned, one clarification apparently is whether sports-blackout provision implies that existing cable system, carrying distant TV station in line with copyright provision, must drop sports event if it is blocked locally.

In Dec. 18 letter to members, M. William Adler, NCTA charman, noted that passage of legislation would place CATV in secure position, would permit many cable systems to carry signals now banned by FCC, and protects CATV from copyright liability. Mr. Adler also termed royalty payments "reasonable," added that 80% of existing systems would pay only 1% on \$160,000 annual revenues—or only 5 cents per subscriber.

Now it's moved to Canada

Health committee of Canada's House of Commons has called for complete ban of cigarette advertising on radio and TV two years from date appropriate legislation is passed by parliament.

Proposal is part of recommendations contained in report on smoking issued by Commons standing committee on health, welfare and social affairs after two-year study. Health committee favors gradual phase-out of all cigarette advertising. It recommends, one year from date of legislation, ban on cigarette spots on TV-radio before 10 p.m. All remaining advertising and promotional materials would include health hazard warnings.

Two years from date of proposed

legislation all cigarette advertising on radio-TV would be eliminated. All remaining ads in other media would be limited to identification of brand only.

Health committee report, noting that U.S. tobacco industry has proposed phasing-out of broadcast cigarette advertising, predicts no "undue hardships" for Canadian networks and stations. Committee says new legislation should contain prohibition against increasing current spending on cigarette advertising in all communications media to prevent initial shift from broadcast to other advertising forms.

WIFE listeners disgruntled

House Investigations Subcommittee, which summoned FCC staff members to closed session last week (see page 19), is not happy with testimony it heard on destruction of documents relating to Don Burden stations, Hill sources said Friday (Dec. 19).

Subcommittee reportedly heard that documents were destroyed by order of former FCC Chairman Rosel H. Hyde, and is said to be unsatisfied with explanation it received. House unit is also reportedly interested in total financial status of Don Burden, and wants to know his holdings in and out of broadcasting and their "relation."

Sparks fly over KTVH

FCC's new chairman, Dean Burch, and Commissioner Nicholas Johnson engaged in first public skirmish Friday (Dec. 19), in connection with commission order denying transfer of KTVH-TV Hutchinson, Kan. (BROADCASTING, Dec. 15).

Chairman Burch, in dissenting statement issued with text of order, was critical of commission action denying sale, without hearing on ground it would lead to regional concentration of control. He said public interest is not served by deciding "significant issues" in that matter.

Commission had included issue in ordering hearing on \$4.4 million sale of station by Minneapolis Star & Tribune Co. to WKY Television Systems Inc. And, when parties asked for decision without hearing, because sales contract was due to expire Dec. 31, commission denied transfer application.

Chairman Burch was also critical of length of time commission required to designate application for hearing—nine months—and manner in which hearing order in more precise manner, or had that if commission had drafted hearing order in more precise manner or had sought to accumulate additional information during nine months application was under study, "a hearing could have been concluded by this time."

"I hope that in future the commission will draft its hearing orders with

Week's Headliners



Mr. Jacoby



Mr. Whipple

Robert E. Jacoby Jr., senior VP-account director and member of board of directors, Ted Bates & Co., New York, elected president and chief executive officer of newly restructured Ted Bates & Co. Division, New York. (See page 31).

George C. Whipple Jr., VP and PR director, Benton & Bowles, New York, will join Sullivan, Staufer, Colwell & Bayles, New York, as senior VP and PR director, new department at SSC&B. Replacement for Mr. Whipple at Benton & Bowles has not yet been named.

Gene Bryson, senior VP of McCann-Erickson Inc., Los Angeles, appointed general manager of west coast office. He succeeds **Russ Johnston**, senior VP and member of board of directors, who returns to New York for another management assignment.

Peter B. Paddock, executive VP, Ralph H. Jones Co., Cincinnati advertising and PR firm, named president following announcement of pending retirement of **Charles M. Robertson Jr.** as chairman of board. **Paul D. Myers**, president of agency, becomes chairman. Changes are effective March 1, 1970.

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

more expertise as to the issues and will seek to dispose of its business in a more timely fashion," he said.

Commissioner Johnson, in separate statement supporting commission's decision, said commission had acted without hearing at parties' request. Buyer and seller "assumed the posture of holding a gun to their collective heads and threatening to pull the trigger unless we approve the transfer." He said commission "cannot respond to such pressure."

And he responded to chairman's complaint about length of time taken in resolving KTVH case with what appeared to be jibe at chairman for lack of action on rulemaking proceedings—network program ownership, one-to-a-customer, among them—with which,

he said, commission is ready to proceed. Anyone interested in resolving problems of delay in individual cases, he said, "might consider expediting the rulemaking proceedings . . . which were designed to clarify our policies and have been pending for so long." He said there is "suspicion that powerful interests" who oppose consideration of those proposals welcome delays.

WVON sale finalized

What may be biggest class IV radio-station sale in broadcast history, wvon-(AM) Chicago (Cicero, Ill.) for approximately \$9 million, was disclosed by principals Friday (Dec. 19).

Negro-programed outlet was purchased by George Gillett and Potter Palmer IV, major shareholders in Harlem Globetrotters basketball team, from estate of late Leonard Chess, founder of Chess Records, and his brother Philip ("Closed Circuit," Dec. 1). Sale is mostly cash and rest term payout, subject to FCC approval. Broker was Hamilton-Landis & Associates.

WVON's sister operations — wsdm (FM) Chicago and wnov(AM) Milwaukee—are not involved in transaction.

WVON, assigned 1 kw day and 250 w night on 1450 kc, will be acquired by Globetrotters Communications Inc., new firm, with Mr. Palmer as board chairman and Mr. Gillett as president and chief operating executive, same post he holds with Globetrotters basketball team. He formerly had been partner and business manager of Miami Dolphins football team. Mr. Palmer, whose great-grandfather built original Palmer House in Chicago and whose grandfather built present hotel, also has major interest in Atlanta Braves (baseball) and Atlanta Chiefs (soccer). His interest in Oakland Seals (hockey) is being sold.

Rebuff to CPB plea

ABC asked FCC Friday (Dec. 19) to clarify its position on possible rationing of existing network interconnection facilities to accommodate Corp. for Public Broadcasting and other noncommercial users.

ABC said arrangement could "seriously affect ability of networks to provide interconnection service to their affiliates during critical time periods."

At issue was statement contained in commission order granting declaratory rulings sought by CPB to remove alleged uncertainty concerning free or reduced rate service for educational broadcasters. Commission said until adequate facilities for CPB are available carriers should allocate lines on equal time-shared basis between public and commercial users.

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Datebook®

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

■Indicates first or revised listing.

December

Dec. 22 — Annual stockholders meeting, *Filmways Inc.* Hotel Biltmore, New York.

January 1970

Jan. 5 — Prehearing conference on renewal and competing application hearing, *WPIX-TV* New York. Washington. Previous date was Dec. 8.

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

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

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

Jan. 9—Annual convention of *Rocky Mountain Cable Television Association*. FCC Chairman Dean Burch will be banquet speaker. 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 — Deadline for comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Comments also requested on possible extension for AM-FM services.

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. 15—National foreign policy conference for editors and broadcasters sponsored by *Department of State*. Participants will include Secretary of State William P. Rogers and other high-ranking government officials. Invitations may be obtained by writing to director, Office of Media Services, Department of State, Washington. Conference will be held in New Department of State building, Washington.

■Jan. 15—News clinic sponsored by *New Jersey Broadcasters Association*. Brunswick Inn, East Brunswick.

■Jan. 15—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* New York.

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

Jan. 15-16—Annual convention. *Louisiana Association of Cable TV Operators*. Royal

ARB TV seminars and research clinics

Jan. 6—Thunderbolt hotel, San Francisco.

Jan. 8—Continental Plaza, Chicago.

Jan. 13—Marriot, Dallas.

Jan. 15—Regency Hyatt House, Atlanta.

Jan. 20—Sheraton Plaza, Boston.

Jan. 22—Commodore hotel, N. Y.

Jan. 27—Brown Palace, Denver.

Jan. 29—Wilshire Hyatt House, Los Angeles.

Sonesta 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—Oral argument on exceptions to initial decision by FCC Hearing Examiner F. L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

Jan. 22—Deadline for reply comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.

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

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

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

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

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

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

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

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.

■Jan. 31—Broadcast news seminar for South Carolina newsmen and station personnel sponsored by *South Carolina AP Broadcasters Association*. Sheraton-Columbia Motor Inn, Columbia.

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. 5—Meeting of *Minnesota AP Broadcasters Association*. Minneapolis.

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

Feb. 4-7 — Senior marketing management conference sponsored by *American Marketing Association*. Carefree Inn, Carefree, Ariz.

■Feb. 6-7—Convention of *New Mexico Broadcasters Association*. Clark B. George, president of CBS Radio Network, and FCC Commissioner Robert Wells are to speak. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual *Northwest Broadcast News Association* seminar. Speakers include Bill Roberts, president of the Radio-Televi-

sion News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief. Minneapolis.

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

■Feb. 12-13—Mid-winter general membership meeting of *California Broadcasters Association*. Keynote speaker on Feb. 13 will be FCC Chairman Dean Burch.

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. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

Feb. 26 Annual dinner of *Radio-Television Correspondents Association*. Washington. Dinner will feature installation of new officers.

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 2-3—National meeting of *Mutual Advertising Agency Network*. Hilton Inn, San Diego.

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.

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The search for better engineers

EDITOR: I have just finished "Wanted: Better Engineers for Today's Gear" (BROADCASTING, Dec. 8). Although the references made directly about me were most complimentary, I thought the entire article was slanted and not accurate in describing today's young engineer. Your examples of typical engineers were obviously of persons who hold first class tickets, not of true engineers. There is a difference . . .

In all fairness another article on the subject would be in order. This time you might get the young engineer's point of view and a more appropriate title for the article would be "Wanted: Better Gear for Today's Upcoming, Young Engineers."—Robert J. Traister, chief engineer, WJMA(AM) Orange, Va.

EDITOR: Your Dec. 8 analysis of the need for "a better engineer for today's gear" is both accurate and timely . . .

John D. Rockefeller, one of the great-

Who cares if Dvorak conceived "Humoresque" in Spillville, Iowa?



Dvorak, an 1893 summer visitor to the tiny north-eastern Iowa town of Spillville, became so inspired that he sat down and put the finishing touches to his immortal "New World Symphony" and conceived "Humoresque". The building where he composed is now a museum housing another kind of genius — the world-famous Spillville Clocks — whittled out over 50 years by two farmers, the Bily Brothers. Truly a great example of Iowa artistry. Who cares about Iowa's past, present and future? WHO Radio that's who! And that's why 3,000,000 Iowans care about, and believe in, WHO Radio!



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*Reg. U.S. Patent Office.

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est managers the world has ever known, said "it is the job of management to show average employees how to do the work of superior employees." Failure to do that is the most outstanding single deficiency in broadcast management. In the typical station, a new janitor gets more effective step-by-step guidance in how to do his job correctly than program, sales, or technical personnel.

Other types of businesses maintain continuing training programs for many categories of personnel.

What is desperately needed in the small-market and medium-market stations is not "to upgrade the requirements for operator licensing" but a step-by-step system of continued training in the how and why of their jobs.—Neil Terrell broadcast sales consultant, Nashville, Tenn.

Seeks help on first step

EDITOR: I am totally blind, but I have an overwhelming desire for a career in broadcasting. I have a third-class license issued by the FCC. However, due to my handicap, they attached a restriction saying I could only operate in a station only if the station management felt it could handle my problem and if the management sees my ability as worth giving me a chance.

I am under vocational rehabilitation [but] my counselor says unless I can get someone to guarantee me a job, they will not send me to a school of broadcasting. I've written letters to stations, sent tapes, pleaded for a chance, but it's always the same sad story . . .

I am certain that, if given a chance, I can be successful in broadcasting . . .
—Thomas Furbee, 123 Hunsaker Street, Fairmont, W. Va.

Tydings clarifies report

EDITOR: I find that your reporting of my appearance before the Communications Subcommittee of the Senate Commerce Committee to oppose S.2004 was inaccurate and I hope to set the record straight with this letter.

First, contrary to the statement of the Dec. 8 BROADCASTING, I am a member of the Senate Commerce Committee and as such I have been involved in the controversy surrounding the license-renewal bill. After having thoroughly reviewed the issue and the first set of hearings on S.2004. I thought it proper to present my views on the measure to the chairman of the subcommittee. Since, as a committee member, I will ultimately be involved in the consideration of S.2004, it seems most reasonable that my ideas be put before the committee at the beginning of the legislative process.

Although your article gives the impression that I burst into the hearings,

my appearance before the subcommittee on that day was cleared with Nicholas Zapple, the staff counsel, two weeks in advance. . . .

There are some of us who believe that S.2004 will increase the danger of government influence over broadcasting, a concern that I hope will find a sympathetic hearing in the broadcast industry.—Senator Joseph D. Tydings (D-Md.), Washington.

(BROADCASTING regrets its error in saying Senator Tydings is not on the Commerce Committee. Although his appearance had been cleared in advance with the subcommittee, BROADCASTING's description of the senator's actual appearance and the dialogue with Senator Pastore was written by a reporter on the scene and conformed with versions given by others.)

Yes, Virginia, it hasn't moved

EDITOR: I just completed reading with a great deal of interest the latest "Telestatus" report [Dec. 8] on locating TV markets in particular sales territories. These types of reports are extremely helpful, and I'm glad to see them as a regular feature in BROADCASTING.

One irregularity in this latest report has been brought to my attention. Listed under the East Central territory is the Richmond, Va., TV market. I believe this is incorrect. The Richmond TV market falls under Nielsen's Southeast territory as do neighboring Norfolk and Roanoke.

If the Richmond market listing is moved, it will place the market between Greensboro-High Point-Winston Salem and Jacksonville as the 12th largest TV market in this particular territory.—Donald H. Richards, Blair Television, New York.

(Mr. Richards is correct. A clerical error misplaced Richmond in the data supplied to BROADCASTING.)

Disagrees on 'Lights Out' credit

EDITOR: Your Nov. 17 BROADCASTING carries the story of *Lights Out* and its re-issue as a syndicated radio feature by some Hollywood show peddlers. Your yarn states that Arch Obler was the show's original creator. . . .

Lights Out was the brainchild of the late Wyllis Cooper. It came into being in the late '30's in Chicago. It was performed there by some of the fine radio names that made Chicago the hub of broadcasting in the '30's. . . . Raymond Johnson, Betty Winkler, Bernadine Flynn, Sid Eilstrom, Art Jacobson to name a few.

As an NBC property *Lights Out* was ultimately moved to New York. On the death of Cooper the direction of the show was taken over by Obler. He adopted Coop's format and added few if any touches of his own, except name casting. . . . Robert Brown, Lexington, Kv. (NBC Chicago announcer, 1932-46; now instructor in broadcast advertising, University of Kentucky).

Good advertising must keep up with the times

Society is in a constant period of rapid change these days and no industry is more aware and more responsive to the shifting attitudes of consumers than the soft-drink business. Advertising, of course, plays a most vital role in reflecting the new life-styles that are emerging, and, for us at the Soft-Drink Beverages division of Rheingold, we rely heavily on radio and TV to keep up with the changing times.

Let me say at the outset that my observations about TV-radio commercials are not based on agency meetings, storyboard sessions, screenings, tapings or any of the trappings associated with commercial production. They were instead shaped out there in the marketplace. They are the result of more than 12 years of operating on the franchise bottler level.

From this vantage point, I was able to keep a careful eye and ear attuned to the materials sent out by our agencies from Madison Avenue and North Michigan Avenue and other advertising centers. At the same time, I scrutinized closely the output of some very formidable competition. My views have been sharpened by my association in the major franchise areas of Los Angeles, Cincinnati, Indianapolis and many other major markets where our Rheingold soft-drink group ranks as the world's largest independent bottler of Pepsi-Cola.

Television and radio are important not only to our present sales and marketing position but also to the future of our operations. Our operations are located in some of the world's fastest growing population centers. Reflecting the entire soft-drink industry, we rely heavily on broadcasts to remind our customers to buy our products. This group ranges from the supermarket-shopping housewife, representing the ultimate consumer, to the buyers and buying committees of the chain and major retail outlets who must be convinced that our type of advertising will bring customers into their stores to ask for Pepsi and related items that go with it.

So what does a bottler look for in commercials?

First off, we believe that commercials need to change with the times. There has to be more to commercials than the showing of the world's most beautiful

young people enjoying almost every recreational activity imaginable. The good life, the smiling relentless pursuit of pleasure and the seemingly never-ending binge of exuberant diversions was good strategy at one time, but young people have changed.

Today's young people are more serious about the world they live in. They are not satisfied with the present and are concerned about the future. They are generally more frank about morals, sex, more demonstrative in their actions than previous generations. They live a new style of life and approach the world of pleasures, learning, military, business and social activity in a different way. They are criticized more than critical; they are troubled more than troublesome—they are more honest and direct than hypocritical.

So, what we seek in soft-drink broadcast advertising is something believable, a strong link with today, filled in with sell in our appeals to the today generation, 1969-1970.

Today's products advertised on television and radio must adjust themselves to the changing market and changing times. Although the taste of soft drinks is important, it is by no means the only reason for consumer selection.

The product must be "today" and "with it" in order to maintain acceptability among young people.

But it must be done with believability. It must be positive and it must "tell it like it is." Soft drinks continue to be the drink of the young, energetic set but the needs go further. Soft drinks need to be portrayed in a natural way to people and situations and with more

respect for their maturing attitudes.

Effective use of radio and television enhances the efficiency of impressions considerably. The visual aspect of a campaign via television and audio version of radio complement each other in developing the product image in the customer's mind.

We have had positive proof of the foregoing in our Pepsi operations in Puerto Rico and Mexico City. Soft drinks are an impulse item and we firmly believe that constant reminder is absolutely necessary. Therefore, we run a heavy schedule of radio along with television.

In Puerto Rico, for example, broadcast advertising is a mixture of Latin-America and U.S. In Puerto Rico we use Spanish-language spots on television and radio but have found that stateside commercials in English are effective, too.

Our organization in Mexico City and surrounding states, serving approximately 10-million persons, has found that commercials, both television and radio, must include more hard sell than in the case in the U.S. In Mexico the commercials are more direct and to the point of selling product.

The phrase "tell it like it is" about wraps up what those on the "selling line" are looking to in product commercials.

We think the Pepsi-Cola Co. has taken a big step in that direction, with its new campaigning to breach the generation gap. We hope it sets a trend because it's an approach to "today's" generation—and that's what our Rheingold Corp. is dedicated to.



R. W. Beeler is president of the Soft Drink Beverages division of Rheingold Corp., New York. The division has Pepsi-Cola franchises covering Los Angeles and parts of Southern California, Puerto Rico and greater Mexico City. He served as vice president and general manager of the Pepsi-Cola Bottling Co., Indianapolis, 1963-68, and before that was with Pepsi-Cola Bottling Co., Cincinnati. His experience included marketing, advertising and sales posts with Procter & Gamble and Colgate-Palmolive Peet.

PEYTON PLACE IS STEALING YOUR WIFE!

MORE WOMEN ARE TURNING TO "PEYTON PLACE"
THAN TO ANYTHING ELSE.

IN BALTIMORE...

Mon.-Fri. 11:00 A.M. No. 1 IN ITS TIME PERIOD

RATING — 5
SHARE — 36

TOTAL HOMES	34,100
TOTAL WOMEN	23,400
WOMEN (18-34)	9,800
WOMEN (18-49)	15,000
HOUSEWIVES	19,400

Source: ARB Oct. '69

IN BOSTON...

No. 1 with Women 18-34

No. 1 with Women 18-49

No. 1 with Total Women over 18

		Women Viewing		
		(18-34)	(18-49)	Total
Mon.-Fri. 4:00 P.M.				
WHDH-TV	PEYTON PLACE	25,000	38,000	53,000
WBZ-TV	Letters to Laugh-In	8,000	22,000	47,000
WNAC-TV	Dark Shadows	18,000	30,000	42,000
WKBG-TV	The Bunker Hill Show	1,000	1,000	1,000

Source: NSI Oct. '69

IN NEW YORK...

"PEYTON PLACE" LEADS INDEPENDENT COMPETITION

WITH WOMEN	(18-34)
WITH WOMEN	(18-49)
TOTAL WOMEN	(18+)

		Women Viewing		
		(18-34)	(18-49)	Total
Mon.-Fri. 11:00-11:30 P.M. (Oct. '69)				
WNEW-TV	PEYTON PLACE	94,000	149,000	220,000
WOR-TV	Divorce Court	34,800	71,000	142,000
WPIX	The Phil Donahue Show	8,000	12,000	43,000

"PEYTON PLACE" ATTRACTS THREE TIMES MORE WOMEN
THAN PREVIOUS PROGRAM IN TIME PERIOD!

		Women Viewing		
		(18-34)	(18-49)	Total
Oct. 1968	WNEW-TV The Donald O'Connor Show	22,000	61,000	135,000
Oct. 1969	WNEW-TV PEYTON PLACE	94,000	149,000	220,000
% IMPROVEMENT		327%	144%	63%

Source: New York NSI



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A widened study of conglomerates

What started out as look at diversified big turns out to include those in media only

The FCC's inquiry into the controversial question of conglomerate companies' ownership of broadcast properties, announced in February and begun last summer, last week produced an announcement that "pilot questionnaires" were being sent to the parent corporations of six major broadcast licensees. The announcement makes it clear that the inquiry is to be a broad one, ranging from widely diversified companies to those whose ownerships are confined primarily to media.

However, the sharp division within the commission on the issuance of the questionnaires—the vote was 4-to-3, with Chairman Dean Burch in the minority and Commissioner Kenneth A. Cox, who is expected to leave the commission when his term expires June 30, in the majority—raised a question as to whether even the present level of enthusiasm for the project can be maintained.

In addition, instructions that were given to the staff to distribute the questionnaire—a 10-page document requiring a considerable amount of detailed information on financial matters and the internal workings of the companies involved—to conglomerates applying for new or existing broadcast properties, were promptly countermanded. Commissioner Robert E. Lee, who opposed issuance of the questionnaire, had argued that those instructions would lead to a violation of the Federal Reports Act, which requires Bureau of the Budget approval of government questionnaires sent to more than 10 parties.

However, the FCC's Conglomerate Task Force—composed of seven staffers aided by a paid consultant—has recommended that the questionnaire be distributed to from 50 to 100 other licensees if the information obtained in the pilot study warrants such action. Bureau of the Budget approval would be required at that point.

The commission said the questionnaire is designed to elicit information on the effects of conglomerate ownership of broadcast stations, principally on program service and on competition

in the broadcast industry.

The six companies that are involved in the pilot program were selected because they are representative of three major groups of broadcasters coming within the scope of the inquiry, the commission said. They represent a wide range of ownership interests, from Avco Corp., a highly diversified company, to Travelers Insurance Co., whose only nonbroadcast interest is insurance.

The companies and the categories they are said to represent are Avco, Chris-Craft Industries Inc. and Fuqua Industries Inc. (licensees with substantial and diversified nonbroadcast interests); Cox Enterprises Inc. and E. W. Scripps Co. (licensees with substantial interests in newspapers and CATV); and Travelers Insurance Co. (licensee whose nonbroadcast interests are primarily in a single large enterprise or group of closely related enterprises) (see page 19). The six were asked to respond by Feb. 27.

The inquiry grows out of a continuing controversy within the commission on the relative, and alleged, benefits and hazards of permitting companies

with substantial nonbroadcast interests to acquire broadcast properties.

Commissioners Kenneth A. Cox, Nicholas Johnson and Robert T. Bartley have frequently voted against granting broadcast licenses to conglomerates without a hearing. They have expressed the fear that such companies might use their broadcast properties to advance the commercial interests of nonbroadcast members of the corporate family. Commissioner Johnson particularly has talked of the danger of companies "censoring" the news broadcast by their stations to protect the parents' economic interests.

But the counter argument frequently made within the commission is that there is no evidence to justify such fears and that conglomerates can provide the wealth a station needs to provide a quality programming service.

The questionnaire seeks information that could be used in weighing these conflicting claims. It inquires into safeguards designed to prevent a company's nonbroadcast interest from affecting a station's programming, as well as into arrangements for program clear-



Three key individuals in FCC's inquiry into the ownership of broadcast properties by conglomerate companies are shown above. They are (l-r) Dr. Hyman Goldin, former FCC economist,

of Boston University, a consultant to the FCC's Conglomerate Task Force; James Sheridan, research director; and Louis Stephens, acting director of the project.

ance by parent companies, specifically including programing that mentions the parent or any of its subsidiaries. The companies are also asked to supply copies of every editorial broadcast by their stations during four one-week periods over the last two years.

The questionnaire also reflects commission concern over the possibility that conglomerates use their economic power to induce suppliers to advertise on their stations. It asks for information on instructions parent companies have given broadcast subsidiaries regarding the solicitation of advertising from suppliers, as well as on communications the parents and their nonbroadcast subsidiaries have sent to suppliers regarding their use of the stations.

The other side of the issue is explored in questions asking the licensees to document ways in which their ownership of nonbroadcast enterprises has benefited their broadcast service, in terms of programing, the enhancement of competition in the broadcast industry, the development of technological innovations or any other aspect of broadcasting.

The licensees affiliated with newspapers have been asked to report on sharing of staffs or services by stations and affiliated newspapers, and on

the maintenance of common or separate controls over the editorial policies of each. The request for copies of editorials broadcast by their stations and published in their newspapers was intended to indicate whether the outlets were taking the same or differing positions on issues.

Other questions relate to cable television systems under common ownership with broadcast stations. They seek information on program originations—the hours devoted to them by the systems, the number of channels on which they are carried, and whether they are produced by the parent company or a subsidiary. The questionnaire also asks whether the systems originate commercials.

The questionnaire, in addition requests the submission of documents containing parent company instructions to broadcast industry subsidiaries and reports from those subsidiaries to the parent companies. It also asks for reports that parent companies' boards of directors considered in making a first broadcast property acquisition, or in rejecting the acquisition of a station, since Jan. 1, 1959.

Those voting to issue the questionnaire were Commissioners Bartley, Cox, Johnson and H. Rex Lee. Com-

missioner Robert Wells joined Chairman Burch and Commissioner Robert E. Lee in dissent.

Chairman Burch did not issue a statement. However, he is said to have expressed the view that the commission should devote its limited resources to other items on the commission agenda that have a higher minority.

Commissioner Robert E. Lee, who last February voted against the inquiry itself, restated the view he expressed then—that the problem being reviewed is one better left to Congress. He also reiterated his concern as to the use to which the commission will put the information it obtains.

And he expressed opposition to the dispatch of the questionnaire to newspaper-connected licensees. He said he has long favored newspaper ownership of stations, asserting that, "as a group [newspapers] have an enviable over-all record" as broadcasters. He said the commission should proceed case-by-case against licensees that violate the commission's rules, "and not attempt to assess demerits to a general class of licensees."

Commissioner Wells, who like the chairman joined the commission in the last two months, based his objection to the pilot project on the grounds that the information to be gathered "will not be sufficient to warrant the expense of time and money." He noted that the licensees being questioned would be "questioned closely" on the matters in the questionnaire in connection with applications for license renewal or transfer.

The Conglomerate Task Force is operating under the leadership of Louis Stephens, who is acting director. He was the staffer principally involved in digesting and analyzing the voluminous documents filed in the ill-fated ABC-International Telephone & Telegraph merger two years ago. James Sheridan, a former chief of the Broadcast Bureau, is research director. And Dr. Hyman Goldin, former chief economist for the commission who is now on the faculty of Boston University, has been serving as a consultant.

Two of the three companies involved in the "pilot" project—Avco and Fuqua—were among three whose acquisitions of properties were announced on the same day that the inquiry was announced, Feb. 8, and helped trigger it. The third company Bonneville International Corp. (the Mormon Church), was sent no questionnaire last week.

Avco, which purchased WRTH(AM) Wood River, Ill. (St. Louis) at the time already owned WLW(AM) and WLWT(TV) both Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex.; and KYA(AM) and KOIT-FM San



A portrait in oil of Clair R. McCollough, president of Steinman Stations, Lancaster, Pa. was unveiled last week at the new building that is headquarters of the National Association of Broadcasters in Washington. Mr. McCollough was honored for his service as chairman of the NAB building committee which supervised construction of the \$2.6-million building in the nation's capital. L to r: Roswell Weidner of

Philadelphia, the artist; Mr. McCollough, Willard E. Walbridge, chairman of the NAB board; and Vincent T. Wasilewski, NAB president who unveiled the portrait. Mr. McCollough is past chairman of the NAB board of directors and is one of the recipients of the broadcasting industry's highest awards, the NAB's distinguished service award. The new NAB building was dedicated formally last June 9.

A conglomerate— what is it anyway?

If FCC inquiry is any
indication it may be
a number of things

"Conglomerate" is a handy way of referring to the companies the FCC is studying in its inquiry into the broadcast operations of companies with substantial nonbroadcast interests. But as the interests of the companies selected last week to receive a "pilot questionnaire" make clear, it is less than accurate. Some are sizeable conglomerates, some are small conglomerates. But some are not conglomerates at all. And the commission's growing interests in cross-media ownership is reflected in the selection of two companies whose major nonbroadcast interests are newspapers and CATV.

Avco Corp. is the most widely diversified of the six. It manufactures airplane and industrial engines and parts, aircraft-frame components, missile and

space products, defense and industrial electronics, weapons and ammunition, steel products, heating equipment, mechanized farm equipment and financial services. It has plants in 13 states and five foreign countries.

Fuqua Industries Inc. also has a number of nonbroadcast interests. It is in photo processing and trucking, manufactures agricultural equipment, power lawn mowers, metal buildings, mobile homes and land-clearing equipment, sells pleasure boats and owns motion-picture theaters and real estate.

The least conglomerate of the companies selected as representative of those licensees having diversified interests is Chris-Craft Industries Inc. Its manufacturing interests include auto interior textile trim, cotton and jute pads, automotive carpet, foam-rubber products, boats and marine motors and chemicals.

Cox Enterprises Inc. and E. W. Scripps Co. have substantial newspaper interests. Cox publishes newspapers in Atlanta; Dayton, Ohio and Miami—communities where it also operates broadcast stations—and Daytona Beach, Fla., where it owns 47.5% of WNDB-AM-FM, as well as in Springfield, Ohio, and Palm Beach, Delray Beach and

Boynton Beach, all Florida.

In addition, Cox subsidiaries have CATV interests in 32 communities. And the company has a number of other interests—in common-carrier microwave facilities, television-program production and distribution; motion-picture production; trade journals, technical publishing and wholesale auto auctions.

Scripps publishes newspapers in Cincinnati, Cleveland, and Memphis and Knoxville, both Tenn., where it operates broadcast stations, and in Washington; Birmingham; Fort Worth; Pittsburgh; Columbus, Ohio; Denver; Evansville, Ind.; Covington, Ky.; Albuquerque; El Paso, Tex., and Hollywood, Fla. Scripps also owns 95% of United Press International, which in turn owns United Features Syndicate, and has CATV interests in Cleveland, Fort Myers, Fla., and Memphis.

The least "conglomerate" of the six companies in the pilot study, although probably the wealthiest, is Travelers Insurance Co. Its only broadcast properties are WTIC-AM-FM-TV, and its nonbroadcast interests, besides insurance, include financial services, real estate and audio-visual communications services.

Francisco.

Fuqua, which acquired WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga, Tenn., in February, also owns WROZ(AM) and WTVW-TV, both Evansville, Ind.; WTAC(AM) Flint, Mich.; and KXOA-AM-FM Sacramento, Calif. In addition, J. B. Fuqua, 10% owner of and chairman of the board, owns WJBF-TV) Augusta, Ga.

As for the other companies being queried: Chris-Craft owns KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis. Cox owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami; WIIC-TV Pittsburgh, and KTVU(TV) Oakland-San Francisco; and 47.5% of WNDB-AM-FM Daytona Beach, Fla. Travelers owns WTIC-AM-FM-TV Hartford.

House group sifts cold ashes in WIFE case

The House Investigations Subcommittee called several FCC staff members into closed session last week to discuss the absence of several documents from the commission's files on WIFE-AM-FM Indianapolis.

The documents are said to be statements given to the commission by a former secretary to Don Burden, owner of WIFE as well as KISN(AM) Vancouver, Wash., and KOIL-AM-FM Omaha. The statements bear upon allegations that Mr. Burden provided free time to

Senator Vance Hartke (D-Ind.) on one of his stations, favored treatment to Senator Mark Hatfield (D-Ore.) on another, and that he sent gifts to Senate Commerce Committee staff counsel Nicholas Zapple. All those involved have denied any wrongdoing (BROADCASTING, Dec. 8).

The subcommittee has been investigating the commission's grant of license renewal to the WIFE stations. The renewals were granted despite a finding that the stations had conducted fraudulent contests and sent false invoices to advertisers. The offenses came while the stations were on probation for similar offenses.

The commission ran into trouble with the subcommittee when it refused to turn over confidential documents in the case until the time for commission review had expired, on Nov. 3. The statements from Mr. Burden's former secretary, Louise Rudol, were not in the file when it was turned over to the subcommittee, but the commission is said to have obtained new statements from her.

The commission representatives who appeared last week were Henry Geller, general counsel, Broadcast Bureau Chief George Smith; William B. Ray, chief of the complaints and compliance division; George Curtis, also of complaints and compliance; Max Paglin, executive director; Henry Schauer, records management officer, and Clara Fairill,

mail and files. Not all of these called were asked to testify.

Commission spokesmen, including former Chairman Rosel Hyde, have strongly denied any attempted cover-up is involved in the case. Moreover, they say, the issue is somewhat academic since the commission has received new statements to replace the missing documents.

KJML(FM) faces hearing on various issues

The FCC last week set the license renewal application of KJML(FM) Sacramento, Calif., for hearing on numerous issues including programing and unauthorized transfer of control questions. Action on Town and Country Broadcasters Inc.'s renewal application for KJML(FM) was deferred following a field investigation which the commission said raised a number of serious questions as to whether Town and Country possesses the qualifications to remain a licensee.

At issue are questions of misrepresentation or concealment of information; knowledge and control of the content of foreign-language broadcasts, and alleged violations concerning regulations on limitations on holding and transfer of licenses, filing of contracts, ownership reports, time of operation, maintenance logs, retention of logs and announcement of sponsored programs.

Pacifica-type group seeks L.A. ch. 58

Aim of Viewer-Sponsored Television Foundation is exploring social problems

A grass-roots group, patterned after and giving indication of alignment with the Pacifica Foundation stations in radio, last week started a public campaign to establish a noncommercial, viewer-sponsored, essentially news-and-public-affairs-oriented television station for Los Angeles.

The group, calling itself Viewer-Sponsored Television Foundation, is seeking a license for channel 58 Los Angeles. Currently there are two other applications pending for this noncommercial allocation—Los Angeles Unified School District and Community Television of Southern California, already licensee of noncommercial KCET-TV Los Angeles (channel 28).

Starting this month, the Viewer-Sponsored Television Foundation is planning to ask citizens of Southern California to contribute \$25 or more a year each to support the station. The solicitations will be made by volunteers, mostly young people, at meetings, public

gatherings and street corners. Viewer sponsors will be given a vote in the nominations and elections of members to the board of directors of VSTF. They also will be promised that their opinions on programming "will be scientifically polled."

The viewer-sponsored TV station, if it should be licensed by the FCC, intends to broadcast programs that would be designed to offer solutions to social problems. Such programming would be presented in the form of "in-depth" news and public-affairs programs.

A news conference was held in Los Angeles last week to announce VSTF's plans. It was fronted by television actor Leonard Nimoy and businessman Harold Willens, a prime mover in the anti-Vietnam war movement. Both men are on the current 29-member board of directors of VSTF.

There are three officers of VSTF. They are Frank W. Orme, executive director of the National Association for Better Broadcasting, chairman; Clayton L. Stouffer, a college educator, president, and Leslie Parrish, an actress who was publicly involved in the political campaigns of Senator Eugene McCarthy for president and city councilman Thomas Bradley for Los Angeles mayor, secretary-treasurer. Listed on VSTF's board of directors are such well-known names as radio-TV person-

ality Les Crane; film producer Robert Wise; writers Budd Schulberg, Rod Serling, Richard M. Powell and Joel Kane; union leader Paul Schrader; University of Illinois professor Harry J. Skornia; and American Civil Liberties Union official Eason Monroe. The VSTF board also includes four representatives each from the local black and Mexican-American communities.

Mr. Stouffer, who currently teaches part time at the University of California at Los Angeles, estimated that the earliest the station would get on the air is July of 1971. He indicated that initially it would not be totally viewer supported. "We're looking for loans, grants or any other means to support the station," he told BROADCASTING. The station projects a construction cost of some \$500,000 with about \$150,000 of that total in the first year earmarked for equipment and the remainder for operating costs. A lease-purchase agreement of strictly monochrome equipment is being negotiated with the Ampex Corp.

According to Mr. Stouffer, the new TV station would share a transmitter with KPFF(FM) Los Angeles, which is owned by the viewer-sponsored Pacifica Foundation. Mr. Stouffer also said it was conceivable that the viewer-sponsored radio and TV outlets could share some programming. He explained however, that the TV station itself plans to produce locally maybe 70% of its programming. Initially, the station would broadcast only in the prime evening hours. There could be some in-school instruction programming, however, in daytimes.

SEASON'S GREETINGS

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69-37

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Changing Hands

Announced:

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

■ **WSUB(AM)** and construction permit for **WSUB-FM**, both Groton, Conn.: Sold by Lawrence A. Reilly and James L. Spates to William Crawford and Thomas J. Noonan for about \$500,000. Mr. Crawford was formerly vice president and general manager of **WDRG-AM-FM** Hartford, Conn.; Mr. Noonan is a New York public relations executive. **WSUB** is a daytimer on 980 kc with 1 kw. **WSUB-FM** has a CP for 105.5 mc with 3 kw and an antenna 275 feet above average terrain. Brokers: Avpro Inc. and John H. Vondell.

■ **WYZE(AM)** Atlanta: Sold by Roy V. Harris to George Johnston III, George W. Barber Jr. and Lathrop W. Smith for \$400,000. Mr. Johnston has 60% interest in **WJLD(AM)** and **WJLN(FM)**

Birmingham, Ala. Messrs. Barber and Smith are Birmingham businessmen. WYZE is a daytimer on 1480 kc with 5 kw. Broker: Hamilton-Landis & Associates.

▪ **WAGY-FM** Forest City, N.C.: Sold by G. T. Becknell and others to Don H. and Shirley C. Lovelace, E. Raymond Parker and Bright G. Parker for \$200,000. Sellers own WAGY(AM) Forest City and buyers own WEAC(AM) Gaffney, S.C. WAGY-FM is on 105.3 mc with 100 kw and an antenna 890 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58).

▪ **KMCO(AM)** Conroe, Tex.: Sold by Eunice Hardy Smith and others to Earle Fletcher for \$245,000. Mr. Fletcher owns KCLE-AM-FM Cleburne and 80% of KBAN(AM) Bowie, both Texas. KMCO is a daytimer on 900 kc with 500 w.

▪ **KAIN(AM)** Nampa, Idaho: Sold by Mrs. Doyle Cain and Howard Nafziger to Brent T. Larson and Henry A. McNeal for \$135,000. Mr. Larson is a salesman for KINS(AM) Eureka, Calif., and Mr. McNeal is a retail sales representative for Texaco Inc. KAIN is full time on 1340 kc with 1 kw day and 250 w night.

▪ **WWCC(AM)** Bremen, Ga.: Sold by James H. Shedd and others to Miles H. Ferguson, Thaddeus K. Brown and others for \$100,000. Mr. Ferguson has majority interest in WRLD(AM) West Point, Ga., and also has interest in WJHO(AM) Opelika, Ala., and WDSR(AM) and WTLD(FM), both Lake City, Fla. Mr. Brown is salesman for WRBN(AM) Warner Robbins, Ga. WWCC is a daytimer on 1440 kc with 1 kw.

▪ **WGON(AM)** Munising, Mich.: Sold by James E. and Leah D. Poeske and Vernon H. Uecker to George Freeman for \$61,500. Mr. Freeman is general manager of WCCC-AM-FM Hartford, Conn. WGON is full time on 1400 kc with 1 kw day and 250 w night.

NBC gives grants to educational outlets

Three noncommercial stations—WETA-TV Washington, WNDT(TV) New York, and WTTW(TV) Chicago—are recipients of grants from NBC totaling \$590,000.

The gifts are part of a previously announced appropriation of \$1.5 million earmarked for noncommercial stations in cities where NBC owns stations and for the Corp. for Public Broadcasting. The new grants—\$280,000 for WETA, \$175,000 for WNDT and \$135,000 for WTTW—are to be used for capital improvements.

Braren says Pastore bill means less regulation

Warren Braren, former manager of the National Association of Broadcasters New York code office and a critic of the industry's attempts at self-regulation, last week told the Senate Communications Subcommittee that the Pastore license-renewal bill would lead to even less self-regulation than broadcasters presently impose upon themselves.

"Stations cannot be expected to change their attitudes toward self-regulation if they are virtually assured of keeping their licenses, short of gross malpractice," Mr. Braren said. "Without the realization that at license-renewal time a competing applicant might demonstrate to the FCC that he can better serve the public, stations have little reason to re-examine and improve their current methods of operation. . . . The result will be to leave stations secure in the notion that self-regulation is nothing more than a practical tool of the trade."

Mr. Braren made his remarks in a statement inserted into the subcommittee's hearing record on the bill, introduced by Senator John O. Pastore (D-R. I.), that would protect broadcasters from competing applications at renewal time.

It was Mr. Braren who earlier this

year charged in testimony before the House Commerce Committee that NAB spokesmen had misled Congress and the public by claiming to have an effective program of self-regulation, particularly with respect to cigarettes (BROADCASTING, June 16).

Secondary market group vows anticable campaign

The FCC's latest order permitting CATV origination of programs and sale of commercials and proposed copyright legislation (BROADCASTING, Dec. 15) before Congress were sharply condemned last week by the secondary market television committee of the National Association of Broadcasters.

The committee vowed to head a campaign to "alert the public to the dangers inherent in these actions."

Dale G. Moore, chairman of the committee and president of KGVO-TV Missoula, Mont., said: "The deadly combination of CATV originations with commercials, coupled with excessive importation of far away television signals will debilitate or destroy free television in the smaller markets of America."

Mr. Moore said the result inevitably will be pay television with millions of people paying for the same programs they now receive free.



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KSL renewal case stirs policy issues

Appeals judges weigh use of license hearing to change policy, note illegality isn't charged

Should the FCC be obliged to hold a license-renewal hearing as a means of reshaping policy when the station involved is not alleged to have violated existing policy or rules? Can the sum of a number of a licensee's ownership interests be against the public interest if none are illegal?

These are among the critical questions a panel of the U.S. Court of Appeals for the District of Columbia was left with Tuesday, after hearing arguments on the appeal of two Salt Lake City residents who are opposing the renewal of KSL(AM) in that city.

Complicating the questions is the fact that the commission is reviewing policies and rules that underly the issues raised. These deal with concentration of control of mass media and conglomerate ownership of media.

The complainants, Ethel C. Hale and W. Paul Wharton, are principally concerned about what they say is the concentration of control of media that the KSL licensee, Bonneville International Corp., owned by the Mormon church, exercises in Salt Lake City.

The commission in July 1968 denied their petition and granted renewal by a 3-to-1 vote. Subsequently with only six members voting, the commission denied a petition for reconsideration on a tie vote, 3-to-3 (BROADCASTING, Jan. 27).

The concentration-of-control issue involves an interlocking ownership of broadcast and newspaper interests. Besides KSL, the church owns KSL-FM-TV and the *Deseret News*, one of two daily newspapers in Salt Lake City. The *News* and the *Salt Lake City Tribune* have a joint operating agreement for combined publishing and business operations.

The *Tribune*, in turn, owns 35% of KUTV(TV), one of the other two VHF stations in the city. Other owners of the station, the A.L. Glasmann family, control KALL-AM-FM Salt Lake City and the *Ogden (Utah) Standard Examiner*. Some members of the family control KLO(AM) Ogden.

The church, in addition, owns or controls eight radio and television stations in Seattle; Idaho Falls, Idaho; Kansas City, Mo., and New York, as well as an international short-wave station. And, in the view of Commissioner Nicholas Johnson, who voted for a license-renewal hearing, the church is a "significant industrial conglomerate corporation" because of widespread

business, farming and ranching interests.

But Judge Carl McGowan, one of two appeals court judges who heard the arguments, appeared troubled by the lack of allegations of wrongdoing. A legislative body may well conclude that the ownerships involved in the KSL case should be prohibited by rule, he said. But "as long as there is no rule or law, don't you have to at least allege" that adverse effects will flow from them, he asked Robert Levin, counsel for the complainants.

Judge McGowan, in fact, indicated impatience with those who request the court to remand cases to the FCC for hearings but "who have no idea of what the hearing will be about." "The idea of hearing," he said at another point, "is not something that floats around in the air; you've got to know what's involved."

And Judge Roger Robb observed that if the commission were to deny renewal on the basis of the complainants'

charges it would effect "a radical change in policy," one that would have to be applied in similar situations elsewhere.

Mr. Levin agreed that a denial of KSL's renewal would have "wide implications." And as to Judge McGowan's concern with what a hearing would be expected to develop, Mr. Levin said the complainants were not seeking a hearing, as such. A hearing, he said, "is a procedural step between what we asked for and what must be done."

"On the facts before the commission," he said, "KSL is an unfit applicant." At another point he said that it is the "cumulative" effect of KSL's ownership interests that must be considered, not whether any one of them is illegal. He said the commissioners voting for a hearing—Commissioners Johnson, Kenneth A. Cox and Robert T. Bartley—felt there were sufficient grounds for denial. And he suggested that the commission staff could be used to develop the hearing issues.

But Judge McGowan clearly felt that was a job more properly for private counsel. "If you're relying on the commission staff," he said, "your clients are not being very well served." He said he doubted that the commissioners voting for a hearing believed that complainants would simply "fold their hands" after a hearing order was issued.

D. Biard MacGuineas, representing the commission, and Glen A. Wilkinson, counsel for KSL, stressed that as the complainants had not alleged any wrongdoing—simply that, as Mr. MacGuineas said, "here is a situation, and it's bad."

They noted that the commission is reviewing the issues raised in the complaint in two proceedings—a rulemaking aimed at barring broadcasters from owning more than one full-time station in a market and an inquiry into the implications of conglomerate ownership of broadcast media.

And Mr. MacGuineas noted that the commission last month renewed without a hearing the license of WTOP-AM-FM-TV Washington, in the face of similar concentration-of-control complaints that were filed by Washington area residents (BROADCASTING, Dec. 1). The commission, he said, felt the concentration-of-control issue "should be decided on the basis of rulemaking." The vote in that case was 5-to-0, with Chairman Dean Burch not participating and Commissioner Johnson absent.

Abel due to quit NBC for Columbia U. post

Columbia University's board of trustees was expected last Friday (Dec. 19) or within the next several days to approve selection of NBC diplomatic correspondent Elie Abel as the new dean of the Columbia University Graduate School of Journalism, replacing acting dean Richard T. Baker.

According to Christopher Trump, assistant dean of Columbia's Graduate School of Journalism, the announcement is "just a formality." He said he hoped Mr. Abel would begin in his new position for the semester starting in February 1970. Mr. Abel's name was submitted by Dr. Andrew W. Cordier, Columbia University president.

Mr. Abel, with a background in both print and electronic journalism, reportedly was first choice of a "search committee" of faculty, alumni and students. With NBC since 1961, Mr. Abel spent 10 years with the *New York Times* and also was Washington bureau chief of the *Detroit News*.

NBC officials said no decision has been made on a replacement for Mr. Abel in Washington. Mr. Baker has been serving as acting dean since Edward W. Barrett resigned in August 1968 after a disagreement with the university on official reaction to the student disturbances.



holiday greetings from all of us to all of you



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AT&T draws fire on AM-FM line boost

NAB, Intermountain rap FCC action, fear harm to remote stations

The National Association of Broadcasters and the Intermountain Network last week jointly asked the FCC to reject higher AM-FM line charges proposed by the American Telephone and Telegraph Co. The commission has deferred the effective date of the increases from Nov. 1, 1969, to Feb. 1, 1970.

The two groups said the commission, in deferring the increases, already had given sufficient reason for rejecting or suspending the new tariff when it stated that under the higher rates "the rights and interests of the public may be adversely affected." Calling the three-month suspension inadequate, the groups said that "by suspending the proposed tariff for only a period of 90 days, the commission has failed in its responsibility of adequately protecting the public."

NAB and Intermountain said an examination of various AT&T reports showed a "revenue per circuit of \$485 in 1968 for all private-line service but \$8,852 for audio, or a revenue for audio of almost 20 times the average. AT&T's "per circuit" revenue from audio, they said, was "almost 60 times as great as its return from telephone, six times as great as from Teletype and telegraph, and twice as great as its return from Telpak."

The groups' petition also suggested that regional and possibly national networks may be required to curtail service and revise affiliation contracts to absorb the increases, or to place the

economic burden directly on affiliates. It said many stations, especially those in remote areas, will no longer be able to afford continued network affiliation.

"Many popular program features such as area and regional sporting events will have to be eliminated... The resulting withdrawal of network service will cause a curtailment of news and public affairs programming in communities where the local station may be the only source of national and regional news, the petition added.

NAB and Intermountain said AT&T has failed to date to "explain the reasons for these proposed changes or to show facts justifying the rate increase."

In another filing, the All-Channel Television Society, which represents UHF interests, asked that it be allowed to intervene in the commission's proceedings involving AT&T's tariff.

ACTS said many UHF's would be hard-hit by the proposed increases in line charges, noting that the stations would "suffer a substantial and severe upward increase in the cost of their audio and video loops and station connection charges." ACTS pointed out that many UHF network-affiliated stations do not have such charges absorbed by the network, and must bear the increases directly.

UHF's which carry the programs of more than one network on a per program basis, and independents utilizing local audio and video loops to carry sporadic, special-program originations, ACTS added, also would be severely affected.

Media notes:

Hosts to Hill ■ A congressional reception will be held Feb. 4 in Washington's Mayflower hotel by the National Cable Television Association as part of National Cable Television Week. (Feb. 1-7). Named as co-chairman: William

Bresnan, H&B American; Bill Daniels, Bill Daniels & Associates; Irving Kahn, Teleprompter Corp.; J. Leonard Reinsch, Cox Cable Communications Inc., and Monroe M. Rifkin, American TV & Communications Co.

New acquisition ■ Basic Communications Inc., Wheeling, W. Va., announced the purchase of B-W Music Inc. and its publishing division, WelDee Music. The new acquisition will move Berk Fraser, a Basic Communications' vice president to general manager of a proposed new subsidiary, Jamboree, U.S.A. Inc., and to director of the *WVVA*(AM) Wheeling *Jamboree* show.

Newsman admitted ■ NBC News correspondent Carl Stern, a member of the bar of Ohio and the District of Columbia, has been admitted to practice before the U.S. Supreme Court. He covers the court and also the Justice Department.

CBS study tells all about the 'Modern Eve'

The CBS-Owned Television Stations Division has released results of a study of the media preferences of women. The study was conducted by R. H. Bruskin Associates under the aegis of the division's new retail development department.

Bruskin surveyed 1,103 women in the five markets served by CBS-owned television stations. The research findings reflected a pronounced preference for television among women, especially those under 35. According to the report, women interviewed responded to the terms "different," "exciting" and "progressive," when considering retail advertising on television.

"The Temptation of Modern Eve," a booklet outlining the results of the study, is being distributed by the five CBS-owned TV stations (WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis).

CPB asks school project aid

Corp. for Public Broadcasting President John W. Macy Jr. last week urged the House General Subcommittee on Education to support an in-school instructional television project following the example of Children's Television Workshop's *Sesame Street* now on public television stations. Mr. Macy plans to convene the educators early next year and prepare a specific proposal to be funded by government and private sources, including CPB. Possible subjects for the instructional effort could be the administration's *Right to Read* program or a high school equivalence series for veterans and others, he said.

Radio all-channel group set up; Hoeck at helm

The election of officers and the formation of a permanent staff for the All-Industry Committee for Radio All-Channel Legislation were announced in New York last week.

Walter A. Schwartz, president of ABC Radio, who has been elected president of the committee, said that a campaign will be mounted to help passage of legislation pending in the House and Senate that would require all radios sold in interstate commerce or imported to be capable of FM as well as AM reception ("Closed Circuit," Dec. 15).

Roger Hoeck, who had been vice president—radio of the American Re-

search Bureau since 1965, has joined the committee as executive director to implement its program.

Chosen as vice chairman of the committee are Robert Cole, vice president CBS Radio division, CBS-owned FM Stations; David C. Croninger, president, Metromedia Radio Division, and George A. Koehler, general manager, Triangle Stations. John T. Lawrence Jr., general manager, WQAL(FM) Philadelphia, has been elected secretary, and Arch L. Madsen, president, Bonneville International Corp., treasurer.

Mr. Schwartz said the committee plans to enlist broad-based industry support and will begin a campaign in January for membership. The committee, he added, "will be funded on a contribution basis" by members.

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DETROIT	WKBD-TV	33%
LOS ANGELES	KCOP	11%
MINNEAPOLIS	KMSP-TV	11%

Source: NSI Oct. '68 and '69

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Wasilewski contract affirmed by NAB board

Full board ratification of the contract extending Vincent T. Wasilewski's tenure as president of the National Association of Broadcasters for two more years was virtually complete last week.

Willard E. Walbridge, chairman of the NAB board, said only affirmative answers to a poll on the contract were received. Although Mr. Walbridge declined to give a specific count it was indicated only two or three board members had failed to respond by the end of the week.

Mr. Wasilewski's contract was offered to him and he accepted it at a meeting of the executive committee in Los Angeles. It was reported some board members were unhappy with the method used to obtain approval and premature announcement, but the lack of any dissenting vote seemed to indicate no serious disagreements.

Nevertheless, in an effort to clear any misunderstanding, Mr. Walbridge contacted the entire 44-member board again by wire with the assurance no attempt was made to pre-empt the

prerogatives of the full board.

Mr. Walbridge's telegram said in part: "We did not intend to ask for mail vote but in transmission to Washington staff from LA meeting this erroneous impression was gained and wire you received went out." Mr. Walbridge said the committee thought its offer of a contract to Mr. Wasilewski was proper to stabilize the industry and ease staff uncertainty created by "inaccurate reports" of Mr. Wasilewski's leaving.

Mr. Walbridge said the matter would get full airing if desired at the board meeting which is Jan. 19-23 in Hawaii.

When it was thought Mr. Wasilewski might be leaving NAB, a group of board members who are also members of the Association of Maximum Service Telecasters, and who had met the previous week in La Quinta, Calif., had suggested a study of NAB itself be made to determine its state, possible need for restructuring or statement of aims. The decision of Mr. Wasilewski to remain appeared to blunt the purpose of such a move since it was based upon his expected resignation. However, Mr. Wasilewski said he had

no objection to such a study although he would suggest that it be made by NAB members. Definitely, he said, he is opposed to the use of an outside consultant firm. He said he saw no value in that type of study to NAB.

Phone firm, Harriscop reach CATV sale terms

United Utilities Inc., an independent telephone company with CATV holdings, has reached an agreement in principle for the sale of its wholly-owned CATV systems to Harriscop Broadcasting Corp., group broadcaster and multiple CATV owner.

United Utilities announced last spring that it intended to sell out its CATV holdings—numbering over 50 systems in 10 states—because of the FCC's regulatory policies. Details of the agreement with Harriscop, which holds interests in 10 CATV systems, mainly on the west coast, and owns five TV and two AM stations, were not disclosed.

United Utilities also announced that it had sold its 50% interest in Multi-Channel TV Cable Co., Mansfield, Ohio, to the *Mansfield Journal*.

BroadcastAdvertising®

American Brands loses first round

But favorable decision later this month could keep its spots on the air without code interference

American Brands Inc. was turned down last week in its request for a court order temporarily blocking implementation of new National Association of Broadcasters code guidelines governing the use of "tar" statements in cigarette advertising. But the company still has a chance of getting a court order shelving the guidelines before they become effective, on Jan. 1, and prohibit broadcasters from carrying commercials for two American brands.

Judge Matthew F. McGuire of the federal district court in Washington last Monday (Dec. 15) denied the request for a temporary restraining order that would have barred the NAB and the three television networks from abiding by the new guidelines until American could seek a preliminary injunction. Judge McGuire heard arguments on the motion for the temporary order on Dec. 12 (BROADCASTING, Dec. 15).

However, the parties involved sub-

sequently agreed to Dec. 29 as the date for a hearing on the preliminary injunction. Thus, a prompt decision favorable to American would keep the commercials on the air without interruption while the underlying antitrust suit that the company has filed is litigated.

And that could mean American would not have to drop or modify its commercials for the affected brands—Pall Mall Golds and Silva Thins—until all cigarette commercials are banned from the air by Congress. The Senate has passed a bill that would take all cigarette commercials off radio and television by Jan. 1, 1971 (BROADCASTING, Dec. 15). However, the House has not yet approved that legislation.

The guidelines which American is seeking to overturn would require it, in its advertising of the two brands, to state the name of the competing cigarette to which it compares its brand and to state "tar" content in milligrams in smoke of the lowest and highest-

yield of domestic cigarettes as reported by the Federal Trade Commission.

The guidelines are based on a policy statement issued by the trade commission. And the statement, in turn, stems from a complaint the commission has filed against American, charging it with deceptive advertising.

American, which has denied the charge, claims in its complaint that the trade commission is using the NAB code to secure the relief it is seeking in its complaint and that the NAB and networks and other code members who honor the new guidelines are engaging in an illegal conspiracy in restraint of trade. The networks earlier this month notified American they would abide by the guidelines.

American is seeking a permanent injunction barring the NAB and all code members from implementing the new guidelines, and the trade commission from acting on its complaint. American also seeks monetary damages against

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

this is Gray Communica

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

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

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



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

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

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

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

Gray Cablevision, Inc.
Albany, Georgia

the broadcast-industry defendants.

Judge McGuire denied the request for a temporary restraining order on the grounds that "there does not appear" to be "any critical significance" between the new guidelines and the FTC complaint, and that American's claim "of irreparable damage appears to be one of conclusion rather than of fact." He also said that "the public interest" factor involved "is overwhelming if not compelling."

Judge McGuire granted American's motion to take depositions of network, NAB and FTC personnel in preparation for the hearing on the preliminary injunction.

Rooney In new firm

Motion-picture and television performer Mickey Rooney has formed a company, Mickey Rooney Unlimited, that will specialize in producing broadcast commercials for local and regional advertisers. Mr. Rooney expects to create and produce his own commercials. He also plans to appear in them and on behalf of such advertisers as local automotive dealers, local appliance stores, banks, savings-and-loan institutions, gas and oil companies, and cleaning establishments. The performer's services as a commercial spokesman will be granted on an exclusive basis in each local market.

Sales are to be coordinated through the Charles H. Stern Agency in Los Angeles, which represents performers for work in TV and radio commercials.

NAB engages Loevinger for antitrust suit

Lee Loevinger, former FCC commissioner and before that head of the Department of Justice antitrust division, last week was retained by the National Association of Broadcasters as special counsel to represent it in the antitrust suit filed by American Brands against NAB, ABC, CBS and NBC (see page 26).

The NAB noted that this is the first antitrust action in the history of the NAB codes. It has also observed that the NAB Code Authority sought Federal Trade Commission guidance regarding the description of tar-and-nicotine content of a cigarette in advertising. It quoted the FTC letter which sets forth the disclosures it believes should be made by cigarette advertisers who wish to refer to tar-and-nicotine content and to compare such content with other cigarette brands. The committees of the radio and television code review boards met with the authority on Oct. 21 and agreed to implement the

Now the spotlight is on conferees

Senate-House to thrash out differences in approaches to cigarette advertising

Early next year, the fate of broadcast cigarette advertising will pass into the hands of a joint Senate-House conference committee, which will have to reconcile the differences between the tough cigarette bill passed by the Senate (BROADCASTING, Dec. 15) and the far milder version approved earlier this year by the House. The committee will have its work cut out for it, but Senate leaders are confident that their version will prevail.

The Senate bill, approved in a Friday evening session on Dec. 12, includes the crucial provision of the Senate Commerce Committee's bill — a statutory ban on broadcast cigarette advertising, effective Jan. 1, 1971. Two other major provisions were modified by amendments introduced by Senator Frank E. Moss (D-Utah) and Senator Norris Cotton (R-N.H.).

The Cotton amendment, supported by Senator Moss, loosens the committee's proposed restriction on Federal Trade Commission regulation of cigarette advertising. It would allow the FTC to require health warnings in all cigarette advertising as of July 1, 1971, instead of the committee's proposed date of July 1, 1972. It would also

permit the FTC to move sooner if it found that tobacco companies were switching from broadcast to print advertising so massively that it could be considered a "gross abuse."

Senator Moss also got the Senate to approve a new required health warning for cigarette packages — "Warning: Cigarette smoking is dangerous to your health." The committee had proposed "Warning: Excessive cigarette smoking is dangerous to your health." but Senator Moss—who argued that any smoking, not just "excessive" smoking, is dangerous—carried the Senate by three votes, 38-to-35. Most observers feel that if the FTC decides to require health warnings in print advertising, it will utilize the wording on the cigarette package.

The amended Senate bill passed by a vote of 70-to-7, as a number of tobacco-state senators joined the majority apparently in the belief that even strong cigarette legislation would be better than no legislation at all. If Congress fails to act, the FCC and FTC are waiting in the wings with rulemaking proposals that would, respectively, ban broadcast cigarette advertising and require health warnings in other advertising.

The Senate has now formally returned this bill to the House, which technically has three options open: the Senate-House conference, further House Commerce Committee hearings, or passage, of the bill as it stands. In view of the differences between House and Senate versions of the bill, routine passage is highly unlikely. Further hearings are also a longshot, since the arguments on both sides of the cigarette question have been so thoroughly aired.

What remains is the task of political surgery. The Senate bill must be reconciled with a House bill that is almost a simple extension of previous cigarette legislation. The House voted to require a new health warning—"Warning: The surgeon general has determined that cigarette smoking is dangerous to your health and may cause lung cancer or other diseases"—but it prohibited regulatory action on cigarette advertising for six years and in other ways generally upheld the status quo.

The conference committee that presumably will tackle the job of reconciliation would be composed of Senate and House representatives chosen by the leadership in each house. Normally (though not necessarily), the conferees would come from the committee that considered the bill—in this case, the two commerce committees. The exact number of representatives is left to the discretion of the two houses.

The conference would not be strictly a one-man, one-vote affair. In effect, there are only two votes in conference—the House and Senate. The majority in each group of conferees would de-



Mr. Loevinger

FTC policies in the advertising guidelines.

How TV-network billings stand in BAR's ranking

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

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 7	Total dollars week ended Dec. 7	1969 total minutes	1969 total dollars
	Week ended Dec. 7	Cume Jan. 1-Dec. 7	Week ended Dec. 7	Cume Jan. 1-Dec. 7	Week ended Dec. 7	Cume Jan. 1-Dec. 7				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 122.4	\$ 238.6	\$ 7,033.4	\$ 336.0	\$ 16,844.1	117	\$ 574.6	4,618	\$ 23,999.9
Monday-Friday 10 a.m.-6 p.m.	1,828.3	74,761.1	3,310.7	136,604.8	1,792.9	108,003.9	852	6,931.9	43,459	319,369.8
Saturday-Sunday Sign-on-6 p.m.	1,747.0	50,796.5	3,354.0	63,801.6	1,674.2	42,786.9	365	6,775.2	14,403	157,385.0
Monday-Saturday 5 p.m.-7:30 p.m.	235.0	16,260.1	1,271.3	35,022.9	769.3	31,878.4	92	2,275.6	4,585	83,161.4
Sunday 6 p.m.-7:30 p.m.	156.0	6,357.4	508.6	12,427.4	307.4	10,225.0	28	972.0	1,059	29,009.8
Monday-Sunday 7:30-11 p.m.	6,438.0	244,694.8	8,703.7	327,713.5	7,824.6	325,426.9	449	22,966.3	21,485	897,835.2
Monday-Sunday 11 p.m.-Sign-off	272.6	20,709.9	525.3	12,359.0	504.1	24,328.3	122	1,302.0	4,842	57,397.2
Total	\$10,676.9	\$413,702.2	\$17,912.2	\$594,962.6	\$13,208.5	\$559,493.5	2,025	\$41,797.6	94,451	\$ 1,568,158.3

termine how the vote would be cast. Thus, if there were three Senate conferees and nine House members, each house would still have equal weight in the conference.

No firm estimate of the prospects for cigarettes can be made until the conferees are named. In outline, it appears that the statutory ban will have to compete with proposals that would permit voluntary withdrawal of cigarettes from the air, and that some legislators may want to impose stricter controls on the FTC than those proposed by the Senate.

Senator Moss was one of those who favored legislation that would grant antitrust immunity to tobacco companies so that they could withdraw as a group from broadcast advertising. The senator withdrew that amendment on the Senate floor after his FTC and package-warning provisions had already gone through. He indicated then that the bill as it stands is satisfactory to him, although he would have preferred the voluntary withdrawal.

Since both the broadcast and tobacco industries have proposed plans for voluntary withdrawal, the issue in conference will apparently be one of how to get cigarettes off the air, not whether they should go off the air.

The FTC's role in regulation of cigarette advertising is the question that may divide the conference above all others. Senator Moss vowed to filibuster rather than allow the Senate to restrict FTC action until mid-1972. The House bill called for a prohibition of FTC regulation of the advertising through 1975 — and, by implication, includes the FCC as well. An aide to one key Southern congressman indicated that

opposition to FTC-imposed health warnings is still alive in the House.

As for the health warning on the package, it will apparently be an either-or proposition. Senator Moss indicated in floor debate that the House proposal is less objectionable to him than the Senate Commerce Committee's reference to "excessive cigarette smoking." His primary objection to the House wording is its length rather than its message, Senator Moss said.

The senator, who has won practically every battle over cigarettes since the issue came to the Senate last summer, now says he will demand that the Senate's version prevail in conference. Otherwise, he says, he will see to it that no bill passes—which would permit the regulatory agencies to move.

Many Washington observers believe, however, that the two houses are not irreconcilable and that the Senate will get much of what it wants before Congress adjourns late in 1970. The House passed its bill in a different political climate from that surrounding the Senate deliberations, and the apparent discrepancies in their positions may be deceptive.

When the bill comes out of conference—if it does—both houses will have to approve the final measure.

Rep appointments:

- WWOL(AM) Buffalo: McGavren-Guild/PGW Radio, New York.
- WILK(AM) Wilkes-Barre, Pa.: Avery-Knodel, New York.
- Wbfd(AM) Bedford, Pa.; KLFB(AM) Lubbock, Tex.: AAA Representatives.
- WBJA-TV Binghamton, N. Y.: Devney Organization Inc., New York.

Radio-TV to back Yoo-Hoo's expansion

The Yoo-Hoo Chocolate Beverage Corp. plans what its agency, Weiss & Geller Inc., New York, terms a "great expansion" of radio and TV advertising for 1970 in the Midwest. "A quarter of a million" budget is the figure given by the agency.

The Yoo-Hoo Corp., at Carlstadt, N.J., recently opened a franchised bottling plant in Madison, Wis., to serve the entire Midwest. The campaign was kicked off Dec. 15 on radio and TV in Minneapolis-St. Paul.

Agency appointments:

- Super-Test Oil and Gas Co., Tampa, Fla., a division of Signal Oil Co. of California, has appointed Louis Benito Advertising to handle its advertising and promotion.
- Usen Products Co., Woburn, Mass., has appointed Sullivan, Stauffer, Collwell & Bayles, New York, as its advertising agency for Tabby Cat Food, effective Jan. 1, 1970. Usen is a subsidiary of Unilever's Thomas J. Lipton Inc. SSC&B stands to gain between \$1 million and \$2 million in billings from Tabby business. Previous agency was Lois, Holland, Calloway, New York.

▪ Spring Mills consumer division and apparel fabrics has named AC&R Advertising, New York, wholly-owned subsidiary of Ted Bates & Co., as its agency effective Jan. 1, 1970. BBDO, New York, is the present agency. AC&R President Alvin Chereskin says he expects his new client to show continued interest in TV.

Middlemen clash in court

Damages totaling \$5 million sought by RDR Associates from Shepard's Media Corp. and King's U.S. Transit

Independent media-buying services, which had to fight off criticism and attack from some skeptical advertisers and agencies in 1969 (BROADCASTING, Sept. 29), are moving into 1970 with signs of fighting among themselves.

Three of the leading outside media specialists are embroiled in a legal battle. RDR Associates Inc., New York, parent company of Time Buying Services Inc., has filed a \$5-million damage suit in New York Supreme Court against Albert Shepard, president of Media Corp. of America, New York, and his company; U. S. Transit Advertising Network Inc., New York, and Norman King, who is described as "allegedly the controlling stockholder and chief operating official" of U. S. Transit. Mr. King also is president of U. S. Media—International, New York, reputedly the largest of the outside media-buying services.

Neither Mr. King nor Mr. Shepard would comment last week on RDR's suit against them.

The suit was revealed in a preliminary prospectus for a public stock offering of 400,000 shares of RDR common stock, 350,000 of which are to be sold by the company and 50,000 by Samuel Wyman, its president. The action, filed in the New York court last October, charges that Mr. Shepard helped organize Media Corp., which he now heads, while he was executive vice

president of Time Buying Services. It further alleges that U. S. Transit owns 60% of the stock of Media Corp. and that Mr. King controls U. S. Transit.

RDR's complaint states that the defendants enticed key employees to leave TBS, diverted present and prospective customers away from TBS to Media Corp. and made use of confidential information to which Mr. Shepard had access while he was executive vice president of TBS.

The proceeds of approximately \$2 million from the RDR stock issue are to be used mainly to establish five branch offices and to expand the computer programming system operated by Dynatech Data Services, of which RDR has agreed to buy 40%.

RDR was incorporated in 1960 as a barter company and through TBS moved into the time-buying field in 1968. The time-buying subsidiary now accounts for 85% of its business, according to the prospectus.

RDR lost money in 1967 and 1968, but reported net earnings of \$339,832 in the first nine months of 1969 on revenues of \$1,584,884. The prospectus also sheds some light on how media services are paid.

"The company receives a fee of up to 15% of the cost of the spot time it purchases. The fee is payable out of the total amount allotted for spot-time advertising and is in addition to the com-

missions payable to the advertising agency of the advertisers (usually 15% of such amount)."

The public offering of RDR stock will be made through H. L. Federman & Co., New York, and is scheduled to be completed in from two to three weeks if no delays are encountered.

Mr. Wyman now has a yearly salary of \$60,000 from RDR, plus \$25,000 in deferred benefits. The prospectus lists the salaries of executive vice presidents Fred L. Nettore and Stanley Leipzig as \$75,000 and \$48,000 respectively in 1970.

If its public offering goes through, RDR will be the second media service to have gone public. Late last fall, Media Corp. offered 60,000 common shares at \$5 per share. The offering was accepted and its stock is being traded publicly.

The offering circular confirms that U. S. Transit owns shares in Media Corp., but lists its ownership at 50.7% before the offering and 38% after the offering. It further acknowledges that a principal shareholder of U. S. Transit "is an officer, director and principal shareholder of a company which competes with the company in the area of media time buying."

SRA offers short cuts for makegoods in spot

Station Representatives Association, New York, suggested a time-saving plan last week to about 50 of the top spot radio and television advertising agencies. SRA Managing Director M. J. Kellner wrote the agencies that Dancer-Fitzgerald-Sample, New York, has "successfully instituted the procedure of allowing representatives to select and approve makegoods when spots are missed and after so doing to advise the agency." Mr. Kellner said the representatives have been "most conscientious in selecting makegoods to assure at least equivalent values for the spots missed." "Obviously," he added, "if the privilege is abused, the representative's permission to perform this function would be withdrawn."

The suggested instruction to be given representatives, which is essentially the same as the one issued by D-F-S, would be: "Representatives may accept makegoods for one-time-only pre-emptions, using the standard makegood form. Makegoods for more than one pre-emp-

NH&S realigns in N.Y.; notes middleman inroads

Agencies are not as unmoved by the recent successes of media middlemen as they would appear, if this week's reorganization of the marketing services operation at Needham, Harper & Steers, New York, is a sign.

"The volatile change in our business stemming from the increasing prominence of independent media buying services" is cited by the agency as a reason for the reorganization which is being announced today (Dec. 22).

Other reasons offered are the increased size of the NH&S New York division and a need to maintain a strong competitive stance.

The restructuring will divide marketing services into four separate departments. The applied media department under Jack Gowdy, who is promoted

from his former position of associate media director, will handle all media buying.

The media and market planning department will be headed by Robert E. MacDonald, who is joining NH&S from Erwin Wasey, Los Angeles, where he was vice president and media director. Media and planning will develop media plans and make budget proposals.

The research department, to be directed by Jerry Harwood, who has been New York division director of research since 1966, will handle research, including pre-campaign testing and post-campaign testing as clients require.

The information service department will be supervised by Richard Zagrecki, who joins the agency from Liggett & Myers, where he was manager of media and sales research. The information service department will be responsible for compiling audience, cost and sales data, and broad market analysis.

tion of the same spot must be approved by the buyer. Pre-emptions made good on this 'carte blanche' basis must run no later than one week after the regular last telecast date. Notification of all pre-emptions must be given within seven days after the pre-emption or automatic credit will be taken. Spots make good must be scheduled in the same general demographic time-period categories (with equivalent audience reach) as the original spot. Any changes from this procedure must be cleared by the buyer."

Mr. Kellner asked agencies to consider this "time and money saving method," and to send the SRA a copy of its notification issued to station representatives on the subject.

Bates revamps to add emphasis to N.Y. agency

Ted Bates & Co., New York, is being restructured as an autonomous subsidiary of Ted Bates & Co., Inc. and will be called the Ted Bates & Co. Division.

"Ted Bates & Co. Inc. is the parent of seven diverse enterprises in the U.S. as well as all of the overseas interests of the company," Archibald McG. Foster, president and chief executive officer of the Bates parent company, explained. "The most important of these, and far and away the largest, is the advertising agency based at 666 Fifth Ave., New York."

Mr. Foster has served as president of both Ted Bates & Co. Inc., the parent, and Ted Bates & Co., the domestic agency, but will now relinquish his responsibilities as president and chief executive officer of the subsidiary to Robert E. Jacoby Jr., effective immediately. Mr. Foster will continue to head the parent company.

Mr. Foster added that the division will have its own board of directors and executive committee, to be named in the near future.

Until last week's announcement, Mr. Jacoby was a senior vice president and sat on the agency's board of directors. He previously was at Needham, Harper & Steers and Compton Advertising.

Also in advertising:

Move for RRI ■ RKO Representatives Inc., San Francisco office, has moved to 485 Pacific Avenue 94133. Telephone remains (415) 982-2014.

Agency on move ■ William Magnes Advertising Inc., Washington, has moved to 1775 K Street N.W., Suite 215. Phone (202) 659-2450.

Help for local buys ■ Woroner Productions, Miami, has prepared 30-second and one-minute radio commercials to

Business briefly:

Kentucky Fried Chicken Corp., Louisville, Ky., and **The Kellogg Co.**, Battle Creek, Mich., both through Leo Burnett Co., Chicago, will be included among sponsors of the Rose Bowl football game on NBC-TV, Jan. 1 (4:45 p.m. EST). Other advertisers are Chrysler Corp., Gillette Co. and Eastern Airlines (BROADCASTING, July 28).

American Gas Association, through J. Walter Thompson Co., both New York, will sponsor a one-hour special, *Gene Kelly's Wonderful World of Girls*, on NBC-TV, Wednesday, Jan. 14 (8-9 p.m. NYT).

E & B Carpet Mills, through Bloom Advertising Inc., both Dallas, will sponsor *Goldilocks*, a modern musical version of the fairy tale, starring Bing Crosby, Tuesday, March 31 (8:30-9 NYT), pre-empting *Julia*.

locally promote its "Super Fight" motion picture film [Clay vs. Marciano] to be shown in theaters Jan. 20. More than 1,000 of the tapes will be distributed by National Screen Services to theaters in the U.S. and Canada for use in local radio buys.

Broadcast added ■ Vos & Reichberg, Inc., New York, for its mail order clients has set up a broadcast media department under the direction of Sheldon Hechtman, formerly director of marketing for Blue Ribbon Promotions Inc. The agency said book clubs, home study courses and insurance companies among its clients have been testing TV and radio.

New home ■ Marketronics Inc., New York, computer systems and marketing consultant firm, has moved into new offices at 500 Fifth Avenue 10017. Marketronics, which began operations last January, provides a range of computer applications and decision-making services in marketing and advertising including media firms, advertisers and advertising agencies.

Nixon consumer bill gets high-level support

The Nixon administration's consumer protection bill got strong backing from Justice Department antitrust chief Richard W. McLaren and the President's special assistant for consumer affairs, Virginia Knauer, at hearings last week before the Senate Consumer Subcommittee.

But Federal Trade Commission Chairman Paul Rand Dixon told the subcommittee that his agency is ill-equipped to handle some of the extra duties given it by the administration bill. The bill would allow the FTC to

Faberge Inc., through Nadler & Larimer Inc., Lennen & Newell & Mathison, Ross Inc., all New York, will sponsor a musical special starring Harry Belafonte and Lena Horne over ABC-TV on March 22 (8-9 p.m.).

Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, has bought full sponsorship of eight documentary programs in ABC News' action-adventure series, *The Undersea World of Jacques Cousteau*, during 1970. Armstrong will sponsor four new one-hour programs and rebroadcasts of the four shows over ABC-TV during the first six months of next year.

International Paper Co., through Ogilvy & Mather, both New York, will sponsor *Lowell Thomas In New Guinea: Patrol Into The Unknown*, on NBC-TV, Thursday, Jan. 29 (7:30-8:30 NYT) pre-empting *Daniel Boone*.

regulate practices that "affect" interstate commerce as well as those that are "in" interstate commerce—which means, in effect, that the government would have power over local or interstate commerce—but Chairman Dixon said the FTC lacks the resources and staff to assume that responsibility. He also said that state and local consumer problems are best resolved by state and local governments.

The administration bill (S. 3201) would establish a Justice Department division that would represent consumer interests in the courts and before regulatory agencies. The bill would also empower the government to obtain a temporary restraining order or preliminary injunction that would prevent the dissemination of any advertising that might be considered unfair or deceptive under the act.

The bill spells out 11 practices considered unfair or deceptive. These include representing that goods are new knowing that they are not; advertising goods or services while intending not to supply enough to meet demand and failing to mention specific quantitative limitations; offering goods or services and intending not to sell them as offered, and others.

Mr. McLaren said the bill gives consumers substantial new protection by expanding FTC jurisdiction and powers; making numerous well-defined activities violations of the law; placing adequate enforcement authority in Justice and the FTC, and providing for a federal right of consumer action.

The consumer action provision would allow private suits after the government had sought and obtained injunctive relief against any unfair or deceptive practices.

Satellite conference to meet in February

Differing viewpoints among its 70 members hopefully will be ironed out in earlier session

The international conference on permanent governance of the 70-nation international satellite-communications system will meet again Feb. 16 in Washington for a month. But a week before that date the 40 nations making up the preparatory committee will try once again to come to agreement on three vital issues: voting strength formulas, management of the system, and procurement policies.

The preparatory committee completed its third round of talks in Washington Dec. 11 with two major divisions. One group, led by Australia and Chile and representing about 25 nations, including the U.S., has recommended a relatively complete plan in all significant details. A second group of 18 nations, principally led by the United Kingdom, Switzerland, West Germany and Algeria, has proposed various revisions of that document.

The preparatory committee meets again a week before the plenary conference resumes in February, hopeful of preparing a single document for the consideration by the full conference.

Among items on which there has been general agreement, according to State Department sources, are those dealing with the establishment of an assembly that will deal with broad policy questions on a one-nation, one-vote basis; a conference of signatories, representing the telecommunications entities of the subscribing nations that will meet about once a year to review the work of the board of governors,

and the board of governors, consisting of about 20 members which will meet once a month. Members of the board will have weighted votes, based on financial investment and usage of the international satellite system.

At present the international satellite communications consortium (Intelsat) is managed by the U.S. Communications Satellite Corp. The Intelsat conference began last February in Washington.

Buffalo TV asks FCC for help on programs

WBEN Inc., licensee of WBEN-TV Buffalo, N. Y., last week asked the FCC to bar CBS from releasing prime-time entertainment programs to Canadian TV stations prior to the time they are available to U.S. stations.

Charging that the practice results in an unfair competitive advantage, the licensee asked the commission to deny CBS an extension of its present authority to deliver the programs to Canadian stations.

However, it said it had no objection to carriage of the programs with a simultaneous release date and time in both Canada and the U.S., adding that such an arrangement would permit WBEN-TV to compete with the Canadian stations on the same basis as any other domestic station.

WBEN Inc. said the Canadian stations involved are in direct competition with

WBEN-TV for both viewers and advertisers. As an example of alleged unfair advantage, it noted that the program *Green Acres*—carried on CBLT(TV) Toronto Wednesdays at 8 p.m. and WBEN-TV the following Saturday at 9 p.m.—was recently credited with a CBLT audience of 134,800 and a WBEN-TV audience of 64,200. In comparison, it said *Mayberry RFD*, which is not pre-released in Canada, had a WBEN-TV audience of 122,200.

Eighteen CBS network programs are released in Canada one-half hour to several days prior to their U.S. release times. They are *Governor & J.J.*, *Red Skelton*, *Green Acres*, *Doris Day*, *Mission: Impossible*, *Carol Burnett*, *Glen Campbell*, *Family Affair*, *Mannix*, *Jackie Gleason*, *My Three Sons*, *Good Guys*, *Medical Center*, *Hawaii 5-0*, *Hogan's Heroes*, *Get Smart*, *Petticoat Junction* and *Gunsmoke*.

CBS finds a group to market EVR in France

CBS's electronic video recorders will be manufactured and promoted in France by a consortium of a publishing house, Librairie Hachette, an electrical-equipment manufacturer, Thompson CSF, and a bank, the Banque de Paris et de Pays-Bas.

The agreement was concluded by the London-based EVR Partnership, consisting of CBS, Imperial Chemical Industries Ltd. (Great Britain) and CIBA (Switzerland).

Jacques Ferrari, general sales manager, Europe, will head the newly opened European office in Paris.

The EVR Partnership is also negotiating agreements with other European countries.

TCC moves cable overseas

Television Communications Corp., CATV owner and operator, and Bendix Corp., manufacturer of electronic and other products, last week announced a joint venture to investigate the opportunities for cable television in international markets.

Joel Smith will serve as managing director of the operation, working out of Bendix International's Paris office. He will concentrate first on determining the potential for cable in Switzerland, France, Germany, Italy, Holland, and Belgium.

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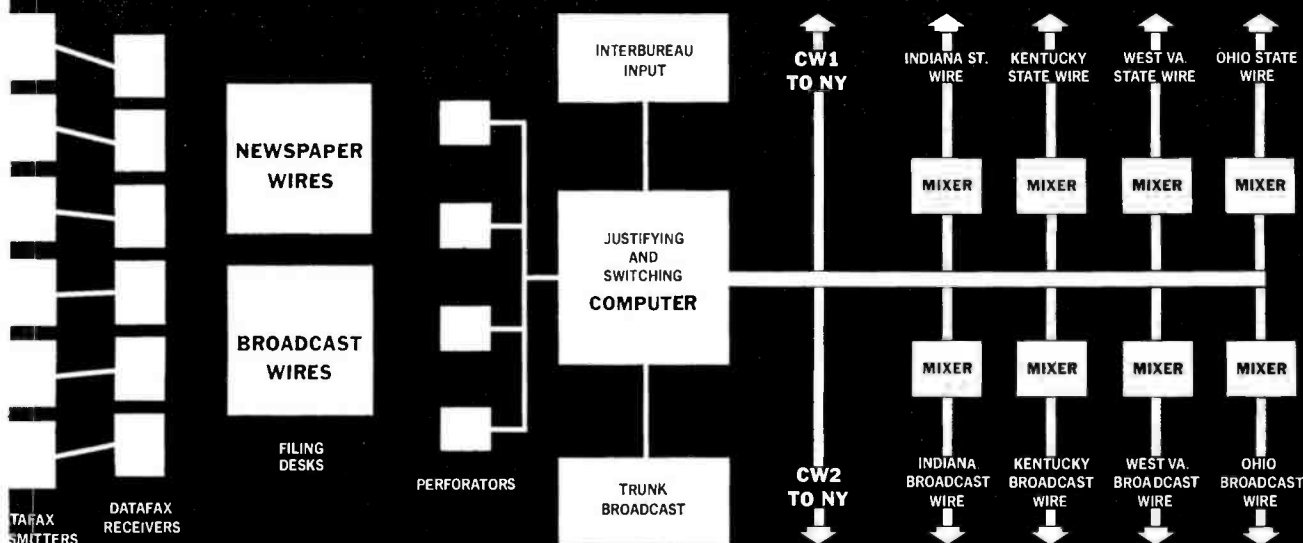
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BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

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New Paramount unit to assess real estate

Paramount Pictures Corp., Hollywood, a subsidiary of Gulf & Western Industries Inc., New York, last week formed a new subsidiary of its own, Paramount Studio Properties Inc. The objective of the new company is to evaluate the 50-acre studio property of Paramount Pictures and to determine its most effective future use.

Irving R. Horowitz, vice president of

G&W Land & Development Corp., a real estate operation of Gulf & Western Industries, has resigned from his position and been named president of Paramount Studio Properties.

Who traded stock during November

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more

than 10% of broadcasting or allied companies in its *Official Summary* for November (all common stock unless otherwise indicated):

■ Ameco Inc. — Bruce Merrill sold 10,000 shares, leaving 697,345 held personally and 40,755 held as trustee.
 ■ Ampex Corp.—James E. Brown sold 300 shares, leaving 200. B. A. Olerich exercised option to buy 3,500 shares, giving him a total of 6,800. Charles A. Steinberg exercised option to buy 953 shares, giving him a total of 1,703. Daniel J. Yomline exercised option to buy 250 shares, giving him a total of 1,506.
 ■ Avco Corp.—G. Keith Funston sold 100 shares, leaving 100.
 ■ Cablecom-General Inc. — Mrs. Hubert J.

The Broadcasting stock index

A weekly summary of market activity in the shares of 93 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 18	Closing Dec. 11	Closing Dec. 4	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	56	56½	57½	76½	45½	4,859	274,536
Atlantic States Ind.		O	5½	5½	6½	15½	5½	1,789	12,523
Capital Cities	CCB	N	32½	34½	33½	37½	26	5,804	196,407
CBS	CBS	N	47½	47½	46½	59½	41½	25,617	1,235,764
Corinthian	CRB	N	30½	29½	28½	37½	20	3,380	84,906
Cox	COX	N	49	48½	46½	59	37	2,893	137,128
Gross Telecasting	GGG	A	14½	14½	14½	24½	14½	805	12,172
Metromedia	MET	N	19	19	19½	53½	17½	5,603	111,164
Pacific & Southern		O	22	21	21½	26½	13½	1,635	33,518
Reeves Telecom	RBT	A	14½	13½	16½	35½	12½	2,253	36,318
Scripps-Howard		O	23	25	25	31½	21	2,589	64,725
Sonderling	SDB	A	33½	34½	37½	47½	29½	985	37,578
Starr Broadcasting		O	11½	12½	14	14½	6½	338	4,644
Taft	TFB	N	26½	28½	29½	43½	26½	3,585	107,550
Total								62,135	\$ 2,348,933
Broadcasting with other major interests									
Avco	AV	N	22½	23½	23½	49½	22½	12,872	316,651
Bartell Media	BMC	A	11½	12½	12½	22½	8½	2,292	28,879
Boston Herald-Traveler		O	34	30	30	71	27	574	17,220
Chris-Craft	CCN	N	10½	10½	11½	24½	9½	3,201	40,012
Combined Comm.		O	13½	13	13	14½	8½	1,798	23,824
Cowles Communication	CWL	N	10½	10½	11	17½	9½	3,969	45,088
Fuqua	FQA	N	28	31	31½	47	27½	5,117	160,469
Gannett	GCI	N	26½	26½	29½	29½	24½	7,117	197,497
General Tire	GY	N	17½	17½	18½	34½	17½	17,914	342,516
Gray Communications		O	7½	7½	8½	12½	7½	475	3,924
Lamb Communications		O	6½	5½	5½	10	3½	2,650	14,575
Lee Enterprises		O	20½	19½	21½	22½	15½	1,957	44,033
Liberty Corp.	LC	N	17½	17½	19	24½	14	6,743	131,489
LIN		O	9½	9½	10	32½	7½	2,174	22,001
Meredith Corp.	MDP	N	44½	44½	42½	59½	32½	2,781	119,583
The Outlet Co.	OTU	N	16½	17	17½	30½	16½	1,336	24,716
Plough Inc.	PLO	N	72	73	75	78½	57½	7,892	587,954
Post Corp.		O	18½	18½	20½	40	14½	594	12,474
Rollins	ROL	N	37½	38½	39	42½	30½	7,983	309,341
Rust Craft	RUS	A	30½	31½	33½	38½	24½	1,168	39,245
Storer	SBK	N	28½	27½	30	62	24½	4,220	132,930
Time Inc.	TL	N	41½	44	47½	100½	36½	7,241	362,050
Trans-National Commun.		O	3½	4½	4½	11½	2½	1,000	2,750
Wometco	WOM	N	18½	18½	19½	23½	16½	5,683	110,818
Total								108,751	\$ 3,061,100
CATV									
Ameco	ACO	A	14½	12½	12½	14½	7½	1,200	13,632
American TV & Comm.		O	18½	17½	17½	19½	9½	1,775	31,062
Cablecom-General	CCG	A	26½	26	21½	27	8½	1,605	28,633
Cable Information Systems		O	2½	2½	2½	5	2½	955	2,419
Columbia Cable		O	11½	11½	12½	17½	9½	900	11,700
Communications Properties		O	6	6	7	10	4½	644	4,347
Cox Cable Communications		O	22½	21½	19	22½	11½	3,550	60,350
Cypress Communications		O	12½	12	11	23	10½	854	10,462
Entron		O	2½	2½	3½	10½	2½	607	2,580
General Instrument Corp.	GRI	N	30	29½	33½	43½	26	6,028	209,473
H & B American	HBA	A	27½	27½	26½	28½	11½	5,016	119,581
Sterling Communications		O	6½	5½	5½	10½	5½	500	2,875
Teleprompter	TP	A	111	111	103½	119	46	1,007	95,665
Television Communications		O	19½	16½	15½	20½	10	2,654	39,810
Vikoa	VIK	A	26½	30	33	35½	20	1,795	56,094
Total								29,090	\$ 688,413

DeLynn bought 100 shares, giving her a total of 600.

■ Capital Cities Broadcasting Corp. — John B. Fairchild bought 4,000 shares and sold 2,400 shares, giving him a total of 4,700. J. Floyd Fletcher bought 2,000 shares, giving him a total of 36,096. Kenneth M. Johnson sold 800 shares, leaving 21,400 held personally and 208 held by children. John B. Fairchild sold 2,000 cumulative convertible preferred shares, leaving 39,835 cumulative convertible preferred shares held personally and 17,406 cumulative convertible preferred shares held as custodian.

■ Chris-Craft Industries Inc.—Harry H. Coll sold \$148,500 of 6% convertible subordinated debentures, leaving none, and sold 10,662 shares, leaving 210.

■ Communications Satellite Corp.—Philip W. Buchen bought 100 series I shares.

■ Cowles Communications—John L. Weinberg through foundation sold 300 shares, leaving none held through foundation and 1,000 held personally.

■ Cox Broadcasting—Marcus Bartlett sold 500 shares, leaving 11,023.

■ Creative Management Associates — Lawrence M. Rosenthal through trading account bought 22,429 shares and sold 9,946 shares, giving him a total of 13,264 held through

trading account, 525 held through another trading account and 525 held through a third trading account.

■ Cypress Communications—David Graham bought 1,765 and through trading account bought 4,025 shares and sold 4,325 shares, leaving 55,297 held through trading account and giving him a total of 2,958 held personally.

■ Walt Disney Productions—Spencer C. Olin exercised option to buy 550 shares, giving him a total of 2,198. Morgan Guaranty Commingled Pension Trust exchanged \$2,500,000 of 4½% convertible subordinated debentures for 38,462 shares.

■ Doyle Dane Bernbach — Joseph R. Daly sold 2,565 shares, leaving 72,041 held personally, 3,300 held through foundation, 1,433 held by wife, 13,146 held by wife as custodian and 6,000 held by wife as trustee. Leon Epstein sold 400 shares, leaving 1,100. Sidney Myers bought 7,000 shares and sold 600 shares, giving him a total of 10,786. Harold M. Silverman sold 280 shares, leaving none.

■ Filmways Inc. — Leonard R. Gruenberg bought 19,600 shares, giving him a total of 21,849.

■ Fuqua Industries Inc.—J. B. Fuqua sold 31,800 shares, leaving 386,000 held personally and 3,513 held in retirement trust.

Mrs. J. B. Fuqua as custodian sold 1,800 shares, leaving 8,800 held as custodian. Harry H. Wise Jr. bought 300 shares, giving him a total of 500. James A. Goese sold 100 warrants, leaving none.

■ Gannett Co.—Douglas C. Townson through trust sold 400 shares, leaving 77,000 held through trust.

■ Gulf & Western Industries — Philip J. Levin sold 284,949 shares and 75,000 warrants, leaving none. Mrs. Philip J. Levin sold 320,052 shares and 25,000 warrants, leaving none.

■ H & B American Corp.—William J. Bresnan bought 100 shares, giving him a total of 500.

■ Kaufman & Broad Inc.—Eugene S. Rosenfeld jointly with wife sold 3,300 shares, leaving none held jointly with wife and 32,376 held personally.

■ Kinney National Service Co.—Robert T. Lang as trustee bought 1,000 shares, giving him a total of 1,000 held as trustee, 546 held as co-trustee and 678 held personally. Salim Lewis bought 10,000 shares, giving him a total of 10,000 held personally and 3,000 held through partnership. Marvin R. Walden sold 400 shares, leaving 450 held personally, 8 held as custodian and 100 held by wife as custodian.

■ Liberty Corp. — G. Richard Shafto sold

	Stock symbol	Ex- change	Closing Dec. 18	Closing Dec. 11	Closing Dec. 4	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	26½	26½	26½	42	24¾	5,863	170,730
Disney	DIS	N	128	121¾	126	128¾	69¾	4,381	544,339
Filmways	FWY	A	16½	17¾	19¾	38¾	16¾	1,492	30,944
Four Star International		O	3½	2¾	3¾	10	3¾	666	2,831
Gulf and Western	CW	N	18½	18½	20	50¼	17¾	16,426	332,627
Kinney National	KNS	N	32½	31¾	30¾	39¾	19	5,940	176,715
MCA	MCA	N	19½	19¾	21¾	44½	19	8,297	183,529
MGM	MGM	N	26½	29¾	28¾	44½	25	5,801	175,480
Music Makers Group		O	9¼	11	11¾	15¾	9¼	589	7,363
National General	NGC	N	17½	17¾	20	46¾	17	4,539	93,050
Transamerica	TA	N	25½	25¾	26¾	38¾	23	61,869	1,535,291
Trans-Lux	TLX	A	18½	19¾	20¾	58¾	17¾	1,020	22,695
20th Century-Fox	TF	N	15½	16½	17¾	41¾	15¾	8,155	152,906
Walter Reade Organization		O	7½	8¾	8¾	15¾	7½	2,342	21,359
Wrather Corp.	WCO	A	8¾	8¾	8¾	23	8¾	2,161	18,909
							Total	129,541	\$ 3,468,768
Service									
John Blair	BJ	N	21½	22¾	22¾	28¾	17¾	2,667	60,274
Comsat	CQ	N	59¾	56¾	57¾	60¾	41¾	10,000	555,000
Creative Management		O	9¾	10¾	11¾	20¾	8¾	1,020	12,750
Doyle Dane Bernbach		O	18½	21¾	22¾	33	18¾	2,104	47,340
Foote, Cone & Belding	FCB	N	11¾	11¾	11¾	15¾	11	2,149	25,444
Grey Advertising		O	12¾	12¾	13¾	18¾	12¾	1,163	15,817
Movielab	MOV	A	6¾	7	7¾	14¾	6	1,407	10,018
MPO Videotronics	MPO	A	8¾	8¾	8¾	22¾	7¾	548	4,844
Nielsen		O	35¾	36¾	36¾	38¾	28¾	5,240	193,880
Ogilvy & Mather		O	19¾	21¾	21¾	35	16¾	1,090	23,980
PKL Co.	PKL	A	9¾	10¾	11¾	30¾	9¾	725	8,410
J. Walter Thompson		O	32	32¾	32¾	41	24¾	2,778	89,591
Wells, Rich, Greene		O	11¾	11¾	12	18¾	8¾	1,601	20,813
							Total	32,492	\$ 1,068,161
Manufacturing									
Admiral	ADL	N	13¾	14¾	15¾	22¾	13¾	5,150	81,576
Ampex	APX	N	44¾	44	44¾	49¾	32¾	10,825	493,620
CCA Electronics		O	5	5	5¾	6¾	5	800	4,096
General Electric	GE	N	75¾	79¾	79¾	98¾	74¾	91,025	7,373,025
Magnavox	MAG	N	34¾	35¾	37¾	56¾	32¾	16,561	658,300
3M	MMM	N	110¾	111¾	111	118¾	94	54,521	6,160,873
Motorola	MOT	N	138¾	135¾	133¾	166	102¾	6,148	814,610
RCA	RCA	N	35¾	35	37	48¾	34¾	62,773	2,392,907
Reeves Industries	RSC	A	3¾	3¾	4¾	10¾	3¾	3,443	16,354
Visual Electronics	VIS	A	7¾	9¾	10¾	37	7¾	1,357	13,231
Westinghouse	WX	N	55¾	55¾	58	71¾	53¾	39,304	2,318,936
Zenith Radio	ZE	N	53¾	35	35¾	58	33¾	18,965	715,929
							Total	310,872	\$21,043,457
Grand total								672,881	\$31,678,892
Standard & Poor 500 Industrials Average			90.61	89.74	91.95				

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

Shares outstanding and capitalization as of Nov. 26.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

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6,000 shares, leaving 33,316 held personally and 12,873 held by wife.

- LIN Broadcasting Corp.—Mr. and Mrs. John D. Diamond each bought 400 shares.
- MCA Inc.—Stock investment plan bought 1,300 shares.
- Memorex Corp.—W. Noel Eldred bought 100 shares, giving him a total of 400. Gordon O. Sheppard sold 200 shares, leaving 3,412.
- MGM—Kirk Kerkorian through Tracy Investment Co. bought 455,100 shares, giving him a total of 2,332,976 held through Tracey Investment Co.
- 3 M Co.—Lyle H. Fisher sold 200 shares, leaving 15,225 held personally and 679 held by wife. William L. McKnight sold 101,000 shares, leaving 2,502,220 held personally and 1,673,203 held by wife. Clarence B. Sampair sold 2,000 shares, leaving 16,949 held personally, 4,735 held by wife and 2,663 held by wife as custodian.
- National Showmanship Services Inc.—Joseph J. Macaluso sold 500 shares, leaving 15,006.
- A. C. Nielsen Co.—Eugene A. Petterson sold 450 class A shares and 150 class B shares, leaving no class A shares and 75 class B shares. H. E. Nickelson sold 200 class A shares, leaving 3,881 class A shares held personally, 1,000 class A shares held in trust, 28 class A shares held by child and 1,300 class A shares held by wife.
- Norton Simon Inc.—William M. Roth bought 1,000 shares. William D. Randolph sold 1,000 shares, leaving 4,880. Donald E. Simon sold 15,000 shares, leaving 206,048 held personally, 1,161 held by wife, 7,432 held by wife as custodian and 9,927 held in trusts. Frederick R. Welsman through company sold 3,458 shares, leaving 35,900 held through company. Harold M. Williams sold 6,000 shares, leaving 5,103.
- Pacific & Southern Broadcasting Co.—DeSales Harrison Jr. sold 33,333 shares, leaving 140,592 held personally, 19,114 held as custodian, 17,370 held by relatives and friends, 154,246 held by wife and 390 held by children. Paulette B. Harrison sold 33,334 shares leaving 154,246 held personally and 150,774 held by family. Arthur H. McCoy sold 33,333 shares, leaving 151,225 held personally and 17,647 held by family.
- Post Corp.—Loewl & Co. bought 5,922 shares and sold 3,976 shares, giving it a total of 13,771.
- RCA Corp.—Charles M. Odorizzi sold 175 shares, leaving 45,951 held personally and 380 held by wife as custodian.
- Richmond Newspapers—Paul E. Manheim exchanged 1,000 class A non-voting shares for Media General Inc. class A shares, leaving no class A non-voting shares.
- Rollins Inc.—O. Wayne Rollins sold 15,000 shares, leaving 3,275,440. John W. Rollins sold 24,000 shares, leaving 871,940 held personally, 7,494 held as custodian and 1,350 held by wife.
- Rust Craft Greeting Cards Inc.—Ernest A. Gross sold 150 shares, leaving 600.
- Sonderling Broadcasting Corp.—A. Harry Becker sold 1,500 shares, leaving 7,500. Mason A. Loundy sold 1,900 shares, leaving 43,400.
- Sterling Communications—Charles F. Dolan sold 1,000 shares, leaving 285,000.
- Taft Broadcasting Co.—Jess S. Morgan bought 200 shares.
- Teleprompter Corp.—J. D. Wrather Jr. sold 3,000 shares, leaving 56,026. Monte E. Livingston sold 500 shares, leaving 500.
- Time Inc.—Bernard M. Auer sold 200 shares, leaving 9,192. John L. Hallenbeck sold 100 shares, leaving 4,100 held personally and 400 held by wife and children.
- Henry Luce III through family trusts sold 4,000 shares, leaving 251,028 held through family trusts, 120,317 held personally, 19,045 held through trust and 11,535 held as co-executor.
- 20th Century-Fox Film Corp.—Michael M. Thomas bought 300 shares.
- Vikoa Inc.—Robert Baum sold 1,000 shares, leaving 191,876 held personally, 1,250 held as custodian and 209,011 held through trusts. Theodore Baum sold 4,000 shares, leaving 205,074 held personally, 5,424 held as custodian and 266,115 held through trusts.
- Walter Reade Organization Inc.—Walter Reade Jr. through company bought \$1,045,800 of convertible subordinated notes.

RCA board OK's Stamper pact

RCA's board of directors last week approved acquisition of the F. B. Stamper Co., St. Louis, a frozen food maker. Under the agreement also approved by Stamper directors, RCA

would acquire Stamper for 3,450,000 shares of RCA common stock valued at \$141 million (BROADCASTING, Nov. 10). Stamper, a privately owned company that prepares frozen foods sold under the trade name Banquet, would become a wholly owned subsidiary of RCA. Stamper shareholders will vote on the proposed merger Tuesday (Dec. 23).

Financial notes:

- Securities and Exchange Commission has announced it will lift ban on over-the-counter trading of Commonwealth United Corp. stock, but the restriction against trading imposed by American Stock Exchange is expected to continue. The ASE is determining whether to institute delisting proceedings against Commonwealth, a Beverly Hills, Calif., company involved in leisure-time activities including TV production and distribution.

- Under terms of the 2-for-1 stock split announced by Cox Broadcasting Corp., Atlanta (BROADCASTING, Dec. 15), stockholders of record Jan. 5, 1970, will receive one additional share for each share held. The new shares will be issued Feb. 2. Cox also increased the quarterly cash dividend on existing shares from 12½ cents to 15 cents per share, payable Jan. 15 to stockholders of record Dec. 22.

- Wrather Corp., Beverly Hills-based TV producer and syndicator, began trading on the American Stock Exchange Dec. 12. The firm, whose stock was formerly traded over-the-counter, has a new trading symbol: WCO. Wrather produces and syndicates the *Lassie* series, now in its 16th year of telecasting over CBS-TV, and also syndicates the *Lone Ranger* series and *Sergeant Preston of the Yukon* program. Other Wrather interests are Muzak, Disneyland Hotel, licensing fast-food franchising operations, and development of the Queen Mary Hotel in Long Beach, Calif.

- Doyle Dane Bernbach Inc., New York, has declared a dividend of 22 cents per share for the current calendar quarter on its common stock, payable Jan. 15 to holders of record Dec. 31.

- Trans-National Communications Inc., New York, owner of radio stations, operators of sports networks, and owner of several athletic teams, announced last week (Dec. 18) that it had agreed in principle to acquire Cinecom Corp., New York, motion picture producer and distributor, owner of theaters in five states and distributor of home-study educational courses and audio-visual services. The merger, subject to approval from regulatory agencies and both companies' shareholders, will see four shares of Trans-National exchanged for every one share of Cinecom.

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March 1969 ARB

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

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

March 1969 NSI

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

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

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.

Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

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Are today's records pushing drugs?

That's sticky question facing broadcasters who can't be sure lyrics mean what they say

It goes by several names: "underground rock," "acid rock," "progressive sound," to name three. It is not understood and is probably resented by most radio listeners over the age of, say, 30. It is a part of the life of the young who went in the hundreds of thousands to Bethel-Woodbridge, N.Y., last summer and to Livermore, Calif., a couple of weeks ago to hear it performed by the free spirits who invented and perfected it.

It is being played by some radio stations, but being rejected by more. It is regarded as a liberating force by the musicians and music merchandisers who are associated with it. It is feared as a degenerative influence by some adults who hear in it a siren song inducing the young to try drugs.

Among those in the last category the most prominent may be Art Linkletter, broadcast personality whose daughter, Diane, was killed two months ago in a fall from her apartment, reportedly brought on by the lingering after-effects of LSD. Two weeks ago in a filmed appearance on the *CBS Evening News with Walter Cronkite*, Mr. Linkletter asserted that references to drugs abound in modern music.

"The top-40 records are pretty much an ad for the fun of drug taking," Mr. Linkletter claimed. "The titles and lyrics talk about marijuana, heroin, amphetamines and barbiturates. The music itself, especially the psychedelic rock, reproduces the sensations of a trip on acid."

In his interview, conducted by CBS reporter David Culhane, Mr. Linkletter quoted the following as coming from the Jefferson Airplane's "White Rabbit": "One pill makes you larger and one makes you small, and the ones that your mother gives you don't do anything at all. Go ask Alice when she's 10 feet tall."

At another point he quoted the following from a record he did not identify: "Swallow that cube and fly around. Now move to the center with a rolling sound. Then speed to the farthest edge of space. See purple paisley everywhere." That, he said, described the effects of LSD.

Mentioning such songs as "Don't Bogart that Joint, My Friend," "White

Rabbit," "Lucy in the Sky with Diamonds" and "God Damn the Pusher Man," CBS's Culhane subsequently observed: "The top AM radio stations often try to keep the more explicit drug songs off the air, but many of these songs do get heavy play on the rock-oriented FM stations now extremely popular with the young."

Who besides an Art Linkletter with a personal stake is objecting? In recent time the FCC has received some, although "not a lot" of complaints about broadcasts promoting drugs, according to a spokesman. The commission has yet to move against a station for airing pro-drug songs. Officials there say that while programing cannot be used to advocate violation of the law—and drug use or the selling of drugs usually is—there is also a freedom-of-speech issue involved. Records that talk about "being high" or "on a trip" are not enough for the commission to act on, says one official. "We need something very strong."

In response to a recent complaint about the broadcast of a record allegedly promoting drugs, the commission said if a law violation was involved the matter would be considered at the time of the station's license renewal. Com-

plaints about obscene lyrics, on the other hand, would lead to the commission's asking the station for comment and buying the record to check it for violations of the antiobscenity law. Regardless of the commission's current position on pro-drug songs, the possibility of future government action makes for a wary broadcaster.

While it is acknowledged that some so-called "underground" FM stations are liberal in accepting records, others exercise the prerogative of deleting the more blatant pro-drug songs. To a greater extent this prerogative is exercised by the majority of top-40 stations, most of which try to keep a steady eye on recordings by continually examining and screening them for air-play.

"If there's any question," says Kenneth E. Palmer Jr., general manager, KIMN(AM) Denver, "I personally review the record. If there's any overt suggestion that drugs are good, we don't play the record."

Broadcasters also exercise the same discretion for songs with "dirty" or obscene lyrics. "I'm not going to pander to that kind of thing; it scares me to death," says Stanley Kaplan, president, WAYS(AM) Charlotte, N.C.

Gene Taylor, general manager, WLS(AM) Chicago, notes that "responsible broadcasters for a long time have screened records they play."

And Stephen B. Labunski, managing director, WMCA(AM) New York, agrees. "We believe in allowing the widest possible latitude in the performance of contemporary music and we cannot ignore the cultural revolution which is raging around us." But he stresses that WMCA refuses to play those records containing vulgarity or blatant references to drugs.

Rick Sklar, program manager, WABC(AM) New York, says his station continually screens recordings. "And we're more sophisticated than before on meanings of these records," he says. "Some of these songs do make a comment on the social scene. Some refer to narcotics, but don't necessarily encourage their use. We never have wanted to encourage the use of narcotics. But kids today speak a different



Mr. Linkletter

language from adults."

The special language that appears to exist between a recording artist and his tuned-in audience has kept broadcast executives on their toes trying to decipher it. By whatever name it's called—"a youth code," "occupational colloquialism" or as Willis Duff, general manager of KSAN(AM) San Francisco, labels it, a "paranoid attitude"—the language has definitely increased the broadcaster's burdens.

"Most assuredly there is a code," says Harry Averill, general manager, WEAM(AM) Arlington, Va. (Washington). "But we keep up with it; we work with the Federal Narcotics Bureau. They give us the latest glossary."

"It's a current vernacular," maintains Bill Young, program director, KILT(AM) Houston. "Now records are obvious with it. There's a generation gap in broadcasting. On the surface the lyrics are acceptable, but in their [youth] vernacular, they mean something different."

"There definitely is one," KIMN's Palmer says, "but it varies from one part of the country to another and changes all the time. It's a hip language."

But, citing such oldtime tunes as the "Good Ship Lollipop," "Tea for Two" and "Over the Rainbow," Mr. Palmer cautions against trying to read meanings into all lyrics. Even some of these old lyrics, he claims, could easily be construed as encouraging drug experimentation.

A couple of years ago Gordon McLendon, head of the McLendon group of stations and one of the early exploiters of the top-40 format, opened a campaign to force record manufacturers to provide written copies of lyrics with all records. At the time Mr. McLendon was objecting primarily

to lyrics that he regarded as excessively sexual. His point was that the message didn't always come through clearly to the untuned ears of adults: Hence the need for written translation.

How much of the youthful audience responds to drug-oriented lyrics is debated among broadcasters. According to Jim Dunlap, program director, WQAM(AM) Miami: "Much of the drug jargon means nothing to anybody except a small percentage."

An experiment conducted by WMAK(AM) Nashville lends credence to that conclusion. Joe Sullivan, WMAK program director, notes that two years ago a song entitled, "The Mighty Quinn" sung by Manfred Mann, was released. Mr. Sullivan says he and most station personnel believed "Mighty Quinn" was an Eskimo. But they soon learned Mighty Quinn was supposed to represent a drug pusher.

WMAK then surveyed 100 students at a Nashville high school to see which reference youngsters gleaned from the recording. Mr. Sullivan reports that only one of 100 students tuned in on the drug reference.

Jim McQuade, program director for CBS/FM Program Service, which syndicates *The Young Sound*, maintains that "it depends on the listener" to derive drug connotations from today's lyrics. But Mr. Linkletter adamantly disagrees. On the CBS newscast, Mr. Linkletter quoted the phrase, "feed your head," from the 1967 hit record, "White Rabbit," and observed that it is "pure junkie talk for taking dope."

"Feed your head could mean feed your head with education or the good things in life," counters Nat Asch, director of programing, WNEW-FM New York. "The young are so much hipper; they get the message better than we ever did. Music reflects the times," Mr.

Asch says, "and people who write the lyrics are no less valid as poets than E. E. Cummings."

That the recordings may inspire their audiences to take up the drug habit is disputed among broadcasters.

WMAK's Sullivan says cautiously that "kids who really listen to these lyrics are already users, already into the drug scene. There is a definite relationship. I don't know if [drug-oriented lyrics] influence kids, but they are in very young impressionable years."

Allen Shaw, director of FM special projects for ABC Radio, claims: "There's been no proof that records influence the behavior of young people. Records may in a tertiary way reinforce some preconceived belief in drugs, but that's all."

WQAM's Dunlap suggests that "records don't encourage drugs. Kids are so aware now, it's part of society. There are more thinking kids than ever before. They talk openly."

Bill Gavin, publisher of the *Gavin Report* on radio music trends, also sees "no pervading connection" between today's songs and drugs. "Any statement that all pop music has a drug reference is overstated. Maybe in the past, but not now. You could always assume that some kid who's not using pot or speed could be influenced by an artist he looks up to."

Some broadcasters agree, noting that a young audience's emulation of today's folk heroes among rock musicians and their drug taking is more of a danger than the music it listens to. WEAM's Averill asserts that "it's not the record per se, but if an artist is a known drug user, kids are impressionable; they might follow."

The chief conduit of today's music, the record companies, have come under fire from broadcasters who com-



Mr. Labunski



Mr. Kaplan



Mr. Kester



Mr. Sklar



Mr. Duncan



Mr. Duff



Mr. McQuade



Mr. Taylor



Mr. Smith

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plain that the drug-oriented lyrics wouldn't be a problem if the companies were to supervise more carefully what they record. But record-company spokesmen disagree.

These songs are a "line of communication, a religion with these kids," says Joseph Smith, vice president-general manager, Warner Bros.-Seven Arts Records. "Music is a language and in the last 10 years it has been so meaningful we can't control it."

"It's a dialogue from young to young," says Mr. Smith. "They understand; they know better what they're talking about than we do. Drugs are no secret. I would hope radio would change its outlook and recognize much of what's going on as a fact of life. We're not out to subvert youth."

Mr. Smith thinks many broadcasters are out of touch with music trends. "Most radio men have very little sense of commitment," he says. "They have no identification with their audience."

(Among artists handled by Atlantic Records, a Warner subsidiary, are Led Zeppelin, Jefferson Airplane, Arlo Guthrie, and Iron Butterfly.)

Many recording artists are able contractually to control the lyrics of their songs, exercising "total content control." In some cases if an attempt is made to change lyrics they can pick up their instruments and look elsewhere for a recording outlet.

"We believe in creativity, in dealing with contemporary themes," says Robert Altshuler, an official with Columbia Records Co. "The artists know their audience very well. Too many people believe the artists lead the audience into an area they would otherwise not go when, in fact, the audience is not lagging behind the artists, but is going right along or even ahead.

"You have to make a distinction of what is listened to—the subject matter, lyrics, basic music. Listen to what the audience is ready for and what reaches them at their level," says Mr. Altshuler.

"Generally, we let the artist have a certain amount of freedom," notes another official at Columbia Records, "But if it's in bad taste, we don't record it."

But the official adds: "If it has a validity to the contemporary scene for the people we're talking to, if there's a message and it's meaningful and not offensive, we feel the record should be released."

(Among the artists under contract to Columbia are Bob Dylan, Simon & Garfunkel, The Birds, Blood, Sweat and Tears, and Janice Joplin.)

Mr. Altshuler further questions Mr. Linkletter's contention that the top 40 are riddled with drug-reference songs. "If you'd examine these records," he

suggests, "there'd probably be no example of drug references, because record companies, like broadcasters, are aware of the problem and are always under self-appraisal."

Mr. Altshuler says record companies and broadcasters should exercise control over their material, but "I don't want to see statements applying to the past, without recognizing that progress is being made. We can't be responsible for misinterpretations; we're not deliberately putting out a record with 17 different meanings. Sometimes a conclusion about a meaning is only in the mind of the critic. We think we know what they [the artists] are saying."

Steve Harris, an official of Elektra Records, sees a correlation between offensive material and hit status in records. "If a record is obvious or offensive," he says, "it won't get played and won't be a hit." Mr. Harris doesn't believe any of these contemporary records influences the young. "No such thing," he insists, "the public is too sophisticated."

(Elektra Records handles such artists as The Doors, Judy Collins, David Frye, and Tom Paxton.)

Some broadcasters are looking for material that argues against the use of drugs. "If the record does not describe the pitfalls of drugs," notes George Duncan, general manager, WNEW-FM New York, "we won't use it." And ABC Radio's Shaw maintains: "More of the records we play are antidrug songs. Our whole programming is anti-drug-oriented."

KSAN's Duff asserts: "We run a lot of antidrug stuff. Kids have a tendency not to believe what the establishment says, but they will listen to their artist heroes."

KYA(AM) San Francisco, according to General Manager Howard Kester, has a continuing dialogue going between the station and the youth involved in the drug scene. The station has sponsored, for example, "The Drug Rap," a seminar that explored the drug problem with students from local schools.

The Linkletter charges have prompted some station executives to note that no research has been conducted to determine whether drug-oriented lyrics inspire audiences to drug use. And they quickly add that such research would be welcomed. "We're all for the whole area being exposed," comments Robert S. Smith, vice president, WOR(AM) New York, "but with good taste. Any honest discussion should be presented. It's part of our business to communicate, and the young are using records to talk to each other."

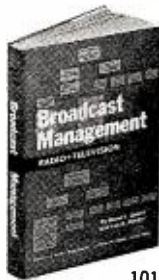
(The foregoing special report was researched and written by Norman Oshrin, associate editor, New York.)

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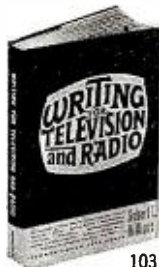
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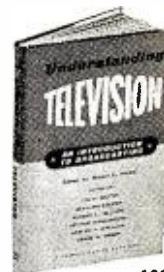
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Argument set on land-mobile issue

FCC sets Jan. 22-23 dates; AMST continues fight against proposals to take over UHF channels

Despite mounting pressure from Capitol Hill to resolve the controversy over land-mobile radio users' demand for spectrum space, the FCC last week announced it will take another procedural step before reaching a decision. It will hold two days of oral argument next month—on Jan. 22-23—on its proposals to open the UHF portion of the spectrum to land-mobile radio users.

The commission made the surprise announcement on Friday (Dec. 19). Earlier in the week, the Association of Maximum Service Telecasters had made several moves to head off what it feared was a commission drive to conclude the proceedings within the next few weeks.

The association was concerned that the commission would act before it receives and analyzes comments it invited last month on studies of the Stanford Research Institute on land-mobile radio spectrum problems. SRI completed its \$500,000 contract with the commission in August (BROADCASTING, Aug. 25.).

The deadline for comments is Jan. 15. And AMST, the leading foe of proposals for turning UHF spectrum over to land mobile, is preparing a massive filing designed to demonstrate that SRI data supports its position that land-mobile radio does not need additional spectrum space but rather, better management of the space currently assigned to it. AMST says this is true even in the nation's most heavily congested areas.

AMST expressed its concern about early commission action in letters from its executive director, Lester W. Lindow, to FCC Chairman Dean Burch and Senator John O. Pastore (D-R. I.), chairman of the Independent Offices Subcommittee of the Appropriations Committee as well as of the Communications Subcommittee.

The AMST letter to Chairman Burch was said to have "triggered" the commission's decision to hold oral argument. However, officials said the commission had not intended to decide the rulemakings before Jan. 15 in any case. And an oral argument was not all AMST had requested; besides an opportunity to have its views read, the association asked for a meeting in which

it and other broadcast representatives could make the case orally. It said land-mobile groups had had such an opportunity last year.

A commission official said the commission felt an oral argument, in which spokesmen for both sides in the controversy would have an opportunity to state their respective cases and would be subjected to questioning from the commissioners, would be particularly helpful to the new commission members—Chairman Dean Burch and Commissioner Robert Wells. They have been on the commission for two months; the issue has been before the agency for years.

A commission source, furthermore, did not regard the oral argument as likely to extend the life of the land-mobile proceeding unduly. "The commission can be expected to act shortly after the oral argument," he said.

This seems a certainty in view of the pressure from Congress.

The Senate appropriations subcommittee headed by Senator Pastore last

summer urged the commission to complete work on the land-mobile radio matter within six months—or by the middle of this month. And Chairman Burch told a news conference three weeks ago that the commission would attempt to meet that deadline (BROADCASTING, Dec. 8).

In addition, the commission will be appearing before a House appropriations subcommittee on the commission's proposed fiscal 1971 budget early in the new year. And the commission for the past several years has been roundly criticized by that panel for failing to act on the land-mobile radio users' request for spectrum space. The commission presumably would like to be able to report progress in its next appearance.

Congressional pressure was one factor AMST felt would cause the commission to act before Jan. 15. Another was what AMST says are commission staff representations that the SRI reports "have no bearing on the question of whether land-mobile radio needs additional spectrum space," but on the "separate" question of more efficient allocation and management of present land-mobile channels.

AMST maintains in its letters that there is a close connection between the television-channel-sharing proceedings and the SRI reports. "The FCC should take no action which would preclude MST and other interested parties from demonstrating in their Jan. 15, 1970 comments, and otherwise, that the data compiled by SRI show that there is no need for land-mobile use of television broadcast channels," Mr. Lindow wrote to Senator Pastore.

The commission is considering two proposals for affording spectrum relief to land mobile radio. One would permit land-mobile radio users to share the seven lowest UHF channels (14-20) in the top 25 urbanized markets; the other provides for reallocation of the upper 14 UHF channels (70-83) to private and common-carrier land-mobile uses.

Mr. Lindow provided some evidence of what AMST regards as support for its position that the SRI reports are relevant to the rulemaking proceedings

NAB engineering award goes to Philip Whitney

Philip Whitney, general manager of WINC(AM) Winchester, Va., developer of many radio remote-control systems, was named last week by the National Association of Broadcasters to receive its annual Engineering Award.

The award will be presented during the 48th annual NAB convention in Chicago at an engineering luncheon Tuesday, April 7.

Mr. Whitney is credited with developing the microwave remote control system upon which most systems are based today; development of WRFL(FM) Winchester, one of the first automated systems which permitted the station to operate automatically by remote control.

Mr. Whitney is a member of NAB's engineering conference committee which plans the program for the annual conference held as part of the NAB's convention in Chicago.

in his letter to Chairman Burch. He said the reports show that prior to the SRI studies there was no objective basis for analytical assessment of the claims being made of land-mobile-channel or spectrum saturation. Furthermore, he said, while the "sole basis" for the proceedings was the assumption that land-mobile channels were at or near saturation levels in major areas, "the SRI data establish that this assumption is incorrect."

Mr. Lindow said that AMST's analysis of the SRI data indicates that there is no need for additional spectrum space even in New York City, the one place SRI indicated land-mobile users were in immediate need of relief. He said AMST studies show that average channel occupancy on the 1,800 channels was less than 20%, that 50% of all monitored channels had less than 12% average occupancy and that average peak hour occupancy for all channels was less than 25%.

Meanwhile, two representatives of AMST—Roy Easley, an aide to Mr. Lindow, and Henry Goldberg, an attorney—were in Palo Alto, Calif., last week conferring with members of SRI. Mr. Lindow said the purpose was to "clarify" some points to the SRI studies and to determine if the SRI officials would challenge any of AMST's findings.

Technical topics:

Trinitron monitor ■ Television Equipment Associates, New York, announces the availability of a 12-inch Sony Trinitron one-gun color monitor, made by World Video Inc., said to have high brightness capability and lack of "blooming." The monitor weighs 42 pounds and occupies 12¼ inches of rack space. Price is \$795.

Winchester expansion ■ Photolamp division of Sylvania Electric Products Inc. has completed an 83,000 square-foot warehouse addition to its projector lamp plant in Winchester, Ky., to aid in delivery of the products to customers. All types of projector lamps are made there, Sylvania said, including lamps for lighting in studio, television and motion picture work.

Expensive plant ■ Data Memory Inc., Mountain View, Calif., maker of video magnetic disc recording systems, has moved to a newly completed plant also in the Mountain View area. The new 24,000-square-foot plant is estimated to have cost \$600,000 to construct. It houses both company headquarters and manufacturing operations. Data Memory's new address is 1400 Terra Bella Avenue, Mountain View 94040.

Tiny TV camera ■ Cohu Electronics Inc., San Diego, has introduced a high-resolution television camera measuring

Wayman exodus at EIA leaves choppy waters

Officials of the Electronic Industries Association said last week that a solution had been reached on the dustup occasioned by the resignation of N. Jack Wayman as staff vice president in charge of EIA's consumer products division. But some TV and radio set manufacturers apparently are doubtful that the problem is resolved.

George Butler, president of EIA, said last week that most set manufacturer representatives at an emergency meeting of the division executive committee in Chicago on Dec. 14 "stated flatly that they wanted to remain an integral part of EIA." Mr. Butler said that it was an "excellent" meeting that resolved many of the "operational" problems of the division.

The meeting was called following a confrontation two weeks ago between Mr. Butler and Mr. Wayman that resulted in Mr. Wayman's departure. EIA said the difference of opinion occurred over Mr. Wayman's activities in promoting the establishment of a separate trade association for TV and radio set manufacturers (BROADCASTING, Dec. 15).

But others attending the meeting were less sanguine. Not only did they insist on the reinstatement of Mr. Wayman, it was understood, but the EIA hierarchy was presented with a bill of particulars that included establishment of greater autonomy for the division.

Among these were a call for election of the division staff vice president by members of the division, the establishment of a separate consumer products engineering and statistical staff, and the hiring of its own legal counsel. The division has 24 members.

Present at the meeting were representatives of 15 TV and radio set makers and Mark Shepherd Jr., Texas Instruments Inc., who is EIA board chairman; Glen R. Solomon, IBM; L. Berkeley Davis, GE; Robert W. Galvin, Motorola, and H. G. Riggs, Delco, all members of the board, and Mr. Butler.

less than 10 inches in length. The camera is built with all silicon solid-state circuitry and weighs less than five pounds. It's designed for continuous duty operation. The basic camera system with 1,225-line sync generator is priced at \$3,600 FOB San Diego.

Integrated circuit center ■ RCA has established an integrated circuit technology center at Somerville, N.J., to accelerate the use of integrated circuits in all RCA products. Ben A. Jacoby,

previously manager of solid-state marketing, RCA solid-state division, was appointed operations director of the new center. The solid-state division will continue to have responsibility for product design, volume manufacture and marketing, RCA said, while the new center will handle prototype and small production requirements for integrated circuits.

New camera tubes ■ Amperex Electronic Corp., Slatersville, R.I., is expanding its Plumbicon TV camera tube line to include pickup tubes for miniature TV Plumbicon cameras and retrofits for existing vidicon cameras. Additional information may be obtained by contacting the Electro-Optical Devices Division, Amperex Electronics Corp., Slatersville 02876.

New color processor ■ Filmline Corp., Milford, Conn., is marketing the DC-240, a new color positive film processor. Built for use by major film labs, it was designed to process color positive emulsions at 240 fpm utilizing demand friction drive, variable speed control, feed-in and take-up elevators, a vacuum squeegee system and an impingement dry box.

Lighting introductions ■ Berkey-Colortran Inc., Burbank, Calif., has introduced five studio and remote lighting systems primarily designed for the television market. The systems incorporate lighting, distribution and control equipment. They range from the Porta Studio system, providing for, what is said to be, simple and flexible remote/studio lighting applications, to the 2400 system, designed to achieve sophisticated broadcast production objectives. Other systems are the 300, for small cable television studio operators; the 600, for small educational or professional color/monochrome productions; and the 1200 for medium-size production facilities.

New film ■ A new black and white motion picture film particularly suitable for TV news, sports and documentary photography has been introduced by GAF Corp., New York. The film called GAFPAN High Speed Reversal Film Type 2962, is adaptable to single-system optical sound recording and has a daylight exposure index of 500 that can be pushed safely to ASA 1000 with special pre-processing.

Mini studios ■ Telenetics division of Recording Center Inc., San Diego, has introduced the Mark-II Portable Production System. The package is a complete system equipped with cables, microphones, headsets, etc. Address: 3941 Fifth Ave., 92103. Telemation Inc., Salt Lake City, announced the Porta-Studio. Contained in two portable cases, it may be equipped with virtually all video and audio switching and control apparatus necessary for remote pick-ups. Address: 2275 South West Temple, 84115.

Firm asks FCC okay for 'quasi-laser'

System would provide long- and short-haul distribution for CATV's

Laser Link Corp. last week told the FCC it has come up with a better mousetrap: a "Filtered Pulse Width Modulation System" for local distribution of CATV signals permitting 18 television channels to be "stacked" on the beam of a single electromagnetic transmitter and broadcast to receivers within a 15-mile radius.

The company said its "quasi-laser" system has power requirements "in the range of a flashlight battery" and is virtually impervious to atmospheric conditions.

Laser Link, 50% controlled by Chromalloy American Corp., asked the FCC to amend its technical standards to permit use of its system in the 12.7-12.95 gc area of the spectrum.

Last month the commission authorized the operation of Local Distribution Service (LDS) in the band, previously reserved for community antenna relay service and television auxiliary services (BROADCASTING, Nov. 10). LDS permits cable operators to use microwave to relay signals from a transmitter to one or more receiving sites, from which the signals are sent in to subscribers' homes via cable. The method provides an alternative to the use of costly trunk-line cable for local distribution of signals. It stemmed from proposals advanced by Teleprompter Corp. and Hughes Aircraft Co.

Laser Link said its system would not affect the use of any other system approved by the commission. It will not involve the allocation of additional or different frequency space than that already allocated, or cause signal interference, the company added.

Advantages of the system cited by Laser Link included:

- The ability to relay multiple channels using a single transmitter.
- The system is equally adaptable to long-haul and short-hop distribution functions.
- No "pilot" subcarrier or dedicated frequency is required.
- The system is not frequency sensitive and can relay 18 channels in a bandwidth of .25 gc.
- A greater signal-to-noise ratio than is possible with the system proposed by Hughes, and a greater tolerance for interference.

Laser Link emphasized that higher regions of the gigacycle spectrum (18 gc and above) provide ample room for

expanding the present 18-channel capacity in the 12.7-12.95 gc band to more than twice that number on a single transmitter using its technique. Pointing out that the next World Administrative Radio Conference might require shifts in allocations, Laser Link noted that because its equipment is not frequency dependent, "all equipment in use at that time could be changed without significant cost."

The company demonstrated a 32-channel, frequency pulse-width modulation technique to the commission last fall on an 8 gc frequency. It subsequently conducted studies using the system on other frequencies.

Laser Link's system transmits multiple television signals with a single or vestigial sideband for the visual signal and FM modulation for accompanying sound. The channels are frequency multiplexed in a manner similar to that used in the multiplexing of telephone channels in microwave transmission, with all transmitted signals present in the modulation "envelope."

For local distribution, the system carries VHF channels wherever possible. UHF channels are translated into vacant VHF frequencies and other signals rearranged so that each signal is capable of being selected at a different position of the VHF tuner.

As with the system already approved by the commission, Laser Link's system involves no modification of conventional receivers or CATV head-end.

Laser Link said its failure to participate in proceedings leading to the adoption of LDS stemmed from "the fact that it had not been advised" of their pendency. The company asked for expedited action on its request for a rules amendment, noting that "it is important that those desiring to operate in that [LDS] service be allowed a choice of equipment and that this alternative be made available to them as quickly as possible."

Faster color camera near

An RCA experimental still camera, designed to produce color images under lighting conditions previously too dim for color photography, is expected to be delivered to the Army for reconnaissance use in January, 1970. The camera will operate with a color encoding system. This consists of a filter to divide the image into patterns according to its colors and an intensifier to amplify the brightness, the patterns then recorded on black-and-white film. When the processed film is projected through a system keyed to the patterns created by the filter, color images are produced. The still camera development could lead to a similar television news camera, RCA officials believe.

New microwave link would cross the U.S.

National system would include 16 regional systems in 40 states

Move over Ma Bell, you've got competition.

Plans for a national private microwave relay system, encompassing 11,000 miles through 40 states, were announced last week. The 16, interconnecting regional systems would offer customized microwave channels on a common-carrier basis for the transmission of computer data, facsimile, radio and TV programs, voice and teletype messages.

Microwave Communications of America President William G. McGowan disclosed last week that talks have been held with broadcast networks. He also announced plans for a low-cost, nationwide link of educational broadcast stations as well as educational institutions. A meeting with the FCC's Common Carrier Bureau was held last Thursday (Dec. 18) and resulted in the appointment of a steering committee to draw up requirements for such a system.

The educational networking proposals envisage use of cable TV systems to link noncommercial ETV stations to the microwave systems' towers.

Initial cost of the basic national system, according to the promoters, would be \$150 million, with a projected growth to \$685 million in the first two years of operation.

Microwave Communications of America is the parent service company for individual microwave systems planned. One system, Microwave Communications Inc., already has received FCC approval to install a system between Chicago and St. Louis. Applications for five other systems have been filed with the FCC—for New York-Chicago, Boston-Providence, R.I.-New York, Washington-New York, Chicago-Minneapolis, and San Diego-Seattle. The others are due to be filed soon, it was said.

The systems will offer 72 basic channels of different capacities, it was said. Subscribers will make their own connections at any tower location, and will be able to purchase part-time or one way use, or share a single channel with up to four other users.

Channel bandwidths will range from 200 cycles per second to 1 mc. Wide channels for TV will be available on order, it was said. The systems will operate in the 6,000-mc common-carrier band.

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Now *there* are some differences you can sink your credit card into—any recognized credit card.



We make the customer No. 1



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In Canada and throughout the world it's TILDENinterNATIONAL

facilities will range from 20% to 80%, according to John D. Goeken, president of MCI. Rates will begin as low as five cents a mile per month, he said. Questioned about the competition from a domestic-satellite system—also seen as competition for AT&T and other existing common-carrier circuits in lowering costs—Mr. Goeken commented that the microwave links would be cheaper than a space system.

Competition to some of the projected systems (all are to be owned separately, but there are interlocking stockholdings) have been filed. New York-Penn Microwave Co., a subsidiary of NewChannels Inc. (a Newhouse CATV group), which recently was awarded a contract to establish a Pennsylvania state educational network, has asked the FCC for permission to establish a private microwave system between New York and Chicago.

And on the West Coast, the Southern Pacific Railroad, which has an existing

private microwave system for its railroad system has informed the FCC that it intends to apply for the right to enter the common-carrier field there.

Subsidy could launch U.S. domestic satellite

The acting director of the President's Office of Telecommunications Management told a House subcommittee last week that the government may have to provide some sort of subsidy if modern telecommunications services are to be provided for both the continental United States and the special case of Alaska.

William E. Plummer said that because of the "small, widely dispersed population and limited market demand" in the nation's largest and most sparsely populated state, some sort of special arrangement would probably

have to be made. However, he said, studies indicate that a special satellite system for that state is not the answer. A more practical approach, he said, would be "to combine the coverage of Alaska with a broad-based U. S. domestic system."

Mr. Plummer testified before the House Subcommittee on Space Science and Applications, an arm of the Science and Astronautics Committee. The subcommittee conducted a general inquiry into the background and present state of U. S. satellite development.

There were some expressions of disappointment that the pace of domestic satellite development has lagged behind the development of an international system. Mr. Plummer told the subcommittee that "there are no insurmountable technical obstacles or national policies which preclude beginning an orderly development of domestic satellite communications."

Programming

CBS-TV seeks per-program music pay

Current licenses termed 'unfair'; network wants to pay ASCAP, BMI only for music it uses

Another new twist in relationships between networks and music-licensing organizations came last week as CBS-TV moved to put its licenses with ASCAP and BMI on a per-performance payment basis.

CBS-TV and the other networks historically have paid specified percentages of their time-sale revenues under so-called blanket licenses that let them use as much or as little of the two repertoires as they wish. Under its new proposal, CBS-TV would pay only for the music it actually uses.

"We believe that the current licenses are unfair to CBS because they obligate us to pay for music we do not use, and that it would be illegal for you to continue to impose their provisions upon us against our wishes." So said CBS-TV Network President Robert D. Wood in identical letters prepared for delivery Friday (Dec. 19) to the American Society of Composers, Authors and Publishers and to Broadcast Music Inc.

Mr. Wood cited a 1969 U.S. Supreme Court decision, which upheld Zenith Radio Corp. against Hazeltine Research Inc. in a complex patent suit, in support of the CBS-TV position. The court decision, he said, "unqualifiedly

held that a licensee 'may insist upon paying only for use' of patents and may not be required to pay upon the basis of total sales, including products in which he may not use any of the licensed patents.

"The same principle is equally applicable to copyrights; CBS cannot be required to pay royalties measured by

total time charges for programs in which no ASCAP or BMI music (or, indeed, no music) is played or to pay the same royalties for a program using only a single ASCAP or BMI composition as for a program using many compositions.

"That case supports our conclusion that it is not only unfair but unlawful for you to refuse to grant a license under which the amounts to be paid are based upon the actual use of copyrighted music licensed."

Mr. Wood asked ASCAP and BMI to let CBS-TV know "promptly" what terms they respectively would be willing to accept on the new basis, effective Jan. 1. ASCAP licenses at all three networks expire Dec. 31, and BMI has given CBS-TV notice that its BMI license would be terminated on that date.

In addition to blanket licenses, which all three networks and virtually all stations use, both ASCAP and BMI make available "per-program" licenses, in which payments are made for only those programs which contain ASCAP or BMI music. The CBS plan would go beyond that and base the payments on the music alone.

"We are quite prepared to consider



Mr. Wood

AM's by day, CATV programers at night

That's one of the main proposals by Pensacola cable firm; FCC told over-all aim is to improve local programming

Pensacola Cablevision Inc., a Pensacola, Fla., CATV system, last week told the FCC it wants to carry the programming of two Pensacola AM stations and to originate at least 21 hours of local television programming weekly.

Pensacola, formerly Pensacola Omnivision Inc., made known its proposals in a petition seeking expedited action on its pending request to carry programming of independent UHF WWOM-TV New Orleans. It said approval was needed to provide "economic viability" for its projected program origination.

The cable system said it planned to carry programs of WPFA(AM) and WBOP(AM), both Pensacola daytimers. It said both stations had indicated a willingness to provide programming for nighttime CATV use, with some video segments, which Pensacola would carry live or taped from sundown until 11 p.m. or later. WBOP is Pensacola's only Negro-oriented station and WPFA(AM) is one of two country & western stations

serving the city.

Proposed program origination, Pensacola said, would deal with matters of local Pensacola interest, which it said "are not now receiving adequate coverage by any of the operating commercial television stations in the Mobile-Pensacola market."

Specifically, Pensacola asked for expedited action on its request to carry certain programs broadcast by WWOM-TV (channel 26) for which it has obtained retransmission consent. The system also has pending a request to carry signals of WJHG-TV Panama City, Fla., an NBC affiliate and the nearest television station to Pensacola.

Pointing out that its original request for a waiver to carry programming of the two TV stations was the first to be based on retransmission consent, Pensacola said it has "again gone forward with this same determination to provide a new, novel and uniquely attractive CATV proposal to the commission, which

clearly justifies a waiver."

Pensacola said it was proposing "a local CATV operation that would provide an unusual program service to the Pensacola community that includes not only the usual distant independent signal but also a specialized program service to Pensacola's black community as well as the carriage over CATV of the new nighttime programming of two of Pensacola's most popular radio stations that would otherwise not be able to broadcast because of their restricted daytime hours of operation."

The three VHF stations serving the Mobile (Ala.) - Pensacola market—WEAR-TV Pensacola, and WKRG-TV and WALA-TV, both Mobile—have opposed Pensacola's request for carriage authorization. But the system said "grant of this authorization will have no negative effects, particularly on the three VHF commercial network stations located in the market, which are obviously prospering and will continue to do so."

Carriage approval is "imperative," Pensacola told the commission, "because of the almost total current dearth of local programming provided for Pensacola generally, and for black residents specifically, by the three network stations operating in the market."

a rate structure reflecting the relative values of different uses of music," Mr. Wood wrote. "For example, you might wish to offer per-minute rates, based on the time of day during which the music is performed (and thus on the size and character of the potential audience), and also on the different uses to which the music is put—feature performances, background performances and performances in commercial announcements.

"We are making the same request to each of you because we hope to pay equitable rates for all of our uses of music, whether the music is licensed by ASCAP, by BMI or by anyone else," Mr. Wood said.

Observers thought it highly unlikely that a new agreement could be reached before the Dec. 31 termination date of CBS-TV's ASCAP and BMI licenses, and CBS sources made no pretense that they would—or even could—cease playing music of either organization by Jan. 1.

But they noted that ASCAP operates under a consent decree that provides for the expiring license to continue in effect, subject to retroactive adjustment when agreement is finally reached. And they seemed confident that "an arrangement" could be made to permit them to continue playing BMI music without danger of copyright-infringement suits while negotiations are

under way.

In any event, they noted, CBS-TV affiliates are "automatically indemnified" against such suits involving music in network programs. Even if indemnification were not provided in the stations' affiliation contracts, an official said: "We would do it anyway—this is our [CBS-TV's] problem, not theirs."

On its own, meanwhile, BMI notified CBS-TV affiliates in letters sent last Thursday (Dec. 18) that CBS-TV would be unlicensed as of Jan. 1, but assured them that they "are fully licensed to originate local programs carrying BMI music."

"Your network listening audience will no longer have access to the major catalogue of American music created by the 20,000 writers and 9,000 publishers affiliated with us," BMI President Edward M. Cramer told the stations.

He blamed the termination on "inaction by representatives of CBS," saying that CBS was the first music user that had refused to negotiate with BMI in its 30-year history—and this despite BMI attempts to negotiate going back more than eight months.

The CBS-TV letter to ASCAP and BMI specifically recognized that "your music is essential to the CBS television network and [we] do not of course, propose to stop using it. We merely believe that we should pay for the

music—and pay fairly for it—when we do use it."

Other CBS sources appeared to have reservations as to whether the per-use system of payments, if put into effect, would result in their paying less money for music than they pay now. But it would be a "fairer" and "simpler" system, they insisted.

Exactly how much they are paying now was not disclosed, but a hint is contained in an on-again, off-again deal—finally settled last week—in which CBS agreed to pay ASCAP \$5.68 million for 1969 (BROADCASTING, May 12, et seq.).

Whether its 1969 payments to BMI would be as much as one-half of that—even though BMI's rates are about one-half of ASCAP's—was not certain, however, because the new deal put 1969 ASCAP payments on a flat-fee rather than a percentage-of-revenue basis. In addition, another part of the deal provides for CBS to pay ASCAP approximately \$4.2 million in addition to \$23.7 million already paid for prior years through 1968.

BMI served notice some time ago that it would seek additional payments from CBS if its ASCAP deal went through, just as it has been seeking additional payments from NBC because of a similar deal NBC made with ASCAP. NBC agreed to pay ASCAP

\$5.68 million for 1969—the same figure CBS has now agreed to pay—plus \$3 million in addition to over \$22.9 million already paid for 1963-68. ASCAP has also been negotiating with ABC on a supposedly similar deal.

BMI's contention is that, since both ASCAP and BMI were paid on a percentage-of-revenue basis, if a network has underpaid ASCAP, it has also underpaid BMI (BROADCASTING, Oct. 27, Nov. 3).

BMI also has contended that vastly increased use of its music over the past several years entitles it to payments much closer to parity with those received by ASCAP.

Observers thought it possible that a per-use formula, if one is devised, would tend to raise the relative rates for BMI music and lower those for ASCAP's. This was an inference derived from estimates by CBS sources that CBS-TV is currently playing ASCAP and BMI music in approximately equal amounts. In that case, it was speculated, a closer balance in rates would seem to be more logical than the 2-to-1 rate advantage that ASCAP has held.

The move for a per-use payment system was for CBS-TV only. Officials explained that the music licenses for other CBS broadcasting operations are still in force. Other sources speculated, however, that if CBS-TV establishes "the fair-use doctrine," as one called it, other units—and other broadcasters—might want to follow suit.

CBS officials said their move was "unilateral," without reference to NBC or ABC. BMI officials have said that, although they could not get CBS-TV to negotiate, they have been holding discussions with ABC-TV and NBC-TV that they were confident would lead to new agreements. Their contracts with them, as with CBS, are on a continuing basis, subject to 60-day termination notice, but BMI has served notice only on CBS-TV.

Tiny Tim tops for NBC

An estimated 30-35 million people in the U. S. attended, via their television sets, the wedding of entertainer Tiny Tim Khaury and Victoria Budinger last Wednesday (Dec. 17) on NBC-TV's *Tonight Show* starring Johnny Carson. The network made the national audience projections after the show received a New York Nielsen rating of 39.4 and an 84 share. The New York rating for the *Tonight Show* usually hovers around 7.0 with an estimated normal total U.S. audience of around 10 million. Tiny Tim and the minister were paid American Federation of Television and Radio Artists (AFTRA) scale for appearing in the wedding.

Stanton favors an open government

At Advertising Council dinner he calls for TV access to Congress, Supreme Court

A call to open congressional and Supreme Court proceedings to coverage by television and radio was issued last week by Dr. Frank Stanton, president of CBS Inc., in a speech condemning "contrived government attacks" on news media.

"The only way we can keep the right to know alive is by expanding it," he said, "making sure that our citizens know more about our government and its actions, not less."

It is "indefensible" to limit access to "high legislative and judicial proceedings to the handful of subscribers to the *Congressional Record* and visitors who [can] get to Washington," he asserted.

Dr. Stanton spoke Monday night (Dec. 15) at a dinner of The Advertising Council at the Waldorf-Astoria hotel in New York, where he received the council's 1969 public-service award for notable contributions in the public service to the welfare of the U.S. and its citizens.

Alluding to attacks on network-TV and other news media by Vice President Agnew and other officials (BROADCASTING, Nov. 17, et seq.), Dr. Stanton said:

"Whatever the merits of the specific issues involved, we witnessed contrived government attacks on both the degree and the extent of freedom of the press. Subsequent assurances that the purpose of these attacks was merely to stimulate discussion of media performance, and thence self-improvement, ring hollow when their sources and pattern, not to mention their language, are considered and when the right to report the facts, or to express an opinion, is

challenged only when they go against the grain of administration policy.

"But the danger lies not solely—or even primarily—in the angry official castigations, or in the overt warnings of government intervention, or in the subtle threats of reprisal. . . .

"The real danger is not theoretical but coldly practical: it is the pointed reminder that Big Brother—the government—is keeping its eye on you and if you don't do what it says is best, you'll be in trouble."

Dr. Stanton, who noted that by coincidence the council dinner was on the 178th anniversary of the adoption of the Bill of Rights, said the purpose of the First Amendment was to make sure "that the government is the servant of the people and not their master," and underscores "the right of the people to keep their eyes on the government."

This function could be greatly expanded if TV and radio were allowed "to cover all proceedings of the House, the Senate and the Supreme Court to which public and the press are admitted," Dr. Stanton asserted.

Coverage would be "selective," he said, but most major decisions of Congress—despite its "sweeping" powers—"are epitomized in a few significant actions" that could and should be covered.

He cited the debate over the 1964 Gulf of Tonkin resolution—which he said significantly determined "the course of the longest and the most expensive war in our history"—as one that TV and radio were prohibited "by archaic strictures" from covering in Congress although they could and did cover the same issues extensively when the is-



Dr. Stanton (c) accepts the award from C. W. Cook (l) chairman of General Foods Corp., as Henry M. Schachte,

chairman of executive committee of J. Walter Thompson Co. and chairman of The Advertising Council, looks on.

sues were discussed in the United Nations.

Answering traditional arguments against broadcast coverage of top legislative and judicial proceedings, he said:

"Television is a fact of life in our times, but it does not create new rules of human behavior—it only reflects the old ones. To limit its role in communications on the grounds that it would in any important way alter the standards under which our elected or appointed officials conduct themselves is a wholly untenable proposition. . . .

"The burden of responsibility must rest—not with the instruments that transmit legislative or judicial events—but with the participants who make those events. To do anything else would be not to report what is happening but to distort it—to decide in advance that some people and some occurrences cannot stand public scrutiny. . . ."

Dr. Stanton found encouragement in the fact that a bill to permit radio-TV coverage of House committee hearings (H.R. 11475) is currently pending in the House Rules Committee, in addition to coverage privileges already accorded by Senate committees. But the floors of both houses and the Supreme Court remain off-limits, he noted.

Dr. Stanton said that advertisers "have come to respect the independence of the broadcast press far more than have the leaders of our government," and that "no one has done more than advertising as a calling to extend the material benefits of a better, a richer and a more equitable life to the many."

Now, he said, "we have at our command the capacity to bring many more directly into the processes of government than has ever before been possible, because we can make them on-the-spot witnesses of consequential government actions. And to witness is to begin to increase understanding. And understanding leads to more effective and greater participation."

PGA, NASCAR pact

ABC Sports signed three-year contracts with the National Association of Stock Car Racing (\$1.5 million) and the Professional Golfer's Association last week for exclusive rights to a series of NASCAR races and the PGA championship tournament (\$950,000).

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KABC-TV also makes Tate murders find

Broadcast newsmen in Los Angeles last week continued to make news of their own in the sensational so-called Tate murders.

A three-man news team from KABC-TV Los Angeles reported finding what appeared to be blood-stained clothes similar to those that were supposedly worn by the defendants in the case. Earlier, KNXT (TV) and KFWB (AM), both Los Angeles, independently investigated and discovered many of the important clues in the case, including the names and identities of some of the suspects (BROADCASTING, Dec. 8).

In finding what may be the murder clothes, KABC-TV news reporter Al Wiman, along with cameraman King Baggott and soundman Ed Baker, followed a lead that appeared in a published confession of the murders by one of the suspects. The articles of clothing they discovered—three black T-shirts, one white T-shirt and three pairs of black jeans—were knotted in a bundle and were stained with what appeared to be blood. The clothing was found by the TV newsmen in a ravine near the home where the Tate murders were committed. The clothing was turned over to the Los Angeles police department as the news crew recorded the proceedings on film for exclusive presentation on KABC-TV news programs later in the day.

ABC poll endorses freedom for TV news

The American people strongly endorse freedom of the press for all media, a poll commissioned by the American Broadcasting Companies Inc. appears to show.

Results of the poll, conducted by Lieberman Research Inc., New York, were announced last Thursday (Dec. 18) on the ABC Evening News with Frank Reynolds and Howard K. Smith.

Results showed that 52% of the 559 adult respondents in 12 cities agree with Vice President Agnew's contention that TV newsmen present the news in a biased fashion; 33% disagree; and 16% don't know or have no opinion.

More than half of those who agree with Mr. Agnew's charges still believe the media have been basically fair and should not be called upon to lessen criticism of the administration.

Half of those surveyed believe the government was trying to influence newsmen and, by a margin of 2-1 were opposed to such government action.

The poll also showed that the public endorses, 2½-1, the broadcasters' right

to analyze and comment immediately after presidential speeches.

This latest poll released by ABC follows a content-analysis survey commissioned by ABC News President Elmer W. Lower. That survey examined 95 hours and three minutes of newscasts and found that coverage on ABC-TV was fair and balanced (BROADCASTING, Dec. 15).

TV fashion newsreels in new Burla's plans

Burla Industries Inc., leisure-time operation looking for acquisitions in entertainment industries, has been incorporated in Delaware. Main offices for the company are in Beverly Hills, Calif.

Burla Industries is headed by film producers Barry Lawrence (TV) and John H. Burrows (feature films). Mr. Lawrence is president; Mr. Burrows vice president.

Initially, Burla is planning to produce and distribute both TV and theatrical motion-picture product. The company also is developing a division that would produce fashion newsreels for distribution to TV stations.

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Old foes line up on copyright bill

AMST blasts Senate measure, NAB dislikes it, CATV has few objections

Battle lines began forming last week on the proposed copyright bill sent to the Senate Judiciary Committee by a subcommittee (BROADCASTING, Dec. 15). It was evident that CATV interests would be arrayed against both broadcasters and copyright owners.

Although broadcaster and copyright lawyers privately condemned the bill as pro-CATV, there were only a few public statements. The strongest objections were voiced by the Association of Maximum Service Telecasters which found the bill completely CATV oriented, without regard for the impact of cable TV on broadcasting. AMST led the fight against the agreement worked out last summer by the staffs of the National Association of Broadcasters and the National Cable TV Association.

The National Association of Broadcasters had not, as of last week, analyzed the bill, but Paul B. Comstock, vice president and general counsel, termed the cable TV provisions "very bad."

Copyright owner representatives also had not set forth their position on the bill. A member of the law firm of Phillips, Nizer, Benjamin, Krim & Ballon, New York, representing a group of feature-film syndicators, said last week that no analysis from the copyright owners' viewpoint was available. He said also that no reaction was ready either.

The National Cable TV Association found no specifics to object to in its investigation of the bill. NCTA Chairman W. William Adler, Weston, W. Va., cable operator, said, however, that he viewed the bill with "mixed" emotions.

The copyright bill, a complete revision of the basic law that has been in existence since 1909, was reported out by the Senate Subcommittee on Patents, Copyrights and Trade Marks two weeks ago. The five-member group, composed of three Democrats and two Republicans, voted unanimously to recommend the bill to the parent committee. It is expected to be considered by the full Senate Judiciary Committee next year.

Only one change in the bill was offered on the day it was reported out. Senator Philip A. Hart (D-Mich.), would have deleted any reference to limitations on the importation of distant signals, as recommended by the Department of Justice. This was not accepted by the committee. Senator Hart

did not press for the Justice Department's views, although he reserved the right to take it up again in full committee.

Other members of the committee are Senators John L. McClellan (D-Ark.), chairman; Hiram L. Fong (R-Hawaii) and Hugh Scott (R-Pa.). Senators McClellan, Hart and Scott reportedly were sympathetic to the CATV point of view. The others were said to have been not so much for or against CATV as neutral.

The bill actually was drafted by the Office of Copyrights, following a narrative proposal drawn up by Thomas C. Brennan, chief counsel of the subcommittee. Mr. Brennan drew up his proposals after all parties had submitted comments and after he had conferred with staff members of the senators on the committee.

Actually, hearings on the copyright bill began in the Senate in 1966, but work was held in abeyance pending Supreme Court consideration of the Fortnightly case. The court then held that CATV systems were not infringing on copyright licenses. Also during this period, the House passed a new copyright bill, but the section on CATV was deleted at the last minute following a controversy on jurisdiction between Representative Harley O. Staggers (D-W. Va.), who is chairman of the House Commerce Committee, and Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee.

The Senate subcommittee again took up the subject last year, with Senator McClellan urging all parties to come to some agreement. Early this year, the staff of the subcommittee met with all the parties and later with separate groups to try to bring them together. The aborted agreement devised by the NAB and NCTA staffs was thought to be responsive to that call. But the agreement was voted down by the NAB board, although it was accepted in principle by the NCTA board.

An analysis prepared last week by AMST's lawyers called the new copyright bill "replete with vague, undefined, ill-defined or ambiguous terminology and provisions."

The AMST analysis charged that no limit is placed on the number of stations that a cable TV system could carry. In some cities, for example, AMST said, CATV systems could carry 20 or more TV broadcast signals at a nominal fee "no matter how injurious

this was to the public's interest in having local, free TV service." And it continued:

"CATV carriage of this volume of signals, which would necessarily include a great many signals that cannot be received without CATV, would virtually destroy any chance for the successful development of existing and new UHF stations in small and medium-size markets and in most larger markets. These CATV operations would also seriously jeopardize the existence of any local station, whether VHF or UHF, whether network affiliated or independent."

Not only did AMST find the compulsory license payments "nominal", but CATV systems would be free to carry an unlimited number of additional stations with the consent of the originating station and program suppliers.

The bill, AMST noted, specifically permits the carriage of overlapping signals from other TV markets and prohibits the FCC from restraining that action.

And, AMST charged, the bill permits cable systems outside U. S. television markets to engage in "unlimited signal carriage, unlimited leapfrogging,

Copyright bill rules for CATV spelled out

All systems must have licenses, pay fees tied to gross income, service

The Senate Subcommittee on Patents, Copyrights and Trade Marks recommended a completely new copyright bill to the parent Senate Judiciary Committee two weeks ago (BROADCASTING, Dec. 15). This is what section III (CATV) does:

- Liability—All CATV systems are made liable for copyright payment. Other types of secondary transmissions are exempted, such as master antenna systems serving apartment houses, hotels, motels, etc., provided no extra charge is made for the service. Also exempted are governmental and non-profit cable TV systems.

- Compulsory license—All CATV systems are automatically given copyright licenses by statute. They must pay

substitution of CATV's commercial announcements for those of stations, origination of offensive and fraudulent material . . ."

Pre-emption of the FCC's authority means the nullification of the commission's present nonduplication rules and raises a question of the validity of the present carriage rules, AMST said. The bill makes the FCC powerless to regulate CATV carriage of radio signals, AMST said.

In discussing the fees, which it termed "most nominal", AMST noted that a cable system with gross revenues of \$640,000 yearly from its basic service would pay a "mere" \$16,000; a larger system with \$5 million annually in revenues would pay a "mere" \$237,300. TV stations, AMST commented, typically pay 30% to 40% of total expenditures for programs. "In short," AMST said, "the unfair competition aspect of CATV would be compounded, rather than eliminated . . ."

The exclusivity provisions of the bill, AMST said, provide no protection at all to TV stations. "Through a combination of features," it said, "the bill practically eliminates the opportunity for exclusivity vis-a-vis CATV transmissions of the same program by carriage of broadcast signals and CATV originations."

By defining the area of a TV market for exclusivity purposes as within a 35-mile radius of the center, AMST said, the bill would eliminate large areas of a station's coverage, including in

some instances principal communities.

Under the terms of the bill, AMST said, a cable system in a small market could retransmit a program by carrying it from a TV station in a very large market even before the small market TV station had an opportunity to buy the program. AMST noted that in practice, syndicated programs are usually sold first in the larger markets.

And, it added, there is no exclusivity protection at all on CATV services carried before Jan. 1, 1971. This cutoff date also, AMST said, would permit small town CATV's to expand into larger metropolitan areas, like Philadelphia, San Diego, Rhode Island.

Mr. Comstock not only called the bill bad, but he noted that there is language in it that would have to be litigated. He said that it pre-empts the FCC in many areas, some of them highly regulatory. The section on CATV, Mr. Comstock said, needs "very substantial changes." He declared that the orientation of the bill is too much toward CATV, not enough toward broadcasters and copyright owners.

The analysis by the cable industry found no sections to object to. It said the bill is written "in extremely complicated language."

Mr. Adler noted that CATV is under no current obligation to pay royalties, and acknowledged that there are differences of opinion inside the cable TV industry on the need to pay copyright fees.

Nevertheless, he said, "A cursory

reading of the bill reveals . . . that while some new markets are apparently opened to potential CATV development, a great many restrictions are placed on the amount of service CATV can provide and on the areas in which our services can be provided."

He said NCTA is prepared to consider the long-term consequences of the legislation, and repeated that the CATV industry is prepared to support "fair" legislation "provided that it does not unduly restrict our ability to meet the public's demand for cable service throughout the U.S."

Joe Pyne departs from syndicated TV series

Talk personality Joe Pyne, who quit performing on two-way radio earlier this year, now has left his weekly syndicated interview series that originated at KTTV(TV) Los Angeles. Mr. Pyne's last regular program was presented in Los Angeles on Nov. 29.

Only last May, Mr. Pyne, who had been in ill health and missed a number of weeks of telecasting, had his program renewed by KTTV on a long-term basis. His two-hour discussion-interview series was syndicated throughout the U.S. and Canada by Hartwest Television Inc., New York. At one time it was being distributed to some 150 markets. The Joe Pyne program had been carried on KTTV since May 1966.

specified fees on a quarterly basis to the register of copyrights.

- **Fees**—CATV systems are required to pay, on a quarterly basis, 1% of gross revenues from basic subscription services up to \$40,000; 2% between \$40,000 and \$80,000; 3% between \$80,000 and \$120,000; 4% between \$120,000 and \$160,000, and 5% on all above \$160,000. No fee is imposed on income from other sources, such as advertising, special charges for locally originated programs, etc.

Where cable systems carry stations above those specified as "adequate service", an extra fee of 1% of gross for each such station is charged.

- **Adequate service**—For the top 50 TV markets as defined by the FCC, each CATV system may carry all network affiliates, three independents and one educational television outlet. In markets below the top 50, CATV systems may provide network programs, two independents and one non-commercial.

If a cable system is not within a TV market as defined by the FCC there

are no restrictions on the number of stations it may carry.

In the public interest, the FCC may authorize a cable system to carry more stations than those defined in the copyright bill.

- **Exclusivity**—In the top 50 markets, CATV systems must provide protection to the local TV stations for the life of the stations' contracts with copyright owners. In other TV markets, this exclusivity protection only applies to the first-run, syndicated performance.

- **Sports blackouts**—CATV's must abide by the blackout provisions of sports clubs; they may not carry a sports contest that the local TV station is forbidden to carry.

- **Leapfrogging**—Cable systems must carry the nearest TV stations, unless the FCC find in the public interest that a more distant station should be carried. (This might occur, for example, where the commission finds that the CATV system should carry a TV station from a state capital, as against carriage of a station that is closer but which is located in another state.)

- **Grandfathering**—Services provided by all CATV's as of Jan. 1, 1971 are approved, even though it does not follow the provisions of the copyright bill.

- **TV market**—This definition will be supplied by the FCC. Presently the FCC has determined that this encompasses the Grade B contour of a TV station.

For exclusivity, a TV market is specified to mean that area that is within a 35-mile radius of the center of such a market.

The FCC may, however, after notice and rulemaking proceedings, establish different standards.

- **Jurisdiction**—FCC regulations that are in conflict with the provisions of the copyright bill are pre-empted. The commission, however, still asserts jurisdiction over such regulatory matters as same-day duplication protection, waiving the leapfrogging provisions of the bill, requiring CATV systems to carry more than the minimum "adequate service" number of programs and approving the substitution of signals to meet the "adequate service" standard.

Agnew meets RTNDA in Washington

Roberts feels RTNDA board has gone 'round and round' to little advantage

Vice President Spiro T. Agnew last week offered the nation's broadcast newsmen a deal: Heed his criticisms of their operations, and he would say a friendly word in their behalf—and thus reduce the public pressures his speeches have generated.

Broadcast newsmen themselves — members of the board of the Radio Television News Directors Association — gave the Vice President the opportunity to offer the quid pro quo. They had met with him Thursday to express concern about the public reaction to his Nov. 13 speech accusing the television networks of a liberal bias and criticizing them for allegedly emphasizing the grimmer aspects of American life.

J. W. Roberts, of Time-Life Broadcast Inc., president of RTNDA, said station newsmen across the country have received an outpouring of complaints from listeners and viewers backing the Vice President's charges.

"This creates a climate that tends to influence broadcasters, who are conscious of the fact that they operate on three-year licenses, to reduce coverage of controversy," he said. "But our job

is to explore the problems of the day."

He said the board had hoped for a statement "that the administration did not intend to diminish coverage of controversial issues but was interested in a fuller exploration of the issues." It didn't get it.

The Vice President said that "he'd be willing to issue some sort of a statement if he saw a sign that his criticism was being listened to, but he hasn't seen any sign yet," Mr. Roberts reported.

What would constitute a sign? "If the networks put [Secretary of Defense Melvin] Laird on when they present [former Ambassador Averill] Harriman in a discussion of the Vietnam issue," ABC's use of Mr. Harriman in follow-up coverage to President Nixon's Nov. 3 speech on Vietnam still rankles the Vice President.

Mr. Roberts said the Vice President stressed that he did not intend to diminish the coverage of controversial issues. But he also said, Mr. Roberts added, that "the people are right, that maybe the broadcasters should change their policy."

Although he left the meeting, which lasted an hour, with the feeling that the RTNDA board had "gone round and round and ended up with little net gain," Mr. Roberts drew some comfort from the Vice President's willingness to talk directly to the newsmen.

He expressed the hope that the board had made Mr. Agnew realize that his criticisms caused broadcasters to be concerned about license renewals. On that

point, he reported, the Vice President said "he didn't have anything to do with that—that's the FCC's job."

Although Mr. Agnew, in the conference, focused on television news in his criticisms of the networks, the board was not representing the networks.

Richard Salant, president of CBS News, disagreed with RTNDA's comment, expressed in the invitation to the Vice President, that it did not question his right to criticize the media. And Reuven Frank, NBC's news chief, said he did not want to be "reviewed or represented" at the meeting.

ABC did not respond to Mr. Roberts' offer to send a representative. However, James A. McCulla, ABC News, Los Angeles, and a member of the RTNDA board did attend.

The other board members who attended were: Bos Johnson, WSAZ-AM-TV Huntington, W. Va.; Rob Downey, noncommercial WKAR-AM-FM East Lansing, Mich.; Chet Casselman, KSFO(AM) San Francisco; Mark O. Gautier Jr., KMTV(TV) Omaha; Thomas Frawley, Cox Broadcasting, Washington; Edward G. Planer, WDSU-TV New Orleans; Wayne Vriesman, KWGN-TV Denver; Roy Wood Sr., WVON(AM) Cicero, Ill.; Jack Eddy, KOMO-TV Seattle; Fred Heckman, WIBC(AM) Indianapolis; Travis Linn, WFAA-AM-FM-TV Dallas; Jud Collins, WSM-AM-TV Nashville; Eddie Barker, KRLD-AM-FM-TV Dallas; Wes Bowen, KSL-TV Salt Lake City; and Ernest F. Andrews, TV-radio department, Syracuse University and Theodore Pierson Sr., RTNDA's counsel.

Fortas needles Agnew for attack on TV news

Former justice, veteran of press critics, warns on threat to licenses

Former Supreme Court Justice Abe Fortas last week waded into the controversy generated by Vice President Spiro T. Agnew's free-swinging attacks on the media and, in effect, urged him to lower his voice. Those who hold positions "at the summit of government," he said, "do not—they do *not*—have the same freedom to criticize [the media] that an ordinary citizen has."

Mr. Fortas, who spoke at the National Press Club in Washington on the 178th anniversary of the Bill of Rights, thus took exception to one of the principal arguments used by Mr. Agnew's defenders, FCC Chairman Dean Burch among them. Mr. Fortas acknowledged that the nation's leaders at one time

enjoyed that "ordinary" citizen's freedom; Harold Ickes and Franklin Roosevelt "boiled, broiled, minced and fricasseed" the media "and the result was just good clean fun all around," he recalled.

But the difference today is television — the millions of dollars represented in the television station licenses that are held by the networks and the major newspapers and that are subject to FCC renewal every three years. Government, he said, holds "a noose" around the necks of the nation's TV media; it "has the ultimate economic power over the media—the power of life or death."

And television owners, he said, "cannot escape the gnawing and corrosive fear that official criticism of their news reporting may be reflected in the FCC proceedings, either by encouraging competitive applications or, even, in a refusal to renew their licenses." He said he wasn't suggesting that was the intent of the Vice President's attacks. "I am saying that it is the effect, perhaps inevitable, of television licensing and of newspaper ownership of television li-

censes."

Putting matters starkly, Mr. Fortas said that, "in the nature of things," media holding government licenses have "surrendered some of the absolute freedom against governmental power that is implicit in the First Amendment." He saw no complete answer to the problem: "Nobody's going to give television stations, even those owned by newspapers, a perpetual franchise that doesn't have to be renewed."

The realistic answer he saw is "moderation and restraint on both sides." The FCC, he said, "must be and continue to be really independent." At one point, he appeared to question whether it was.

He said that the Vice President "and Dean Burch, the representative of the great silent majority on the FCC, wigwagged to the owners: Don't forget, most of you have television licenses that have to be renewed every three years—and you know by whom." And holders "of high political office must be exceptionally careful when they assail newscasters and the press for engaging in

political criticism."

As for the media, he expressed the hope they would "profit from the Vice President's summons to fairness, moderation and objective news reporting, and from the manifestation of considerable public disaffection with them in these respects." (He said Mr. Agnew had "scored" with the American people who "have a strong sense of fairness" and "think it's about time for the bruised and bloody postman to bite the watchdog. They think old Fido's been getting a little too sassy and aggressive.")

But, he added, "I hope [the media] will never lower the First Amendment flag. I hope and trust they will never bend the knee to government because of fear of the consequences of defiance."

The former justice was concerned not only with the question of the media's freedom but with the manner in which they use it. For "to deserve First Amendment immunity—and to command the public support necessary to preserve it intact—calls not only for a consciousness of mission but also for a sensitivity to the subtleties of national responsibility," he said.

And in Mr. Fortas's view, there is an urgent need for the media to scrutinize the measures the government is employing in its war on crime. "The media are vigilant and aggressive in the defense of the freedom of the press," he said. "They understand that curtailment of freedom of the media means the suppression of everybody's liberty. But do they really understand that the power to wiretap or bug the house or office of a narcotics pusher is a danger to all of us.

"Do they appreciate that the rules confining the power of the Department of Justice, the local police and prosecutor are essential to preserve the freedom of all of us, including the media.

"And are they ready to justify their special and indispensable prerogatives under the First Amendment by doing battle for freedom for everyone?"

Mr. Fortas himself has been the subject of considerable attention by the media. In 1968, President Johnson's nomination of him as chief justice precipitated a bitter Senate fight and eventually was withdrawn. Last year, press accounts of his financial links to a foundation controlled by financier Louis Wolfson, who was convicted on charges of illegal stock dealings, led to his resignation from the high court.

But he showed he could approach the subject of freedom of the media with deftness and wit. Expressing feigned concern over the "dangers to our heritage of freedom" from the general support given the Vice President's attacks on the media, he asked:

"Will the nation lose Huntley, Brink-

ley and Cronkite—a loss from which the Bill of Rights could hardly recover?

"Do we face the prospect of an exodus of the pundits of the press and television from the New York-Washington Megalopolis?"

"Will that area, like the moon, become a place of awful desolation, bereft of those who guide the nation's thought, determine its policies and ornament the bars and parlors of the nation's capital?"

But the matter at hand was no joke. Asked, following his speech if he thought the Bill of Rights could be adopted "in today's climate," he said, "I doubt it." He suggested the country praise its forefathers for having the wisdom and knowledge of history to enact it, and not conduct a referendum on it.

Directors' wages up 25% in new network contract

The Directors Guild of America has ratified a new collective bargaining contract with ABC, CBS and NBC. The contract, covering a 39-month period retroactive to Jan. 1, 1969, also covers network owned-and-operated stations. Graduated minimum salary increases for the 39 months of the new contract average 25%. These increases cover 14 categories of DGA members in staff and freelance jobs.

Network staff director salaries increase from \$250 to \$300 a week. In addition there will be a premium of \$50 per week, guaranteed on an annual basis, for staff directors in news departments.

Local staff directors in New York, Los Angeles and Chicago will have similar increases, going up from \$250 weekly to \$300. Also in addition they will have an annual guarantee of \$25 per week for long assignment availability.

Network associate directors will enjoy increases from \$215.50 to \$265.50 weekly. Network stage managers' pay scales go up from \$198.50 to \$246.50.

There are comparable increases for local associate directors, stage managers and program production assistants.

Freelance associates get a raise from \$380.09 to \$460 weekly flat rate. Freelance stage managers go up from \$347.29 to \$425 flat.

In AM radio jobs, network directors go from \$204 to \$251 per week. Network associate directors jump from \$162 to \$200. New York local directors move up from \$141 to \$179.

Columbia Pictures has new executive line-up

A series of top management and organizational changes were announced last week by Columbia Pictures Industries Inc., resulting from the merger of Columbia Pictures and Screen Gems last year.

CPI's operations will be commanded by an executive team consisting of A. Schneider, chairman; Leo Jaffe, president, and Jerome S. Hyams, senior executive vice president. Mr. Jaffe relinquishes his title as president of the Columbia Pictures division and Mr. Hyams his as president of the Screen Gems division to assume their corporate posts at CPI.

In the change-over, Stanley Schneider and John Mitchell, who were executive vice presidents of the Columbia Pictures division and the Screen Gems division, respectively, have been elevated to presidents of their divisions.

Mr. A. Schneider added that the records, music publishing, broadcasting, marketing research, commercials and educational-films operations, previously units of Screen Gems, now become separate divisions of Columbia Pictures Industries, the parent corporation. He said "these changes came about as a natural and logical progression of our merger plans."

As president of Screen Gems, Mr. Mitchell will have responsibility for the production and distribution of television programs both in the U. S. and abroad.

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NBC ups NTI lead in week of specials

NBC-TV claimed the largest lead since its premiere week in the Nielsen Television Index ratings for the week of Dec. 1-7. NBC's average rating was 21.4, with CBS-TV at 18.9 and ABC-TV at 15.7.

CBS-TV had the top-rated program—the *Frosty the Snowman* special. The *Charlie Brown Christmas* special immediately preceding *Frosty* had an even higher rating, but was not considered in prime time (7-7:30 p.m.).

Other specials ranking in the top 10

were *Rudolph the Red-Nosed Reindeer* (NBC) *Jack Benny* (NBC), *The Littlest Angel* (NBC) and *Englebert Humperdinck* (ABC). A CBS draft lottery special tied for 20th place with ABC's *FBI*.

The top-ranked regular series included NBC's *Bonanza* and *Laugh-In* and CBS's *Lucy*, *Gunsmoke* and *Family Affair*.

Games are the same despite TV, it's said

Television has not interfered with the integrity of sports contests. That was

the consensus of panelists in a National Academy of Television Arts and Sciences forum in New York last week.

Howard Cosell, ABC Sports vice president and sportscaster, and Bill MacPhail, CBS vice president for sports, agreed that a "constant carping" on the subject by some newspaper sportswriters has led the public to believe television has had a denigrating effect on sports.

"Any changes made for television do not change the game," Mr. MacPhail insisted. "The sportswriter shouldn't be bitter about the medium," Mr. Cosell commented.

Program notes:

Balanced opinion series ■ H. K. Simon Inc., Hastings-on-Hudson, N. Y., has started production on a balanced opinion commentary series titled *Both Sides*. The news-commentary package, with separate liberal and conservative viewpoints on a single topic in each broadcast, presents opinions of nationally recognized commentators in 4-minute packages. For details write *Both Sides*, H. K. Simon Inc., Dept. TB, Box 236, Hastings-on-Hudson, New York 10706.

Production partner ■ The new Beckwith Children's Presentations (BROADCASTING, Dec. 15) has acquired a co-production partner — Alpha Productions, New York, principally owned by entertainer Frank Fontaine. Under the merger agreement Beckwith has acquired rights to several projects currently developed by Alpha.

New name ■ Warner Bros. Inc., New York, is the new name for Kinney National Service Inc.'s subsidiary.

Presidential Yuletide ■ Metromedia Television, Los Angeles, in cooperation with Time-Life Inc., New York, will colorcast a half-hour special, *Christmas At The White House*. Featured will be Mrs. Richard M. Nixon and her 23-year old daughter, Tricia. The special was produced by Neal Jones and directed by Tom Verdaman, both of Metromedia's WTTG(TV) Washington. Syndicated nationally by Metromedia Program Sales, the special also will be broadcast on Metromedia's WNEW-TV New York on Dec. 20, KTTV(TV) Los Angeles on Dec. 22, KMBC-TV Kansas City, Mo., on Dec. 24, and KNEW-TV San Francisco and WTTG on Christmas Day.

No talk special ■ Paramount Television is developing a one-hour special for the 1970-71 season titled *Women*, which will depict the personal life cycle of the female in song with dramatized visual accompaniment. There will be no spoken dialogue.

Specials set ■ CBS-TV announced last week the schedules for four specials over the next two months. They are *LBJ: Why I Chose Not To Run*, set for Saturday, Dec. 27, 7:30-8 p.m.; *Beyond The Moon* (major events in 1969 affecting religion), on Sunday, Dec. 28, 10-11 a.m.; *The Mirror And The Mirage* (a filmed portrait of British artist Graham Utherland), on Jan. 25, 4:30-5:30 p.m. and *Born Free* (an award-winning film) on Feb. 22, 7-9 p.m.

Hockey highlights ■ CBS-TV will present a half-hour special on the 1969 National Hockey League Stanley Cup Playoff games Jan. 3 (2-2:30 p.m.), a week before the 1970 televised schedule begins. *Where The Action Is* will cover the eastern division finals between the Boston Bruins and Montreal Canadians and championships series between Montreal and the St. Louis Blues from last season.

MTP goes color ■ Mobile Television Productions Inc., San Jose, Calif., formerly in operation for three years with four monochrome cameras, has acquired three new plumbicon cameras and a color video tape recorder. The cameras are the IVC-300 model manufactured by International Video Corp., Sunnyvale, Calif. MTP, which has originated professional and collegiate sporting events for local, regional and national clients as well as producing local programs and commercials, includes among its facilities a 35-foot custom mobile unit and a 400-seat theater. A new production studio, said to be "of modest size," is being prepared for use early next year. First contract involving the new color unit is for a weekly series of college basketball games for KEMO-TV San Francisco. Norton F. (Barney) Boston, formerly technical director for the *Mike Douglas Show*, is president of MTP.

Federal agencies on film ■ National Audiovisual Center, in General Serv-

ices Administration's National Archives and Record Service, has published U.S. Government Films, a catalog of motion pictures and filmstrips for sale by the center. All films, federally produced, document functions and operations of federal agencies. Various categories of films include: business, education and culture, health and medical, safety, and science. Location is Washington 20409.

Music on high ■ Westinghouse Broadcasting Co. has scheduled a one-hour special, *Last Summer We Played In The Alps*, for showing on its owned TV stations during the week of Dec. 22. The program, one in the 52-week *Spectrum 52* series, features young symphony musicians from eight countries with the first international festival of young orchestras held last August in St. Moritz, Switzerland, as the base. Group W productions and Trans Atlantic Film Co. produced the special with Robert Albert, the executive producer.

Case study ■ *One in Sixteen Million*, a one-year case history of an arthritis patient, has been released by The Arthritis Foundation. The 15-minute film was produced by Association Films Inc., New York, and is available on a rental basis.

News-oriented package ■ Dateline International, El Paso, is packaging a new radio series, *Michael McKenzie—Your Man in Europe*. The package consists of 100 60-second to three-minute programs. Format of the programs is for Mr. McKenzie to make reports on his daily experiences traveling throughout eight European countries. The series is being offered to radio stations on an exclusive basis in each market. It also is being offered to regional and national advertisers, particularly those in travel or entertainment or financial fields. Provision are being made for personalized IDs by reporters of individual stations to tie-in with the syndicated radio series.

Broadcast advertising

James M. Henderson, president of Henderson Advertising Agency Inc., Greenville, S.C., re-joins agency in same capacity following one-year leave of absence during which he served as special assistant to U.S. Postmaster General Blount. He directed Post Office Department's PR and public information activities.

Richard Sheppard, media broadcast supervisor, MacManus, John & Adams, Bloomfield Hills, Mich., joins Campbell-Ewald, Detroit, as senior timebuyer on Chevrolet account.

Fred Kahn, brand manager, Procter & Gamble, Cincinnati, joins New York office of Foote, Cone & Belding as account supervisor.

Gary Reames, with WHB(AM) Kansas City, Mo., joins KCKN-AM-FM Kansas City, Kan., as sales manager.

Robert L. Barta, VP, Buchen Advertising Inc., Chicago, appointed copy chief.

Jack Douglas, with Aylin Advertising Agency, Houston, named assistant VP and copy supervisor.

James W. Burkett, producer-director, WISH-TV Indianapolis, joins Ruben, Montgomery & Associates, Indianapolis-based advertising, marketing and PR firm, as assistant broadcast director.

Louise F. Davis, former PR director for Hotel Plaza, San Francisco, joins Givens - Davies Advertising Agency, Boise, Idaho, as copy supervisor.

Thomas H. Mau, senior account executive, Ted Bates & Co., New York,

joins Gardner Advertising there as account supervisor.

John Judkins, with KWST(FM) Los Angeles, appointed local sales manager.

Thomas Maltby, with Lennen & Newell, New York, joins Youth Dynamics Inc., developers of youth marketing programs there, as VP of client services division.

James S. Walker, advertising manager, Wolf & Dessauer, Fort Wayne, Ind., department store, joins Wade, Lauer & Katt Inc., agency there, as associate creative director.

Alan C. Wiber, associate media director, Detroit office of J. Walter Thompson Co., joins McCann-Erickson there as director of marketing and media.

Jack Mahoney, sales manager, ABC American Information Radio Network, expands his duties to include sales manager of ABC Radio network's central division, Chicago.

Redd Gardner, former VP and general manager of KBAK-TV Bakersfield, Calif., joins Bill Bailey Communications agency which is wholly-owned subsidiary of Food Baron Corp., San

Diego, as president.

Peter Israelson, director-cameraman, Libra Productions, New York, joins EUE/Screen Gems there in same capacity.

Media

Richard L. Freeman, general manager, WKBD-TV Detroit, elected VP.

Martin Brown, treasurer of ABC Inc., New York, resigns effective Jan. 3. Mr. Brown has not announced his future plans.

W. Martin Wingren, assistant controller for Kaiser Broadcasting Corp., Oakland, Calif., appointed controller.

William Hippee, VP and assistant general manager, KRNT-AM-FM-TV Des Moines, Iowa, appointed general manager.

Donald W. Meyers, general manager, WJRZ(AM) Newark, N.J., joins WAKY(AM) Louisville, Ky., as general manager.

Jack D. Summerfield, general manager, noncommercial WRVR(FM) New York,

Lovett leaves NCTA



Mr. Lovett

multiple CATV owner. Mr. Lovett joined NCTA in 1965 as assistant general counsel and became general counsel in 1967. Before joining NCTA Mr. Lovett was trial attorney for Federal Trade Commission, and with solicitor's office, Western Electric Co., New York. He will establish ATC's East Coast office in Washington.

Bruce E. Lovett, general counsel of National Cable Television Association, resigns as of Jan. 16, 1970, to become VP for corporate affairs, American Television & Communications Corp., Denver - based

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joins Corporation for Public Broadcasting there as project officer.

Robert L. Goosman, VP and treasurer, Avco Broadcasting Corp., Cincinnati, named senior VP. He will also continue as treasurer. **David Abbott**, general manager, WLWC(TV) Cincinnati; **Robert E. Howe**, general manager, WRTH(AM) Wood River, Ill.; and **William S. Sanders**, general manager, WWDC-AM-FM Washington, all Avco Broadcasting Corp. properties, named VP's of respective stations.



Mr. Goosman



Mr. Abbott



Mr. Howe



Mr. Sanders

Joe Anthony, program director, WCBG(AM) Chambersburg, Pa., appointed station manager. He is succeeded as program director by **Bob Huff**, production director. **Rich Randall**, with WMAJ(AM) State College, Pa., joins WCBG as production director.

William F. Russell, with WGEE-AM-FM Indianapolis, appointed general manager.

Cliff Craig, manager of KGNC-AM-FM Amarillo, Tex., also appointed manager of KGNC-TV Amarillo. He succeeds **Bill Clark**, KGNC-TV manager, appointed general sales manager for KGNC-AM-FM-TV.

Henry Rau, president of Henry Rau Stations and vice chairman of Mutual Affiliates Advisory Council, named chairman of council. He succeeds **Victor C. Diehm**, president of Mutual Broadcasting System Inc. Henry Rau Stations are WARK-AM-FM Hagerstown, WNAV-AM-FM Annapolis, both Maryland; WATO-AM-FM Oak Ridge, Tenn.; WQTY(AM) and WFMI-FM Montgomery, Ala., and WDOV-AM-FM Dover, Del.

Bert H. Hatch, executive director, Georgia Mobile Home Association, Atlanta, joins Georgia Association of Broadcasters there as executive secretary.

Steven A. Murphy, assistant director

of research for KGO-TV San Francisco, appointed director of research and sales promotion. He succeeds **Ron Laufer**, who resigns.

Don Menke, station manager of WFBM-TV Indianapolis and manager of WFBM production center, retires effective April 30, 1970.

Programing

Ken Joseph, VP, syndicated sales, Independent Television Corp., New York, named to new post of VP in charge of syndication. In shift of responsibilities, at ITC, **Al Unger**, VP, syndication at ITC, assumes former title of Mr. Joseph as VP, syndicated sales.

John T. Sorbi Jr., assistant program director and music director, WKLO(AM) Louisville, Ky., joins WFBM-AM-FM Indianapolis as radio program director.

James A. Dunlap, with WQAM(AM) Miami, appointed program director.

Dave Beggin, producer-director, KHON-TV Honolulu, also appointed assistant production manager.

Burt Rosenburgh, director of syndicated sales for northeastern U.S., Warner Bros.-Seven Arts Inc., New York, joins Avco Embassy Pictures' northeastern division there as manager for TV.

Ned Rogers, with KVEN-AM-FM Ventura, Calif., appointed program director.

William J. Hoffman Jr., project director of New York state technical services program, joins The Arthritis Foundation there as radio-TV director with responsibility for producing and placing of audio and visual materials with networks and local stations.

Jerry E. DePrenger, senior producer for instructional TV, Nebraska Educational Television Network, Lincoln, appointed to newly created position of network assistant program manager. **Kenneth Johnson**, formerly with KOLN-TV Lincoln, Neb. and noncommercial KTCA-TV St. Paul, joins Nebraska Educational Television Network, Lincoln, as senior producer for instructional TV and coordinator of production.

Dale Scarberry, studio manager, KGNC-TV Amarillo, Tex., appointed production manager.

Pasquale L. Polillo, newly appointed news director, WNAC-TV Boston (BROADCASTING, Dec. 1), also appointed station's public affairs director.

Arthur E. Albrecht, senior producer-director, noncommercial WWVU-TV Morgantown, W. Va., appointed production manager.

Robert Moses, former New York construction coordinator and parks commissioner, becomes host-moderator for

public affairs program, *New York Close-Up*, on WPIX(TV) New York.

Steve Currie, with WSPA-TV Spartanburg, S.C., appointed program director.

Lee Gabler, head of television variety department, International Famous Agency Inc., New York, moves to Los Angeles office in same capacity.

Bob Harder, engineer, KOA-TV Denver, joins KBTB(TV) there as TV director.

News

Michael Horowitz, producer and reporter with ABC-owned WLS-AM-TV Chicago, named to newly created position of field producer, ABC News, Saigon. He is succeeded in Chicago by **Alan B. MacWhitney**, with WLS-AM-TV. **John E. Congedo**, with Computer Applications Inc., New York, joins ABC News, New York, in newly created position of manager of systems. He will be responsible for devising computer systems for use in covering elections and other projects.

Richard L. Sher, assistant news director, WCBM-AM-FM Baltimore, joins WRC-AM-FM Washington as news manager. **Cal Thomas**, reporter, KPRC-AM-TV Houston, joins WRC-AM-FM-TV in same capacity.

Don Ross, program director, KFMB(AM) San Diego, appointed night news editor, KFMB-TV San Diego. He succeeds **Bob Regan**, who resigns to accept position with San Diego city schools.

Bert Wilson, news director and newscaster, WRAP(AM) Norfolk, Va., joins WOR(AM) New York as director of programming and news.

Joel Fletcher and **Clarence Taylor**, with WTVJ(TV) Miami, appointed cameramen-reporters.

Robert F. Clinkscale, former news editor, WHDH-TV Boston, joins WKBG-TV Cambridge-Boston as reporter. **Natalie D. Jacobsen**, counselor, Management Recruiters, Boston, joins WKBG-TV as editorial writer.

Alan Crane, WBBM-AM-FM-TV Chicago, elected president of Illinois News Broadcasters Association, Carbondale. Others elected: **Richard Westbrook**, WJZ(AM) Decatur, VP; **Russell Pigott**, WLBK-AM-FM DeKalb, treasurer; **Zona B. David**, WCRA-AM-FM Effingham, recorder; **Ed Brown**, noncommercial WSIU-TV Carbondale, executive secretary.

William J. Woestendick, formerly editor of *This Week* magazine, New York, joins noncommercial WETA-TV Washington as editor-in-chief of station's nightly news analysis program planned to begin in early 1970.

Don Robertson, author and *Cleveland*

Press, columnist, will produce and be host of *Robertson at Large*, program focusing on local events, on WKBF-TV Cleveland. He will continue as newspaper columnist.

W. Jack Brown, president and general manager, WLON(AM) Lincolnton, elected president of North Carolina AP Broadcasters Association. **Charles Whitehurst**, WFMV-TV Greensboro, elected VP.

Promotion

Mort Segal, assistant director of advertising, publicity and promotion, Metro-Goldwyn-Mayer, New York, appointed director. He will be responsible for company's advertising and publicity activities in U.S. and abroad.

James J. Ferris, sales promotion supervisor, WCBS-TV New York, appointed to newly created position of promotion manager of CBS Radio Spot Sales there.

Lawrence E. Gordon, station manager, KSDO-FM San Diego, appointed director of sales promotion and creative services.

Equipment & engineering

Eugene R. Hill, director of engineering, Kaiser Broadcasting Corp., Oakland, Calif., elected VP.

Shoso Yasui, with KHON-TV Honolulu, appointed assistant chief engineer.

John Pilman, formerly with American Electronics Laboratories Inc., Lansdale, Pa., joins Belar Electronics Laboratory Inc., Upper Darby, Pa., as development engineer.

Richard L. Stover, with Superscope Inc., Sun Valley, Calif., appointed to newly created position of director of business and administration for Superscope's recording tape and tape duplicating divisions.

Edward J. Hart, manager of commercial communications systems department in RCA commercial electronic systems organization, Camden, N.J., named VP. Department's products include complete line of land-mobile radio communications systems and equipment, and commercial systems. **Ronald R. Yokes**, instructional salesman for RCA in Chicago area, appointed manager of professional TV product management for RCA professional electronic systems department, Burbank, Calif. Professional electronic systems department product line included TV cameras and video-tape recorders.

Michael Thaler, VP-sales, Allison Audio, Hauppauge, N.Y., joins Dubbing Electronics Inc., Copiague, N.Y., as sales manager.

Roger A. Swanson, director of marketing, Weston Instruments division of

Weston Instruments Inc., Newark, N.J., named president of division.

Norman Koetke, general manager, communications division, Vikoa Inc., Hoboken, N.J. in charge of district sales for communications wire, cable and electronic components, appointed director of sales, western division, for internal distribution systems, wire cable and electronic equipment. His headquarters will be in Vikoa's district sales office in San Jose, Calif.

George C. Davis, Washington consulting radio engineer for 32 years, retires. Partners Julius Cohen and Ralph E. Dippell Jr. are continuing practice under name of Cohen & Dippell. Mr. Davis, who started in radio engineering in 1929 as Department of Commerce radio inspector in Philadelphia, and brother, Walter, will continue as consultants to firm.

Carl Vitelli, head electrician, Little Theater, New York, joins Imero Fiorentino Associates Inc., lighting designers for *The David Frost Show* and *Beat the Clock*, as lighting director for both shows.

Kenneth F. Miller, director of applied research department of Bourns Inc., New York, joins JFD Electronics Corp. there as chief engineer of components division.

Donald L. Tucker, with Listec Television Equipment Corp., Plainview, N.Y., appointed West Coast representative. He can be contacted at The Tucker Co., 11117 Linda Vista Drive, Cupertino, Calif. 95014. Phone: (408) 257-1870.

Chester W. Moore, with Ken-Com Inc., Brookfield, Wis., electronics communication equipment firm, appointed sales manager. **John M. Rickert**, office manager, Morning Glory Dairy, DePere, Wis., joins Ken-Com Inc. in same capacity. Ken-Com is subsidiary of Appleton, Wis., based Post Corp., firm with holdings including radio, TV and newspaper properties.

Raymond G. Harrison, with WGSP-TV Inc., permittee for WGSP-TV, ch. 50 in Washington, named VP with responsibility for engineering and construction of station's color facilities to be located in Sheraton Park hotel there. Target date is unknown.

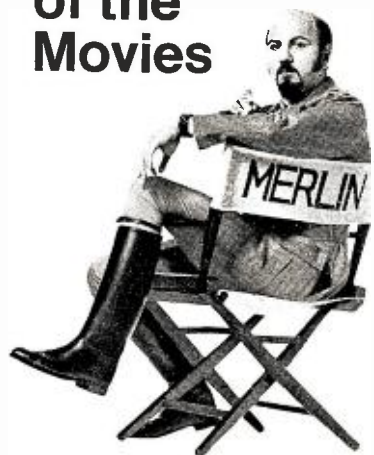
William N. Johnson, chief engineer of TV for San Jose State College, San Jose, Calif., joins Mobile Television Productions Inc., San Jose, in same capacity.

Deaths

Gladys L. Hall, 57, secretary to Sol Taishoff, editor and publisher of BROADCASTING, died Dec. 14.

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nearly 20 years and associated with broadcasting business since 1932. She was secretary to Harry C. Butcher before World War II when he was CBS VP in Washington and to his successor, Earl Gammons. In 1945 she assisted Mr. Butcher in preparation of his "My Three Years with Eisenhower," account of his service as naval aide to General Eisenhower.

In 1946-49 she was secretary to A. D. Willard Jr., executive of National Association of Broadcasters and in late 1949 became secretary to Fred W. Albertson of Washington law firm of Dow, Lohnes & Albertson. She joined

BROADCASTING in June 1950.

Miss Hall died in Ormond Beach, Fla., hospital where she had been taken several weeks ago to be near her mother, Bertha C. Hall, and brother, Kenneth H. Hall. She had been in failing health for some time and died of complex disorders. Two other brothers survive: Earl W. Hall, Arlington, Va., and Norman K. Hall, Daytona Beach, Fla.

Toivo E. Kangas, 63, assistant engineer in charge, field engineering bureau of FCC's St. Paul office, died Dec. 8 following heart surgery. He had been associated with commission in monitor-

ing and field services for 29 years. He is survived by his wife, Gladys.

Robert Beadles, 48, operations manager, KGMB-TV Honolulu, died Dec. 2 in Honolulu. He had collapsed after helping to evacuate residents from high seas on Oahu. He is survived by his wife, Shirley, two sons and one daughter.

Otto Renninger, 55, technician for KNX-(AM) Los Angeles, died in Los Angeles Dec. 6.

Spencer Williams, 76, who played Andy in TV comedy show *Amos 'n Andy*, died Dec. 13. He is survived by his wife, Eula.

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As compiled by BROADCASTING, Dec. 9 through Dec. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Starts authorized

- WHAG-TV Hagerstown, Md.—Authorized program operation on ch. 25, ERP 513 kw vis., ant. height above average terrain 1,230 ft. Action Nov. 26.
- WENY-TV Elmira, N.Y.—Authorized program operation on ch. 26, ERP 427 kw vis., ant. height above average terrain 1,050 ft. Action Nov. 19.
- KXIX(TV) Victoria, Tex.—Authorized program operation on ch. 19, ERP 14.8 kw vis., ant. height above average terrain 490 ft. Action Nov. 21.

Other actions

- Review board in San Francisco, TV proceeding, Doc. 18500, granted to extent in-

dedicated and denied in all other respects. appeal from examiner's adverse ruling, filed Oct. 21 by Kihn and Streeter and Broadcast Bureau's appeal from examiner's adverse ruling filed Oct. 30 and matter is remanded to examiner for disposition consistent with the rulings set forth therein. Action Dec. 15.

- Review board in Waterbury, Conn. TV proceeding, Doc. 18376, granted petition for extension of time, filed Dec. 10 by Broadcast Bureau. Action Dec. 15.

- Review board in Nampa, Idaho, TV proceeding, Docs. 18379-89, granted petition for extension of time, filed Dec. 5 by Snake River Valley Television Inc. Action Dec. 9.

- Review board in Newark, N.J., TV proceeding, Docs. 18403 and 18448, granted Broadcast Bureau's request for extension of time, filed Dec. 10. Action Dec. 12.

- Review board in Fajardo, P.R., TV proceeding, Docs. 18048-49, granted petition filed Dec. 12 by WAPA-TV Broadcasting Corp. and extended to Dec. 24 time to file reply brief to exceptions filed by WSTE-TV Inc. Action Dec. 16.

Call letter action

- Broadcasting Affiliates Corp., Syracuse, N.Y. Granted WBAS-TV.

Existing TV stations

Final actions

- FCC denied petitions by Anthony R. Martin-Trigona to revoke licenses of twenty-five ABC television network affiliates, including five of which ABC is licensee. Action Dec. 10.

- KEMO-TV San Francisco—Broadcast Bu-

reau granted mod. of CP to change ERP to 1700 kw vis. and 257 kw aur. make slight change in ant. structure. Action Dec. 12.

- WMCN-TV Macon, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to June 11, 1970; granted mod. of CP to change ERP to 430.6 kw vis., 86.1 kw aur.; change trans-studio location to 3572 Brookdale Ave., Macon. Action Dec. 11.

- WSJV(TV) Elkhart, Ind. and WNDU-TV South Bend, Ind.—FCC granted applications by Truth Publishing Inc. and by Michiana Telecasting Corp., respectively, for CP's to change facilities. Truth proposed increase vis. ERP to 4,160 kw and increase ant. height to 1,086 ft. Michiana proposed increase vis. ERP to 1,995 kw and increase height to 1,070 ft. Action Dec. 10.

- KDUB-TV Dubuque, Iowa — Broadcast Bureau granted mod. of CP to extend completion date to June 6, 1970; granted mod. of CP to change ERP to 538 kw vis., 108 kw aur.; change studio location to Key West subdivision, on U.S. Hwy. #151, 3½ mile south of Dubuque; make changes in ant. structure and increase height to 793.25 ft. Action Dec. 9.

- KDAL-TV Duluth, Minn.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Dec. 11.

- WCBI-TV Columbus, Miss.—Broadcast Bureau granted CP to change ERP to 100 kw vis.; 10 kw aur.; change type trans. and ant.; make changes in ant. system, ant. height 450 ft. Action Dec. 9.

- KDKA-TV Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to June 12, 1970. Action Dec. 12.

- KNCT(TV) Belton, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to June 8, 1970. Action Dec. 8.

Actions on motions

- Chief, Broadcast Bureau, on request of Capital Cities Broadcasting Corp., licensee of WTVD(TV) Durham, N.C., extended through Dec. 22 time to file responses to petition for rulemaking filed by Triangle Telecasters Inc., licensee of WRDU-TV Durham, in matter of amendment of rules and regulations regarding network affiliation agreements. Action Dec. 10.

- Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC Inc. [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, scheduled prehearing conference for Jan. 28, 1970 (Docs. 18602-3). Action Dec. 9.

- Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WRTV(TV)] and Ultra-Casting Inc.), TV proceeding, postponed further hearing to Feb. 17, 1970, pending action by review board on joint request and other related pleadings filed by Atlantic Video Corp. (Docs. 18403 and 18448). Action Dec. 4.

- Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and



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Summary of broadcasting

Compiled by FCC, Dec. 1, 1969

	On Air			Total On Air	Not On Air	
	Licensed	STA*	CP's		CP's	Total Authorized
Commercial AM	4,255	2	10	4,267	76	4,343
Commercial FM	2,025	0	45	2,070	134	2,204
Commercial TV-VHF	495	2	11	508	15	523
Commercial TV-UHF	124	0	57	181	132	313
Total commercial TV	619	2	66	687	149	836
Educational FM	378	0	13	391	49	440
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.

Forum Communications Inc.), TV proceeding, in response to request from Arthur Alpert, party from whom WPIX had requested deposition, asking that WPIX Inc.'s inquiry be limited to relevant questions, examiner ruled WPIX may take depositions regarding matters relating to letter critical of WPIX news practices sent to Mr. Alpert; on accuracy of press statements about letter and WPIX news operations attributed to him; about how and why letter was supplied to FCC; on oral or written communications made by Mr. Alpert about WPIX news operations; on circumstances of Mr. Alpert's participation in news practices issue. Examiner ruled Mr. Alpert need not respond to question framed to elicit information from former employee. On matter of response to question as to reason letter was written, examiner noted that question was applicable only if Mr. Alpert collaborated in conception or execution of it and that inquiry must be limited to that extent. All other inquiries proposed by WPIX were allowed, being relevant to whatever role Mr. Alpert pursued independently (Docs. 18711-2). Action Dec. 5.

Network affiliations

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WOOD-TV Grand Rapids, Mich. (Time-Life Broadcast Inc.). Amendment dated Nov. 26, 1969, amends contract dated March 28, 1969, to change network rate for full-rate periods from \$1,400 to \$1,309 as of March 1, 1970.

■ WDAM-TV Hattiesburg, Miss. (Chapman Television of Tuscaloosa Inc.). Amendment dated Dec. 1, 1967, amends contract dated July 29, 1969, to change network rate for full-rate periods from \$350 to \$351 as of March 1, 1970.

■ WICU-TV Erie, Pa. (Lamb Communications Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to May 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$850 (\$795 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Starts authorized

■ WWLE Cornwall, N.Y.—Authorized program operation on 1170 kc, 1 kw-DA-D. Action Nov. 21.

■ WLRO Lorain, Ohio—Authorized program operation on 1380 kc, 500 w-D. Action Dec. 4.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.),

AM proceeding, ordered survey exhibits exchanged by Jan. 5, 1970; scheduled further hearing for Jan. 13, 1970 (Docs. 18235-6). Action Dec. 4.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, granted petition by Home Service Broadcasting Corp. for leave to amend application to show changes in directors; to provide up-to-date financial information; dismissed motion by Broadcast Bureau for production of documents and motions by Natick Broadcast Associates Inc. to require answers to interrogators and request for inspection of documents and since motions have been satisfied at result of agreements reached between parties at and before Nov. 18 hearing, matters contained therein have become moot (Doc. 18640-1). Action Dec. 5.

■ Hearing Examiner Jay A. Kyle in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Inc.), AM proceeding, ordered that at Dec. 11 hearing conference, oral argument will be held on motion for discovery and production of documents and on notice of taking of depositions filed by Radio Greenwood Inc. and on motion to quash notice of taking of depositions filed by United Community Enterprises Inc.; further ordered all proceedings relative to motion for discovery and production of documents and to taking of depositions be temporarily stayed pending oral argument and further order of hearing examiner (Docs. 18503-4). Action Dec. 3.

Other actions

■ Review board in Globe, Ariz., AM proceeding, Doc. 18225, denied appeal from adverse ruling of examiner, filed Nov. 3 by James Mace. Action Dec. 11.

■ Lebanon and Bagnell, both Missouri—Review board denied applications by Risner Broadcasting Inc. for CP's for new AM and FM stations and by Lee Mace for CP for new AM, respectively (Docs. 17899, 18043, 18044). Action Dec. 5.

■ Review board in Las Cruces, N.M., AM proceeding, Doc. 18714, granted Broadcast Bureau's petition for extension of time, filed Dec. 10. Action Dec. 12.

■ Review board in Henrietta, N.Y., AM proceeding, Docs. 17571-17573, granted petition for extension of time to file exceptions, filed Dec. 10 by Oxbow Broadcasting Corp. Action Dec. 12.

■ Review board in Waynesboro, Pa., AM proceeding, Doc. 18493, denied petition to enlarge issues, filed Sept. 8 by TV Cable of Waynesboro Inc. Action Dec. 11.

■ Review board in Hartsville, S.C., AM proceeding, Docs. 18198-99, denied appeal from adverse ruling of examiner, filed Oct. 30 by Community Broadcasting Co. of Hartsville. Action Dec. 11.

■ Review board in Cedar City, Utah, AM proceeding, Docs. 18458-59, granted request that board hold proceeding in abeyance for 30 days, filed Dec. 3 by Southern Utah Broadcasting Co. Action Dec. 10.

■ Review board in South Charleston, W. Va., AM proceeding, Doc. 18366, scheduled oral argument before panel of board for Jan. 6, 1970, in Washington. Action Dec. 10.

Designated for hearing

■ Youngstown, Ohio, and Ellwood City, Pa.—FCC set for hearing applications by Media Inc. and Jud Inc., respectively, for new

AM's. Action Dec. 10.

Call letter action

■ Waynesboro Broadcasting Co., Waynesboro, Tenn. Granted WAAN.

Existing AM stations

Final actions

■ Broadcast Bureau granted renewal of licenses for following: KOQT Bellingham, Wash.; KVIP Redding, Calif. These Grants are subject to the following conditions: that assignments of licensee be consummated within forty-five days of date of grants, that commission be notified of such consummation within one day thereafter and that the stations resume broadcasting not later than sixty days of grants; that ten days after commencement of programming operation, assignees submit sections I and II of FCC forms 302, including new equipment performance and ant. resistance measurements made in accordance with sections 73.40, 73.47 and 73.54 respectively, of commission's rules and regulations. Action Dec. 10.

■ Broadcast Bureau granted remote control for following: KLZ Denver; and *WHAD Dalafield, Wis. Action Dec. 10.

■ KGEI Belmont, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to June 15, 1970. Action Dec. 11.

■ KACY Port Hueneme, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1970. Action Dec. 12.

■ KLOK San Jose, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1970. Action Dec. 12.

■ KSCO Santa Cruz, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1970. Action Dec. 12.

■ KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 25, 1970. Action Dec. 12.

■ KTRG Honolulu — Broadcast Bureau granted CP to install trans. at main trans. location, with remote control from main studio for auxiliary purposes only. Action Dec. 12.

■ KOFE St. Maries, Idaho—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1970. Action Dec. 12.

■ KLGA Algona, Iowa — Broadcast Bureau granted CP to increase height of northwest #2 tower and side mount FM ant. at top. Action Dec. 9.

■ WEBB Baltimore — Broadcast Bureau granted mod. of CP to further relax MEOV. Action Dec. 12.

■ WGMS(AM) Bethesda, Md., and WGMS-FM Washington—Broadcast Bureau denied petition by Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs, asking reconsideration of grant of applications of RKO General Inc. for renewal of licenses and SCA. Actions Dec. 9.

■ WTYM East Longmeadow, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 19, 1970. Action Dec. 12.

■ KOOK Billings, Mont.—Broadcast Bureau granted license covering un-numbered permit to change bearings and inverse field intensities. Action Dec. 12.

■ WPAT Paterson, N.J., and WBEN Buffalo, N.Y.—FCC granted application of Capital Cities Broadcasting Corp., licensee of WPAT for license authorizing increase in nighttime MEOVs. Commission denied petition for reconsideration and supplement to petition for reconsideration filed March 31 and April 15, 1965, respectively, by WBEN directed against earlier grant of WPAT's CP. Action Dec. 10.

■ KRMG Tulsa, Okla. — Broadcast Bureau granted CP to install auxiliary trans. at main trans. site. Action Dec. 9.

■ KCBD Lubbock, Tex.—Broadcast Bureau granted license covering change of MEOV. Action Dec. 3.

■ WEVR River Falls, Wis.—Broadcast Bureau granted CP to increase ant. height and install loss resistor; condition, Action Dec. 11.

Initial decision

■ KMAC(AM) & KISS-FM San Antonio, Tex.—Hearing Examiner Charles J. Frederick in initial decision proposed grant of applications of Howard W. Davis (Walmac Co.), for renewal of licenses (Docs. No. 18223 and

18224). Examiner recommended forfeiture of \$2,000 against licensee for retributive reasons and to assure stricter compliance and more diligent and less casual attitude of licensee in future. Action Dec. 10.

Actions on motions

■ Office of Opinions and Review in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLC, granted petition by Bluegrass Broadcasting Inc. and extended through Dec. 15 time to file reply to Broadcast Bureau's opposition to petition for reconsideration and grant without hearing (Doc. 18285). Action Dec. 11.

■ Hearing Examiner Charles J. Frederick in Clermont, Fla. (Fidelity Broadcasting Corp. [WSLC]), AM proceeding, set certain procedural dates; rescheduled hearing to Jan. 22, 1970 (Doc. 18707). Action Dec. 8.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK] and WUVA), AM proceeding, granted petition of WELK Inc. for leave to amend financial statements in petition and add latter amendment, dated Sept. 12 to agreement between WELK Inc. and Charlottesville Broadcasting Corp. Docs. 18585-7). Action Dec. 4.

Other actions

■ WDNL Warren, Ohio—FCC reinstated application of Daniel Enterprises Inc. for additional time to construct and designated for oral argument before review board. Action Dec. 10.

■ KSL Salt Lake City—U.S. Court of Appeals for District of Columbia Circuit will hold oral argument on Dec. 16, on appeal filed by Ethel C. Hale and W. Paul Wharton from commission's renewal of license granted to KSL. Action Dec. 11.

Fines

■ WGHQ-AM-FM, Kingston, N.Y. — FCC notified H-W Radio Inc. apparent liability forfeiture of \$1,500 for violations of rules including failure to have valid radiotelephone first-class operator on duty in charge of trans. apparatus and for failure to have operator sign operating log when going off duty and when starting duty and for failure to calibrate remote meter with regular meter. WGHQ-FM was cited for violation of rules for failure to maintain prescribed operating power during November and December 1969, and on Jan. 10, 1969. Action Dec. 10.

Call letter application

■ WBOM, WBOM Inc., Jacksonville, Fla. Requests WOZN.

New FM stations

Applications

■ Albuquerque, N.M.—Alvin L. Korngold. Seeks 107.9 mc, 38.2 kw. Ant. height above average terrain 495 ft. P.O. address 48 East Broadway, Tucson, Ariz. 85701. Estimated construction cost \$12,000; first-year operating cost \$9,670; revenue \$30,000. Principals: Alvin L. Korngold, sole owner. Mr. Korngold is lawyer and owns KEV(AM) and CP for KWFM(FM) both Tucson; CP for KAMX(AM) Albuquerque, N.M., and applicant for new FM at Sun City, Ariz. Ann. Dec. 10.

■ Garden City, N.Y.—Nassau College Association Inc. Seeks 90.3 mc, 39 w. Ant. height above average terrain 165.6 ft. P.O. address c/o Nassau Community College, Stewart Avenue, Garden City 11530. Estimated construction cost \$24,425; first-year operating cost \$17,500; revenue none. Principals: Dr. George F. Chambers, president, et al. Principals have application for transfer of *WSHS(FM) Hempstead-North Hempstead, N.Y., pending FCC approval. Ann. Dec. 3.

■ San Marcos, Tex. — Advance Inc. Seeks 103.7 mc, 100 kw. Ant. height above average terrain 468 ft. P.O. address 1011 West 11th Street, Austin, Tex. 78703. Estimated construction cost \$68,400; first-year operating cost \$40,000; revenue \$48,000. Principals: R. Miller Hicks, sole owner. Mr. Hicks owns 20% of KJOE(AM) Shreveport, La. 100% of business development and consultant firms. 33½% of metal building contractor and 25% of shopping center development. Ann. Nov. 7.

Starts authorized

■ KENA-FM Mena, Ark. — Authorized program operation on 101.7 mc, ERP 3 kw, ant.

height above average terrain 62 ft. Action Nov. 20.

■ *WHRS(FM) Boynton Beach, Fla. — Authorized program operation on 91.7 mc, ERP 3 kw, ant. height above average terrain 200 ft. Action Nov. 21.

■ WRBD-FM Pompano Beach, Fla. — Authorized program operation on 102.7 mc, ERP 100 kw, ant. height above average terrain 350 ft. Action Dec. 2.

■ *WCYC(FM) Chicago — Authorized program operation 88.7 mc, TPO 10 w. Action Nov. 20.

■ *WGHS(FM) Glen Ellyn, Ill.—Authorized program operation on 88.5 mc, TPO 10 w. Action Dec. 4.

■ *WDHS(FM) Gaston, Ind. — Authorized program operation on 91.1 mc, TPO 10 w. Action Nov. 17.

■ WQXE(FM) Elizabethtown, Ky. — Authorized program operation on 106.3 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Nov. 21.

■ WHEN-FM Harrodsburg, Ky.—Authorized program operation on 99.3 mc, ERP 3 kw, ant. height above average terrain 265 ft. Action Nov. 7.

■ *WICN(FM) Worcester, Mass.—Authorized program operation on 90.5 mc, ERP 2 kw, ant. height above average terrain 16 ft. Action Nov. 18.

■ *KBSB(FM) Bemidji, Minn.—Authorized program operation on 91.9 mc, TPO 10 w. Action Dec. 2.

■ KJFF(FM) Jefferson City, Mo. — Authorized program operation on 106.9 mc, ERP 100 kw, ant. height above average terrain 215 ft. Action Nov. 24.

■ *WCNE(FM) Batavia, Ohio—Authorized program operation on 88.7 mc, TPO 10 w. Action Dec. 4.

■ WVMC(FM) Moncks Corner, S.C. — Authorized program operation 105.5 mc, ERP 3 kw, ant. height above average terrain 265 ft. Action Dec. 4.

■ KSTI(FM) Springfield, S.D.—Authorized program operation on 88.5 mc, TPO 10 w. Action Dec. 10.

■ KIZZ-FM El Paso, Tex.—Authorized program operation on 102.1 mc, ERP 28 kw, ant. height above average terrain 1,080 ft. Action Dec. 4.

■ KTFM(FM) San Antonio, Tex. — Authorized program operation on 102.7 mc, ERP 100 kw, ant. height above average terrain 660 ft. Action Nov. 25.

Final actions

■ Dunn, N. C. — North Carolina Central Broadcasters Inc. Broadcast Bureau granted 103.1 mc, 3 kw. Ant. height above average terrain 257 ft. P.O. address: c/o Lincoln Faulk, Box 431, Dunn, N.C. 28334. Estimated construction cost \$15,300; first-year operating cost \$6,000; revenue \$6,000. Principals: A. Lincoln Faulk, president (8.51%), W. W. Hutchins, 1st vice president, C. A. Francis, 2nd vice president, Alice Baggett, secretary (each 17.02%) et al. Principals have interest in WCKB(AM) Dunn, N.C. Mr. Hutchins is minister and Mr. Francis is in insurance business. Alice T. Baggett is in retail drug business. Action Dec. 10.

■ Lynchburg, Va. — Griffith Broadcasting Corp. Broadcast Bureau granted 98.3 mc, 3 kw. Ant. height above average terrain 226 ft. P.O. address: c/o A. Hundley Griffith, Box 1156, Lynchburg 24505. Estimated construction cost \$12,386; first-year operating cost \$16,666.68; revenue \$18,000. Principals: Estate of Alfred H. Griffith Sr., Mildred W. Griffith, executrix (99%). As executrix, Mrs. Griffith owns 99% of WLLL(AM) Lynchburg. Action Dec. 10.

■ St. Albans, Vt.—Robert I. Kimel and Bessie W. Grad. Broadcast Bureau granted 102.3 mc, 3 kw. Ant. height above average terrain 215 ft. P.O. address: Box 270, St. Albans 05478. Estimated construction cost \$21,500; first-year operating cost \$24,000; revenue \$25,000. Principals: Robert I. Kimel and Bessie W. Grad (each 50%). Action Dec. 10.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc., Basic Communications Inc. and First Security and Exchange Co.). FM proceeding, granted petitions by Voice of Dixie Inc. and First Security and Exchange Company, for leave to amend applications (Docs. 18664-6). Actions Dec. 3.

■ Hearing Examiner Millard F. French in St. Johns and East Dewitt, both Michigan

(Ditmer Broadcasting Inc. and Carmine Broadcasting Co.), FM proceeding, granted petition by applicants to accept late appearance (Docs. 18708-9). Action Dec. 5.

■ Hearing Examiner Millard F. French in St. Johns and East Dewitt, both Michigan (Ditmer Broadcasting Inc. and Carmine Broadcasting Co.), FM proceeding, set certain procedural dates; scheduled hearing to March 31, 1970 (Docs. 18708-9). Action Dec. 8.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, on motion by applicant, ordered record reopened to receive additional evidence by stipulation; closed record (Doc. 18514). Action Dec. 4.

Other actions

■ Office of Opinion and Review in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University), FM proceeding, granted joint request by applicants and extended to Dec. 17 time to file application for review of review board decision (Docs. 17494-5). Action Dec. 5.

■ Review board in Birmingham, Ala. FM proceeding, Docs. 18664-66, denied motion to enlarge issues, filed Oct. 8 by Voice of Dixie Inc. Action Dec. 16.

■ Review board in San Clemente, Calif., FM proceeding, Doc. 17648, denied motion for additional time to appeal examiner's ruling, filed Dec. 5 by El Camino Broadcasting Corp. Action Dec. 9.

■ Review board in Peoria, Ill., FM proceeding, Docs. 18582-84, granted petition for reconsideration, filed Oct. 14 by Brinsfield Broadcasting Co. Action Dec. 15.

■ Review board in Waukegan, Ill., FM proceeding, Docs. 13292, 13940, 17242, granted petition for extension of time, filed Dec. 11 by Edward Walter Piszczek and Jerome K. Westerfield. Action Dec. 15.

■ Review board in Corydon, Ind., FM proceeding, Docs. 18636-39, granted request filed Dec. 12 by Broadcast Bureau and extended to Dec. 19 time to file responsive pleadings to appeal from adverse ruling of examiner filed by Radio 900 Inc. Dec. 2. Action Dec. 16.

■ Review board in Humboldt, Iowa, FM proceeding, Docs. 18647-48, granted motion for leave to amend and for removal of application from hearing docket filed Oct. 24 by Christensen Broadcasting Inc. and motion for leave to amend and grant of application filed Nov. 18 by Christensen Broadcasting Inc.; granted joint request for approval of agreement pursuant to commission's rules filed Sept. 30 by Stephen E. Dinkel and Christensen Broadcasting Inc. Action Dec. 10.

■ Review board in St. Johns, Mich., FM proceeding, Docs. 18708-09, granted petition for extension of time, filed Dec. 10 by Carmine Broadcasting Co. Action Dec. 15.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, granted petition for extension of time, filed Dec. 11 by James B. Francis. Action Dec. 15.

■ Review board in North Syracuse, N. Y., FM proceeding, Docs. 18667-68, denied petition to enlarge issues filed Oct. 8 by WSOQ Inc. Action Dec. 11.

■ Review board in Palestine, Tex., FM proceeding, Docs. 18531-32, granted joint petition for approval of agreement, authorize reimbursement of expenses, acceptance of amendment and grant of application and dismissal of competing application, filed Sept. 17 by Vista Broadcasting Inc. and KNET Inc. Action Dec. 10.

Rulemaking petitions

■ Louisiana, Mississippi and Alabama—FCC proposed assignment of ch. 229 to Biloxi, Miss., and reassignment of ch. 292A from Biloxi to Piquette, Miss., assignment of ch. 294 as first FM channel at Port Sulphur, La., and reassignment of ch. 276A to Ocean Spring, Miss., from Prichard, Ala., in notice of proposed rulemaking. Action Dec. 10.

■ New Bern, N. C.—FCC in notice of proposed rulemaking proposed amendment of FM table of assignments to substitute class C ch. 293 for class A ch. 257. V.W.B. Inc., permittee of WVWB-FM Bridgeton, N. C., on ch. 249A requested amendment. Action Dec. 10.

■ WEAC Gaffney, S. C.—Requests amendment of rules to allocate ch. 287 to Gaffney, S. C., and delete same from Forest City, N. C. Ann. Dec. 12.

(Continued on page 67)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—\$2.00 minimum.
Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
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Help Wanted 30¢ per word—\$2.00 minimum.
Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space.
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No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO—Help Wanted

Management

Manager, top 40 station, capable of pulling top morning air spot. Opportunity for growth with one of the Pacific Northwest's fastest growing radio chains. Must be a competitive broadcaster, strong on sales and management. Send tape and resume to Box M-207, BROADCASTING.

Sales manager by 5 kw station with FM in beautiful university S. Cal. city of 140,000. \$600 guarantee against 25% commission plus override on salesmen. Send resume, photo. Box M-223, BROADCASTING.

Expanding FM-oriented company seeks sales and programming personnel with management potential for WEZR, Manassas and WEZS, Richmond, Virginia. Good earning potential, stock options and other benefits. Call (703) 273-4000 or send resume to 3909 Oak Street, Fairfax, Virginia 22030.

Program director needed. Experienced announcer will qualify. Fast growing desert community. Start immediately. Rush tape, photo, resume to Glenn E. Shoblom, P.O. Box 696, Ridgecrest, Calif.

Sales

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

Experienced radio time salesman. Local sales management. Nice home furnished if first phone. Contact Frank Dusenbury, KZEY, Tyler, Texas.

Want to work for a winner? We have opening on five-man sales staff. Good account list to right man. Send resume, requirements to WTLB, Utica, New York.

Challenge, opportunity, growth. Solid independent in Orlando-Metro wants ambitious salesman-announcer. Advancement for hard worker. Send resume, picture, salary requirements: Bill Reck, Manager, WTRR, Box 1568, Sanford, Florida 32771.

Expanding small station radio group has excellent opportunity for salesman. Active account list, great future for right applicant. Send full details. Donald Thurston, Berkshire Broadcasting Co., North Adams, Massachusetts 01247.

Announcers

"Talk Man"—one of nation's leading all-talk-news stations in major market has opening for experienced talk master, preferably liberal point of view. Some news. Top salary and potential. Send resume, air check and photo to Box L-3, BROADCASTING.

Major Florida station—Applications now being accepted for future employment at M-O-R NBC Florida outlet. Stable professional staff. Send air check—resume to Box L-173, 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.

Soul jock, first phone, for major market soul station. Must have experience, be able to handle tight show, be creative and interested in personal appearance and promotion. No maintenance. Box M-144, BROADCASTING.

Experienced air man, first phone needed now. Medium market. MOR top 40 personality. Top station in market, well established and solid. Are you? Salary open. Send air check, resume, references and salary requirements. Box M-193, BROADCASTING.

Opportunity. Combination news, productions, announcing, Texas station. Box M-202, BROADCASTING.

Announcers continued

Expanding group operation looking for morning personalities for two stations—one needs some news savvy. Both formats bright MOR, both East Coast, both attractive good size markets. Please send tape, resume and salary requirements to Box M-236, BROADCASTING.

Country music air man wanted, good voice, strong news. Lower Rio Grande Valley. Send tape. KSOX, Box 1240, Raymondville, Texas 78580.

Announcer, 1-3 years experience, applications wanted. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wisconsin.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show, send tape, resume and all details in first letter to Bill Taylor, program director, WDBO, Orlando, Florida 32802.

Wisconsin station seeking strong morning personality with 1st ticket. Reply to Charles R. Dickf, WEAQ, Box 1, Eau Claire, Wisconsin 54701 by sending resume, tape, and photo, or phone to make a personal appointment.

Northeastern New York's oldest and most respected MOR station has immediate opening for experienced announcer for board work and production. PD position goes to man who proves his ability with us. Send resume and tape to Lewis Edge, WEAV AM-FM, Plattsburgh, New York 12901.

Young soul jock, heavy production, 3rd phone, experienced, available immediately for New England station. Send tapes, pics, resumes to Tony Lewis, WILD, Boston, Mass. 02116.

Small town Virginia station needs announcer with first class ticket. WMNA AM/FM, Gretna, Va 24557.

Wanted experienced announcer-salesman. Must be able to accept responsibility; references required, and checked. If interested, please call 935-2816 area code 703.

Southern Rhode Island daytimer on the move. Needs combination bright morning man—experienced salesman. Tape and resume to Ron Hickman, Box 441, North Kingstown.

If you're an experienced announcer-salesman with 1st. or announcer with interest in sales with 1st We can offer an interesting position in Missouri. 3 AM's & FM organization that just promoted our top salesman to mcr. Call Pinkney B. Cole. 314-586-8577 days—586-8513 nights. Ability more important than experience. Call only if sincerely interested.

Technical

Wanted—chief engineer for middle of the road full-time station in Central Florida. Must hold first phone and be experienced in maintenance and repair and be familiar with three-tower directional operation. Stand night tricks from transmitter. At least three years experience required in maintenance and repair. References will be checked. Box M-127, BROADCASTING.

Chief engineer for Kentucky station, announcing and production, good working conditions with a happy staff. Air personal resume and tape. Box M-140, BROADCASTING.

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. No announcing. Complete charge; familiar with maintenance of transmitters and studio equipment. Be own boss. Salary negotiable. Box M-147, BROADCASTING.

Chief engineer for 5000 watts AM/FM full time operation in Alabama, must be capable of studio and transmitter quality control. Excellent opportunity to move up to control of engineering department. Box M-194, BROADCASTING.

Technical—continued

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Salary \$6500-\$7500 depending on experience. Full fringe benefit program. Send resume to Richard L. Thompson, Interviewer, Professional-Technical Placement, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Wanted: Chief engineer for AM radio. Good experience in AM radio as a chief engineer—unusual opportunity. Call Mr. Silverman collect (202) 265-4734.

NEWS

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.

Help wanted: Full time news director for America's Northeast top rated medium market station. Must be experienced in gathering, editing, and delivery of news on all major newscasts. Excellent salary offered. Position open January 1st, 1970. Please send tape and resume. Box M-151, BROADCASTING.

If you enjoy news gathering and reporting. If you enjoy remote broadcasting and some board work. If you enjoy coastal living and a beautiful climate—Let us know—We like people who enjoy their work. Box M-180, BROADCASTING.

KWIX Radio wants mature, experienced early morning newsman who is not afraid to touch a console to replace 13 year veteran in that time slot. Position available now to man who wants excellent salary, all fringe benefits and security. Call Lawrence Weller in Moberly, Missouri, 816-263-1230.

Night news editor-announcer wanted for news oriented adult station. Send tape and resume to WALE, Fall River, Mass. 02722.

Radio news director—need pro to head up 4-man staff—all equipment—cruiser—2-way radio. Send tape, resume, salary to: Robert E. Klose, General Manager, WNB Radio, 50 Front Street, Binghamton, N.Y.

Contemporary daytimer and only progressive rock FM in Central Pennsylvania, serving State College, Bellefonte and the Pennsylvania State University has immediate opening for News Director. We believe in strong news department and discovered a long time ago that you must pay to get top people. Many opportunities to contribute and learn in this rich University market. Last News Director is with KYW News, Philadelphia. Contact: I. Albert Dame, General Manager, WRSC & W-QWK FM—State College, Penna. Phone: 814-238-5085.

Newsman—suburban Washington, D.C. Must be experienced and good! Send latest tape, resume and picture to P.O. Box 589, Arlington, Virginia.

Programing, Production, Others

Northeastern New York's oldest and most respected MOR station has immediate opening for experienced announcer for board work and production. PD position goes to man who proves his ability with us. Send resume and tape to: Lewis Edge, WEAV AM-FM, Plattsburgh, New York 12901.

Instructor-Administrator for colorful Colorado Springs broadcast academy. Minimum of three years full time broadcasting experience. Motivational and educational skills. Must live close enough to come for conference. 323 South Nevada Avenue; 303-473-2333.

Situations Wanted Management

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 mgr.-radio. Desire relocate southwest—15 years successful experience as salesman, sales mgr., gen. manager and owner of stations in medium & major market; thoroughly knowledgeable all phases—station ownership—financial development—programming—administration, sales (local-national) engineering—FCC. Keenly aware of increasing problems and responsibilities facing today's owner. Welcome responsibility—hardwork—profit minded. Box M-177, BROADCASTING.

Attention: Young, aggressive man looking to manage . . . prefer south . . . first phone, proven sales record, great ability to lead and produce, BS degree in radio . . . etc. Box M-231, BROADCASTING.

Highly qualified, mature manager and/or radio talk show, DJ and news personality. North-east preferred. Will consider elsewhere. Box 5217, Trenton, N.J. 08638.

General manager available now! I can make money for any daytimer. Have proven it in Philadelphia and Illinois. My secret . . . hard work, creative sales ideas, community involvement, reduction of operating expenses . . . and more hard work. I'm 35, married, non-drinker and have proven track record with the best of references. Call: Dan Harley—309/265-5230 . . . or write Box "B", Morton, Ill. 61550 for complete resume. Prefer East Coast or Midwest.

Announcers

Negro announcer, broadcasting school graduate, third phone, beginner, Box L-141, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Top 40 DJ . . . 2 years experience AFVN, Saigon. School graduate . . . willing to relocate. Box M-172, BROADCASTING.

First phone announcer with experience, military service completed, type of music format not important. Box M-181, BROADCASTING.

Radio-TV announcer seeking news assignments during overseas stay. Box M-182, BROADCASTING.

Ambitious enthusiastic girl, need NY area opening, specialized training—any job to start—tape, resume, picture. Great voice. Let's negotiate! Box M-183, BROADCASTING.

Bright young man doing promotion and production for major network OGO wants to go on the air. Will work anywhere. Give me a chance and send for my tape at Box M-185, BROADCASTING.

Five years experience, refreshing voice—great knowledge of modern music—good sense of humor—modest. Box M-186, BROADCASTING.

Experienced, dependable, employed, licensed, top-40 jock moving up, air check, resume and picture upon request. Will sign contract and will relocate anywhere for the right offer. Box M-188, BROADCASTING.

Mature, experienced first phone announcer/dj/newsman available now if opportunity is right. New York metro area only (Jersey-Connecticut suburbia) No maintenance—outside selling. Can adapt to any format. Straight news, board work or a combination of both. Write Box M-189, 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-190, BROADCASTING.

Creative C and W jock and/or PD. Country music is my thing, will make your station a winner, like to write and produce creative copy. College grad., first phone. Prefer northwest. Box M-191, BROADCASTING.

Announcers continued

Beginner. Professionally trained, good voice and lots more. Box M-192, BROADCASTING.

Female announcer-newscaster. DJ, Broadcast graduate, sales personality. Box M-201, BROADCASTING.

Personality . . . any format . . . 5 years experience . . . degree . . . veteran. Box M-204, BROADCASTING.

Responsibility wanted; two years experience, 21, currently employed. Box M-205, BROADCASTING.

Bargain hunters: Buy first phone announcer, newsy young, bright, extremely versatile. You can't lose. Will move anywhere. Box M-208, BROADCASTING.

28, Single, former news director/DJ, tight board—third endorsed. Wants NY/NJ metro area. Voice over commercials. Willing start any job at Radio/TV station. No floater. Box M-211, BROADCASTING.

Swing DJ, good prod., 3rd endorsed, no dither, located NYC. Box M-220, BROADCASTING.

Looking for a programing management position. Would like to program top 40 or million dollar music format. 5 years experience, nearly two in major markets. Proven ratings as jock. Market size not as important as real chance to program. Married, first phone, draft exempt, 23, and all the usual things you say in an ad. Box M-222, BROADCASTING.

Experienced top 40 DJ, engineer, 1st phone, available January 1st. Box M-224, BROADCASTING.

Heavy soul jock with heavy ratings. Major market, presently employed. First phone, married, draft exempt. Box M-225, BROADCASTING.

Top 40 jock, major market, Drake or personality, looking for new challenge. First ticket, married, 23. Box M-228, BROADCASTING.

Experienced announcer—MOR, rock, classical. Good on news, remotes, spot production. 3rd phone. Seek medium/small market anywhere West. 415-726-2626 collect, or write Box M-229, BROADCASTING.

Announcer copywriter with limited experience, unlimited potential, seeks position in Missouri, Arkansas, Tennessee. Box M-232, BROADCASTING.

Beginner. Draft exempt, third phone, resident broadcasting school graduate. Ready to work. Roy Silbert, 7 Akron Ave., Westmont, New Jersey 08108. 609-858-1152.

1st phone DJ—electronic engineer wants to return to progressive rock FM. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

First phone with one year commercial, one year armed forces radio experience. Solid production and personality. Northeast only. John Simmons, 1211 Lenox Avenue, Ufca, N.Y. 13502.

College grad.—veteran—3 yrs. experience. Attention Denver area. c/o Bill Benson, 440 N. View, Aurora, Illinois. TW 2-9430.

10 years experience, all phases radio & TV, no sales. California only, call 916-246-1270.

P.D.—air personality with first ticket. Crack copy, sharp production, highly experienced and available now. Get ratings and a professional sound. Phone 312-491-1081

Technical

First phone. Experienced radio, television transmitters. Go anywhere. Available January. Box M-176, BROADCASTING.

California bound electronics technician with first phone FCC license, 7 years experience maintenance and operations. Contact for resume or personal interview. Box M-199, BROADCASTING.

Technical continued

Director of engineering for six stations desires challenge from hard rocker or RGB powerhouse. Young, married, stable. Experienced directionals, high power, FM stereo. Five figures gets an engineer who knows and loves contemporary radio! Box M-210, BROADCASTING.

Chief engineer seeks new life, friends, paradise, romance. Box M-238, BROADCASTING.

1st phone, electronic engineer—contemporary DJ looking for first chief position or assistant. No shout type formats. Prefer Gates transmitters. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

Ticket, chief 3 years, technician 3, announcer 4, call 358-7061, Ext. 237, 11 a.m.-4 p.m., M-F. (Va. mkt. only).

NEWS

Major market newsman—experienced—college graduate—best references—wants air shift with major station or group offering good pay, stability and all fringe benefits. West coast preferred—will consider others if the opportunity is right. Box M-77, BROADCASTING.

12 years experience radio news and sports. Currently FM news director. Want to relocate. Prefer inside actuality, op's man, or reporter. Durocher talks to me, Namath, H.H.H., and other national figures. Let me talk with you, too. My blindness no handicap. See for yourself. Tape available. Write Box M-160, BROADCASTING.

Experienced newsman . . . employed . . . desires more action. Have worked majors. Box M-212, BROADCASTING.

Experienced female announcer desires position in middle market doing news, womens or record shows, production, commercials. Contact me for resume, references, tape, and further qualifications. Box M-216, BROADCASTING.

31 year old teacher turned announcer, married. News or deejay. Box M-217, BROADCASTING.

Have creativity, seeking advancement. Presently newscaster top rated station, 18th radio market. Six years experience including news directorship in smaller market. BA in journalism, energetic, married, draft-exempt. Paul Carson, 572 Allenhurst Road, Buffalo, N.Y. 14226 or call 716-836-1798.

Programing, Production, Others

PD-Operations manager. 13 years broadcasting experience. 6 years in program management. Top flight production and air personality. Bright, happy, MOR contemporary. Stable, loyal with top references. Let's talk. Box M-137, BROADCASTING.

Copywriter . . . guy Friday . . . FM babysitter with 3rd endorsed, best possible references . . . years of experience. Some announcing. Re-locating, station sold. Box M-148, BROADCASTING.

Administrative position desired. Married, 26, college, first phone. One year television, three radio, one advertising firm. Positions held: News director, operations manager, promotion director. Box M-184, BROADCASTING.

Program Director—10 years in radio—4 as PD, presently employed. Production, announcer, traffic, copy, sales (limited), music, programming, play-by-play. Takes command, takes instruction. 25 years old—married—2 children—Not interested in loading! MOR only, some listen—I hear radio! \$1,100. Box M-206, BROADCASTING.

Able as program director small MOR station. Announcing, production, copy, traffic, sales, business experience. Stable family man. Salary first letter. Box M-221, BROADCASTING.

Television Help Wanted

Announcers

Illinois CBS affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports or daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box M-155, BROADCASTING.

Technical

Microwave chief engineer for growing data network in the Eastern part of the United States. Top salary for the right man. Full responsibility, salary commensurate with qualifications. Reply to Box M-179, BROADCASTING.

Chief engineer for major group owner's New England area TV station. Must be aggressive with experience in all phases of TV engineering, operations and management. First class license required. Resume must include experience, education, past salary and expected salary. An equal opportunity employer M/F. Box M-200, BROADCASTING.

Immediate opening for several experienced TV studio maintenance engineers with first class licenses, top pay, southeast. Send complete resume, photo and salary requirements to Box M-227, BROADCASTING.

Opportunity for young engineer with studio and/or microwave experience. Send qualifications and salary requirements to Box M-234, BROADCASTING.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York, 772-1122.

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. 20008.

Wanted—TV Chief Engineer. Advise pay requirements. Liberal fringe benefits. Equal opportunity employer. Contact Harvey Mason, Vice President-Engineering, WITN-TV, P.O. Box 468, Washington, North Carolina.

Studio technician for full color, two-station ETV operation. Requires first phone, one year related experience. Competitive salary, excellent benefits. Contact Chief Engineer, WMVS WMVT, 1015 N Sixth St., Milwaukee, Wisc. 53203.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

Various openings! Engineering Department. Send resume to Mike Shafer, Chief Engineer XYZ TV Inc., Box 789, Grand Junction, Colorado 81501.

NEWS

Anchorman—top professional, experienced in on-camera presentation. Familiar with total newsroom operation. Writing ability a must. Prefer man with film knowledge but not essential. Must be able to aid in preparing early and late newscasts. This is a job for a heavyweight. We will provide top news staff and first class facilities and equipment. You provide top notch talent. No beginners please. Box M-72, BROADCASTING.

Newsman with radio or TV experience, eight person combined department, Shenandoah Valley of Virginia. Good place to sharpen skills, all facets of news, with progressive group. Resume, audiotape and pix. or VTR. and salary range first letter to news director, WSVA TV, Harrisonburg, Va. 22801.

Programing, Production, Others

Operations Assistant. Major Southern market. Must have broad background in all phases of television production and operations. Send full details, photo, first letter. Box M-226, BROADCASTING.

Situations Wanted Management

General manager—well known manager, complete knowledge of overall management, strong on sales, budget minded. Excellent background top agencies. Reps and network—both radio and television, currently employed, available January 1st. Box M-25, BROADCASTING.

Management continued

General manager-national sales manager. Have practiced television 16 years; radio 12. Thoroughly experienced all phases: station-ownership, development, administration, sales management-sales (national and local), programing, film-buying, production, promotion; network announcing-news-casting. 45 College degree. Nationally recognized as successful administrator-troubleshooter. Leader in industry and local, community affairs. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proved capable of producing substantially increased profits, prestige and value. Box M-187, BROADCASTING.

Operations manager-program manager: 12 years television experience, all phases. Art Christ, 608-784-8807.

Announcers

Variety show host, sportscaster, news, staff, sales, interested permanent position, good station. Box M-209, BROADCASTING.

Experienced, intellectual TV announcer (27) for host/sports/miscellaneous assignments. Immediate availability. Prefer midwest/east . . . others considered. 614-474-6454. Box M-233, BROADCASTING.

Meteorology trained weatherman—12 yrs television. Art Christ, 608-784-8807.

News

Small TV anchor, likes reporting, bigger market. Box M-213, BROADCASTING.

TV news, college, reporting, film and anchor experience. Box M-214, BROADCASTING.

TV news reporter, experienced. Good on-camera appearance and news sense. Sharp writer and film editor. (Female . . . but very few other faults.) Box M-235, BROADCASTING.

Programing, Production, Others

Program executive in top ten. Experience: Union contracts and negotiations, film buying, all facets of programing. Seeks position with group ownership or station in top ten market. Box M-167, BROADCASTING.

Working writer-producer with solid major market experience will script, photograph and edit news and public affairs features for expanding unit, or set up your new documentary department. Box M-175, BROADCASTING.

Experienced film and studio cameraman in top 5 markets seeks first directing position. Knows switcher. Any location, market. Pro, married, 24. Box M-198, BROADCASTING.

Young man, 21, northeast broadcast school graduate looking for TV production experience. New England area. Third phone. Draft status 1Y. Box M-203, BROADCASTING.

Mature young man desires change. Experienced television production assistant and in all aspects of TV studio productions. Find out more! Box M-215, BROADCASTING.

Film production team, script to screen documentaries, commercials, syndicated programs. 17 years experience, over 100 major documentaries. Husband, producer-director, cameraman-editor. Wife, director-writer, editor. Seeking permanent position, own equipment. (404) 288-2922, Bill and Ea Smith, 2222 Hollyhill Drive, Decatur, Georgia 30032.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irturide St., Laredo, Texas 78040.

Need used Ampex VR 1100 Monochrome recorder with intersync, editor, processing, amplifier, and Amtec. Contact, WFSU TV, 202 Dodd Hall, Florida State University, Tallahassee, Florida 32306.

Two crr machines—one record amps—will pay \$275 cash—317-497-2475, CP News, 1647 W. 72nd, Indianapolis.

FOR SALE—Equipment

Coaxial-cable—Heliac. Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

FOR SALE—Equipment

continued

Stereo-Automation equipment-late model ATC, complete system delivery 2 weeks, call 31-801-262-2431, Mr. Carlson.

2 UHF GE 12.5 kw transmitters, type TT25A, Ch. 25, 32, 3 TY25C GE antennae, Ch. 25, 32, 36; a 200-foot Windcharger tower, guyed, Don Kassner, Box 1045, Charlotte, N.C. Te. 704-372-4434.

TV kinescope recorder. General Precision Laboratories Model PA-303 complete unit with electronics, camera, Maurer Sound Recording System, 2-1200 magazines. Good condition. Videotape recorder—Quadraplex 15 i.p.s. Ampex Model 1002, complete with low band, and AMVE (Ampex Master Video Equalization) standards; 05 Intersync; Amtec; Custom (quick adjust) torque control panel; Custom heavy duty dolly and quick-disconnect cable assembly for remote use. Good condition. Prices negotiable. Educational Broadcasting Corporation, 841 Ninth Avenue, New York, N.Y. 10019. Don Spenard—Manager Technical Facilities. (212) LT 1-6000.

For sale 1-RCA TR 22 monochrome VTR, excellent condition, 1-Federal Dumont 2 KMC 10 watt microwave system with audio channel. Contact Stuart Underwood, WTAP TV, Parkersburg, W. Va. 304-485-4588.

Tape-a-thon "Librarian" background music tape players. Each has two tape transports and interspersing feature. Two used, good condition, \$800 each FOB, Miami. Box M-219, BROADCASTING.

Phasor—5 kw.—4 Tower includes 5 R.F. amp. meters, 10 Johnson variable inductors, 2 large fixed inductors, and many mica capacitors. Phone WTRU, Muskegon, Michigan (616) 733-2126. Ask for Gerry Heykoop. Total price \$600.00.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly, \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

"Get that job". Comprehensive guide and report for job seekers \$2.00. Box L-247, BROADCASTING.

Prizes! Prizes! National Brands for promotions, contests, programing. No barter or trade better! For fantastic deal, write or phone Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and DJ come-back for each. \$10.00. Sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago 60611.

\$5.00 "Airchecks." All formats. California's top stations. Free brochure. Write: Command, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$5.00; Running in major markets. Command, Box 26348, San Francisco 94126.

Get your "ticket!" Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License. —plus—Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

"365 Days of Laughs." Only Daily Radio gag service prepared by deejays for deejays. \$5 per month. Box 3736, Merchandise Mart Station, Chicago, Ill. 60654.

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

INSTRUCTIONS continued

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946 Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7, April 15, July 8. For information, references and reservations, write William B. Oden, 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 \$350. 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, 1336 Main St., Sarasota, Fla. 33577.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00 . . . results guaranteed.

T.I.B./Music City. Veteran Approved. Next class starts January 12. Tennessee Institute of Broadcasting, 2106 A. 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./Miami . . . class starts January 12th. . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

No: Tuition, rent. Memorize. study—Command's "1969 Tests-Answers" for FCC First Class License, -plus- Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R. San Francisco 94126

INSTRUCTIONS continued

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Chicago—one week first phone instruction, Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Washington—one week first phone instruction, Feb. 19th-25th, for our audio-visual students. Bob Johnson, 1060 Duncan, Manhattan Beach, Calif. 90266.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Jan. 12, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

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One of America's great radio stations expanding operations.

Newsman & Air Personalities

Send tape and resume to:

Joe Ford
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Box 188
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ONE IN A MILLION

Chance for a bright executive. Great opportunity to get into management with a rapidly growing radio and TV production firm; take charge at once of diversification plans. A wonderful challenge to grow and own part of business. Write to:

Box M-196, Broadcasting.

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Are you ready for sales management? We are looking for East Coast account executive—sales management potential.

You are currently with a leading station in the top 100 markets with a proven local sales record. The man we want must be strong in providing clients with on-the-air promotions, merchandising ideas, etc. If you are the kind of man who creates the idea, sells it to the client, brings it back and helps put it on the air—you are our man.

Large dynamic long-established organization expanding sales department. If you are looking for a bright future in a company soon to go public, where income is limited only by your own ability, we offer good base, generous commission and an excellent company benefit plan. Send commission statement first six months 1969, recent photo and complete resume. All replies in strictest confidence. Our employees know of this ad. Position open immediately.

Box 481, 1501 Broadway, NYC 10036
17th Floor

Announcers

Announcer-Technician

KOH, Reno, Nevada, 1st Phone combo, immediate opening. Minimum two years announcing experience. Previous employers checked for reference. Excellent salary and benefits. Send resume and tape or apply in person.

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NEWS

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Number one News Network with 65 affiliates needs number one news voice. Must rewrite and voice top calibre newscasts. Extensive stringer system, wire and Metromedia audio available. Supervisory duties to right man. Full background, tape, earnings in confidence to:

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"Upstate New York's finest news operation." Send resume, tape to:

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NEWSMAN

Morning newsmen leaving to anchor TV news creating first opening in 3 years. Radio W-RIT, Now Accepting Applications. Walt Fullmer News Director
Radio W-RIT 5407 W. Martin Dr.
Milwaukee, Wisconsin 53208

Situations Wanted

Announcers

ANNOUNCER

Fourteen years at same major station in Baltimore, am now looking. Currently doing drive time. Experienced all formats but looking for MOR personality station. Have proven ratings in Baltimore. Let's talk.

Call 301-655-4723

Programing, Production, Others

PROGRAM DIRECTOR Top 40

10 year professional with major market experience and proven record seeks growth opportunity with aggressive company in medium or secondary market. Inquire:

Box M-218, Broadcasting.

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.

Our fee is less than you would spend to do the same "search" work yourself. And, it's not so frustrating!

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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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College graduate between 25-30 with limited station or ad agency experience needed to contact top-level agency management and company ad managers to develop new business for major East Coast network affiliated TV stations. Salary up to \$15,000.00 plus incentive. Send resume to:

Box M-197, Broadcasting.
All inquiries confidential

Programing, Production, Others

WANTED TV PROGRAM MANAGER

Station in Northeast. Desires Program Manager from smaller market ready to move up. Will be responsible for programing department, film buyers, promotion and public affairs. Send resume and salary requirements.

Box M-178, Broadcasting.

BUSINESS OPPORTUNITY

SALES REPS:

Boost your '70 income! Present our bright new quickie radio features to top agencies and stations in your area. Write:

Herb Robinson, HARCO, 1123 N. Eutaw, Baltimore, Md. 21201.

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For sale by owner

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Fla.	small	daytime	\$ 85M	29%	Texas	small	daytime	\$ 70M	16.7M
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Ala.	medium	daytime	120M	cash	South	medium	TV	1.5MM	nego
N.Y.	metro	FM	90M	29%	Idaho	metro	daytime	100M	39%



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(Continued from page 61)

Rulemaking actions

■ Gretna, La. — FCC denied petition by Michael Brown, Metairie, La., requesting rulemaking to reassign class C ch. 275 from Crowley, La., where it is unoccupied, to Gretna, La. Action Dec. 10.

■ FCC amended FM table of assignments in report and order (Doc. 18683). Assignments are ch. 241 and ch. 249A at Clinton, Iowa; ch. 221A and ch. 253 at Freeport, Ill., and ch. 221A at Sun Prairie, Wis. Ch. 221A was deleted from Mt. Horeb, Wis. Amendments become effective Jan. 19, 1970. Action Dec. 10.

Call letter applications

■ Jefferson City Broadcasting Co., Pine Bluff, Ark. Requests KADL-FM.

■ Residence Association Broadcasting Service, Ames, Iowa. Requests *KISU(FM).

■ Woodlander Broadcasting Co., Versailles, Ky. Requests WWLV(FM).

Call letter actions

■ KYNO Inc., Fresno, Calif. Granted KYNO-FM.

■ Recreation Broadcasting of Aspen Inc., Aspen, Colo. Granted KSPN(FM).

■ Area Vocational Tech. School #1, Hastings, Neb. Granted *KCNT(FM).

■ Pioneer Broadcasting Co., Crockett, Tex. Granted KIVY-FM.

Existing FM stations

Final actions

■ WWAG(FM) Carrollton, Ala. — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1970. Action Dec. 9.

■ *KFJC(FM) Los Altos, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 12.

■ KBBI(FM) Los Angeles—Broadcast Bureau granted CP to install auxiliary trans. equipment; granted mod. of CP to make changes in trans. equipment. Action Dec. 11.

■ KPLX(FM) San Jose, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system, ant. height 430 ft.; remote control permitted; condition. Action Dec. 9.

■ KRPM(FM) San Jose, Calif. — Broadcast Bureau granted mod. of license covering change in studio location to 15674 San Jose-Los Gatos Road, Los Gatos, Calif. Action Dec. 12.

■ WINE-FM Brookfield, Conn. — Broadcast Bureau granted CP to make changes in trans. line; condition. Action Dec. 9.

■ WARN-FM Fort Pierce, Fla. — Broadcast Bureau granted request for SCA on sub-carrier frequencies of 67 and 41 kc. Action Dec. 11.

■ WMCF(FM) Stuart, Fla.—Broadcast Bureau granted CP to change trans., studio and remote control location; change type ant.; make changes in ant. system, ant. height 300 ft. Action Dec. 11.

■ *WREK(FM) Atlanta—Broadcast Bureau granted CP to change type trans.; ERP 40 kw; remote control permitted. Action Dec. 11.

■ Bradley University, Peoria, Ill.—Broadcast Bureau granted mod. of CP to make changes in ant. system of non-commercial, educational FM, ant. height 229 ft. Action Dec. 11.

■ KJAN-FM Atlantic, Iowa—Broadcast Bureau granted CP to change type trans.; ERP 52 kw horiz., 6.8 kw vert.; remote control permitted. Action Dec. 11.

■ WHAG-FM Halfway, Md.—Broadcast Bureau granted CP to change type trans.; add vert. polarized ant., ant. height 165 ft.; remote control permitted; condition. Action Dec. 9.

■ WJON-FM St. Cloud, Minn. — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1970. Action Dec. 9.

■ WTAM(FM) Gulfport, Miss. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system, ant. height 317 ft.; remote control permitted from 1500 22d Street, Gulfport, Miss. Action Dec. 11.

■ *KRWG(FM) University Park, N. M.—Broadcast Bureau granted remote control.

Action Dec. 9.

■ WCLJ-FM Corning, N. Y.—Broadcast Bureau granted CP to change type trans. and ant.; condition. Action Dec. 9.

■ Pioneer Broadcasting Co., Crockett, Tex.—Broadcast Bureau granted mod. of CP to change type trans. and ant. of FM; condition. Action Dec. 11.

■ WAVA-FM Arlington, Va.—FCC granted request by United States Transdynamics Corp. for continued exemption from provisions in rules. Rule provides that licensee of FM in city of over 100,000 population may devote no more than 50% of FM programming to programs duplicated from co-owned AM in same local area. WAVA-FM duplicates all programming of WAVA Arlington. Action Dec. 10.

■ KOL-FM Seattle—Broadcast Bureau granted mod. of CP to change trans. location to 1100 southwest Florida St., Seattle; change type trans. and ant.; make changes in ant. system, ant. height 220 ft.; condition. Action Dec. 12.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered that within 7 days from Dec. 10 Bureau file pleading stating full basis for belief that documents exist: further ordered time for filing pleadings in response to petition shall be counted from date Bureau's supplemental pleading is filed (Doc. 18500). Action Dec. 9.

Other action

■ WBNB-FM Charlotte Amalie, V. I.—FCC reinstated application by Island Teleradio Service, Inc. for extension of CP and set for oral argument before review board on date to be announced. Action Dec. 10.

Call letter applications

■ WANM(FM), Tallahassee Broadcasting Co., Tallahassee, Fla. Requests WGLF(FM).

■ WEBH(FM), Rich Communications Corp., Chicago. Requests WWEL(FM).

■ WOIA-FM, Lester Broadcasting Corp., Ann Arbor, Mich. Requests WNRZ(FM).

■ WMBO-FM, Auburn Publishing Co., Auburn, N. Y. Requests WRLX(FM).

Call letter action

■ KJPW-FM, South Central Broadcasters, Waynesville, Mo. Granted KYSD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KORD-FM Richland, Wash.; WBBS Jacksonville, N. C.; WBER Moncks Corner, S. C.; WCVP Murphy, N. C.; WDAR-AM-FM Darlington, S. C.; WGNJ Wilmington, N. C.; WHHO-FM Hornell, N. Y.; WHIH Portsmouth, Va.; WIRC Hickory, N. C.; WKDK Newberry, S. C.; WKWS Rocky Mount, Va.; WMIT(FM) Black Mountain, N. C.; WOXF Oxford, N. C.; WPNC Plymouth, N. C.; WRAL-TV Raleigh, N. C.; *WSBF-FM Clemson, S. C.; WWBD Bamberg-Denmark, S. C.; WXRQ(FM) Hickory, N. C.; WXVA Charles Town, W. Va. Actions Dec. 11.

Other actions, all services

■ FCC amended identification requirements for AM, FM, noncommercial education FM, television and international broadcast stations, effective Jan. 19, 1970, in report and order terminating rulemaking proceeding in Doc. 18243. Only change with respect to prescribed times for broadcast of regularly scheduled identification announcements. Commission said, is elimination of option of quarter-hour announcements. Action Dec. 10.

■ Hearing Examiner James F. Tierney in case of American Broadcasting Companies, renewal of authority to deliver network radio television programs to stations in Canada and Mexico, on motion by applicant extended certain procedural dates; further ordered hearing scheduled for Jan. 13, 1970, shall remain in effect (Doc. 18606). Action Dec. 8.

Translator actions

■ FCC modified TV translator identification requirements in report and order amending

rules (Doc. 18568). Rule changes are effective Dec. 19, although present forms of identification may continue in use until Dec. 31, 1970. For translators of more than 1 w but no more than 100, commission ruled identification by translators themselves is not necessary, provided suitable ID arrangements through primary station are implemented. Noting that translators of more than 100 approach regular broadcast powers, commission said such facilities must present own call signs at least every 30 minutes of operation. Action Dec. 10.

■ Kayenta TV Association, Kayenta, Ariz.—Broadcast Bureau granted CP's for new VHF translators to serve Kayenta on ch. 6 by rebroadcasting KOAT-TV and ch. 7 by rebroadcasting KOB-TV, both Albuquerque, N. M. Action Dec. 8.

■ Georgia Mountain Fair Inc., Hiawassee, Ga.—Broadcast Bureau granted CP for new VHF translator to serve Hiawassee and Macedonia, both Georgia, and Hayesville, N. C., on ch. 7 by rebroadcasting WSB-TV Atlanta. Action Dec. 8.

■ K11EM Glen Lake area, Mont.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Dec. 10.

■ Richey Television District, Richey, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Richey on ch. 13 by rebroadcasting KXGN-TV Glendive, Mont. Action Dec. 8.

■ K13IG Sidney and Fairview, both Montana —Broadcast Bureau granted CP to specify trans. location as 5.5 miles north of Sidney on highway #23. Montana: change type trans.; make changes in ant. system. Action Dec. 10.

■ Village of Verdigre, Verdigre, Neb.—Broadcast Bureau granted CP for new VHF translator to serve Verdigre on ch. 6 by rebroadcasting KELO-TV Sioux Falls, S. D. Action Dec. 9.

■ K06EC Monahans, Tex.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Dec. 10.

■ Wishka Translators, Aberdeen, Wash.—Broadcast Bureau granted CP's for new VHF translators to serve Aberdeen on ch. 8 by rebroadcasting KOMO-TV Seattle; ch. 10 by rebroadcasting KING-TV Seattle; and ch. 12 by rebroadcasting KOIN-TV Portland, Ore. Action Dec. 5.

■ K11GD North Spokane, Wash.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Dec. 10.

■ K02FG Oakville, Wash.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 2 to ch. 10; change call letters to K10GW. Action Dec. 5.

CATV

Final actions

■ San Diego — FCC directed Trans-Video Corp., Mission Cable TV Inc. and Pacific Video Cable Company of El Cajon, Calif., CATV operators to file quarterly progress reports for period of one year, beginning Jan. 15, 1970, on technical performance of systems in San Diego area (Doc. 16786). Action Dec. 10.

■ Everett, Wash.—FCC granted petition for reconsideration of program exclusivity order by Everett Cablevision Inc. and commission determined that Everett Cablevision need not provide KIRO-TV Seattle with program exclusivity over station KVOZ-TV Bellingham, Wash. Action Dec. 10.

Initial decision

■ Petoskey, Mich.—Hearing Examiner Isadore A. Honig in initial decision ordered Great Lakes Community TV Inc., CATV owner to cease and desist from further violation of rules by failing to provide program exclusivity for WTOM-TV, Cheboygan, Mich. (Doc. 18613). Decision, issued today, becomes effective within fifty days unless it is appealed or reviewed by the Commission on its own motion. Action Dec. 10.

Actions on motions

■ Chief, 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 Dec. 19 time to file reply pleadings with respect to expeditious review of memorandum opinion and order of review board (Doc. 18581). Action Dec. 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Wheeling, W. Va. (Duvall Radio Sales & Service), CATV proceeding, desig-

nated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Jan. 21, 1970; hearing for Feb. 18, 1970 (Doc. 18757). Action Dec. 8.

Other action

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted motion for further extension of time, filed Dec. 5 by Taft Broadcasting Co. Action Dec. 9.

Ownership changes

Applications

■ KBUZ-AM-FM Mesa, Ariz.—Seek transfers of control of Retherford Broadcasting Inc. from W. S. Retherford (100% before, none after) to Number One Radio (none before, 100% after). Consideration: \$600,000. Principals of Number One Radio: Edwin G. Richter Jr., president, H. Lee Druckman, secretary-treasurer (each 26.54%), Frank Kalil, vice president (15.64%), et al. Principals own KAIR(AM) Tucson. Mr. Richter owns 25% of WYTV Inc. Youngstown, Ohio. 20% of Grass Hills, Calif. CATV system and 25% of cattle feeding management firm. Mr. Druckman owns investment firm and is president-chairman of board of El Cajon, Calif. CATV system. Ann. Dec. 15.

■ KFML-AM-FM Denver—Seek transfers of control of O'Fallon-O'Connor Broadcasting Inc. from Robert McMahon, John J. Dunn, Richard Dunn and Joseph Dunn as a group, (38.9% before, none after) to Joseph R. McGoe (38.9% before, 58.3% after) and Jeanne E. McGoe (none before, 19.4% after). Consideration: \$96,250. Principals: Mr. McGoe is general manager of KFML-AM-FM. Ann. Dec. 15.

■ WIOK(AM) Normal, Ill.—Seeks assignment of license from McLean County Broadcasting Inc. to WIOK Inc. for \$250,000. Sellers: John R. Livingston, president, et al. Sellers: Mark/vay Inc., 100%. Sidney Carl Mark, president (60%), and Patricia Greenfield Mark, vice president (40%). Buyers own KAKC-AM-FM Tulsa, Okla., and respective interests in applicant to purchase of KFUM(AM) Las Vegas. Ann. Dec. 10.

■ WCNL(AM) Newport, N. H.—Seeks assignment of license from Chandler Enterprises to Eastminster Broadcasting Corp. for \$90,000. Seller: Chester C. Steadman Jr., sole owner. Mr. Steadman owns WBRL(AM) Berlin, N. H., and 90% of WJAB(AM) Westbrook, Me. Buyers: Herbert Miller, president, Philip Lamoy, vice president, Samuel Bronstein, treasurer, James Fokas, assistant treasurer, and Arthur Atkinson (each 20%). Buyers own WOTW(AM) Nashua, N. H. Ann. Dec. 10.

■ WAGY-FM Forest City, N. C.—Seeks assignment of license and SCA from Tri-City Broadcasting Inc. to Gaffney Broadcasting Inc. for \$200,000. Sellers: G. T. Becknell, president, et al. Sellers own WAGY(AM) Forest City. Buyers: Don H. and Shirley C. Lovelace, treasurer and vice president (49% and 1%), respectively, and E. Raymond and Bright G. Parker, president and secretary (49% and 1%), respectively. Buyers own respective interests in WEAC(AM) Gaffney, S. C. Mr. Lovelace owns 40% of Forest City Publishing Inc., newspaper publishers. Mr. Parker is director of Gaffney CATV system. Ann. Dec. 10.

Actions

■ KARL-FM Carlsbad, Calif.—Broadcast Bureau granted assignment of license from Radio Karl Inc. to Far West Broadcasting Corp. for \$72,500. Seller: Irene Boss, sole owner. Buyers: Hugh R. Murchinson, president (51%), and Milton S. Martin, vice president-secretary-treasurer (49%). Mr. Murchinson owns 11% of KWHY-TV Hollywood and is Los Angeles police officer. Mr. Martin is business manager for Pacific Coast Broadcasting Corp. (KSOM-AM-FM Ontario, Calif.) and is controller for KWHY-TV. Action Dec. 11.

■ WWCC(AM) Bremen, Ga.—Broadcast Bureau granted assignment of license from Bremen Broadcasting Co. to Bremen Radio Inc. for \$100,000. Sellers: James H. Shedd, president, et al. Buyers: Miles H. Ferguson, president (40%), Thaddeus K. Brown, vice president (30%), et al. Mr. Ferguson owns 98.1% of WRLD(AM) West Point Ga., 20% of WJHO(AM) Opelika, Ala., and 33.3% of WDSR(AM) and WTLN(FM) both Lake City, Fla. Mr. Brown is salesman at WRBN(AM) Warner Robbins, Ga. Action Dec. 9.

■ KAIN(AM) Nampa, Idaho—Broadcast Bureau granted assignment of license from Elizabeth L. Cain and Howard Nafziger to

Nampa Broadcasting Co. for \$135,000. Principals of Nampa: Brent L. Larson (50.5%) and Henry A. McNeal (49.5%). Mr. Larson is salesman for KINS(AM) Eureka, Calif. Mr. McNeal is retail sales representative for Texaco Inc. Action Dec. 9.

■ WJTO(AM) Bath, Me.—Broadcast Bureau granted assignment of license from Catherine Porter, executrix of estate of Winslow Turner Porter, deceased (100% before, none after), to Catherine J. Porter (none before, 100% after). No consideration involved. Action Dec. 9.

■ WCAT(AM) Orange, Mass.—Broadcast Bureau granted assignment of license from Tri-State Radio Inc. to Berkshire Broadcasting Co. for \$150,000. Sellers: Ralph Mellon, president, et al. Mr. Mellon owns 22½% of WPAZ(AM) Pottstown, Pa., and 7% of WTTM(AM) Trenton, N. J. Buyers: Donald A. Thurston, president (51%) and William H. Vanderbilt (49%). Buyers own WMNE-AM-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. Action Dec. 10.

■ WGON(AM) Munising, Mich.—Broadcast Bureau granted assignment of license from Pictured Rocks Radio Corp. to George A. Freeman for \$61,500. Sellers: James E. Poeske, president, et al. Buyer: Mr. Freeman is general manager of WCCC-AM-FM Hartford, Conn. Action Dec. 9.

■ WHTV(TV) Meridan, Miss.—Broadcast Bureau granted transfer of control of Delta Communications Corp. from Heyman H. D. Walker (11.6% before, none after) to F. Carrington Weems, Charles Weiner (39.4 and 37% before, respectively, each 44% after) et al. Consideration: \$209,750. Principals: Messrs. Weems and Weiner each have interest in applicant for new TV at Salinas-Monterey, Calif., and 37.5% of WNFA-TV Tallahassee, Fla. Mr. Weems owns real estate firm and 25% option on WNFA-TV. Action Dec. 16.

■ KMCO(AM) Conroe, Tex.—Broadcast Bureau granted transfer of control of Montgomery County Broadcasting Inc. from Eunice Hardy Smith, et al. (as group, 100% before, none after) to Earle Fletcher (none before, 100% after). Consideration: \$245,000. Principals: Mr. Fletcher owns KCLE(AM) Cleburne and 80% of KBAN(AM) Bowie, both Texas. Action Dec. 11.

■ WINA-AM-FM Charlottesville, Va.—FCC

granted transfer of control of Charlottesville Corp. from Donald G. Heyne, et al. (as a group 95.8% before, none after) to Laurence E. Richardson (none before, 95.8% after). Consideration: \$344,600. Mr. Richardson is former president of Post-Newsweek Stations, Capital Area Inc., licensee of WTOP-AM-FM-TV Washington. Action Dec. 10.

■ KOQT(AM) Bellingham, Wash.—Broadcast Bureau granted assignment of license from Tpodial Inc. to Bellingham Broadcasting Co. for \$18,500. Sellers: Robert Burks, trustee in bankruptcy. Buyers: Ruth S. Waters, sole owner. Mrs. Waters has farmland interests. Action Dec. 10.

■ KOZI(AM) Chelan, Wash.—Broadcast Bureau granted assignment of license from Lake Chelan Broadcasting to Northcentral Broadcasting Co. for \$80,000. Sellers: Stuart S. Maus, president-general manager, et al. Buyers: Don C. and Jerry E. Isenhardt (each 50%). D. Isenhardt owns 50% of office rental building. J. Isenhardt is salesman for KMEL(AM) Wenatchee, Wash. Action Dec. 11.

■ WKWK-AM-FM Wheeling, W. Va.—FCC granted assignment of licenses from WK Inc. to Publishers Broadcasting Corp. for \$649,000. Sellers: Eugene M. Lang, president, et al. Buyers: Publishers Co., 100%. Donald C. Price, president, et al. Publishers Co. owns applicant to purchase WONS(AM) and WBGW(FM) Tallahassee, Fla. Action Dec. 10.

■ WKBT(TV) La Crosse, Wis.—FCC granted assignment of license from WKBH Television Inc. to Gross Telecasting of Wisconsin Inc. for \$4.9 million. Sellers: Howard Dahl, president (21%), Kenneth Dahl (9.6%), Catherine Dahl Wook and Dorothy Dahl Kranick (each 9.2%), W. T. Burgess, secretary-treasurer (10%), Ray Ping, vice president (2%), Lee Enterprises Inc. (27.5% voted by W. T. Burgess). Sellers own WKBH(AM) La Crosse. Lee Enterprises owns KGLO-AM-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; Quincy, Ill.; KEYC-FM-TV Manhatto, Minn., and 49.75% of Journal Star Printing Co., Lincoln, Neb. Journal owns 48.86% of KFAB-AM-FM Omaha. Buyers: Harold F. Gross, president-treasurer (30.3%), James H. Goss, vice president-secretary (4.2%), Charlotte I. Gross (10.1%) and Gary F. Gross (4.5%). Buyers own WJIM-AM-FM-TV Lansing, Mich., and applicant for CATV franchise for Lansing. Action Dec. 10.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 16. 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*.

■ Monticello, Ark.—Central Telephone and Electronics has been granted a 22-year franchise. The firm will charge subscribers \$5 for installation and \$5 monthly, and provide 8 channels.

■ Menlo Park, Calif.—Peninsula TV Power Inc., Sunnyvale, Calif., has been granted a franchise. The firm will provide a capacity of 24 channels. There will be no installation charge, and subscribers will pay \$5.50 monthly.

■ Pinellas county, Fla.—Farris Rahall, an executive with WLCY-TV Tampa, Fla., has applied for a franchise.

■ St. John's county, Fla.—Gateway Cable Television has been granted a nonexclusive franchise. The firm will pay the city 7% of the gross annual revenue.

■ Benton, Ill.—John Kirby, Ellington, Ill., who operates CATV services in Vandalia and Newton, both Illinois, has applied for a 25-year franchise. He would pay the city \$500 plus 4% of the gross annual revenue for the first three years, and 5% for each year thereafter. He would charge subscribers a maximum of \$5.95 monthly and provide 9 channels.

■ High Point, N. C.—Carolina's Cable Inc., composed of local businessmen and in which Time-Life Broadcast (multiple CATV owner), New York, has an interest, and Tabor-Spry & Associates Inc., Charlotte, N. C. have applied for a franchise. Both firms would have

to pay the city a minimum of \$10,000 annually for the first three years and \$15,000 thereafter, with extra payments as income increased. Carolina's Cable would charge subscribers \$14.95 for installation and \$4.95 monthly and provide an initial capacity of 21 channels. Tabor-Spry would charge \$15 for installation and \$5 monthly. Both firms requested a change in the city ordinance requiring a 5-year limit on franchise grants to be extended to 10 years.

■ Middletown, N.J.—Highway Displays Inc., Poughkeepsie, N. Y., has applied for a franchise.

■ Stanhope borough, N. J.—Telecommunications Inc. has been granted a 25-year franchise. The firm will charge subscribers a maximum of \$20 for installation and \$5 monthly.

■ Gates, N. Y.—People's Cable Television Corp. (multiple CATV owner), Pittsford, N. Y., has been granted a nonexclusive franchise. The firm will pay the city 5% of the gross annual revenues and charge subscribers \$4.75 monthly and provide up to 21 channels. (See Penfield, N. Y.)

■ Leviston, N. Y.—STV Television Rental Corp. has been granted a franchise. The firm will pay the city 5% of the gross annual revenue, or a minimum of \$1,000, and charge subscribers \$10 for installation and \$5 monthly. The firm will provide a minimum of 5 channels.

■ Penfield, N. Y.—People's Cable Television Corp. (multiple CATV owner), Pittsford, N. Y., has been granted a nonexclusive franchise.

■ Pauls Valley, Okla.—Commco Inc. (multiple CATV owner), Austin, Tex., has been granted a franchise.

■ Tyler, Texas—Television Cable Service Inc., a wholly-owned subsidiary of General Communications and Entertainment Co. Inc. (multiple CATV owner), Tulsa, Okla., which is the present franchise holder in Tyler, and Tyler Television Cable Co. Inc., composed of local businessmen, have applied for a franchise. Both firms submitted filing fees of \$1,000.

When it comes to the decision process in the business of broadcasting, Frank Snyder draws upon the style he learned during college fraternity days as a member of Delta Tau Delta. As any good architect or structural engineer does, you first study the problem in exhaustive detail and you don't make your moves until the solution is clearly in sight and is achievable.

The attitude of the Hearst Corp.'s top broadcast division executive is quiet and reassuring. You are confident he can shift into low gear and push through any problem to find the answers when necessary.

Mr. Snyder is the first broadcast-oriented executive to be chosen by the Hearst Corp. to head all of the group's station properties instead of just a part of them as has been the case in the past. He sees his role as one of leadership, encouraging and motivating, a role he feels wins more respect and response than that of edict dispenser.

For more than a decade Mr. Snyder has been vice president and general manager of WTAE-TV Pittsburgh and for the past three years that responsibility also has included WTAE-AM-FM there. In June 1968 he was elected to the board of the parent Hearst Corp. and later that same year he was elected vice president of the parent firm and placed in charge of all of its broadcast properties. Aside from the WTAE stations these also include WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WAPA(AM) San Juan, P. R.

Mr. Snyder is slowly building the Hearst broadcast operations headquarters and is already studying several possible new station acquisitions. There is no timetable and Hearst isn't about to pick up properties simply for the sake of picking them up. "When we do eventually add to the list we are going to be sure we add quality," he explains.

After attending parent-company board meetings for some time now, Mr. Snyder has become aware of the considerable interest Hearst directors have in the broadcasting field and he has endeavored to keep them up to date in all areas. Noting representatives from the magazine and newspaper divisions often bring tangible evidence of their product to the meetings, Mr. Snyder arrived at the recent session in New York with a half-hour color-film presentation on the public service and other accomplishments of each of the stations.

The film was produced by a documentary crew from WTAE-TV that Mr. Snyder sent to visit all the station markets. Each station manager had an opportunity to define his particular goal in the film.

Speaking of his work with the group stations, Mr. Snyder explains: "What

The Hearst group aims for autonomy in local operations

we've really done is to bring into actuality things that existed before but were more loosely handled. We still try to maintain a very autonomous relationship in each community. My function is to encourage every manager to live up to his fullest potential. We want to make good stations even better."

Mr. Snyder recalls that when the group began working on a common operations code they found each station already had its own manual. The best was gleaned from each for the over-all policy, he says, but special effort was

made to give each station the flexibility necessary to preserve its market individuality. Each manager now gives Mr. Snyder weekly reports.

While watching all the issues and being careful to keep on top of everything, Mr. Snyder does not have the disposition to take himself too seriously. It is a quality he thinks is needed in news today particularly—being serious about serious things but still keeping one's sense of humor and balance. News should try to include stories of accomplishment and progress as well as trials and tribulations, he feels.

"We want all our stations to preserve this human quality," he says, and one way to help assure it is to have hometown people involved on-air and off at each station. "We are not going to be a group that shuffles executives from station to station," he adds.

After several years of architecture and construction engineering at Carnegie Tech (now Carnegie-Mellon) Mr. Snyder joined Jones & Laughlin Steel in 1937 to help build its \$20-million Pittsburgh works on the banks of the Ohio.

For a short time he next headed a small private-label drugs and cosmetics maker there which made very successful use of local radio advertising. With the advent of World War II he returned to heavy industry for several years and then joined Magnetic Metals Co., Philadelphia, a supplier of laminations and other steels used in electronics. A big customer was Herbert Mayer of Empire Coil Co. who in 1949 asked him to help put wxel(TV) Cleveland (now wjw-TV) on the air and manage it. Mr. Snyder's little-theater experiences of former years helped him some in building staff and programs "but then everyone was learning from scratch too," he says.

WXEL was the third outlet on the air there, he relates, and he figured just one thing would make it go: baseball. He mounted an aggressive campaign to get the Cleveland Indians to switch channels and won, an effort that entailed a pioneer community survey to learn audience needs and satisfaction with service they were already receiving. In three months of operation wxel moved out of the red and well into the black.

When the Storer group acquired wxel in 1955 Mr. Snyder joined Westinghouse Broadcasting Co. briefly as consultant and then went back to Cleveland to head all account services for McCann-Erickson there. After two years he got his chance to return to Pittsburgh and manage WTAE-TV.

"It's good to be home," he says, and means it. The WTAE plant is on what once was the neighboring farm where he had played as a child and so had his father before him.

Week's Profile



Franklin Cooper Snyder—vice president and director, Hearst Corp., responsible for broadcast properties (WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee, WTAE-AM-FM-TV Pittsburgh and WAPA(AM) San Juan, P. R.) and vice president-general manager of WTAE division; b. May 3, 1915, Pittsburgh; manager, wxel(TV) (now wjw-TV) Cleveland, 1949-55; consultant, Westinghouse Broadcasting Co., New York, 1955; manager, account services department, McCann - Erickson, Cleveland, 1956-58; joined Hearst group in 1958 as vice president-general manager of WTAE-TV, assuming charge of WTAE-AM-FM also in 1966; elected to Hearst board June 1968 and elected vice president of parent firm and head of all radio-TV properties December 1968; m. Barbara Shaler of Pittsburgh May, 3, 1947; children —Nicholas, 13; Christopher 10, hobby—golf.

Ambivalence

The Association of National Advertisers convention a couple of weeks ago may have set some kind of record, not merely for its complaints about the effectiveness and costs of television advertising, but for the variety of ways in which this timeless subject was handled.

As we reported (BROADCASTING, Dec. 15), speakers were unhappy about programs, convinced that audiences were being fragmented, certain that viewers have become less attentive. They were dissatisfied with the placement of commercials, unsure as to what they really cost and uncertain about how much they achieve. They worried about commercial "clutter" and "pollution." Among the corrective measures proposed were guaranteed circulations and greater advertiser/agency involvement in programing.

We do not suggest that such complaints, real or imagined, be dismissed out of hand. As we have said before, if advertisers *think* they have a problem with television, television *does* have a problem. But they must also know that they and their agencies are at least partners with broadcasters in most of the crimes they allege.

The piggyback commercial, for instance, so often cited as a prime contributor to clutter, was invented by buyers not sellers (and when a few stations tried to resist it they found themselves facing a boycott). Advertisers may deplore current programing, but for the most part they refuse to buy "good" programs that do appear. Nor does their limited record in supplying their own shows in recent years suggest much change for the future. As for circulation guarantees, it must be acknowledged that TV and radio are the quickest of all media in adjusting rates to reflect audience changes—too often, sad to say, by simply, blinding cutting them.

We can't help wondering, however, whether the complainants at the ANA meeting were not overstating some of their concerns and grievances. By coincidence, the first news story that followed our ANA reports was one indicating that advertisers are spending more money in television this year than ever before: about 10% more than last year in network, an expected 13% more in spot. That is a strange result, if advertisers are truly as unhappy with television as they sounded at Scottsdale—unless, as seems likely, there are compensating benefits that they did not mention, such as superior sales returns on their TV investment.

Places, everyone

Familiar sides are forming to defend, oppose or modify the cable-television provisions in the copyright bill reported out two weeks ago by a Senate subcommittee. They are just about the same sides taking just about the same positions as those that were chosen up last spring after staffs of the National Cable Television Association and National Association of Broadcasters proposed an accord on cable regulation and copyright coverage.

It now becomes apparent that reflexes are permanently conditioned to respond in absolutely predictable ways whenever the subject of cable arises. The Association of Maximum Service Telecasters is going to hate any proposal that promises to let cable expand in significant ways. The NAB, sharing influential members with AMST, has learned that on cable matters it is wise to follow AMST's suit. The NCTA is doing what it can where ever it can gain an audience to create the conditions that will make possible a cable

grid throughout the country.

This publication has for some time suggested that an equitable application of copyright liability to cable systems is probably the least undesirable way of establishing fair conditions of competition between CATV and broadcasting. It still clings to that view, although it is not at all sure that the measure reported out by the Senate subcommittee achieves the desired end. More time is needed to interpret some awkward construction and muddy language.

Furthermore if copyright law is to be drawn to double also as regulatory law, larger matters than broadcaster vs. cable operator ought to be resolved first. For example, such broad policy questions as domestic satellites and cross-ownerships of media and of media with other interests are now before the government. How they are ultimately resolved will affect both CATV and broadcasting.

Copyrights and cable can wait.

Witch hunt

When Rosel H. Hyde retired from the FCC last October it was assumed he would fade from the official scene, perhaps until his government might ask him to take on a special assignment.

But this failed to take into account the attitudes of certain angry members of Congress. Mr. Hyde is on call to testify before the House Commerce Committee on the WIFE Indianapolis renewal case. While chairman, Mr. Hyde politely but firmly advised the committee he could not supply certain files that had been subpoenaed until the WIFE renewal 30-day protest period had expired (which would have happened three days later); this to avoid ex parte violation.

He was following the mandate of the unanimous FCC. With Mr. Hyde's retirement the presumption was that those he left behind would inherit the responsibility.

Not so with Representative John Moss (D-Calif.), Representative Robert Tiernan (D-R.I.) and certain of their Commerce Committee colleagues. They apparently are unmindful that Mr. Hyde, being on call, finds himself still working for government, but without pay. Moreover, he isn't free to consider consultancies.

It is shameful that after 41 years of distinguished government service Mr. Hyde isn't allowed to retire peacefully.



Drawn for BROADCASTING by Sid Hix
"... and with every set of toy soldiers, we include a figure of Bob Hope to entertain them!"

**you've got your heart
set on the 569,400*
women in the Twin Cities
market area between
18 and 49. Now, how
are you going to
catch their eye?**

relax and take five.

Channel 5, KSTP-TV in St. Paul/Minneapolis. We've aimed our new afternoon programming right at the women who can make or break your brand. With popular shows, like the Dennis Wholey Show, Strange Paradise and Dial 5, an expanded version of our long-running, successful Dialing for Dollars.

Out to court our big-buying Twin Cities gals? Relax and take five. Channel 5. You'll see 'em sit up and take notice.



A DIVISION OF HUBBARD BROADCASTING INC.,
WTOG-TV, TAMPA-ST. PETERSBURG • KOB-TV, ALBUQUERQUE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



ARF Market Report, May 1969,
Minneapolis-St. Paul. Audience
estimates are subject to limitations
and qualifications as outlined by
the particular service.

New E-V Model 668 Dynamic Cardioid Boom Microphone

with built-in
programming panel!

***BRAIN
ON A
BOOM!***

Ey It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D* systems provide this uniformity, yet permit high output (—51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ windscreen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed UNCONDITIONALLY against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 667 Identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List price: Model 667, \$345.00; Model 668, \$495.00 (less normal trade discounts).

Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

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Electro-Voice®

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