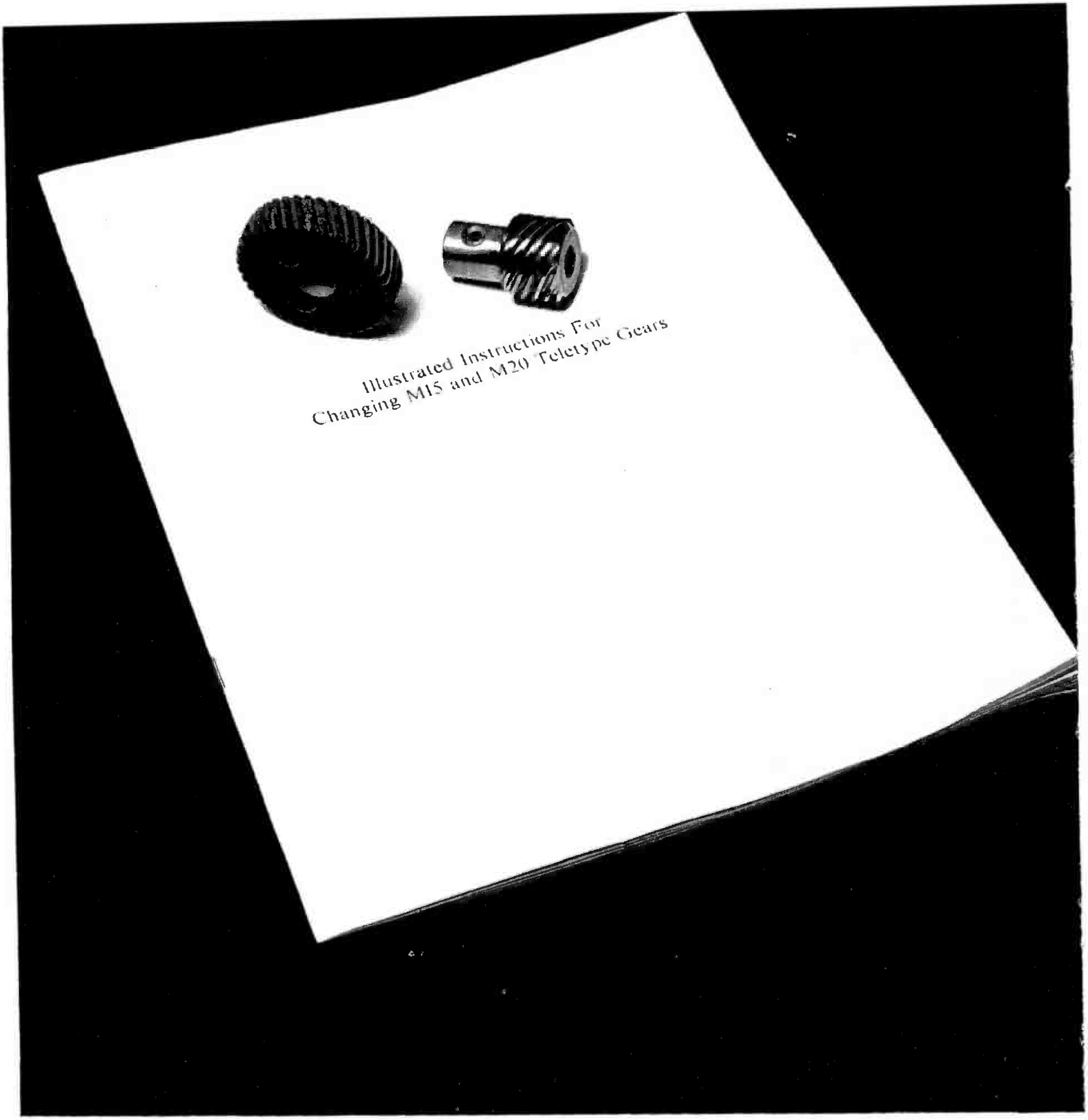
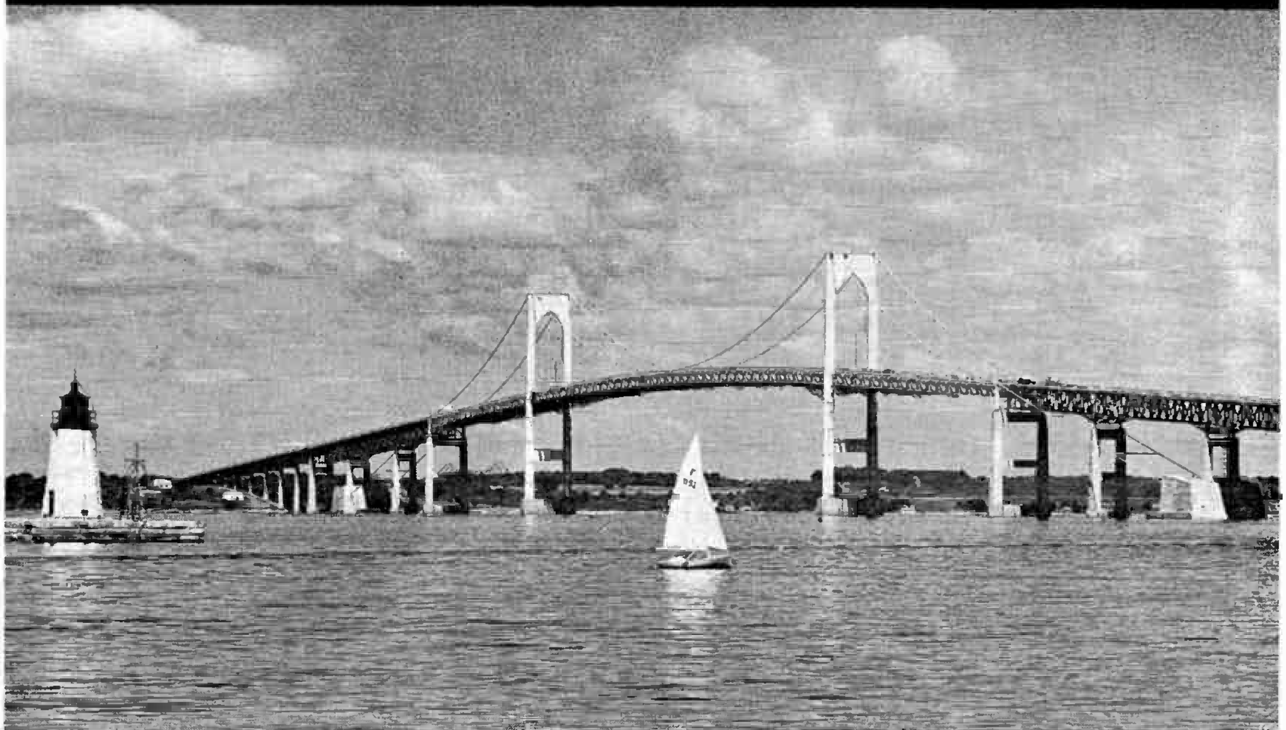
Feb. 16, 1970:Our 39th Year:50¢

Broadcasting

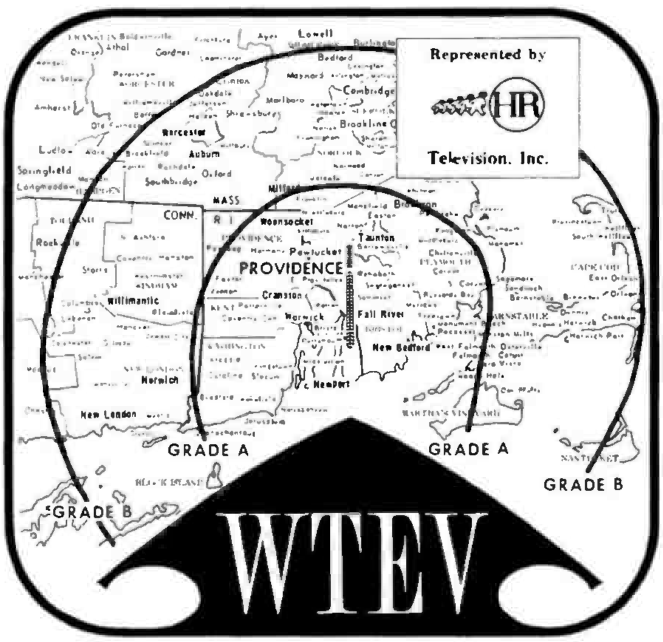
THE BUSINESSWEEKLY OF TELEVISION AND RADIO


Illustrated Instructions For
Changing M15 and M20 Teletype Gears

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



When you think of Providence, think of WTEV



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

UP 39% - 11:00 pm to 11:30 pm Sun, thru Sat.
UP 32% - 9:00 am to midnight Sun. thru Sat.
UP 34% - 7:00 am to 1:00 am Sun. thru Sat.

**Based on Nov. 1969 Nielsen estimates compared with Nov. 1968, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel 6 abc

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Voluntary referee

Broadcast Rating Council has decided to expand its activities beyond primary one of auditing rating firms. It has voted to offer its services as mediator in disputes between suppliers and users of ratings or among suppliers themselves. Likelihood that it would take on job of trying to "mediate" current uproar over American Research Bureau's November 1969 TV sweep reports (see page 24) seems highly problematical, however, though it plans as matter of routine procedure to audit ARB's new system and leaders feel that, if system contains systematic errors, audit will root them out.

BRC's decision to offer itself as mediator apparently pre-dated, or at least was taken without reference to, current hassle over ARB reports. What council had in mind was to help settle specific problems arising on market-by-market basis, as, for instance, questions dealing with measurement of audiences of TV satellite stations.

Takes a while

FCC's nine-year-old plugola rulemaking proceeding may bear fruit yet. After making passes at action several times in past year, commission is expected to take up rulemaking again soon. Under consideration will be proposed rule, or, as alternative, policy statement, banning practice of promoting private interests on air without revealing ties. In either case, commission would recite precedents it has established in dealing with plugola. Agency initiated rulemaking in 1961 in response to congressional concern over then current payola and plugola disclosures in broadcasting.

Candidates

Campaigning has begun for what shape up as lively races for seats on National Association of Broadcasters television board. In addition to four incumbents actively seeking re-election, at least five others have joined the telephoning-buttonholing-letter writing circuit seeking six seats to be filled at annual NAB convention April 5-9 in Chicago. NAB board chairman, Willard Walbridge, is retiring and ineligible for re-election having served two full terms. He will continue as chairman, however. Arch L. Madsen, KSL-TV, Salt Lake City also is retiring after two terms.

Seeking re-election are: Joseph E. Baudino, Westinghouse Broadcasting; Richard C. Block, Kaiser Broadcasting; Donald C. Campbell, WMAR-TV Baltimore; A. Louis Read, WDSU-TV New Orleans. Entering lists with active campaigns to date are: Leslie C. Arries, WBEN-TV Buffalo, N.Y.; George Comte, WTMJ-TV Milwaukee; Henry V. Greene Jr., RKO General; Dale Moore, KGVO-TV Missoula, Mont., and M. C. Watters, Scripps-Howard Broadcasting Co.

Local boosters

Retailer use of broadcast media will get extra impact this year in Los Angeles, Miami and Memphis as J. C. Penney's new experimental stores division, Treasure Island, doubles population covered by its outlets in single year. Half-dozen units are being built in Los Angeles with two each in other two markets. Treasure Island now has four units each in Atlanta and Milwaukee and one each in Madison and Appleton, both Wisconsin. New radio drive breaks in March. Treasure Island's June Thursh, with broadcast background, is newly elected "retail sales promotion woman of the year" (story page 85).

More protests

Civil-rights groups' protests aimed at blocking license renewals are picking up at FCC as Southern stations begin facing renewal deadlines. Two complaints—one from individual claiming to represent 15,000 black and white Mobile, Ala., residents, other from American Friends Service Committee—allege that WALA-TV and WKRG-TV, both Mobile, have been unfair and inadequate in their news coverage of black community. Two other complaints from individuals are aimed at all eight educational television stations in Alabama, claiming they suppress National Educational Television programs dealing with blacks.

Commission has also received wire from some 20 Atlanta groups asking that it defer renewals of all stations in city pending completion of negotiations on stations' programing and hiring practices. Last month, one of groups involved asked commission to defer Atlanta renewals until it investigated charge that stations discriminate against blacks in their employment and programing (BROADCASTING, Jan. 12). Georgia and Alabama renewals are due April 1.

Better times?

Investors who in recent years made broadcast-oriented stocks their favorites are looking for new indicators of recovery in securities that have been subnormal. Being watched particularly is Metromedia Inc., which led parade in gains few years ago and then took deep slide after large-scale expansion in news, entertainment programing and mail-marketing.

John Kluge, MM's chairman-president, says that despite "disappointing" year, (see page 76) company has sound position, with cash totalling $18 million against over-all debt of $11 million. Though net dropped from $9.2 million in 1968 to $2.1 million last year (from $1.75 to 38 cents per share), fourth-quarter earnings were up. Mr. Kluge says non-recurring items contributed to decline, particularly in production-syndication, direct-mail subsidiary and start-up costs for news service. After six years, resale of Wolper Company triggered decision to take write-off (mainly black-and-white film library) which totalled $2.7 million before taxes, and added about $1.3 million to cash reserve.

Swing man

Sarkes Tarzian Inc.'s WTTV(TV) Bloomington-Indianapolis is within one FCC vote — Chairman Dean Burch's — of going to hearing or getting license renewed in response to complaint of newpaper competing with Tarzian's *Bloomington Tribune*. Charge is that Tarzian was giving away time on WTTV and its affiliated WATI(AM) as bonus to those buying advertising space in *Tribune*. FCC staff reportedly had proposed stiff letter of admonition, but three commissioners felt renewal hearing was warranted.

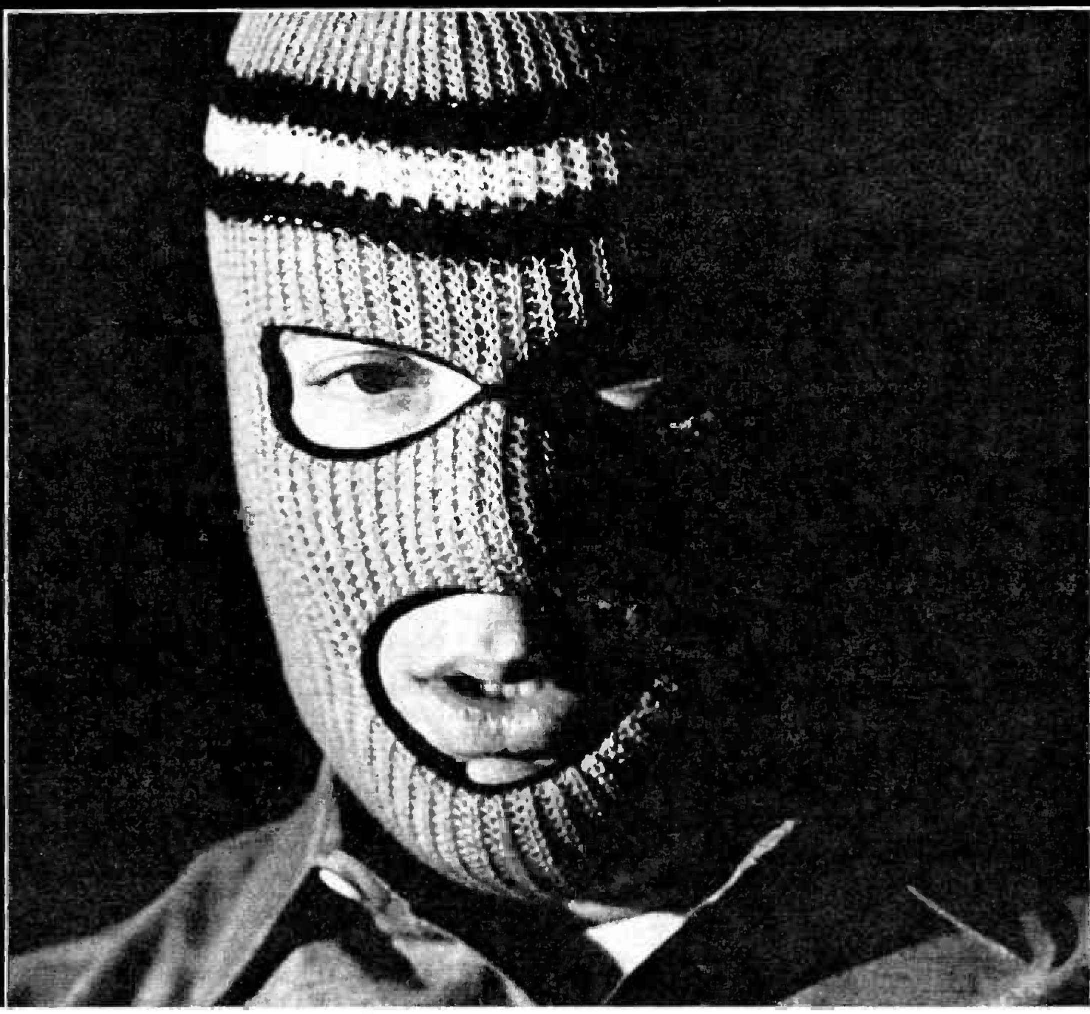
Voting last week for hearing were Commissioners Nicholas Johnson and H. Rex Lee, along with commission's newest member, Robert Wells, formerly official of Harris Group, which owns both newspapers and broadcast stations. With Commissioners Kenneth A. Cox, Robert E. Lee and Robert T. Bartley opposed to hearing, and Chairman Burch absent, commission deadlocked. Commission is expected to take up issue again this week.

Comeback

Actress Betty Grable, pin-up queen during World War II but never important personality on TV, may be star of regular weekly half-hour network situation comedy. Barnaby Productions Inc., owned by singer Andy Williams, is readying such project for possible network presentation in 1971-72 season. Pilot will be created by top-notch comedy writing team of Bill Persky and Sam Denoff (*That Girl*).

BROADCASTING, February 16, 1970: Vol. 78, No. 7
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036.

"Man, the bulls don't run this jail! The big cons call the shots. You're either on their side or in hell."



KMBC-TV, Metromedia Television in Kansas City, exposed this jail scandal in Jackson County, Missouri.

KMBC-TV's investigative reporter found prisoners who were willing to talk about jail conditions that included sexual assaults, beatings by other prisoners and the use of narcotics. The interviews were filmed with prisoners wearing ski masks to protect their identities.

The reports were then televised as a 16-part "Probe" series on KMBC-TV newscasts. Within the first month that these films were shown, four inmates were charged with sodomy (and later, tried and convicted). The Jackson County Grand Jury issued a statement that it found the conditions in the county jail "undesirable and unacceptable." U.S. Marshalls moved into the federal cell block and broke up the prisoner-operated "key cell" which had controlled the block. The county court, which is the administrative body for the county, offered to install closed-circuit television in the jail. The offer was accepted.

This particular instance of KMBC-TV's effectiveness in dealing with a local problem occurred over a six-month period during 1968. Since that time, all Metromedia Television stations across the country have incorporated the "Investigative Reporter" concept into their news operations... probing into conditions that should be brought to the attention of citizens in those communities. And it's another example of meaningful community involvement by Metromedia Television.

MM
METROMEDIA TELEVISION
THE VITAL NEW FORCE IN BROADCASTING

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

REPRESENTED BY METRO TV SALES

Letters from FCC to four stations reflect commission's policy on radio commercialization—18-minute standard borrowed from NAB radio code. FCC may also look at same situation on TV networks and stations. See . . .

Now official limits on commercials . . . 23

ARB continues to stick by its November 1969 ratings sweep showing widespread declines in TV audience. Latest complaints criticize ARB reports on ethnic-audience measurements and children's viewing levels. See . . .

Still a mystery of missing audiences . . . 24

President Nixon asks Congress to let him establish White House Office of Telecommunications Policy to act as advisor, coordinator of government's communications system and to assign government frequencies. See . . .

White House plans new policy office . . . 36

FCC is preparing CATV questionnaires on operations and ownership, financial status and programing origination, which would be submitted annually. CATV bureau meeting next month will hear comments. See . . .

CATV's now on FCC mailing list . . . 40

After two-year, unsuccessful attempt to gain permanent ownership of WFMT(FM) Chicago over protests of citizens group, WGN Continental FM Co. receives FCC approval to donate station to educational TV-association. See . . .

FCC affirms almost $1-million gift . . . 42

Cowles Communications, responding to competing applicant for its WESH-TV Daytona Beach-Orlando, Fla., denies station deserted Daytona Beach for larger Orlando market in news, public affairs programing. See . . .

Cowles fights back on WESH-TV renewal . . . 45

Taking hint from Justice Department, FCC orders license-renewal hearing for Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo., on issue involving concentration of control of mass media. See . . .

Hearing is due on Cheyenne TV renewal . . . 48

AT&T offers four alternative rate plans as basis for discussion in FCC proceeding on AT&T's proposed radio line rate increase. Networks and stations will discuss plans at next formal meeting with AT&T March 6. See . . .

AT&T states its options . . . 49

Advertising agencies move toward greater specialization—away from buyer-planners and all-media buyers and toward experts at one medium in a few markets who drive hard bargains with stations and their reps. See . . .

Tooling up for sharper buying in the 70's . . . 53

FCC Commissioner Nicholas Johnson accuses Nixon administration of press censorship and charges news media—both networks and press—of submitting to it to further their economic and political interests. See . . .

Johnson takes aim at Nixon cabinet . . . 61

Departments

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Broadcasting

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Of the nine stations we represent, *six* are in the top ten markets, *eight* are in the top fifteen, and *all* are among the market leaders.

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Twenty salesmen work *full-time* selling our *limited* and *elite* list.

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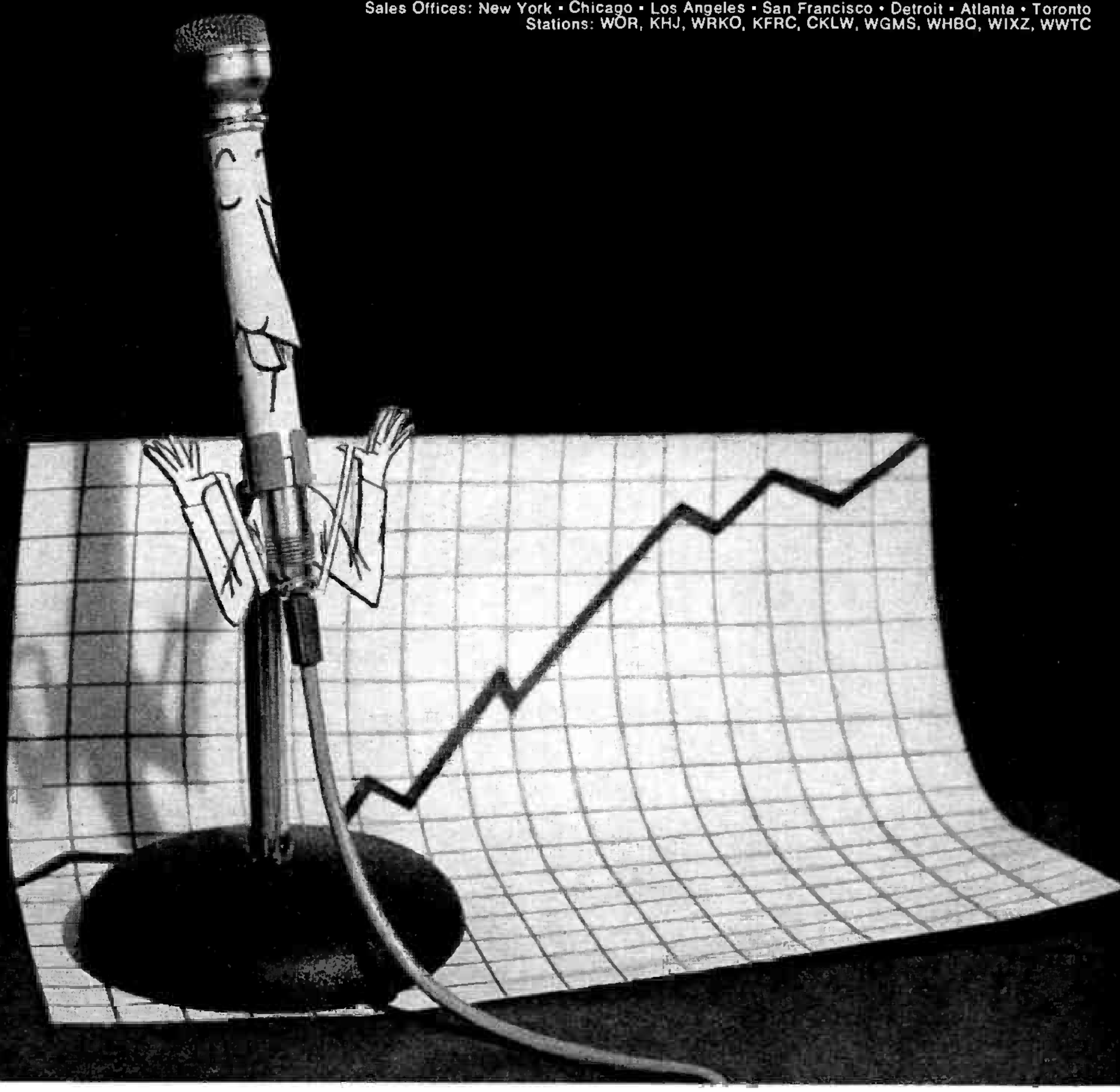

Capcities buys 9 Triangle outlets

$100-million deal forces sell-off of some properties

In one of highest-priced station purchases in broadcasting history, Capital Cities Broadcasting Corp., New York, agreed last Friday (Feb. 13) to buy cornerstone properties of Philadelphia-based Triangle Publications Inc. for reported $100 million in cash and notes. Stations are WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven-Hartford, Conn., and KFRE-AM-FM-TV Fresno, Calif. Also in sale is Triangle's program-syndication division.

Before submitting transactions for FCC approval, Capital Cities will have to sell off two of five VHF-TV stations it already owns to comply with FCC's multiple-ownership limits. Acquisition of KFRE-TV Fresno would give Capital Cities its first U. Similarly it will have to dispose of two AM's and one FM. Last week, in anticipation of Triangle deal, it cancelled pending contract to purchase WRCP-AM-FM Philadelphia from Rust Craft for $1.5 million.

Triangle is owned by Walter H. Annenberg, now U.S. ambassador to Great Britain, and family. Few months ago Mr. Annenburg sold his *Philadelphia Inquirer* and *Daily News* to Knight Newspapers for reported $55 million. He retains ownership of *TV Guide; Seventeen* Magazine; *Morning Telegraph; Daily Racing Form;* WFBG-AM-FM-TV Altoona, and WLYH-TV Lebanon, both Pennsylvania. Presumably remaining broadcast properties will be sold to other buyers.

Capital Cities, publicly traded on New York Stock Exchange (see stock index, page 74), owns WROW-AM-FM and WTEN(TV) Albany, N. Y.; WKBW-TV Buffalo, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM Providence, R. I.; WPAT-AM-FM Paterson, N.J.; WSAZ-AM-TV Huntington, W. Va.; KTRK-TV Houston; WJR-AM-FM Detroit, and KPOL-AM-FM Los Angeles. It also owns Fairchild Publications and Pontiac Press.

It was speculated that one V Capcities might consider selling is WTEN Albany. There is said to be some overlap in its signal and that of Triangle's WNHC-TV New Haven. Other V figuring in speculation is WTVD Durham, smallest TV market in Capcities' portfolio.

Boards of Capital Cities and Triangle approved transactions late Friday. Sources close to seller said deal was made suddenly. Mr. Annenberg was represented as having decided to dispose of properties he cannot personally supervise while serving in his post in London.

Capcities' president and chairman is Thomas S. Murphy. One prominent stockholder is Lowell Thomas, veteran commentator .Company's officers have strong Republican ties through such figures as Thomas E. Dewey, neighbor of Mr. Thomas.

WFIL-TV is on channel 6 and is affiliated with ABC-TV. WFIL(AM) operates on 560 kc with 5 kw full time; its sister WFIL-FM is on 102.1 mc using 27 kw horizontal and 25.5 kw vertical.

WNHC-TV operates on channel 8 and is also affiliated with ABC-TV. WNHC-(AM) operates on 1340 kc with 1 kw days and 250 w nights. WNHC-FM is on 99.1 mc with 10 kw.

KFRE-TV is on channel 30, and is affiliated with CBS-TV. KFRE(AM) is on 940 kc with 50 kw, and is also affiliated with CBS. KFRE-FM is on 93.7 mc with 68 kw.

FCC's life line

FCC is preparing to issue new schedule of fees that would bring in enough revenue to make agency self supporting. Collections are intended to total some $25 million a year. They are now running $4.5 million.

That word was given California Broadcasters Association at Palm Springs meeting last Friday (Feb. 13) by FCC Chairman Dean Burch. Though he gave no details, he said proposal could be voted out as rulemaking as early as this week. Commission worked on draft at its regular meeting last Wednesday.

For first time, principle of broadcast license fees would be established, with annual payments scaled according to station's rate card. Fees for station transfers would be based on sale price.

Chairman Burch, in far-ranging question-and-answer session before first midwinter meeting of CBA, also noted that proposals on one-to-a-customer station ownership and limits on network ownership to 50% of their prime-time programing would come before commission next month and could have far-reaching implications.

On controversy over subpoena of radio-TV and press material, Chairman Burch said Attorney General John Mitchell took "politic" step in backing away from issue. But over-all, he feels that subpoena question must be answered on case-by-case basis.

'Frito Bandito' yanked

Three TV networks were notified last Friday (Feb. 13) by Foote, Cone & Belding, New York, that "Frito Bandito" campaign for Fritos corn chips will be replaced with alternate campaign because of opposition by certain leaders of Mexican-American organizations. Groups claimed commercials were derogatory and at one time, considered seeking relief from FCC under fairness doctrine (BROADCASTING, Dec. 15, 1969). FC&B letter said decision to develop new campaign had been reached several months ago.

KNBC-TV fight over?

NBC and Voice of Los Angeles have reached agreement to end comparative proceeding in which Voice is seeking to replace NBC as licensee of Los Angeles channel 4 (KNBC[TV]) ("Closed Circuit," Feb. 2).

However, implementation of agreement hinges on commission approval of NBC reimbursing Voice $102,460—total of costs and expenses Voice says it incurred thus far in contest which has not yet reached hearing stage.

Competing applicants, in petitioning commission Friday (Feb. 13) for approval of agreement, said that Voice is seeking to withdraw because it feels that policy commission said last month it would follow in comparative cases involving renewal applicants had adversely affected its chances of success.

Statement asserted that, in comparative hearing in which renewal applicant is being challenged, commission would favor incumbent if its program service during preceding license period "has been substantially attuned to meeting the needs and interests of its area. . . ." (BROADCASTING, Jan. 19).

Voice's reasons for wishing to withdraw are critical, since commission, in policy statement, said it would permit reimbursement like that involved in NBC-Voice agreement only in "extraordinary circumstances." Voice, composed principally of Los Angeles-area business and professional men, based its hopes for success on several commission rulings culminating in landmark WHDH-TV Boston decision in January 1968, according to petition. Voice filed its application in February 1969 (BROADCASTING, Feb. 10, 1969).

Voice was said to have believed that two most important factors in hearing would be diversity of ownership of broadcast media and integration of

More "At Deadline" on page 10

ownership and management.

But in December, petition noted, commission indicated, in congressional testimony on Pastore bill (S-2004) (aimed at protecting broadcasters against challengers at renewal time) and in hearing order in Boston channel 7 case, that WHDH-TV decision would not be followed in other cases.

These comments, petition added, were "confirmed and expanded" in commission's Jan. 15 policy statement on comparative hearings involving renewal applicants.

That statement, petition added, explicitly noted that factors on which Voice planned to rely—integration and diversification of ownership—would be considered only if renewal applicant could not show its record had been one of substantial service to public.

Petition said Voice's principals reassessed their position and, after consultation with attorneys, decided chances of success had been "affected so adversely" that agreement to terminate hearing contest should be concluded. Counsel for NBC initiated talks leading to agreement, according to affidavit filed with petition. Petition said "fundamental change of circumstances in this case came about for reasons wholly beyond Voice's control."

However, agreement makes clear that it will be void if commission does not approve reimbursement.

Affidavits submitted with petition show that bulk of Voice's expenses—$99,549—was spent on legal fees. This was divided between Simon, Sheridan. Murphy, Thornton & Medvane, Voice's Los Angeles counsel, $53,609, and Welch & Morgan, Washington counsel. $45,940.

Annual look at Chicago media

Estimates of gross incomes in 1969 of Chicago TV-radio stations put WMAQ-TV in number one TV spot with $25 million and WGN(AM) at head of radio list with $8.9 million, according to *Chicago Today* marketing columnist. George Lazarus. His annual review Friday (Feb. 13) said WGN-TV is challenging WMAQ-TV with $24.5 million for year.

Other TV gross estimates in order: WBBM-TV, $20 to $21 million; WLS-TV, $17.5 million; WFLD-TV, $2.5 million. and WCIU-TV, $1 million. All were up except WBBM-TV which may have lost $2 million compared to 1968, Mr. Lazarus said.

After WGN, other AM radio estimates were: WLS, $4.75 to $5.25 million; WMAQ and WCFL, each $3.5 million; WBBM, $3.2 million; WIND, $3 million; WAIT, $2.4 million; WVON, $2 million; WJJD, $1.4 million, and WGRT, $1.35 million. Columnist claimed WIND "slipped badly" in 1969, off $1 million, while WBBM. WJJD and WVON "held their own" with 1968 performances.

Week's Headliners

Mr. Walbridge

Willard E. Walbridge, VP and general manager, KTRK-TV Houston, a Capital Cities Broadcasting station, named to new position of senior VP in charge of corporate affairs for Capital Cities. He will continue to be based in Houston, but his new assignment will involve activities in Washington and New York (see page 9). Mr. Walbridge, who is serving as joint board chairman of National Association of Broadcasters, organized and put KTRK-TV on air in 1954, and joined Capital Cities as VP and general manager of station when KTRK-TV was acquired by group owner in 1967

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

Another state regulates cable

CATV came under utility regulation in one more state when Vermont governor signed bill late Thursday (Feb. 12) placing cable TV under control of state Public Service Board. Bill requires CATV systems to pay fee to PSB to underwrite regulation on sliding scale beginning with $12.50 on gross revenues up to $10,000 annually.

Page to do satellite probe

ABC, CBS and NBC formally announced Friday (Feb. 13) their retention of Page Communications Engineers, Washington, to make cost and feasibility study of space-satellite and other possibilities for networking TV and radio programs (BROADCASTING, Feb. 2).

There were reports that networks hoped to settle on new system and have it working in three to five years, but in view of money involved—about $65 million per year since AT&T boosted networking charges by $20 million last fall—it was considered more likely they were shooting for working alternative to AT&T in less than three years. It was generally assumed hardware could be ready in less than three years and that any delays beyond that would stem from political and other nontechnical problems.

Possibilities to be studied by Page as "future replacements" for present networking system, "either wholly or in part," were described as including "a domestic-satellite system, terrestrial facilities owned by specialized common carriers and combinations of such facilities"—and also "systems owned and operated by the network organizations."

Network-feed, station-clearance and other data related to varying requirements of different networks will be used in study by Page, whose target date for submission of first part of report was put at July 1. Page also is expected to confer with Communications Satellite Corp., which has announced it will seek FCC authority to operate domestic satellite open to all comers, and with AT&T, whose network rate increase last fall speeded search for replacement.

In statement Friday, issued after they had conferred with Page executives in meeting held at NBC headquarters in New York, representatives of three networks referred to "accelerated search for alternatives to the existing system" and reaffirmed support of White House's "open skies" proposal for free competition in operation of domestic satellites (BROADCASTING, Jan. 26).

Officials of Corp. for Public Broadcasting, representing educational stations—which are generally expected to get free or low-fare ride on any network-operated interconnection system that may evolve—attended Friday meeting at commercial networks' invitation. CPB's requirements will also be part of study.

Announcement said Page was chosen after networks had seen presentations from number of major consulting firms. Page was said to have had wide experience in design, construction and operation of both terrestrial and satellite systems. and to have built more satellite earth terminals than any other organization in world.

WAPE gets $9,000 notice

FCC said Friday (Feb. 13) that it had found WAPE(AM) Jacksonville, Fla., apparently liable for $9,000 fine for violating federal law against broadcasting lottery information and for violating commission rules by failing to identify in log sponsors of certain paid announcements.

Commission said station broadcast spots for local dances, where those paying for admission would be eligible for drawing for automobile—violation of lottery law. WAPE employes allegedly paid for certain dance announcements. but were not so logged in station records.

Commission vote was 6-to-0 with Chairman Dean Burch not participating.

VOLUME 15

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Datebook®

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

■Indicates first or revised listing.

February

Feb. 17—Salute to Australian Television presented by *New York chapter of National Academy of Television Arts and Sciences.* Host will be Cyril Ritchard. Roosevelt hotel, New York.

Feb. 17—*Kinney National Service Inc.* annual shareholder meeting. Americana hotel, New York.

■Feb. 19—Luncheon meeting of *Chicago Advertising Club.* James L. Isham, president of Needham, Harper & Steers, will speak on the role of the agency account executive. Sheraton-Chicago hotel.

Feb. 20—Deadline for comments on *FCC's* proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

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—Annual stockholders meeting, *Doyle Dane Bernbach Inc.* Museum of Modern Art, New York.

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

■Feb. 25—ASCAP semi-annual West Coast membership meeting. Santa Monica room, Century Plaza hotel, Los Angeles.

Feb. 26—Annual dinner of *Radio-Television Correspondents Association.* Washington.

Feb. 27—Deadline for reply comments on *FCC's* proposed rulemaking relating to AM station assignment standards and relationship between AM-FM services. Previous deadline was Feb. 13.

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

Feb. 27—*Western States Advertising Agencies Association* annual "Man of the Year" award luncheon. David J. Mahoney, president and chief executive officer of Norton Simon Inc., Fullerton, Calif., award winner, guest of honor. Embassy Ballroom, Ambassador hotel, Los Angeles.

■ Feb. 27—First 1970 meeting of *National Committee for Instructional Television Fixed Service.* Jack Tar hotel, San Francisco.

March

March 1-3—National meeting of *Mutual Advertising Agency Network.* Hilton Inn, San Diego.

March 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 3—*Broadcast Pioneers Foundation* banquet honoring KLZ Denver as pioneer station. Pierre hotel, New York.

March 3—Deadline for reply comments on *FCC's* proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

March 4—Video-tape seminar with highlights from Reeves Production Services' "Production '70" workshop last October. Advance registration necessary, contact Dick Christian. Reeves Television Studios at Lincoln Square, 101 W. 67th St., New York.

■March 5—George Heinemann, vice president of children's programs, NBC-TV, lectures on TV in *The Christophers* series in the evening at the organization's center in New York.

■March 7-8—Convention of *National TV Translator Association.* Hotel Utah motor lodge, Salt Lake City. Registration forms should be mailed to Box 1, Butte, Mont. 59701.

March 8-10—Annual meeting of *Southern CATV Association.* Cocoa Beach, Fla.

March 9-11—Seminar for engineers on system design reliability and performance monitoring conducted by *National Cable Television Center.* J. Orvis Keller building, University Park, Pa.

■March 9-12—Spring conference, *Electronic Industries Association.* Secretary of Defense Melvin R. Laird will be speaker at annual awards dinner, March 11. Statler-Hilton hotel, Washington.

■March 10—*New York State Broadcasters Association* annual meeting and dinner, Thruway Hyatt House, Albany, N.Y.

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

March 19—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 15-21—First world conference of social communication for development sponsored by *Consejo Nacional de la Publicidad.* Meeting of representatives from advertising councils world-wide to consider application of advertising to international problems. Mexico City.

March 16—*International Radio and Television Society* 30th anniversary dinner and gold metal award. Waldorf-Astoria, New York.

March 18-20—The Contemporary World: 1970. conference sponsored by marketing & communications division of *Dick Clark Enterprises.* Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of Dick Clark Enterprises; Lou Rashmir, presi-

RAB regional sales clinics

Feb. 19—Sheraton Inn Airport, Oklahoma City.

Feb. 20—Netherland Hilton, Cincinnati.

March 23—Hotel Robert Myer, Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

March 26—Red Carpet Inn, Charlotte, N.C.

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

June 10—Sheraton hotel, Rochester, N. Y.

June 11—Sheraton-Boston, Boston.

South Carolina this year celebrates its Tri-Centennial

As one of the original thirteen colonies, South Carolina was a *pioneer* in the establishment of the Republic.

And South Carolina celebrates its Tri-Centennial year in 1970.

WSPA is proud of the contribution South Carolina made to the formation of the American government and the development of our nation.

WSPA is a *pioneer* also. It was the first radio station in South Carolina, broadcasting for the first time on February 17, 1930.

During these forty years, WSPA has worked constantly to make its full contribution to the development of the state of which it is so proud to be a part.

From WSPA developed WSPA-FM, South Carolina's first frequency modulation station and the sixth in the nation with stereo broadcasting. Next came WSPA-TV, the first station in South Carolina to broadcast in color.

In celebration of our fortieth anniversary, WSPA pledges anew our dedication to providing the finest in broadcast service to the people of Spartanburg, the Carolina piedmont area, and the great state of South Carolina.

wspa RADIO

Owned and Operated by:
The Spartan Radiocasting Company
(WSPA - AM - FM - TV)
Spartanburg, South Carolina
Walter J. Brown, President

Represented by
mcgavren-guild
pgw radio, inc.

dent of Market Compilation and Research Bureau and specialist in college market; Chuck Barris, game show packager and producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

March 21-28—Convention of *First Advertising Agency Network* to be held aboard cruise ship *Starward* bound for Jamaica.

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

March 23-26—Annual international convention and exhibition of *Institute of Electrical and Electronics Engineers.* New York Hilton hotel and New York coliseum.

March 25-26—Annual meeting of *Ohio Cable Television Association.* Donald Taverner, newly elected president of National Cable Television Association, will speak. Sheraton Columbus hotel, Columbus.

April

■April 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 3-5—National convention of *National Association of FM Broadcasters.* Theme is "New Dimension in a New Decade." Palmer House, Chicago.

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

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

■April 6—Ninth annual seminar of Mark Century Corp. features panel discussion on relationship of the broadcast community with the performance rights organizations. Conrad Hilton hotel, Chicago.

■April 6-8—Third communication satellite systems conference, sponsored by *American Institute of Aeronautics and Astronautics.* Sessions will cover, among other things, European projects, Canadian domestic system, U. S. domestic systems, digital communications, and advanced concepts and experiments. International hotel, Los Angeles.

April 7—Convention banquet celebrating broadcasting's 50th anniversary sponsored by *Broadcast Pioneers* in cooperation with NAB, Chicago.

■April 7—Annual membership meeting, *Association of Maximum Service Telecasters.* Waldorf room, Conrad Hilton hotel, Chicago.

April 9—Semi-annual meeting of national awards committee of *The National Academy of Television Arts and Sciences.* Beverly Wilkshire hotel, Beverly Hills, Calif.

April 10-11—Semi-annual meeting of Board of Trustees of *The National Academy of Television Arts and Sciences.* Beverly, Wilkshire hotel, Beverly Hills, Calif.

■April 11—Annual seminar for college women in fields of broadcasting, public relations and advertising sponsored by *American Women in Radio and Television.* American Association of University Women's national headquarters. Washington.

■April 11—Annual awards meeting and banquet, *Georgia AP Broadcasters Association.* Atlanta Marriott.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan.* Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 12 — *Alpha Epsilon Rho* banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 13—*Florida Association of Broadcasters* and U. of Florida school of journalism sponsor annual broadcast day. U. of Florida, Gainesville.

April 13-17— Spring conference of *Catholic Broadcasters Association*. Jung hotel, New Orleans.

April 15—Annual Congressional-gold-medal presentation-reception sponsored by *Pennsylvania Association of Broadcasters*. Mayflower hotel, Washington.

April 15-17—Meeting, *Texas and Mid-America Cable Television Association*. Marriott hotel, Dallas.

April 16-18—*International Radio and Television Society* college/faculty conference. Hotel Commodore, New York.

Apr. 18—Annual awards meeting and luncheon, *Alabama AP Broadcasters Association*. Governor's House motel, Montgomery.

April 20 — Annual stockholders meeting, *Wometco Enterprises Inc.* Byron Theater, Miami Beach.

■April 21—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Grand Ballroom, Hotel Pierre, New York.

April 16-25—Twenty-first cine-meeting, *International Film, TV-Film and Documentary (MIFED)*. MIFED is international center where feature, TV and documentary films are traded on worldwide scale. Address information and bookings queries to MIFED-Largo Domodessola 1. 20145 Milan, Italy.

April 23-26—Annual national convention of *American Women in Radio and Television Inc.* Royal Garden hotel, London. Dr. Frank Stanton, president of CBS, will speak at international banquet on April 25.

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

April 25—Meeting of *UPI Broadcasters of Indiana Association*. Otter Creek golf club, Columbus, Ind.

■April 28—First national conference on citizens rights in broadcasting. New York Hilton hotel.

April 29-May 1—*State Presidents Conference*. Statler Hilton hotel, Washington.

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

May

May 4—Hearing on renewal and competing applications for WFAN-TV and WOOK(AM), both Washington. FCC, Washington.

May 5-7—Spring meeting of *Pennsylvania Community Antenna Television Association*. Host Farms, Lancaster.

May 7-9—Convention of *Kansas Association of Radio Broadcasters*. Ramada Inn, Topeka. Speakers will include FCC Commissioner Robert Wells.

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

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

May 11-16—International instrument, electronics and automation exhibition, London, England.

May 14—*International Radio and Television Society* annual meeting and luncheon. Waldorf-Astoria, New York.

May 14-16—Annual *Oregon Association of Broadcasters* conference. Sunriver lodge, Bend.

May 16—Annual awards banquet of *Alpha Epsilon Rho* (Alpha Tau chapter). Washington State University, Pullman.

May 20-21—*Illinois Broadcasters Association*, convention. Sheraton-Rock Island hotel, Rock Island, Ill.

May 21-23—International idea bank convention sponsored by WCAW Charleston, W. Va. Daniel Boone hotel, Charleston.

■ Indicates first or revised listing.

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*Reg. U.S. Patent Office.

People Power!

3
KCRA-TV

Television Budgets Reach More in Sacramento-Stockton

This is the nation's 24th TV market — California's 3rd largest! KCRA-TV made it that way.

Our average audience has led all Sacramento-Stockton stations in every rating report published since airdate, 1955.

We give you more for your money.
Isn't that what it's all about?

"ADI" TELEVISION MARKETS

		TV Homes
1.	Los Angeles	3,315,300
2.	San Francisco	1,440,000
3.	**Sacramento / Stockton**	**532,400**
4.	San Diego	394,600
5.	Fresno	244,700
6.	Salinas-Monterey	145,700
7.	Chico-Redding	91,100
8.	Bakersfield	86,500
9.	Santa Barbara	81,500
10.	Eureka	42,100

Source: American Research Bureau's TV Household Estimates 1969-1970

MondayMemo from George J. Simko, Benton & Bowles, New York

The problem of surviving in the paperwork jungle

Several months ago the Television Bureau of Advertising organized a meeting of station representatives, station management, agency people and others to discuss the problems of complexity and paperwork in spot television. The simple fact that such a meeting was necessary underscores the degree to which these problems affect the entire advertising community.

At the time I said that the basic operating methods of our business hadn't changed very much over the years up to the point where we ordered a schedule and the station confirmed it. But it is my belief that what happens between the point that a schedule is ordered and when we finally reconcile stations' bills is what creates problems of complexity and paperwork for us all.

As a result, I agreed to do an analysis of billing discrepancies as a means of identifying problem areas.

I started by taking one brand for a single month. This was a big spot spender to the tune of $2.5 to $3 million annually, but a continuous user of spot with little inherent complexity—a situation where our problems should be at a minimum.

In one month this brand spent $220,000 on 132 stations across the country. When we analyzed the bills we found that our records disagreed with 27% of the stations which in turn controlled 32% of the billing—and let me emphasize that this is one of the least complex brands in our agency.

Further analysis disclosed that we were in error in about one-third of the cases—principally due to inaccurate computer input. But the medium was at fault in two-thirds of the cases. A verv revealing figure was the fact that 46% of all discrepancies, almost half, were caused by the station and/or rep failing to notify us of pre-emptions, makegoods or rate changes.

Now what are some of the consequences of this problem?

- First, $73,000 in billing had to be held over varying periods of time until these issues were resolved. The stations had to wait longer to get paid.
- Second, it took us four to five full man-days to resolve these discrepancies —a great waste of time for the agency.
- Finally, where we contracted for $220,000 worth of activity, we only paid for less than $200,000. Fully 10% of the medium's potential revenue never reached the stations.

To my way of thinking, we've got to attack these problems from two directions.

- We can see to it that schedules run as ordered, that pre-emptions and changes are kept to a minimum. I realize we live in an age of innovative cards, grid cards and pre-emptible rate cards of all kinds which in themselves create schedule changes almost as the basis of the buy. But, even fixed position advertisers aren't absolutely certain that their spots will be run as ordered, and this situation is patently ridiculous.
- We've got to develop better methods of communication when changes do take place. Our communications must be faster, more immediate and more efficient. We know of at least one rep who, outside of orders and cancellations, communicates with his stations only by mail. This has to be an archaic method of doing business. I have to believe that one of the basically simplest yet most important pieces of paper we have in this business is the station representatives' order confirmation. Yet, in some cases we have had to wait over six weeks to get simple written confirmations.

From the agency's viewpoint, we have taken several steps toward solutions of these problems. At Benton & Bowles, we have been deeply involved in computer applications in spot television. We have developed an on-line computer system utilizing desk consoles as an input device. This system has been built for the specific purpose of enabling us to handle more efficiently spot TV's complexities. We call it the Console Spot Buying System, or CSBS, and in its first phase we have been attacking the housekeeping function of billing and accounting with great success.

In its next phases, which are currently in development, we will expand our use of the computer primarily to enable buyers to be better equipped and to give them more time to make buying decisions. Thus, we have completed the accounting phase and we are now moving to the direct media application of computer usage.

With the help of these machines, we believe we are building to the most complete, the most highly mechanized and widest reaching system for handling much of the intricacy and complexity connected with the spot process.

This is a major step forward for us. Other agencies are developing similar computer methods. But in the final analysis the heaviest burden falls on the television medium itself to attack these problems. We are aware of and involved in solving them. We need the same kind of awareness and involvement from the medium itself.

It seems to me that we all spend a great deal of time seeking to increase gross sales as a means to increase profits. But there are times—like right now —that we can direct our efforts in producing higher profit ratios on existing sales.

If we make spot television less complex and easier to cope with as a medium, we will make spot more profitable to stations and to agencies and advertisers.

George J. Simko became vice president and manager of the media department at Benton & Bowles, New York, in the spring of 1968, eight years after having joined the agency as an "all media buyer" on the Post Cereals account. Previously he was with Kenyon & Eckhardt in New York. At B&B, his posts included assistant media director on General Foods, associate media director on Philip Morris, Texaco, Mutual of New York and Hublein and later vice president and group head on all General Foods products.

**Talk more causes.
Cause more talk.**

That's how we stay number one in St. Louis in public service programming.

KSD-TV programs more public service specials of significance than any other St. Louis station. During the past six years, five of our specials were nominated for Emmy Awards, more than any other station in the nation!

Features that start people thinking and talking are more of those provocative extras that help keep us first.

If you want more opportunities to influence more thoughtful people, buy KSD-TV.

KSD TV 5

First in St. Louis

REPRESENTED BY BLAIR TELEVISION

THE BROADCASTING SERVICE OF THE PULITZER PUBLISHING COMPANY
KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.

KENTUCKIANA WANTS TO HELP ITS KIDS AND WHAS-TV LEADS THE WAY

Since 1954, the way to help mentally and physically handicapped youngsters in Kentucky and Southern Indiana has been WHAS-TV's annual "Crusade for Children."

The men and women of WHAS-TV believe in big shows. The last "Crusade for Children" telecast lasted more than 20 continuous hours and involved the talents of thousands of volunteers. For example, Kentuckiana's volunteer firemen with their big boots. More than 1200 of them used those boots to collect contributions.

The people of Kentucky and Indiana have responded in a big way. In 16 years nearly 5 million dollars has been donated by individuals, churches, civic and social clubs, youth groups, industries and employee organizations.

hrp

HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC

You can own this house for 10¢.

Reach for a dime. Drop it in the slot. Dial. And this stone castle is all yours.

When you dial our number you'll hear the proof that we have a lot of different ears perched on our spots on the radio dial. Young ears. Old ears. Sport ears. Bach to Bacharach ears. Interview ears. You-name-it ears. All types of listeners in that house up there. Yours for a dime.

Learn about the smorgasbord of programs our four radio stations offer.

In fact, one thin dime could also deliver a pretty white frame cottage with a rose garden or that staid Cape Cod down the street. So why don't you lay down your *Broadcasting* magazine (you can come back to it later) and call JACK MASLA, 212-752-6450 right now.

Minute by minute, we're hitting them where they live.

WKJG-AM, FM, Fort Wayne; WTRC-AM, WFIM-FM, Elkhart;
Communicana Group Radio Stations
John F. Dille, Jr., President

THE COMMUNICANA GROUP · INDIANA COMMUNICATORS

Feb.16,1970:Vol.78,No.7

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Now official limits on commercials

FCC adopts broadcasters' own code for radio, may look at ad volume on TV networks, stations

It took the FCC six years and a change in membership. But it has picked up the pieces of a rulemaking proceeding it had dropped under congressional pressure, and has established what appears to be firm limits on radio commercialization.

In essence it holds that radio stations proposing to carry more than 18 minutes of commercial messages per hour in more than 10% of their broadcast time on a weekly basis face license-renewal hearings—unless they can provide extraordinary justification for their commercial volume.

The FCC's position is not in the form of an explicit statement. Rather, it is reflected in four staff-written letters that the commission approved last week by overwhelming votes ("Closed Circuit," Feb. 9).

Furthermore, the letters and the policy they establish do not represent the limit of the commission's interest in the commercialization issue. The members are considering inviting representatives of the television networks to meet with them informally on Westinghouse Broadcasting Co.'s complaints about CBS and NBC plans to pay for higher interconnection costs by reducing network compensation to affiliates while increasing their affiliates' commercial time.

Though the inquiry into television commercialization is yet to jell, the radio policy is clearly laid out in the four letters.

An AM-FM combination, WCPS-AM-FM Tarboro, N.C., whose license-renewal has been pending since Dec. 1, was given "a final opportunity" to file "additional information" regarding its commercial practices. The stations carried more than 18 minutes per hour of commercial time in more than 10% of their hours weekly, and propose a similar policy for the new license period. The commission said it cannot now find that a renewal grant would be in the public interest.

WAML(AM) Laurel, Miss., whose license expires June 1 and whose commercial practices and proposed policy resemble WCPS-AM-FM's, was given advance warning to revise that policy or provide additional justification for it. Without one or the other, a hearing may be necessary, the commission said.

The remaining stations, WXCL(AM) Peoria, Ill., and KARR(AM) Great Falls, Mont., had proposed policies exceeding the new standard. But the commission noted that WXCL has already revised downward its commercial policy and is conforming with it. And KARR's actual operations, it said, "fall within permissible limitations consistent with the public interest."

Commission officials said the four cases will serve as models to be followed by the staff in examining the commercial practices and policies of AM and FM renewal applicants.

The 18-minute standard was borrowed from the National Association of Broadcasters radio code, to which about half of the stations in the country subscribe.

The commission, which over the years has been bitterly divided on the commercialization issue, revealed considerable unanimity on it last week. Only one dissent was registered—by Commissioner Robert T. Bartley—to the letter to WCPS-AM-FM. Chairman Dean Burch was absent when the votes were taken, but it is understood he would have sided with the majority.

The adoption of the policy marks the culmination of an arduous effort to find a new approach to the imposition of commercial restrictions. In January 1964 the commission abandoned a proposal to adopt as a commission rule the NAB commercial codes (BROADCASTING, Jan. 20, 1964). A few weeks earlier the House Commerce Committee, in response to broadcasters' pleas, had approved legislation barring the commission from adopting such a rule. A month after the FCC withdrew the rulemaking, the bill to prevent it sailed through the House, but it was never acted on in the Senate. Nevertheless, by that time, further congressional action was academic.

The commission, under the chairmanship of E. William Henry, attempted a case-by-case approach. A number of stations were asked to justify commercial practices that the commission felt were excessive, and some were given one-year renewals for carrying more commercials than they had proposed in renewal forms.

Finally, in an effort to end the constant bickering over the commercialization issue at every license-renewal period, the commission three years ago announced a policy that has now become the springboard for the action taken last week.

It established as commercial stand-

Next: no advertising in children's shows?

A proposal by Action for Children's Television (ACT) that the FCC exclude advertising from children's television programing (BROADCASTING, Feb. 9) was given special recognition by the commission last week.

The agency devoted a public notice to the announcement that it had accepted the proposal as a petition for rulemaking and that interested parties have 30 days to comment on it. Normally, the commission announces rulemaking petitions in batches.

The proposal calls for rules to bar sponsorship of, and commercials from, children's programing and to prohibit performers on such programing from using or mentioning products, services or stores by name. It would also require stations to devote at least 14 hours weekly to children's programing as part of their public-service requirement.

ards 18 minutes per hour radio and 16 for TV, and said stations proposing to exceed them were to be required to file reports half way through their new license period. The reports were to detail the stations' commercial practices and justify them (BROADCASTING, March 6, 1967). (TV stations rarely exceed the 16-minute standard.)

The four commission letters approved last week were based on an evaluation of the stations' 18-month reports.

While proceeding to button down the new policy on radio, commission officials appeared last week to be uncertain about what to do, if anything, with the Westinghouse protests against the CBS-TV and NBC-TV compensation plans.

Though the network adjustments involve increases in commercial positions, they seem to fall within the standards of the NAB's television code, which puts limits of 10 commercial minutes per hour in prime time and 16 minutes per hour in other periods. Still, there have been complaints about the appearance of overcommercialization.

Westinghouse Broadcasting's president, Donald McGannon, has kept the issue alive in visits with commissioners and a letter to the agency. He maintains that the compensation plans impose unfairly on the public and jeopardize television's well-being as a marketing medium (BROADCASTING, Jan. 26).

Drafts of letters inviting network representatives reportedly touch on points Mr. McGannon has raised: Is the increase in commercial time excessive? Shouldn't the networks absorb the full cost of the increased interconnection charge as part of the cost of networking? It is understood th... raise a question as to wh... any collusion between CBS a... devising their similar plan

ABC is not involved ... pute with other networ... agreed to absorb the in... FCC would like the netw...

The proposed meeting ... works would not necessari... commission interest in the com... ization issue. The staff repor... drafting a notice of inquiry on ... fect of television commercials—r... and station—on the public intere... notice would deal with such mat... commercial length and number ... with over-all programing interru... However, it was not certain last ... whether the proposed notice ... reach the commission level.

Still a mystery of missing audiences

Did computer go wrong? People really tuning out TV? Speculation rife as ARB sticks by machine and method

The furor over the showing of widespread declines in TV audience in the American Research Bureau's market reports from its November 1969 ratings sweep raged on last week, with some broadcast sources hinting they may seek government intervention.

ARB officials continued to stand their ground, however, reiterating confidence in the reports' accuracy despite repeated challenges by broadcast researchers and questions raised by agency sources (BROADCASTING, Feb. 9).

In addition to alleging a depreciation of viewing levels, the range of criticisms last week encompassed sample size, late delivery of the reports and their "unwieldy and unusable formats"—as it did the week before—and was expanded to include criticisms of ARB's ethnic-audience measurements and its reports on viewing levels among children.

Some broadcasters said that they would solicit a Federal Trade Commission investigation of what they regarded as inconsistency in the reports' findings and unbelievable declines in viewing in many markets in last November's sweep as compared with the one a year earlier. Other sources who have followed such disputes in the past said, however, that this is a thre... often made than carried out.

One extensive analysis of t... reports for the top-50 mark... Avco Radio Television Sales, ... declines in homes using tel... (HUT) levels in "most" mark... occurring "most dramatically i... and late fringe time" and amo... dren in particular.

Results of the Avco Sales ... brought from H. Peter Lasker ... dent, an assertion that he would ... mend that Avco-represented ... not pay the full amounts of ... ARB bills—not because HUT ... were down but because the sa... used by ARB were off. Bigger samp... are the stock reason research firm... give for increasing rates, he said, ... that smaller samples should ... matically be worth less.

The Avco analysis found the ... total-homes samples on which the ... ports were based were smaller th... year earlier in 35 of the top-50 mar... while the in-tab samples for total ... dren were down in 46 of the 50—... extreme cases by 75% (Albany-Schenectady-Troy, N. Y.), 61% (Hartford-New Haven, Conn.) and 59% (San Diego), and in 21 other markets by percentages ranging from 15 to 34 ...

For the top-50 markets, Avc... ported, total homes in-tab were ... 6%, while in-tab samples for chil... aged 2 through 11) were down 1...

The findings of the Avco ana... conducted under the direction of D... L. Sass, vice president and dir... of research, and Janet Ba..., asso...

...ave yet to ... int among ... complaints, ... ARB head- ... even though ... 80%-85% of ... presumably ... - no matter ... them—be- ... ing TV- ... ribe to ... ed our ... ouldn't ... of the ... dably ... es in ... ources ... whether ... B prob- ... end in ... , Dr. ... f Leo ... last ... more ... reports ... e 1968 ... e been ... y have ... as well ... erested ... mpar- ... f 1967 ... d that ... n line ... it, was ... mputer ... s takes ... and ... one ... lt that ... sys- ... na- ... not ... ould ... The ... lded, ... me- ... with ... us ... hat ... 20. ... said ... hile ... kes ... time ... t in

Nielsen nationals put TV viewing at new high

A. C. Nielsen's national measurements show more TV households watching television than ever.

NBC researchers said last week that the Nielsen Television Index shows viewing in January up nearly 2.3-million households from the same month a year ago. Viewing in the average home over the same span of time has increased 23 minutes per day to a current average of almost seven hours per day.

It was noted that during the average minute in prime time last month more than 38 million homes watched television. This figure represented almost two thirds—65% of all TV homes.

As compiled from NTI by the special-projects section of NBC research, over the past 10 years homes using TV (HUT) went from 61% to 65% with the number of homes viewing TV correspondingly up from 27,610,000 to 38,030,000 and daily viewing of the average home over a 24-hour period up from six hours to 6.97 hours.

The record of the full 10 years, with figures of homes using TV based on January of each year, follows:

Year	Prime-Time Averages HUT (%)	Prime-Time Averages HUT (000)	24-Hour Base Avg. Viewing Hours Per Home Per Day
1970	65.0	38,030	6.97
1969	62.7	35,740	6.59
1968	62.8	35,170	6.75
1967	61.0	33,490	6.35
1966	61.1	32,870	6.25
1965	63.5	33,400	6.35
1964	62.8	32,220	6.16
1963	62.6	31,170	6.23
1962	60.7	28,470	5.95
1961	61.0	27,610	6.00

Source: NTI.

ɪnd Nielsen disagree

ᑋelow shows how each of the top-50 television ɫ in key day-parts in the November 1969 TV ː of the American Research Bureau and the · ɪ Index, as compiled by Harrington, Righter ROADCASTING, Feb. 9). The percentage figures ɩ or loss in homes using television (HUT) in 1969 as compared with the November 1968 ːor the same service: For instance, in the first set of vertical columns, for 9 a.m. to noon, ARB shows New York's HUT level in November 1969 as 9% below its HUT level in the ARB report for November 1968, while NSI shows it up 19.6% from the NSI November 1968 report. Both ARB and NSI figures relate to gains and losses in total homes viewing as reported by the respective services. The table was adapted from more detailed compilations, which included the ARB and NSI homes-viewing figures from which the percentage changes were derived, as prepared by Harrington, Righter & Parsons.

	9 a.m.–Noon		12–5 p.m. or 12–4 p.m.*		5–7:30 p.m. or 4–6:30 p.m.*		Prime Time		11–11:30 p.m. or 10–10:30 p.m.		11:30 p.m.–1 a.m. or 10:30 p.m.–Midnight		9 a.m.–Midnight	
	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen	% Change ARB	% Change Nielsen
'ork	− 9	+19.6	− 6	+ 4.1	− 4	+ 5	—	+ 4	+ 2	+ 2	+ 4	+ 3	− 2	+ 5
ıgeles	− 4.4	− 5.5	+ 1	+ 2.1	− 2.2	− 1	+ 1	+ 3	+ 8	+ 3	+ 2	+ 9	+ 1	+ 2
ʒo	− 6.2	+11.3	− 1	+ 3	− 2	+ 7	− 4	+ 7	− 7	+ 4	−12	+ 5	− 4	+ 6
'elphia	−25	−29.7	−16	−17	−14	−11	− 5	− 7	−15	−12	−24	− 8	−10	−10
	−12.4	− 4	−17	− 5	− 8	+ 3	− 5	+ 3	−14	+ 4	−19	+13	−11	—
·isco	−12.6	− 8.1	− 9	+ 3	− 2	—	− 5	− 2	−17	− 3	−11	− 4	− 7	− 2
	− 9.3	− 9.4	− 1	−10	+ 1	+ 2	− 2	− 1	−14	− 9	−17	−23	− 1	− 3
	− 5	− 3.2	−10	− 4	−16	+ 3	− 6	− 1	− 9	− 6	−12	− 9	− 6	− 1
ͺgton	− 8.2	+17.6	− 6	+ 1	− 4	+ 4	+ 3	+ 9	−10	+ 2	+ 5	+12	—	+ 8
ırgh	−13.8	− 1.1	−16	− 4	−17	− 2	− 6	+ 4	−14	+ 2	−23	− 2	−10	—
ıis	− 1.4	+ .6	+ 4	+ 2	− 5	+ 5	− 7	+ 1	−11	+ 2	−13	+ 2	− 5	+ 2
-Ft. Worth	− .7	+ 7	+ 1	+13	− 4	+12	− 3	+ 9	− 6	+ 3	− 7	− 1	− 3	+10
ɔlis-St. Paul	−15.3	− 1.8	−13	− 3	− 9	+ 5	− 1	+ 5	− 9	+ 2	−16	+ 2	− 6	+ 2
-Tacoma	−27.4	− 9.4	−11	− 2	− 5	+ 3	− 1	− 1	+ 1	− 5	−11	− 4	− 5	− 2
ton	+12.6	+ 6.1	− 9	+ 7	− 6	+11	− 8	+ 3	− 6	+ 1	− 8	−14	− 9	+ 3
nore	− 7.6	+ 1.9	−18	−13	− 9	− 2	− 2	+ 4	− 6	− 6	− 6	− 7	− 5	− 2
ta	− .2	—	−11	− 3	− 6	+ 5	− 6	+ 5	− 7	+ 3	+11	−16	− 6	+ 1
·polis	+ 5.2	+14.4	− 1	+10	− 5	− 2	+ 1	+ 1	—	+ 5	− 8	—	+ 1	+ 3
	+ 3	− 7	+ 7	− 4	+ 2	+ 4	+ 6	+ 2	− 3	+ 2	−14	−11	+ 4	—
ati	−17	−21.6	−17	− 8	− 8	− 9	− 1	− 4	− 7	− 6	−21	+ 8	− 6	− 7
City, Mo.	−15.8	− 3.2	− 9	+ 3	−16	− 7	− 3	− 1	−15	− 4	−21	− 7	− 8	− 3
ı, Conn.	−15.8	− 4.6	—	− 5	− 2	+ 7	− 1	+10	−13	+ 5	− 6	—	− 2	+ 5
N.Y.†	+ 3	− 6	−14	− 3	−18	—	−15	+ 5	−21	+ 3	−27	− 4	−12	+ 3
ee	−11	−10.7	− 6	− 1	−14	−12	− 2	+ 2	− 8	+ 5	− 8	—	− 6	− 2
ento, Calif.	+ .4	− 4.7	+ 3	− 2	+ 2	− 3	− 2	—	−16	−11	−13	− 8	—	− 5
is	+ 9.7	−12.7	+ 4	− 3	− 3	− 3	+ 1	—	+ 5	+ 2	+ 4	− 5	+ 3	− 1
ıd, Ore.	−19	− 5	−12	− 3	+ 1	+ 2	+ 3	− 4	− 9	−11	−20	−20	− 2	− 3
-St. Petersburg, Fla.	+ 9	+ 1.3	− 7	− 3	−12	+ 1	− 3	+10	−20	+14	−25	+24	− 4	+ 5
lle	−20	− 3.1	—	+ 6	− 5	− 1	− 1	+ 1	− 7	+ 8	−13	− 2	− 5	+ 3
ence, R.I.	+ .9	+ 3.4	−14	− 4	−17	—	− 8	+11	−13	− 1	−39	+ 2	− 9	+ 6
ous, Ohio	−17.1	+ 1.2	−14	+ 1	−14	− 5	− 6	—	−26	− 8	−27	+ 1	− 9	+ 1
r	−15	+ 5	− 7	− 3	− 5	− 2	− 5	− 3	—	+ 8	+15	− 8	− 6	− 1
ton-Huntington,	+10	− 3.8	+ 6	− 7	− 3	− 9	+ 5	− 7	−11	−18	−19	−31	+ 5	− 8
ham, Ala.	−13	− 9	+ 4	− 7	− 8	−15	− 7	− 9	−13	−20	−12	−15	− 6	− 9
ans	− 8	+ 3	− 6	+ 7	− 7	+ 4	− 9	+ 3	−18	+ 2	−27	− 7	−11	+ 4
apids-Kalamazoo,	−10.1	—	− 5	−16	− 7	+ 2	− 5	+ 1	−18	−16	−34	−27	− 6	− 2
ille, Ky.	+11.6	+ 5	+ 7	− 2	+ 7	− 2	+ 6	—	− 7	− 9	—	+ 2	+ 9	+ 2
Schenectady- ı.Y.	−22.7	+ 5	−16	−10	− 4	+ 3	− 7	+ 1	−11	+ 3	−21	−11	−10	− 1
tte, N.C.	−20	−10	+ 5	− 3	—	− 8	+ 1	− 5	−14	−10	+ 5	− 3	+ 2	− 3
ville-Spartanburg, -Asheville, N.C.	−16	− 4	—	− 9	− 9	− 7	+ 2	+ 2	− 3	− 6	− 1	− 4	− 1	− 2
noma City	−14	+ 8	+ 3	+ 9	+ 1	+ 5	− 3	+ 5	−15	− 4	−20	−13	− 4	+ 4
Diego	− 3.7	−23	− 3	−17	− 6	− 2	− 1	− 7	−10	−11	−11	− 7	− 2	− 7
yton, Ohio	+ 5.3	—	+ 3	+ 1	+ 4	+ 2	+ 2	+ 8	−16	− 6	−10	+ 5	+ 6	+ 4
acuse, N.Y.	−23	+ 7	−20	− 5	−12	+ 6	− 5	+ 3	−17	−10	−29	−20	−12	+ 2
rfolk, Va.	−20	− 7	− 1	+ 1	− 9	− 3	− 5	− 2	−27	− 7	−46	—	− 7	− 3
sburg-Lancaster-anc n-York, Pa.	+11	− 5	−13	−19	− 6	−11	+ 3	− 8	−17	− 7	−35	−15	− 2	− 7
a-Hutchinson, Kan.‡	− 7	− 5	+ 4	− 6	− 2	− 7	+ 7	+ 4	+ 2	—	− 7	− 3	+ 3	—
ntonio, Tex.	− 2	+13	− 1	+ 8	+ 3	+13	+ 1	+11	− 8	+10	+ 3	+12	+ 2	+14
enix	+11	− 9	+26	− 7	+ 2	− 1	+10	− 3	+15	+ 4	− 8	−13	+ 9	− 4
ensboro-Winston Salem-gh Point, N.C.	—	+20	− 4	+ 4	+ 1	+ 9	+ 7	+ 3	− 2	− 6	+11	−11	+ 2	− 7
tal top 50	− 8	—	− 6	− 2	− 6	+ 1	− 2	+ 2	− 8	− 1	−11	− 3	− 4	—

imes depend on time zones involved. Top line denotes Eastern and Pacific zones and bottom line denotes Central and Mountain zones.
ncludes Canadian viewers.
Vith satellite stations.

ːctor, indicated that ARB's metro JT levels 9 a.m. to midnight for 37 the top-50 markets were below their ˜8 levels while four were above and held even.

he range of losses extended from in several markets to 12% in ɩnta, 14% in Birmingham, 15% in enville-Spartanburg (S. C.)-Asheː (N. C.) and 16% in Syracuse, Y. The four gainers were Louisville, Ky., and Charlotte, N. C., up 3% each; Miami, up 6%, and Memphis, up 9%.

By contrast, children (aged 2-11) viewing in the 5-7:30 p.m. EST early-fringe period declined in 44 markets, increased in five and remained unchanged from 1968 in one. The declines ranged from a low of 1% in Providence, R. I., to highs of 50% in Harrisburg - York - Lancaster - Lebanon, Pa., and 52% in Milwaukee, with more than a score in the 20%-40% area. The gains were scored in Chicago (1%), St. Louis (4%), San Antonio (7%), Louisville (9%) and Detroit (14%).

In Chicago the pattern was wildly erratic; children viewing declined 6% in prime time but increased by 1% in early fringe—and by 59% in the late-night 11:30-1 A.M. EST period, according to the Avco analysis of ARB's figures. In Detroit, it was another story—14% increase in early fringe, 11% decline in prime time, no change in late-night.

Other notable losses of child viewers in the 5-7:30 p.m. EST period were reported for Philadelphia (down 38%), Boston (20%), San Francisco (26%), Cleveland (32%), Minneapolis-St. Paul (37%), Seattle-Tacoma (29%), Baltimore (43%), Atlanta (20%), Indianapolis (34%), Kansas City (29%), Hartford-New Haven (24%), Buffalo (25%), Sacramento-Stockton, Calif. (23%), Memphis (21%), Portland, Ore. (26%), Columbus, Ohio (31%), Denver (27%), Charleston-Huntington, W. Va. (24%), Birmingham, Ala. (23%), New Orleans (38%), Grand Rapids-Kalamazoo, Mich. (30%), Charlotte, N. C. (27%), Greenville - Spartanburg - Asheville (30%), Phoenix (25%) and Greensboro-Winston-Salem-High Point, N. C. (24%), in addition to Harrisburg-York-Lancaster-Lebanon and Milwaukee with their declines of 50% and 52% respectively.

Of the top-50 markets, according to Avco's analysis of the ARB reports, total women viewing in the late-night period declined by 15% or more in 32 markets and by lesser percentages in 10 others. Women viewing in the late-night period increased in six markets—New York by 7%, Washington 9%, Memphis 7%, Denver 5%, Charlotte 13%, Greensboro-Winston-Salem-High Point 8% and Greenville-Spartanburg-Asheville by 33%. In Louisville and Atlanta, women held their own.

Men viewing in late night declined by 15% or more in a slightly different collection of 31 markets, by lesser degrees in 13 others. Gains were registered by Los Angeles, 2%, Atlanta 4%, Denver 5% and San Diego 7%, while Baltimore and Phoenix were shown as unchanged from their November 1968 reports.

Charlotte was shown with a 47% loss in men viewing in the late-night period but with a 13% increase in women viewing, a 2% gain in total homes and a total 20% improvement in metro HUT for that day-part.

In terms of four day-parts—5-7:30 p.m., 11:30 p.m. to 1 a.m., 7:30-11 p.m. and 9 p.m. to midnight—30 markets were scored with metro HUT-level declines in all four, and nine other markets escaped that category only by virtue of "no change" in one or more of the day-parts. Only one market—Charlotte—was shown with HUT gains in all four day-parts, but Memphis would have made it two except for a no change at 7:30-11 p.m. Greensboro-Winston-Salem-High Point ended on the plus side with a 2% increase in prime-time HUT and no change in the other divisions.

Media buyer to offer analysis of TV results

Media Corp. of America, New York, an independent media-buying organization, will offer advertisers and agencies a new service calling for the preparation of a concise post-analysis of spot and network TV schedules on a standard reporting form.

Media Corp. has established Independent Media Audit Bureau as a service arm that will provide reports to advertisers on whether their TV advertising schedules have performed as estimated in the media plan. The service involves the use of a computer program in connection with American Research Bureau and Nielsen local market tapes. There will be no cost to Media Corp. clients and, according to Media Corp., other advertisers and agencies may obtain the service on a cost basis.

All computer technology for the services will be supplied by the Marketronics Co., New York. Rudy Baumohl, formerly a media supervisor at Jack Tinker & Partners, has been appointed vice president in charge of operations for Independent Media Audit Bureau.

On the basis of analyses like Avco's, and an earlier one by Harrington, Righter & Parsons (page 25), reps generally maintain that audience losses of this magnitude cannot be real, particularly since other indicators suggest increased rather than decreased viewing and the competitive Nielsen Stations Index (NSI) reports for the same period show fewer and less extensive declines and, for the top-50 markets as a whole, no decline at all (Broadcasting, Feb. 9).

The A. C. Nielsen Co.'s national service, Nielsen Television Index (NTI), for the same period covered by the ARB and NSI market sweeps, indicated viewing levels unchanged—actually, up a fraction of a point—from November 1968 levels, and a compilation of NTI figures by NBC researchers last week showed prime-time viewing in January at an all-time high (see page 24).

Station reps have been complaining to ARB not only about the declines shown in November reports, but also about their lateness in delivery and the complexity of their new format, which is said to provide little-needed information, omit some that is needed, and in general to be so complex as to constitute, in one researcher's term, "an unworkable monstrosity."

Avco Sales's President Lasker said last week: "They keep telling us that agencies and advertisers want all this information. Let ARB tell us who are the ones who wanted it. I h[illegible] find one."

Another frequent compla[illegible] reps is that their written [illegible] inquiries and requests to [illegible] quarters go unanswered, [illegible] stations pay an estimated [illegible] the cost of the reports and [illegible] must buy and accept them—[illegible] how much they challenge [illegible] cause 70%-80% of the lead[illegible] radio agencies currently subs[illegible] ARB services.

Said Mr. Lasker: "If we trea[illegible] clients like they treat us, we w[illegible] have one client left."

Among agencies, late delivery [illegible] ARB sweep reports is understa[illegible] a bigger concern than the decli[illegible] HUT levels, although agency [illegible] have expressed concern as to [illegible] the drops stemmed from AR[illegible] lems or reflect a real downt[illegible] viewing habits.

At least one agency authorit[illegible] Seymour Banks, vice president [illegible] Burnett Co., Chicago, suggeste[illegible] week that the problem may lie [illegible] with ARB's November 1968 [illegible] than with the current ones: Th[illegible] reports, he suggested, may ha[illegible] too high, but the inflation ma[illegible] escaped notice because buyers [illegible] as sellers are predominantly in[illegible] in high ratings.

Dr. Banks said he had been c[illegible] ing the 1969 reports with those [illegible] as well as 1968 and had four[illegible] "1969 figures are much more [illegible] with 1967's than with 1968's."

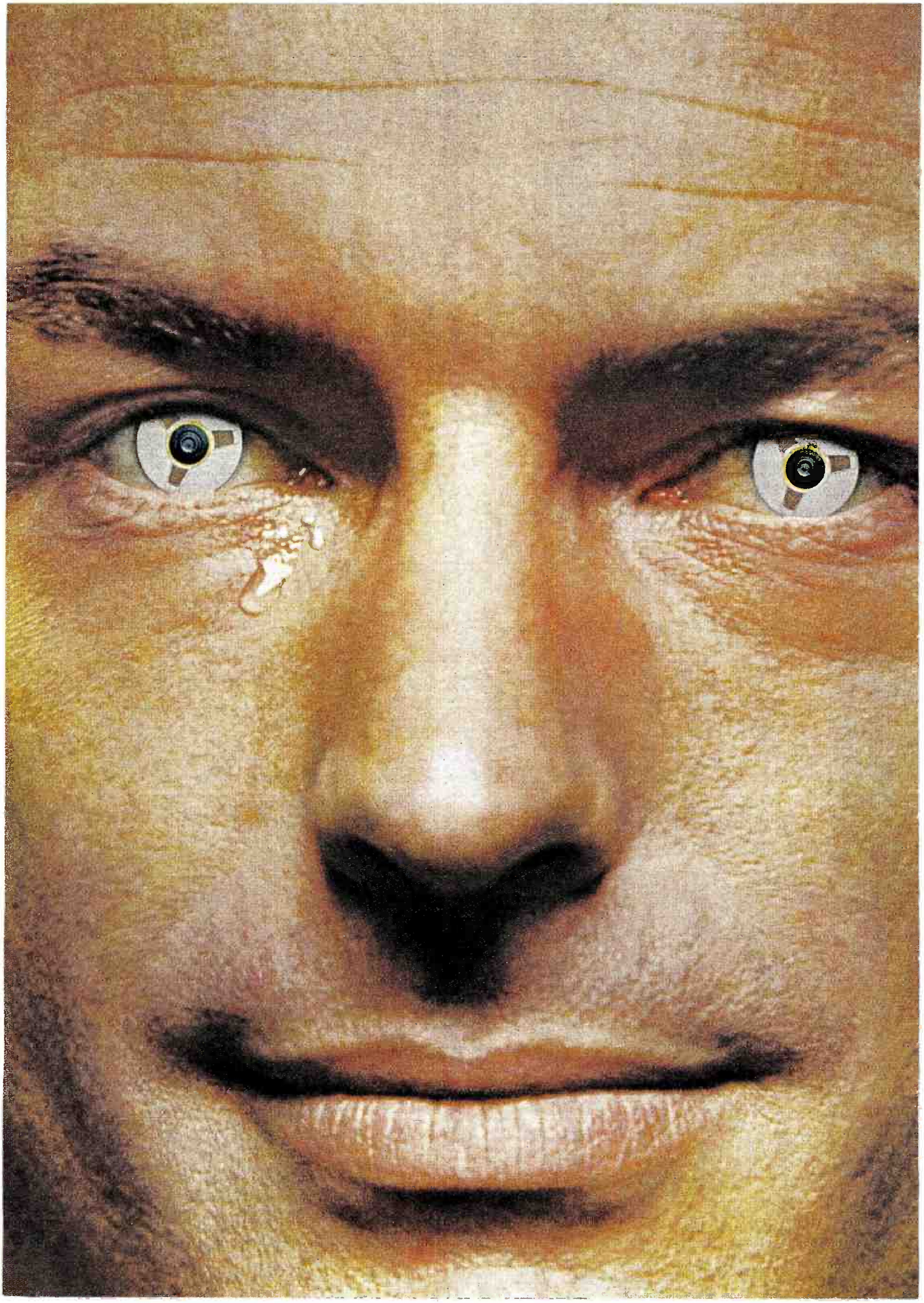
The real problem, he thoug[illegible] that ARB switched from one co[illegible] system to another, "which alway[illegible] more time than anybody expect[illegible] didn't finish checking out the n[illegible] during the summer, with the resu[illegible] "they wound up running the whol[illegible] tem for the first time on a critical [illegible] tional sweep."

Any computer-based servic[illegible] maintained, "has a real obligatio[illegible] to switch over at a time when it [illegible] cause real trouble for its users." [illegible] "responsibility of the seller," he ac[illegible] "does not vanish simply because s[illegible] body has bought the product."

But he thought that "we'll live [illegible] the figures, though they will [illegible] problems for a while."

As for ARB's earlier repo[illegible] had done parallel computer [illegible] the old as well as the new s[illegible] about 20 markets, "until we w[illegible] fied" the new one was worki[illegible] erly, station-rep sources contended [illegible] ARB should not have stopped at [illegible] They argued that NSI, which they [illegible] "is very slow to make changes v[illegible] ARB makes them all the time," m[illegible] parallel runs "in 70 markets any[illegible] they change a column."

ARB officials had also said tha[illegible]



We're putting emotion back into research.

Remember when everyone expected computers to take over the world? It didn't happen because people still had to make the decisions.

The ABC Owned Radio Stations.

WABC WABC FM/New York
KQV KQV FM/Pittsburgh
WXYZ WXYZ FM/Detroit
KXYZ KXYZ FM/Houston
WLS WLS FM/Chicago
KGO KGO FM/San Francisco
KABC KABC FM/Los Angeles

have learned to balance the logic of computers with the logic of people.

We were one of the first to use Brand Rating Index. BRI can isolate heavy users in over 390 product categories, find out who they are, what brands they buy, and how much they buy.

We've even taken research further. With Psychographics. People freely associate and tell how they feel about us. For example: what color a radio station is (anything from light blue to wild purple).

Our retail development experts can go into the largest retailers in the country, armed with computerized statistics on the reasons for using radio. Research that tells the whole story. Yet, it's their experience and judgment as people that will do the convincing.

When you get down to it, our research tools must be as sophisticated as the information we need. That's why we pour so much money back into research. That's one reason why the sales and ratings of the ABC Owned Radio Stations are the highest in our history. And that's why our success can help you become even more successful.

So we're committed to research. That is, as much as is humanly possible.

ABC OWNED RADIO STATIONS abc

We've made a sound business out of sound.

three cases where they found that "the computer goofed," they did re-runs. They identified the markets as Detroit, Philadelphia "and one other."

Rep sources last week said "it would have been hard to avoid making re-runs" in the identified markets because, they said, the original Detroit report had each station's figures assigned to some other station and the Philadelphia report omitted one station altogether until 4 o'clock in the afternoon.

FCC wants closer logging on ABC's 'Hot Wheels'

The FCC last week advised ABC that it felt stations carrying *Hot Wheels*, a 30-minute cartoon show seen over the network Saturday mornings, should log more of the program as commercial material than the formal commercial spots.

Last December, following charges that the program was in reality a 30-minute commercial for Mattel Inc., maker of a toy auto also called "Hot Wheels," the commission told ABC there was evidence for a conclusion that "more of the program than the formal commercial spots should be logged as commercial matter."

However, ABC was given seven days to offer a solution that could "resolve this matter in a more satisfactory fashion" (BROADCASTING. Dec. 8, 1969). The commission said ABC had failed to do so.

In a letter to ABC the commission invited the network to meet with representatives of the Broadcast Bureau, "which will formulate such methods [of logging additional commercial time] for our approval." The commission's resolution of the matter could conceivably affect other products and programs.

The commission said the network "has replied, reargued the matter and supplied additional information, but has not suggested any alternatives. . . . We find nothing in these submissions which would cause us to change our initial judgment."

The commission said an affidavit supplied by a vice president of Carson Roberts Inc., Mattel's agency, indicated that "there was no doubt in the mind of the creator of the show, or of ABC, that the title of the show, *Hot Wheels*, was synonomous with Mattel's toy racing cars in the minds of its young viewers."

Network TV billings up sharply last month

Investment in network television during January 1970 rose by 9.3% over January 1969 to $164,142,100, it was reported last week by the Television Bureau of Advertising.

Using Broadcast Advertising Reports figures, TVB noted that weekend daytime showed a gain of 48% over the comparative 1969 period. Nighttime TV captured the largest dollar gain, surpassing the January 1969 figure by almost $8 million.

Network Television Time and Program Billing Estimates by Day Parts and by Network (add $000)

	Jan. 1969	Jan. 1970	% change
Daytime	$ 48.182.9	$ 54.207.5	+12.5
Mon-Fri	34.322.5	33.698.2	−1.8
Sat-Sun	13.860.4	20.509.3	+48.0
Nighttime	101.941.3	109.934.6	+7.8
Total	$150.124.2	$164.142.1	+9.3

	ABC	CBS	NBC	Total
Jan.	$36.913.2	$71.434.8	$55.794.1	$164.142.1

Source: Broadcast Advertisers Report (BAR)

N.J. broadcasters seek compromise on ad tax

New Jersey broadcasters hope to have introduced in the state legislature today (Feb. 16) an amendment easing the burden of a 5% sales-use tax on all advertising materials (BROADCASTING, Feb. 9). Effective date of the tax, enacted as part of a bill hiking the state sales tax from 3% to 5%, is March 1.

Armed with a pledge from Republican Governor William T. Cahill to back such an amendment, broadcast representatives were to meet with Senator Raymond Bateman, New Jersey state senate president, last Friday (Feb. 13) to prepare the amendment. "We just want to work out some sort of equity," said Arnold Zucker, executive secretary, New Jersey Broadcasters Association. As of now, the bill exempts newspapers and magazines from the tax.

According to Lazar Emanuel, general manager, WJRZ(AM) Newark, the broadcasters want the amendment to limit the tax to a "negligible tax" on sale of tapes and other materials, and to specifically exempt from the tax the sales of air time for commercials.

BBDO, Ross Roy to get Y&R's Chrysler billing

Chrysler Corp., Detroit, announced last week that its $15-million corporate television advertising account will be moved from the Detroit office of Young & Rubicam to BBDO there which already handles the Dodge car and truck account.

Chrysler's $2-million corporate radio and print account will be moved from Y&R to Ross Roy Inc., Detroit, which

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 1, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Feb. 1	ABC Cume Jan. 1 Feb. 1	CBS Week ended Feb. 1	CBS Cume Jan. 1-Fcb. 1	NBC Week ended Feb. 1	NBC Cume Jan. 1-Feb. 1	Total minutes week ended Feb. 1	Total dollars week ended Feb. 1	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$	$	$ 118.9	$ 498.3	$ 338.7	$ 1,336.6	80	$ 457.6	326	$ 1,834.9
Monday-Friday 10 a.m.-6 p.m.	1,875.5	7,993.8	3.318.9	15,466.1	1,790.1	8,403.4	842	6,984.5	3,420	31,863.3
Saturday-Sunday Sign-on-6 p.m.	1,481.6	4,812.0	1.090.3	12.656.1	1.450.9	4,274.3	272	3,022.8	1,305	21,742.4
Monday-Saturday 6 p.m.-7:30 p.m.	415.0	1,182.0	913.2	4,077.2	548.4	3,744.7	75	1.876.6	329	9,003.9
Sunday 6 p.m.-7:30 p.m.	274.8	562.8	237.9	2.377.1	224.0	1.507.2	25	736.7	106	4,447.1
Monday-Sunday 7:30-11 p.m.	5.895.0	24.018.9	8.039.2	36.481.3	8.166.7	35,309.9	437	22,100.7	1.925	95,810.1
Monday-Sunday 11 p.m.-Sign-off	212.5	740.1	330.5	1.605.7	738.7	2,659.9	97	1,281.7	422	5,005.7
Total	$10,154.4	$ 39,309.6	$14,048.9	$ 73,161.8	$12,257.5	$ 57,236.0	1,828	$36,460.8	7,833	$ 169,707.4

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N.Y.P.D. N.Y.P.D. N.Y.P.D.

abc ABC FILMS

has been involved in other Chrysler Corp. merchandising, sales promotion and specialized advertising accounts.

Y&R will continue to handle advertising for the Chrysler and Plymouth Lines of cars plus Chrysler International and Simca, the import line. Y&R keeps about $40 million in Chrysler billings, much of which goes into the broadcast media.

BBDO's Dodge advertising in recent years, especially the Dodge "Rebellion," "Dodge Fever" and local "White-Hat" campaigns, have won wide notice for their successful use of the broadcast media, particularly TV. Dodge billings are in the $18-20 million category.

Exact dates for the account transfers have not yet been worked out, Chrysler Corp. officials said Thursday, but they probably will switch during advertising planning for the 1971 model year. Y&R will continue to handle Chrysler Corp.'s Bob Hope specials on NBC-TV through this spring, they noted. Virtually all of the account detail shifting should be completed by Sept. 1, it was indicated.

An Ideal day

Ideal Toy Corp., New York, is buying from five to eight hours of children's programing in four cities (one station in each city) on Feb. 23. The event is called "fun and game day" and utilizes WNEW-TV New York; WGN-TV Chicago; KCOP-TV Los Angeles, and WPHL-TV Philadelphia. The agency for Ideal Toy on this promotional event is Helfgott & Partners Inc., New York. This is the third time in the past year that Ideal has bought such a schedule.

Group is proposed for ad ethics

Leo Greenland outlines plan for new association but finds mixed support

Advertising executives were told last week that they should form a professional association to enforce ethical standards in advertising.

The suggestion was made Monday (Feb. 9) during a show-and-tell session at the Institute of Advanced Advertising Studies, New York. Doing the showing and telling was Leo Greenland, president, Smith-Greenland Co., New York advertising agency.

First, Mr. Greenland tried to show his advertising compatriots why "our business is in trouble"—claiming, for example, "we are not believable . . . we over-exaggerate and don't always tell the truth . . . so much advertising is on the shadowy borderline of ethics . . . dubious premises . . . dishonest tactics. . . ."

Then Mr. Greenland told the admen formation of a professional association among themselves could fix all this. Otherwise, he warned in his talk, entitled "Clean Up or Shut Up," eventual federal regulation is inevitable.

Not only did Mr. Greenland lay it on the line for his advertising colleagues, but he did it at a program sponsored by the American Association of Advertising Agencies, whose attempts at regulation—through "Interchange," the self-policing arm of the AAAA and the Association of National Advertisers—he called "well meaning but toothless."

Mr. Greenland's criticism of current advertising was echoed Wednesday night (Feb. 11) by Richard K. Manoff, president, Richard K. Manoff Advertising Agency, New York. Speaking before the Advertising Club of North Jersey in Paramus, Mr. Manoff noted, "somewhere along the line we have lost the truthful manner, the truthful representation. . . ."

But Mr. Manoff was cool to Mr. Greenland's proposal for a regulatory organization. "No comment," was all he said.

Mr. Greenland, however, reported that officials of the AAAA were "open-minded" about his proposal. So were agency people, he said last Tuesday. "We got 60 calls today, he noted, adding wryly, "but no money yet." In his proposal, Mr. Greenland suggested financing of the association through a $10-a-year dues arrangement, plus an initiation fee.

John Crichton, AAAA president, called Mr. Greenland's proposal "innovative," but declined to offer his support for it. He defended "Interchange," calling it a "competent group" and reporting that compliance among its members has been "pretty good."

ANA President Peter W. Allport called Mr. Greenland's talk "highly provocative," but wasn't widely enthusiastic about the call for a professional association. "He has over-simplified a very

Business briefly:

American Telephone & Telegraph Co., through N. W. Ayer & Son, both New York, is sponsoring a music special of the 70's from symphony to pop on NBC-TV in *The Switched-On Symphony,* Saturday, March 14 (7:30-8:30 p.m. NYT) pre-empting *The Andy Williams Show.* It will star conductor Zuzin Mehta and the Los Angeles Philharmonic orchestra and top pop names and classical musicians. Coburt Corp. in association with NBC-TV is the packager.

Corning Glass Works Inc., Corning, N.Y., through Rumrill-Hoyt New York, will sponsor its first entertainment special, *The Young Americans,* on ABC-TV March 12 (9-10 p.m.).

Eastman Kodak Co., Rochester, N.Y., through J. Walter Thompson Co., New York, will sponsor *The 1970 Academy Awards* on ABC-TV, for the fifth consecutive year, Tuesday, April 7, (10 p.m., EST to conclusion).

Los Angeles District Lincoln-Mercury Dealers Association, through Carson/Roberts/Inc., Los Angeles, have started a massive four-week radio campaign covering markets in 10 Southern California counties and the Las Vegas area. A total of 55 AM and FM stations are expected to carry more than 1,600 30 and 60-second spots on behalf of Lincoln, Mercury Marquis and Cougar car models.

Humble Oil & Refining Co., Houston, through McCann-Erickson, New York, has launched a campaign, "Esso helps your car stay young," on an ABC-TV regional network, plus a heavy schedule of spots in major markets. Using modern music techniques, drive is aimed at young adults.

Finnair (Finnish air line), New York, through Harvard, Peskin & Edrick Inc., New York, has launched its first national advertising campaign on CBS Radio's *Arthur Godfrey Time.*

U.S. Time Corp., through Warwick & Legler, both New York, for Timex watches has purchased full sponsorship of NBC-TV musical special *Taking Care of Business,* starring Diana Ross and the Supremes, Monday April 20 (8-9 p.m. NYT).

E. I. duPont de Nemours & Co., Wilmington, Del., through BBDO, New York, has purchased sponsorship from April through September for its Rally Car Wax on ABC Radio's American Contemporary, FM, Information and Entertainment networks.

American Trucking Association, Washington, through VanSant, Dugdale & Co., Baltimore, has renewed its sponsorship of Frank Blair's interview broadcasts on Saturday and Sunday over NBC Radio's *Monitor.*

Bristol-Myers, New York, Renuzit Home Products subsidiary, has purchased sponsorship for its Air Freshener, Spray Starch, Dependable Cleaner and Furniture Wax on various CBS Radio news and feature programs.

complex problem," observed Mr. Allport.

Here's basically how Mr. Greenland's professional association would function:

- The association could set standards for accreditation of professional admen.
- Any adman who violated the standards would be reported and disciplined —or, if necessary, finally expelled.
- Members would have the right to mark their work with a small seal telling the public this ad is backed by genuine professional standards.
- The association would receive complaints from its members and the public, initiating punitive action of its own.

"I am convinced," said Mr. Greenland, "that the vast majority of the advertising business will welcome true professionalism and the end of the cutthroat era."

Botway agency gets a second client in Bic

Clifford A. Botway Inc., New York, formed last fall as a full-service agency, has added a second name to its account list. Botway will do all network buying for Waterman-Bic Pen Corp., as it does for its other client, Miles Laboratories.

Waterman-Bic announced earlier this month the selection of Kurtz, Kambanis, Symon as its new advertising agency. Kurtz, Kambanis, Symon does no media buying, but employs outside buying services.

The Waterman-Bic account, previously at Ted Bates & Co., bills approximately $3.5 million, almost all in TV. Botway's total billings are estimated at $31 million. Mr. Botway is a former partner in Jack Tinker & Partners, and the principals of the one-year old Kurtz, Kambanis, Symon are former Tinker personnel.

Four-month round of RAB clinics set

Radio Advertising Bureau will open a 15-city series of regional sales clinics in San Antonio, Tex., Tuesday, Feb. 17. The series will stress radio's role during a "soft" economy and the need for creative local selling.

Miles David, RAB president, said the clinics will be held over a four-month period and are aimed primarily at station members in middle-sized and small markets. Eddie Allgood and Jim Heavner, general managers of WDVA (AM) Danville, Va., and WCHL(AM) Chapel Hill, N. C., respectively will participate in the clinics. The 1970 regional sales clinics with their dates and locations: Feb. 17, San Antonio, Sheraton Motor Inn; Feb. 19, Oklahoma City, Sheraton Airport Inn; Feb. 20, Cincinnati, Netherland Hilton; March 23, Jacksonville, Fla., Hotel Robert Meyer; March 25, Birmingham, Ala., Tutwiler hotel; March 26, Charlotte, N. C., Red Carpet Inn; April 20, Denver, Denver Hilton; April 22, Seattle, Hilton Inn; April 24, San Francisco, Hilton hotel; May 12, Minneapolis, Sheraton Motor Inn (Bloomington); May 12, Chicago, Sheraton O'Hare; May 15, Kansas City, Mo., Hilton Inn; June 9, Philadelphia, Sheraton hotel; June 10, Rochester, N. Y., Sheraton hotel, and June 11, Boston, Sheraton-Boston.

More S & L dollars seen for radio budgets

Radio will be the leading advertising medium for savings institutions by 1980, Miles David, president of the Radio Advertising Bureau, predicted last week.

He told the annual convention of the Savings Institutions Marketing Society of America meeting in Palm Springs, Calif., that radio is now the number-two medium with about 18.6% of savings-and-loans-association budgets. He voiced the view that by the end of the decade, radio would overtake newspapers and would garner about 25% of these advertising allocations.

The key factors that are most likely to influence added advertiser investment in radio, he said, are the medium's economic efficiency in a time of continuing inflation, and its flexibility, enabling advertisers to tell different parts of their marketing story to different groups.

'Beware the grope' keys new AT&T ad campaign

AT&T, New York, and its associated companies intend to invest approximately $6 million in a campaign during 1970 to attract more advertisers to its Yellow Pages and more consumers to their ads. Approximately 60%, or $3.6 million, will be allocated to television network, spot and local.

The theme of the campaign, "The hunt is on—beware of the grope," will attempt to reach consumers and businessmen via network TV, and advertisers and their agencies through trade and general business publications. Cunningham & Walsh, New York, is AT&T's advertising agency for Yellow Pages directory.

Business-slanted commercials will be carried on CBS-TV's coverage of various sport events.

Advertising directed to the consumer will appear on commercials to run on CBS-TV on various prime-time shows, including *Friday Night Movie*, *Red Skelton*, *Jackie Gleason* and *Gunsmoke*. Bell Telephone associated companies will bolster the national campaign with local and regional campaigns in TV.

In the commercial, the "grope" is depicted by footprints going in all directions, symbolizing the consumer attempting to shop without the help of the Yellow Pages.

Rep appointments:

- WFAD(AM) Middlebury, Vt.; WLKN-(AM) Lincoln and WDME(AM) Dove-Foxcroft, both Maine: AAA Representatives, New York.
- WINQ(AM) Tampa, Fla., WMOD(FM) Washington: Pro Time Sales Inc., New York.
- WJAB(AM) Portland, Me.: Mort Bassett & Co., New York.
- KRGV-AM Weslaco, Tex.: H-R Representatives Inc., New York.

TVB rebuts charge ads prompt drug use

Television was defended last week against charges, made by New York Mayor John V. Lindsay, that commercials encourage drug use by children.

Through watching TV, Mr. Lindsay told a convention of the New York City elementary school principals on Feb. 7, the child "is taught to relax tension with pills—that is, with drugs. . . ." He challenged the TV industry "to design warnings as effective against drugs as those now being heard against cigarettes."

George Huntington, executive vice president, Television Bureau of Advertising, charged that Mr. Lindsay failed to note the great number of commercials and public-service messages that encourage avoidance of drugs and warn of their dangers. "I thought it was interesting," Mr. Huntington said, "that he also ignored all the [antidrug] programing."

'Intriguing' fact book available from CBS Radio

CBS Radio Spot Sales is making available to agencies and clients a hefty market guide—*An Intriguing World*. The 135-page report details the 11 markets in which stations are represented by CBS Radio Spot Sales.

Each market description includes facts regarding industry, transportation, cultural and recreation activity. Marketing data includes distribution by sex and by age group, number of households, urban population, retail sales information, automobile-ownership figures, and information on major media. Markets reported on are Boston, New York, Philadelphia, Washington, Miami, Minneapolis-St. Paul, Chicago, St. Louis, Kansas City, Mo.. San Francisco and Los Angeles.

Retailers put accent on TV

Top store executives discuss its use for fashion; RAC honors Penney's Thursh


Mr. Ingraham


Miss Trahey

Miss Thursh


Messrs. Schlesinger, Marx

When 1,800 advertising managers of a wide range of retail stores across the U.S. vote by secret ballot to pick the sales promotion leader of the year it should say something about the trends of the times when they pick a retail executive who has been making marks in the successful use of TV and radio.

Their choice: June R. Thursh, advertising and sales promotion manager of Treasure Island, the experimental stores division of J. C. Penney Co. The results of the balloting were announced in Chicago Feb. 8 during the two-day National Retail Advertising Conference there.

Nearly 300 store executives attended the 18th annual RAC event.

Others at the RAC besides Miss Thursh, however, also were testimony to the rising importance of the broadcast media in retailing. Duke Marx, Milwaukee retail TV commercial producer, showed examples of his creative spots for Macy's and similar large stores, while Bill Burdon, head of his own Peoria, Ill., agency showed that with local station video tape and imagination a good commercial for a small store can be turned out for as little as $100.

Joyce Reed, Radio Advertisers Bureau, with suitable examples, showed retailing depth in radio today.

Television's ability to sell fashion merchandise effectively was highlighted at another Chicago meeting Feb. 7 sponsored by The Fashion Group, an organization of women from the worlds of retailing and fashion marketing. Jane Trahey, president of Trahey-Wolf, New York, previewed new color spots selling high fashion in Texas for Neiman-Marcus.

Gar Ingraham, national retail sales promotion and advertising manager, Sears, Roebuck & Co., repeated his hope TV will develop a more complementary program environment for fashion commercials such as the women's sections of newspapers (BROADCASTING, Jan 19). He also agreed with Richard B. Schlesinger, executive vice president, Carson Pirie Scott & Co., that TV would get even more retail business if station rates, especially in the big markets, were packaged more attractively so the local retailer could get competitive exposure at reasonable cost.

Mr. Marx joined with Susan R. Couch, director of retail sales development, CBS-TV, to explain production details to the fashion group meeting. A Chicago newspaper sales executive peppered the panel with questions about TV audience data and commercial practices and as the session ended he said he could argue his points "another hour and a half."

But when an observer challenged him: "Broadcasting will never be like newspapers—65% 'commercials' and only 35% 'programs,'" he suddenly disappeared.

Independent buyers add top advertising clients

Increased activity was noted last week by two independent media buyers.

The Mediators Inc., New York, was selected by the advertising agency of Palazzo Davis Velanti Inc., New York, to buy all media on all accounts. Palazzo Davis Vellanti accounts include Bishop Industries, Tap Portuguese Airways and Yardley of London. Trade sources placed the agency's billings at $4 million.

Earlier this year, the Mediators added Reel Advertising Agency to its client roster. A spokesman for the Mediators said no conflict was anticipated with Reel, which is the house agency for Max Factor, Bishop Industries and Yardley of London, all cosmetic manufacturers.

Vitt Media International Inc., New York, has added two accounts. It will buy spot TV and radio for Zimmer Inc., operator of Z-line laundries in upper New York State, with billings this year expected to be $250,000. Vitt Media International also announced it would buy national and Canadian spot broadcast for Famous Schools Division of FAS International Inc., which will launch its first integrated U.S. and Canadian TV campaign.

Also in advertising:

Reduction in time ▪ Cosmos Broadcasting Corp., Columbia, S.C., has offered a 25% reduction in political time advertising rates on its TV stations. Qualified candidates in the 1970 primary and general elections would find the television time discounts on WIS-TV Columbia, S.C., WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio.

Black survey ▪ Audits & Surveys Inc., New York, has formed National Black Consumer Index to provide information on product and brand usage, brand awareness and media preference of black people. Index will be supervised by George Ross Irving, executive director of Selected Area Surveys, division of Audits & Surveys, which specializes in investigating attitudes, opinions and marketing patterns among Negroes and other ethnic groups.

VTR goes educational ▪ Video Technology Laboratory is scheduled to open in Hollywood on March 3. School's emphasis will be placed on video tape as "a whole new way to create, with a whole new set of electronic tools not available in film." School is specifically designed for producers, directors, "visual copywriters" and "verbal art directors." The faculty includes Art Schneider, an editor with *Rowan and Martin's Laugh-In* series; Marshall King, an audio supervisor at the Hollywood Video Center; Jerry Ireland, a technical director for NBC; Bob Boatman, a lighting director for CBS; Jan Lowry, a cameraman; and Herman Zimmerman, an art director for Hollywood Video Center. The school will be located at 7080 Hollywood Blvd.

New film maker ▪ Telemation Productions Inc., to serve Chicago area agencies and advertisers in commercial TV, cable TV and industrial tape and film fields, has been formed by Robert E. Dressler, formerly with Ampex Corp. and NBC there. Address: 3200 West Lake Ave., Glenville, Ill. 60025; phone (312) 729-5215.

Dead aim ▪ Shooting Gallery Inc., Chicago, to specialize in TV commercials, has been formed by Ken Ancell, formerly in TV production at Clinton E. Frank Inc., Chicago. Address: 450 East Ohio, Chicago 60611; phone (312) 664-2116.

Fashion newsreels ▪ Burla Industries, Beverly Hills, Calif., leisure time group involved in TV production and syndication, has formed Fashion-Vision, a subsidiary company to produce five-minute fashion features for TV syndication. New company will produce fashion newsreels at a price less than what it would cost independent and chain retailers to produce conventional TV advertising. Syndication service would be provided to retail clients who would place fashion films on TV stations throughout the country. Fashion-Vision also plans to produce 30- and 60-second spot commercials for retailers, as well as industrial films, print and direct mail services.

For the advertiser ▪ The revised 1969-70 *Television Network Guide* just issued by rep Avery-Knodel, New York, and incorporating mid-season program changes, has added a feature as an aid to national spot and regional advertisers. The new information in the prime-time schedule shows the positioning of programing mid-breaks and end-breaks available for 60-second local announcements. These reflect recent changes made by the networks both in shifting and extending the length of certain station breaks to give affiliates more time to sell locally, agency spokesman said. The guides, prepared by the rep twice a year (September and January), are available from any one of its offices.

New service ▪ Bill Bruder, formerly supervising editor, VPI Services, will form his own editorial service, Film Billders Inc., at 30 East 40th St., New York.

Agency appointments:

▪ Lewis & Gilman Inc., Philadelphia, has added two food accounts. Awrey Bakeries Inc., Detroit, becomes agency's fifth food service account in assigning institutional advertising for its new food service division to Lewis & Gilman. Abbotts Dairies Philadelphia, division of Fairmont Foods Co., plans to devote some of its estimated $500,000 billings to broadcast advertising. Previous agency was Bozell & Jacobs.

▪ Dr. Posner Shoes has named Ted Barash & Co., both New York, to handle its nation-wide campaign to expand Dr. Posner's baby and child shoes sales and distribution. Campaign includes use of television, radio, magazine and newspaper advertising. A price tag of $350,000 has been put on the campaign, which will stress the fitting quality and new styling of the entire shoe line.

TheMedia

White House plans new policy office

Purpose is to give President larger role in shaping telecommunications regulation

President Nixon has asked Congress to let him establish in the White House the resources he feels it needs to manage the federal government's telecommunications affairs—and to become a major factor in establishing national telecommunications policy.

The request, in the form of a reorganization plan submitted to Congress last week, reflects Nixon aides' long-held view that the President's overall responsibilities require that the White House have an impact on the FCC's management of the nongovernment share of the spectrum.

The plan was foreshadowed in a White House memorandum whose contents were disclosed in December (BROADCASTING, Dec. 29, 1969, "Closed Circuit," Feb. 9). It would operate in the White House an Office of Telecommunications Policy, which would take on, in expanded form, the duties now assigned to the director of telecommunications in the Office of Emergency Preparedness.

The new office would serve as the President's principal adviser on telecommunications matters and help formulate policies and coordinate operations for the federal government's own vast communications system. It would assign frequencies to government users of the spectrum and carry out the duties given the President by the Communications Satellite Act.

In addition, the President told Congress, the new office "would enable the executive branch to speak with a clearer voice and to act as a more effective partner in discussions of communications policy with both the Congress and the Federal Communications Commission."

The President's message and White House aides stressed that there was no intention to strip the commission of any duties or impinge on any of its prerogatives. Ronald Ziegler, White House news secretary, said the commission "will remain independent" and will "not be bound" by the views that the new office expresses.

However, the message expressed the hope that the new office and the commission would "cooperate in achieving certain reforms in telecommunications policy," especially in spectrum-allocation matters. "Our current procedures must be more flexible if they are to deal adequately with problems such as the worsening spectrum shortage."

The White House memorandum presaging the reorganization plan spoke of a "spectrum-shortage crisis" and mentioned specifically land-mobile radio, where a claimed shortage of spectrum has led the commission to consider opening UHF television frequencies

spectrum to land-mobile radio users.

Dr. Clay T. Whitehead, the White House aide who drafted the memorandum, told reporters last week that land-mobile radio was a "good example" of the kind of issue on which the new office might wish to make the executive branch's position known.

CATV and pay television are other examples of issues in which the new office might become interested, he said. Dr. Whitehead, in his memorandum, had spoken critically of the lack of machinery for dealing "expeditiously" with those matters.

The White House memorandum conveying the President's views on the kind of domestic communications satellite policy the commission should adopt is a close parallel to the kind of activity in which the new office would engage. Thus, that office would appear to be an institutionalizing, and strengthening of activities already underway at the White House.

The President's message appeared to reflect the dissatisfaction with the commission that was indicated in Mr. Whitehead's memo and, it spoke of a need, apparently not now being met, to keep pace with rapidly developing communications technology.

"The new office," the message said, "will enable the President and all government officials to share more fully in the experience, the insights, and the forecasts of government and nongovernment experts."

The reorganization plan contemplates the development of research resources that would provide the new office and the commission with the data they would need to reform allocations policies and procedures. A new office is to be established in the Department of Commerce that would "analyze and keep track of" the use being made of the entire spectrum, the nongovernment as well as the government share. Dr. Whitehead said.

Dr. Whitehead

Dr. Whitehead, who drafted the memorandum on satellites as well as on the need for reorganizing the executive's telecommunications policy-making machinery, made it clear last week the White House has no qualms about seeking to influence the commission or other so-called independent agencies.

He noted that the executive branch, through the Department of Interior, has made its views on oil and gas policy known to the Federal Power Commission. And the Justice Department, which also speaks for the President, he added, has entered a number of FCC proceedings, adjudicatory as well as policy-making.

The President's reorganization plan appeared to cause no concern at the commission. Chairman Dean Burch, who had been kept informed of the White House plans for the new office and who had indicated approval of them, recognized the possibility the new office might evolve into an agency that would attempt to assume commission responsibilities.

But he said he did not expect that to happen. "I take at face value" the White House statement that "there is no suggestion of usurping FCC functions," he said, "If I felt it was a first step in that direction I'd feel differently." He regards the plan as a means of "beefing up" present White House activities which he regards as proper.

Commissioner Kenneth A. Cox described the plan as "harmless," from the commission's point of view. He noted that the commission could accept or reject views of the new office on their merit. And he indicated that he, at least, would not be swayed because of their origin.

The new office is to be headed by a director and a deputy, who are expected to be named soon. The reorganization plan becomes effective automatically in 60 days unless Congress vetoes it. Once it is effective, the President will issue an executive order specifically assigning the new office its duties.

Since most members of House and Senate were absent from Washington last week because of Lincoln Birthday celebrations around the country, there was no way of assessing congressional reaction to the plan. However, Mr. Ziegler said it had been discussed with "people on the Hill," as well as with Chairman Burch.

The proposal was referred to the Senate and House Government Operations Committees. Members of the House committee staff say a subcommittee will hold hearings on the plan but that no dates have been set or witnesses named.

Gilpatric put on board of CBS, replaces Colin

Roswell L. Gilpatric, former deputy secretary of defense (1961-64), was named last week to the board of CBS Inc., suceeding Ralph F. Colin, a member of the board since 1937.

The change also marks the end of a lawyer-client relationship that goes back to CBS's earliest days. Since 1927 Mr. Colin's firm—now known as Rosenman Colin Kaye Petschek Freund & Emil—has served as legal counsel to CBS. That association has been terminated for reasons that neither side will discuss.

One reason advanced in widespread speculation is that the dissolution stemmed from the current round of lawsuits in which CBS is both suing and being sued by Broadcast Music Inc. (BROADCASTING, Jan. 5, Feb. 9), since a member of Mr. Colin's firm, Sydney M. Kaye, is chairman and general counsel of BMI.

Mr. Gilpatric is presiding partner of Cravath, Swaine & Moore, New York, law firm that has also been employed occasionally by CBS and currently is representing it in music-license matters.

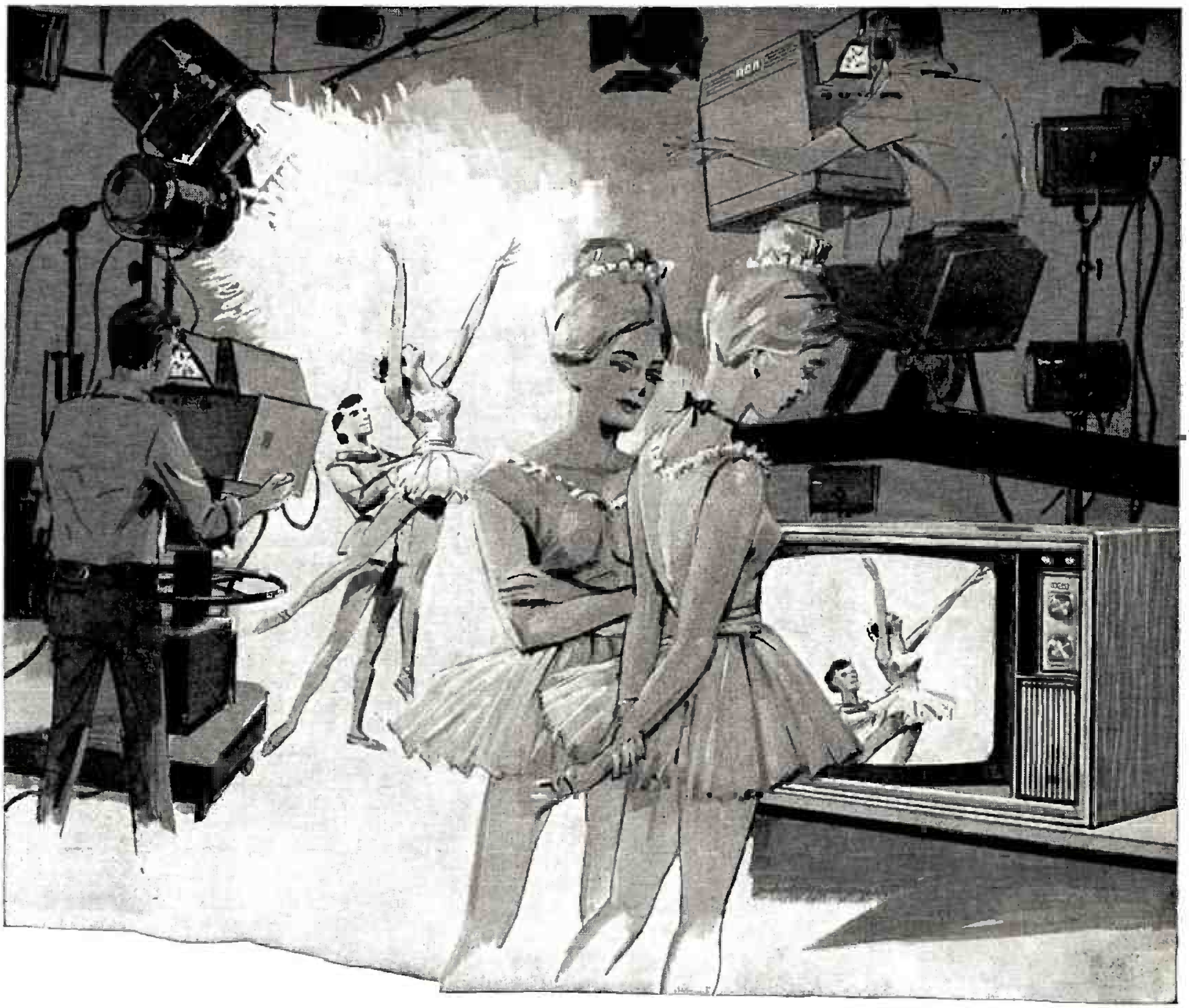
Meeting Feb. 27 on use of instructional TV slated

The National Committee for Instructional Television Fixed Service will have its first 1970 meeting Feb. 27, in the Jack Tar hotel, San Francisco. The meeting—announced by FCC Commissioner H. Rex Lee, chairman of the committee—will follow a three-day convention of the Western Educational Society for Telecommunications.

The agenda includes discussion of regular use of ITFS, pre-emption of educational needs and plans, and possible alternate frequencies for industrial users, mini-power boosters, response systems, and legal and technical rule considerations.

ITFS was established by the FCC in 1962 to determine multiple frequencies in the 2500-2690 mc band for in-school educational television use. It is not a broadcast service. It makes available instructional television programing in school systems and communities without sufficient stations or channels.

The National Committee for ITFS is made up of FCC representatives and members of the educational community. Formed in October 1965 to assist in planning for efficient use of ITFS frequencies in local areas, the committee acts as liaison between the commission and educators. Dr. Robert L. Hilliard, chief of the FCC Educational Broadcasting Branch, is executive vice chairman.



CATV's now on FCC mailing list

Commission prepares questionnaire that seeks annual information on scope of cable industry

The FCC, which has long felt the need for information on the CATV industry and which more than a year ago proposed that CATV operators be required to file information on a regular basis, is preparing to ask the cablemen to file three documents annually.

The commission staff is readying a questionnaire on operations and ownership, a financial statement similar to the one broadcasters file, and a form on programing originations. They would be submitted annually on April 1.

But before the commission acts on them, it will give all interested persons a chance to comment in a meeting at the commission's offices. Cable Television Bureau staffers, who would preside at the meeting, last week said March 16 appeared a likely date for the meeting.

The commission's only official data on the CATV industry was developed with a questionnaire issued in 1966, after the agency asserted jurisidiction over all CATV systems, and is now hopelessly out of date. The commission, in its major rulemaking proceeding of Dec. 13, 1968, proposed a rule requiring CATV systems to file annual reports (BROADCASTING, Dec. 16, 1968).

The commission this week is expected to consider the preliminary forms that will serve as a basis for discussion at the proposed meeting. But in its present form, the questionnaire, which is based on the one issued in 1966, delves deeply into a system's services, operations and ownership, and its cross-ownership relationship with other mass media.

It asks the number of subscribers, broken down by homes, apartments, hotels and motels, hospitals, and colleges; the rates charged and stations (AM, FM as well as TV) carried (whether off the air or by microwave), and whether the system provides such services as time, automated news and stock reports.

It also asks for information that would be pertinent to CATV rules proposed in the Dec. 13, 1968, order. One question asks whether the station is within 35 miles of a major-market or small-market station; another, whether the system is in an area within 35 miles of stations in different major markets.

The proposed rules would require systems within 35 miles of a major-market station to obtain retransmission consent of distant stations before importing their signals. The same requirement applies to small-market CATV systems that are already providing three network services, one independent station and one educational.

The ownership section of the draft questionnaire seeks the identity of not only corporations and other entities owning 25% or more of a CATV system, but of all levels of ownership of that entitity up to the ultimate parent. It also asks the names of stockholders owning 1% or more of the corporations and whether any of the stockholders are close family members.

The ownership section also would provide the commission with information on a system's relationship, if any, with broadcasting (AM, FM or TV), newspapers, with any common carrier serving CATV's, or with any other CATV system. The questions would apply to individuals and corporations at any level of ownership of the CATV system.

The financial statement and the program-origination form would be keyed to the commission's new rules requiring systems with more than 3,500 subscribers to originate programing and permitting them to carry advertising.

The financial statement, in asking for total revenues and losses and net profit, would ask for figures on sale of commercial time.

The program form would ask the types of nonautomated as well as automated programing a system carries, the number of hours devoted to original programing, whether channels are leased for programing, and the type and cost of equipment used.

Officials say information provided by the form might help the commission determine the wisdom of using 3,500 subscribers as the cutoff point in requiring program originations.

Rush for Chicago CATV rights

Chicago City Hall officials are expecting perhaps as many as a half-dozen new applications for cable television franchises there when the City Council next meets Feb. 25. Five applicants already are in and further hearings are to be held to consider new bids, a finance subcommittee representative said last week. Cor-Plex International, Lerner Communications, Pacific and Southern Broadcasting Co., San Jose Cable Co. and Teleprompter Co., the original applicants (BROADCASTING, Jan. 12), also will be given another hearing if they choose, the finance official said. The further hearings will determine whether the city will grant a single exclusive franchise or multiple franchises, it was indicated.

Court says CATV franchise invalid

Gencoe Cable Co. officials are considering whether or not to appeal a state judge's decision that its franchise in Albuquerque, N.M., is invalid.

The decision, by District Judge Paul F. Larrazolo on Jan. 30, held that under New Mexico law the city could only issue a franchise to use city streets to a public utility.

Gencoe, a multiple CATV owner, which is a wholly owned subsidiary of LVO Corp., Tulsa, Okla., received a CATV franchise from the Albuquerque city council in 1968. This was challenged by Hubbard Broadcasting Co., owner of KOB-AM-FM-TV, that city, which alleged that CATV operation in Albuquerque would cause it economic injury.

More building time given to five TV's

Five of 12 applications by UHF permittees for extension of construction have been granted by the FCC. Of the remainder, four were denied and three dismissed. Oral argument on the applications was heard Nov. 20, 1969.

Granted six-month extensions were Memphis Telecasters Inc. for WMTU-TV Memphis, Tenn.; King's Garden Inc. for KTLF(TV) Seattle; KCEB Broadcasting Co. for KCEB(TV) Tulsa, Okla.; Philip Y. Hahn Jr. for WPYH(TV) Rochester, N.Y., and Romac Baton Rouge Corp. for WRBT(TV) Baton Rouge, La.

Those applications denied, with CP's cancelled, were Virginia Telecasters Inc. for WRTU-TV Richmond, Va.; CCC Inc. for KDWN-TV Cheyenne, Wyo.; Consolidated Broadcasting Co. for KWIS-TV Wichita, Kan., and Jackson Television Corp. for WDKS-TV Toledo, Ohio.

Dismissed were the applications of Northeast TV Cablevision Corp. for WNEC(TV) Albany, N.Y.; UHF-Hawaii Inc. for KUII-TV Honolulu; and Toledo Telecasting for WDKS-TV Toledo, Ohio.

FCC affirms almost $1-million gift

WFMT(FM) changes hands, keeps format as it goes to educational TV group

The FCC last week approved WGN Continental FM Co.'s proposal to donate WFMT(FM) to the Chicago Educational Television Association (BROADCASTING, Nov. 3, 1969). The action culminates a two-year, unsuccessful attempt by WGN—temporary operator of the Chicago facility—to gain permanent ownership over the protests of a local citizens group.

The amended application approved unanimously by the commission sought assignment of license of the station from Gale Broadcasting Co. to WFMT Inc. (formerly WGN Continental FM Co.), and indicated donation of all shares of WFMT stock to CETA.

CETA, licensee of Chicago noncommercial educational TV stations WTTW (ch. 11) and WXXW (ch. 20), is composed of some 38 educational institutions and libraries as "members" and 530 other educational, religious, research, civic and cultural organizations as "associate members." Edward Ryerson is honorary chairman of the group.

More than 50 educational and charitable institutions had sought the outlet since WGN Continental FM Co. announced the proposed gift last October (BROADCASTING, Oct. 13, 1969).

The grant of the application will make possible the continuation of "a unique and valuable fine-arts program service" under CETA, the commission said. This concern had been voiced by Ward L. Quaal, president of parent WGN Continental Broadcasting Co., when he announced last November that CETA would be the recipient of the gift.

The WGN group's acquisition of WFMT had been in litigation as a result of protests by the Citizens Committee to Save WFMT.

The assignment application as originally filed in November 1967 sought authority to assign the license of WFMT from Gale Broadcasting Co. (owned by Bernard Jacobs) to WGN Continental FM Co. for $810,000. It was granted on March 27, 1968. Four months later, the U.S. Court of Appeals for the District of Columbia, acting on an appeal by the Citizens Committee to Save WFMT and others, set aside the commission's grant and remanded the case for further hearing. Opponents of the assignment were concerned about losing the fine-arts programing and about concentration of communications properties in WGN and its affiliates.

In January 1969 the FCC designated the application for hearing and at the same time authorized the continued operation of the station on a temporary basis by WGN Continental FM Co. because it was impossible to return the station to Mr. Jacobs, who had become disabled due to illness.

Hearings were held in Chicago in March 1969, after which the record was closed and certified to the commission. The Citizens Committee then charged that it had been restricted by the hearing examiner in presentation of its case and the FCC subsequently reopened the record and remanded it to the examiner for further hearing.

Prior to the start of the remand hearing, the Citizens Committee filed to withdraw WGN's temporary operating authority. The commission denied the request, but the citizens group appealed to the Washington appellate court to override the FCC decision. In October 1969 WGN announced it would donate WFMT to one or more Chicago charities or educational institutions and that the donation was being authorized in the hope of preventing WFMT from going off the air as a result of the Citizens Committee's petition to withdraw operating authority. The FCC granted a WGN request that it stay its hearing proceeding until WGN's amendment showing the stock donation could be filed and acted on.

In granting the application, the commission waived its interim one-to-a-customer policy, its cross-interest policy and the provisions of its multiple ownership rules, pointing out that the facts of the case and the overriding importance of promoting educational broadcasting justified the waivers.

Vikoa bows out of WCIN(AM) sale

Vikoa Inc., Hoboken, N.J., last week announced it has abandoned its plan to buy WCIN(AM) Cincinnati due to the "changing environment" of CATV—an industry in which it is heavily engaged.

Miles Dolan, financial vice president, said the company had reassessed its priorities in light of recent developments favorable to CATV (such as the Senate's copyright bill and the FCC's order for cable systems with 3,500 or more subscribers to originate programs beginning in 1971). And he added that Vikoa had decided to put the major thrust of its management into the area of CATV. However, he indicated the company still planned to look into the acquisition of radio stations. "It's only a question of time," he said.

The original deal called for Vikoa to buy the full-time outlet from group-broadcaster Robert W. Rounsaville for $2.1 million in cash and 5,000 shares of Vikoa common stock (BROADCASTING, Sept. 15, 1969).

Vikoa operates systems serving Bluefield, W. Va.; Haverstraw and Peekskill, both New York; Lafayette, La.; New Castle, Rochester and Uniontown, all Pennsylvania; Oak Ridge, Tenn.; Willingboro, N.J., and Zanesville, Ohio. The systems have an aggregate of about 38,000 subscribers.

The company also manufactures cable-television equipment, constructs CATV systems and, through Krantz Films Inc., produces and distributes animated cartoons and other TV programs. Its stock is traded on the American Stock Exchange.

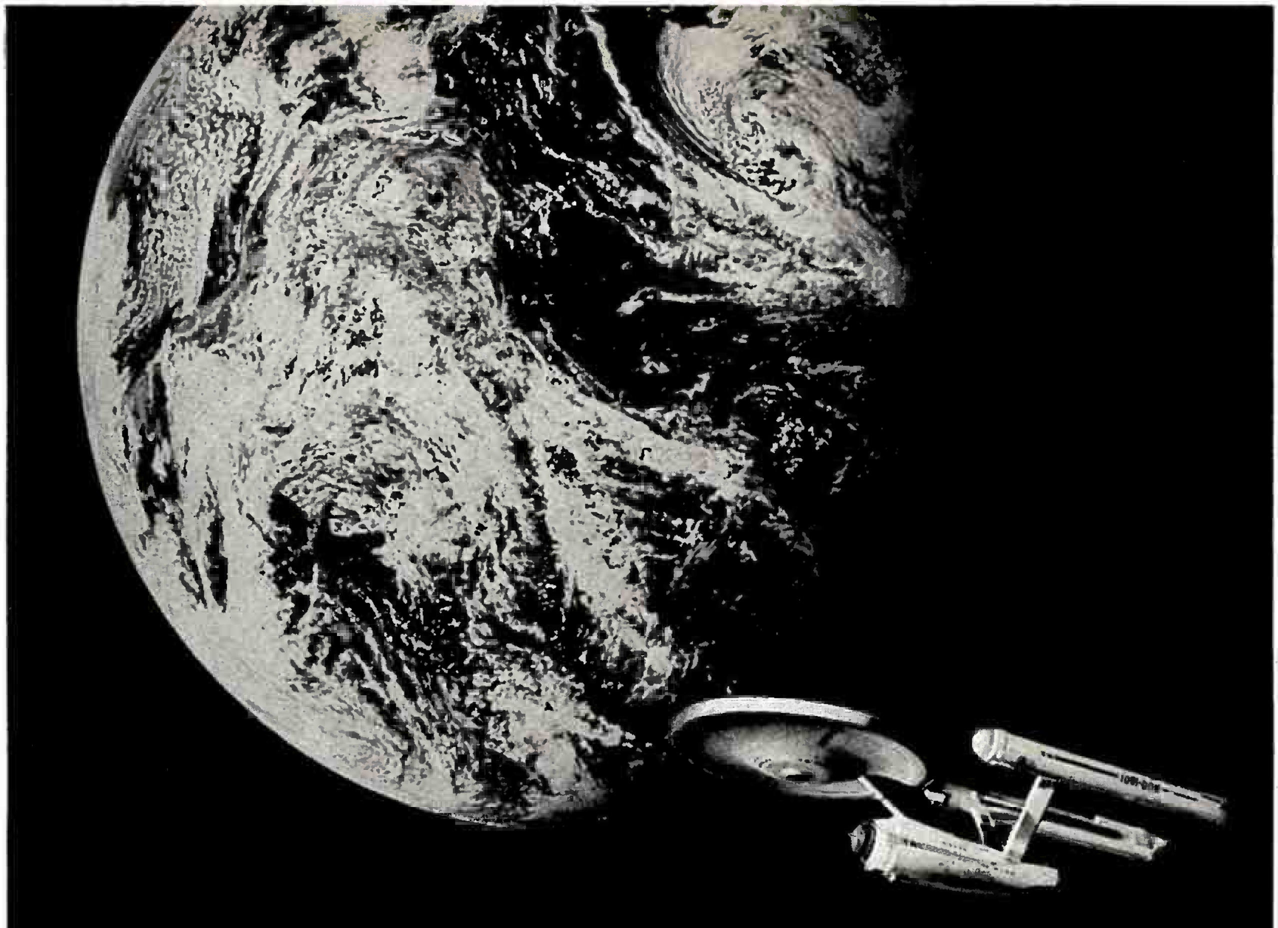
Cypress to move out of broadcasting

Stock plan effected by Harriscope merger will delete KTXL-TV holdings

The previously announced merger of Cypress Communications Corp. and Harriscope Cable Corp., two Los Angeles area-based CATV operators, last week led to additional developments. Cypress Communications, a publicly owned company, announced that it will distribute to its common-stock shareholders all of the common stock of Cypress Broadcasting Corp., a wholly owned subsidiary. This move, described as a shareholders' dividend, would in effect take Cypress Communications out of the station broadcasting business.

The broadcasting subsidiary's principal holding is a 60% interest in KTXL-TV Sacramento-Stockton, Calif., a UHF station that was put on the air in October 1968. The cost of the station was approximately $2.5 million (including current assets). Reportedly, the station is now generating gross revenues of about $70,000 per month. Last September, a 20% interest in the station was sold to Business Men's Assurance Co. of America, Kansas City, Mo. The other 20% of the station is owned by station management. According to current plans, management of the station will not change.

Under terms of the plan to spin off the station, the common stock of Cypress Broadcasting will be distributed to Cypress Communications shareholders on the basis of one share of broadcasting common stock for each share of parent-company common stock outstanding as of a date still to be determined. Cypress Communications currently has 879,288 shares of common



stock outstanding but as many as 1,088,000 shares may be permitted to participate in the distribution of the broadcasting subsidiary if residual securities are converted or issued prior to the date of record that will be established.

In addition to 60% of the common stock of Camellia City Telecasters Inc., licensee of KTXL-TV, the principal asset of Cypress Broadcasting includes approximately $500,000 in cash. This money will be contributed by Cypress Communications for working capital, and operational and developmental purposes in connection with the TV station.

At about the same time the broadcasting subsidiary was being spun off, Cypress Communications and Harriscope Cable jointly announced that definitive agreements have been executed to combine the CATV operations of the two firms. Earlier an agreement in principle only had been revealed (BROADCASTING, Jan. 19). The new announcement pointed out that when the merger is effected, shareholders of Harriscope Cable, a privately owned company, will collectively hold some 42% of Cypress common stock, the largest single block of stock in the company. Also the board of directors of Cypress Communications will be reconstituted so that a majority of its members will be representatives of the Harriscope group. The net effect of these conditions is that control of Cypress will pass to Harriscope.

Irving B. Harris, chairman of Harriscope; Burt I. Harris, president of Harriscope; Geoffrey M. Nathanson, executive vice president and director of CATV; Donald N. Nathanson, and James J. Pelts are to be nominated to the Cypress board from the Harriscope group. Continuing on the board of Cypress Communications would be W. Randolph Tucker, Cypress chairman; Leon N. Papernow, Cypress president; Richard C. Memhard, and Francis J. Palamara. It's expected that the management of the two companies will remain and will combine into one operation.

It's also expected that Cypress Communications will be retained as the name of the merged company. Upon completion of the merger, Cypress will own CATV systems in 17 states serving more than 117,000 subscribers and will manage additional systems owned by other cable TV operators serving 48,000 subscribers in four states. The merger transaction is valued at about $23 million.

Cypress Communications does not require shareholder approval to effect the merger. The only conditions still to be fulfilled before the merger is completed are approvals by the FCC of transfer of control of some microwave companies owned by Cypress (the FCC, too, has to approve the distribution by Cypress of KTXL-TV). In addition, Harriscope Cable owns some broadcast translators that also require FCC approval for transfer of control.

Harriscope Cable is a subsidiary of Harriscope Broadcasting Corp. which owns broadcast stations in Bakersfield, Calif.; Billings and Great Falls, both Montana; and Casper, Wyo. The company further has significant broadcast investments in Albuquerque and Santa Fe, N.M.; and in Chicago. Harriscope's broadcast holdings, however, are entirely separate and out of the merger deal with Cypress Communications.

CATV firm set to buy Youngstown, Ohio, UHF

First move by a young CATV firm into broadcasting was announced last week when Aurovideo Inc., based in Waltham, Mass., reported it had reached an agreement in principle to buy ch. 33 WYTV(TV) Youngstown, Ohio.

Payment is to be in stock of Aurovideo's parent company, Adams-Russell Co., also Walham, Mass., and assumption of debt, valued at $2.8 million, according to the Aurovideo statement. Aurovideo currently owns and operates six CATV systems in four states with a total of 8,000 subscribers. electronic equipment. WYTV, an ABC affiliate, began operating in 1957.

Changing Hands

Announced:

The following station sale was reported last week and will be subject to FCC approval.

- WYTV(TV) Youngstown, Ohio: Agreement in principle reached for sale by Adam Young, Edwin G. Richter Jr., Howard D. Duncan Jr. and others to Aurovideo Inc., Waltham, Mass.-based CATV firm for stock and assumption of obligations valued at $2.8 million (see above).

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 80).

- WDIG(AM) Dothan, Ala.: Sold by Jess Swicegood to Margaret L. Wein for $215,000. Mrs. Wein is wife of Edward Wein, who is president, general manager and minority stockholder of WPNX(AM) Phenix City, Ala.-Columbus, Ga. Mrs. Wein also owns rental property in Columbus. WDIG is full time on 1450 kc with 1 kw day and 250 w night.

Cowles fights back on WESH-TV renewal

Denies Daytona group's charges; notes engineering data lacking in filing

Responding to allegations of a competing applicant for its WESH-TV Daytona Beach-Orlando, Fla., Cowles Florida Broadcasting Inc. last week denied that the station has "abandoned" Daytona Beach in favor of the larger Orlando market.

Central Florida Enterprises Inc., composed of a group of Daytona Beach businessmen, filed on top of Cowles's renewal application for the channel 2 facility last month (BROADCASTING, Jan. 12). The application has not yet been accepted for filing by the FCC.

Cowles' comments, filed with the FCC last week, were primarily directed to two letters sent to the commission's secretary last month by Central Florida. The first letter, written Jan. 19, defended the group's failure to submit engineering data in its application (instead it offered to negotiate with Cowles for WESH-TV's facilities). The second letter written Jan. 26, amplified Central Florida's objections to the station's "inadequate" coverage of Daytona Beach in its news and public affairs programing.

In the Jan. 19 letter, Central Florida said there was "nothing novel" in its proposal to negotiate with WESH-TV for its facilities, pointing out that, "as we understand it," the commission has approved a competing application for WLBT(TV) Jackson, Miss., filed by Civic Communications Corp. which proposed acquisition of the station's physical plant from former licensee Lamar Life Broadcasting Co.

Central Florida said Cowles's "intransigence" in refusing to negotiate "exemplifies its policy to subordinate public-interest considerations to private-interest considerations."

Cowles last week urged the commission to reject Central Florida's "incomplete" filing: ". . . we take this opportunity to advise the commission that Cowles adheres to its previously expressed position of prosecuting its renewal application and not being interested in selling its facilities at WESH-TV to Central Florida Enterprises, or anyone else . . ."

Cowles said Central Florida's reliance on the WLBT(TV) license renewal proceedings is "misdirected," arguing that the question of whether Civic Communication's proposal to acquire Lamar Life's facilities "created a substantially complete application has not yet been raised."

In addition to a failure to include engineering data, Cowles charged, Central Florida's application failed to meet the test of "substantial completeness" because it: (1) failed to present evidence of the legal status of the proposed corporate applicant; (2) wholly ignored financial qualifications by failing to include an estimate of costs of construction and operation as well as balance sheets and stock subscription agreements, and (3) failed to include essential information concerning its methods of ascertaining community needs.

Central Florida's program proposal, Cowles argued, represents "blatant plagiarism" since "the entire program portion of the application is exactly identical to the renewal application of Cowles Florida Broadcasting."

Turning to the Jan. 26 letter from Central Florida to the commission's secretary, Cowles disputed the rival applicant's claim that WESH-TV has presented inadequate news and public affairs coverage of Daytona Beach, and sought to augment its coverage "after-the-fact" when some of Central Florida's principals first expressed dissatisfaction with the station's programing.

"The trend that has taken place since Cowles took over is not of abandonment of Daytona Beach, but of additional investment and continuing improvement in facilities; additional personnel and greater service for the Daytona Beach area," said Cowles, adding, "in view of the fact that Central Florida has copied verbatim the Cowles proposals in its renewal application . . . it is difficult to understand what are the responsive, local programing innovations that are proposed."

Cowles pointed out that the "only noticeable departure" from its own programing proposals is Central Florida's proposal to devote 50% of its total news programing to local and regional news.

Cowles noted that it has proposed 25%, but that the total amount of news programing proposed by Central Florida is the same as its own percentage (11.86%).

New WGN firm

WGN Continental Broadcasting Co., Chicago-based group station owner, announced still broader diversification last week with formation of new wholly-owned subsidiary, WGN World Travel Services Inc., effective June 1. New venture will be a retail agency selling directly to the public.

ABC HAS 6 OF THE TOP 10 PROGRAMS REACHING WOMEN 18-49

ABC's vitality in reaching prime buying prospects—women 18-49—has never been better. For the first two weeks of the newly reprogrammed 1970 season ABC has:
...six of the top ten shows, including the first three. The second network has three, the third has one.
...the four top new programs of the year.
...and the best feature film package on the air.
Here's the complete list:

Top Ten Network Programs Reaching Women 18-49
NTI Reports, Regularly scheduled programs, two weeks ending Feb 1, 1970

	Average Audience Rating
1. **Marcus Welby, M. D.**	23.7
2. **Sunday Night Movie**	22.5
3. **The Johnny Cash Show**	21.0
4. Laugh-In	20.3
5. Tuesday Night Movie	20.2
6. My Three Sons	20.1
7. **Bewitched**	19.9
8. **Movie of the Week**	19.4
9. **Room 222**	18.5
Monday Night Movie	18.5

These new figures confirm what was true in the fall. During the fourth quarter ABC delivered:
...six of the top ten shows for women 18-49. The second network had five; the third network had none.
...the Number One show and the two top new shows.
...and the two top-rated movies.

Top Ten Network Programs Reaching Women 18-49
NTI Reports, Regularly scheduled programs, Oct I – Dec II, 1969

	Average Audience Rating
1. **Marcus Welby, M. D.**	20.5
2. Laugh-In	20.0
3. **Movie of the Week**	18.4
4. **Sunday Night Movie**	17.3
The Bill Cosby Show	17.3
6. Bonanza	16.9
7. **Bewitched**	16.4
Saturday Night Movie	16.4
9. **The FBI**	16.3
10. **The Mod Squad**	15.7
Monday Night Movie	15.7

Doesn't this say something to you? If you're planning now how best to reach young women, shouldn't you be looking at the network which reaches them best...

ABC TELEVISION NETWORK

Audience data quoted are based upon estimates from the A. C. Nielsen Company.
Qualifications available upon request.

Hearing is due on Cheyenne TV renewal

FCC, in accord with Justice Department advice, will look into concentration-of-control issue

Acceding to a 1968 request of the Justice Department, the FCC last week designated for hearing the application of Frontier Broadcasting Co. for renewal of license for its KFBC-TV Cheyenne, Wyo.

The hearing is to determine whether Frontier's other media holdings result in undue concentration of control of mass-media communications in Cheyenne, and whether a grant of the renewal application would serve the public interest, convenience and necessity.

In a departure from normal practice, the commission provided that even if renewal proceedings go against Frontier, the hearing examiner may grant renewal if Frontier agrees, "within a reasonable time," to sell the station at market value ("Closed Circuit," Feb. 9). However, the commission added that any grant would still have to be in accordance with a pending rulemaking that would bar cross-ownership of CATV's and TV stations.

The unprecedented provision is in line with a route suggested by the Justice Department in December 1968 when it asked the commission to break up an existing "mass-media communications monopoly" in Cheyenne by requiring Frontier to sell KFBC-TV (BROADCASTING, Jan. 6, 1969). The commission's hearing order made Justice a party to the hearing.

Besides KFBC-TV, Frontier owns the only full-time AM station and one of two FM's in Cheyenne, and its principals control the company that publishes the city's only morning, afternoon and Sunday newspapers. Frontier also operates a Cheyenne CATV system and owns two satellites of KFBC-TV: KSTV-TV Scottsbluff, Neb., and KTVS-TV Sterling, Colo.

The commission dismissed a petition to deny KFBC-TV's renewal filed by Cheyenne Enterprises Inc., a former applicant for a CATV franchise in Cheyenne. The firm had not establised that it would be adversely affected by grant of the license, the commission found, and "does not have standing to contest Frontier's application." However, the commission said Cheyenne may file a petition to intervene in the proceeding.

Disputing Frontier's contention that a hearing on KFBC-TV's renewal is contrary to the policy statement recently adopted by the commission (the statement says a licensee who demonstrates that his programing is "substantially" responsive to the needs of his service area will be favored over competing applicants), the commission said it had "specifically indicated . . . its intention to institute 'special hearings where particular facts concerning undue concentration . . . are alleged.'"

Justice in 1968 said it believed that Cheyenne was a mass-media market to be considered as separate from the Denver market and that Frontier exercised a concentration of control over mass media in the market.

The department said that perpetuation of that power "raises serious questions under the public-interest standard that governs the commission's action in granting and reviewing broadcast licenses."

Responding to commission inquiries into whether its holdings constitute an "undue concentration" of mass-media control, Frontier last year said "there is no justification for the commission to seek to take away the very facilities which Frontier developed and has been operating in the public interest with commission approval. . . ." Frontier built KFBC-TV in 1953 and has operated the station ever since then.

Claiming that the only "really new interest" in Cheyenne is its CATV system, Frontier said that although KFBC-TV is the only TV station in the city, it is "overshadowed" by Denver stations which it said average 55% of the Cheyenne audience. The effect of its cable system, Frontier contended, is to increase the audience for the Denver stations and decrease KFBC-TV's audience.

"We fail to see . . . why the commission should single out Frontier for a hearing on its renewal application before the commission has even clarified its own views on the subject of cross-ownership in the course of its rulemaking proceedings," Frontier told the commission last year (BROADCASTING, Nov. 17, 1969).

Vote on the order was 5-2. Chairman Dean Burch and Commissioner Nicholas Johnson concurred and Commissioners Robert E. Lee and Robert Wells favored a grant.

Joseph E. Baudino, vice president of Westinghouse Broadcasting Co., was honored last week in Washington with a testimonial dinner and plaque commemorating his 43 years of service with Westinghouse. Among those on hand at the Washington Hilton hotel were (l-r) Donald H. McGannon, president of Westinghouse, and Mrs. McGannon; Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Mrs. and Mr. Baudino.

Merger hearing to resume before Senate group

The Senate Antitrust and Monopoly Subcommittee's latest round of hearings on conglomerate mergers, postponed earlier this month, will resume this week. In the spotlight will be Federal Trade Commission Chairman Caspar W. Weinberger, who has yet to make a formal statement on the merger question.

He will be testifying on behalf of himself and the four other members of the commission. Among the other witnesses are Justice Department Antitrust Chief Richard W. McLaren and Securities and Exchange Commission Chairman Hamer H. Budge.

AT&T states its options

Four line-charge plans for radio to be considered by networks, stations

Broadcasting-industry representatives are reviewing four alternative rate plans that AT&T has offered as a basis for discussion in the FCC proceeding on the telephone company's proposal to boost charges for its audio-transmission service.

By the nature of things, the broadcasters involved in the proceeding, stations and networks, are not likely to establish a united front on any of the plans. For while providing AT&T with approximately the same amount of revenue—$21.4 million (some $3.5 million more than the present tariff provides) to $24.3 million—each will apportion the burden differently among the company customers. What is good for, say, ABC, might not be good for an independent station seeking occasional service.

One of the plans is contained in the tariff now scheduled to go into effect on July 1. It was to have gone into effect on Feb. 1, but the company granted a postponement at the request of the FCC, which said it had received numerous letters from stations claiming that the new tariff would impose a severe burden on them.

The commission suggested that the company propose changes in the tariff "which would be consistent with sound rate-making principles" and consider problems the National Association of Broadcasters and Intermountain Network Inc. had cited in a petition opposing the new rates (BROADCASTING, Feb. 2). The three new plans submitted last week are in response to that letter.

The lawfulness of the tariff is to be considered in a hearing along with the tariff providing for higher video-transmission rates that are already in affect.

The video tariff, which would boost revenues from that service by $14 million to $90.6 million, went into effect on Oct. 1, 1969. However, the additional revenues provided by the new rates are being held in escrow pending the outcome of the hearing. The same will be done when the new audio rates become effective.

The alternative rate plans were submitted to the broadcast-industry representatives—ABC, NBC, CBS, the Mutual Broadcasting System, the NAB, among them—in one of a series of informal conferences the parties have been holding in an effort to iron out a number of differences over the structure of the proposed audio and video rates.

AT&T says that the plan scheduled to go into effect on July 1 and identified as Plan E will produce $21,424,000 annually. Another plan, identified as Modified Present, would provide $24,335,000 in revenues; a third, called Modified D, $22,559,000; and the fourth, Plan X, $21,424,000.

An indication of how the burden shifts among users depending on the plan used is provided by some "illustrative examples" contained in the AT&T presentation. A 'Large Network" would pay $168,503 monthly for 17 hours of service under Plan E, according to AT&T, and $232,798, under Plan X. So it would prefer Plan E, the one contained in the new tariff.

But a "Sports Type Network" would pay $37,145 monthly under Plan E and $15,955 under Plan X, so it would prefer the latter. So would an independent station taking one hour of service with more than 25 miles of interconnection involved; it would pay $58 under that plan, $261 under Plan E (and $73 under the existing tariff).

Station-connection and local loop

charges are the factors that brought the sharpest complaints from the radio-station operators in remote areas whose complaints led the commission to ask AT&T to postpone the effective date of the new tariff. According to AT&T's "illustrations," a station taking one hour of service would pay $150 for two connections and $20 for two loops under Plan E, if more than 25 miles was included; the respective costs under Plan X would be $36 and $14.

The networks and stations that would pay the rates are reviewing the plans in light of their actual experience in an effort to determine what each would cost. The parties are scheduled to discuss the alternatives in their next informal meeting, scheduled for March 6.

ETV is sensitive to the economy

ETS examines ways to recoup money losses and promote instructional TV

The tight money situation and the slowdown in the economy aren't affecting commercial broadcasters alone; educational broadcasters are beginning to feel the pinch too.

This was the main problem discussed last week in Washington at the meeting of the board of directors of the Educational TV Stations division of the National Association of Educational Broadcasters.

Although the economic softening has not yet made itself strongly felt in the ETV field, there are signs. A few school systems have cut back in their contributions to local ETV stations, Chalmers H. Marquis, ETS executive director, told the board. Contributions have already been reduced in such cities as Los Angeles, Kansas City, Mo., Cincinnati and Norfolk, Va., as part of a paring of school budgets, he noted.

Most ETV stations provide an in-school service for local school systems and are paid on a per-pupil basis. This activity brings in about $35 million annually, according to Mr. Marquis, which amounts to about half of ETV's total revenues of $70 million a year. Any large-scale reduction, he said, could be drastic for ETV stations.

To counter this potential problem and to make instructional television more meaningful, the ETS board voted that NAEB should (1) help ETV broadcasters upgrade their instructional-TV activities and increase their staffs in that field, (2) promote the increased use of ETV by teachers, (3) encourage the establishment of model ITV systems in specified ETV stations, (4) urge ITV practitioners to liven their presentation of subject matter by using more contemporary formats and techniques, similar to the nationally-networked *Sesame Street* program, and (5) to expand its staff to perform more and better functions for ITV.

The ETS board's interest in ITV was sparked by the report last month of a comprehensive study of the use of TV by educators. Issued by the Commission on Instructional Technology, an advisory group established by the Department of Health, Education and Welfare, the report called for the total use of technology in education rather than its piecemeal use as an adjunct to other techniques.

The ETS board also agreed to hold a special meeting later this year to discuss the position of ETV stations in regard to the "wired-city" concept. If this should take place, it was felt, ETV stations would find themselves as public communications centers with the potential of using a number of channels rather than one over-the-air as at present.

The meeting later this year will attempt to identify the role ETV stations should play in this event.

At present, the NAEB has taken the position that CATV systems should be treated as common carriers and that the owner of the system should not be responsible for programing his system. It has also urged the reservation of at least 20% of the channels of each CATV system for educational TV use, to be offered free to educational broadcasters or leased at reduced rates.

In other actions, the board:

▪ Voted to continue to urge Congress to appropriate additional money this year and next for the facilities-grant program that is now handled by HEW. The President asked for $4 million for this program for the fiscal year that begins July 1. In the current year's HEW appropriation, which was vetoed by the President, the facilities program was listed for $5,083,000. The President has said he will accept $4 million in the rewritten HEW appropriation. HEW, however, has announced that it intends to spend only $1,774,000 of the total $8 million, this year, and the remainder next year. This also was protested by the ETS board, which feels the full sum should be spent in the year in which it is appropriated.

▪ Discussed a new dues formula to result in increasing income from ETV stations to NAEB by about 20%. At present NAEB dues for its TV affiliates range from $500 to $8,000 yearly, based on such criteria as grade-A coverage, population, size of its budget, whether it is a U or a V (the former receive a discount) and whether it is in its first year of operation (there's a discount for fledglings) or has been operating for more than a year. The ETS division current budget is $184,000 annually; it is seeking an increase of $36,800 for the next year.

▪ Re-elected were Hartford N. Gunn Jr., noncommercial WGBH-TV Boston, as chairman, and Loren B. Stone, noncommercial KCTS-TV Seattle, as vice chairman.

Hoving committee without Hoving

Group plans to elect new chairman and make some decisions on its staff

A board meeting of the National Citizens Committee for Broadcasting on Friday (Feb. 20) may prove crucial to the committee's direction and even its existence.

On the agenda is the election of a new chairman. Thomas P. F. Hoving, head of the committee since its founding in 1967, notified the board two weeks ago that he intended to resign as chairman, although he is expected to remain a committee member. Mr. Hoving reportedly wants to return to politics in some capacity with Mayor John V. Lindsay's administration in New York City. He also may resign as director of the Metropolitan Museum of Art next year. He was the city's parks commissioner during Mayor Lindsay's first term.

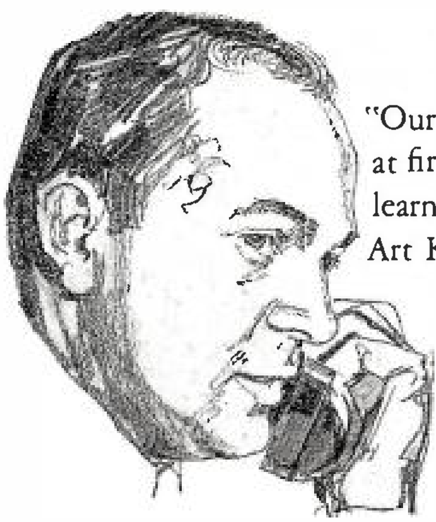
Mr. Hoving's has become a controversial name on the broadcasting scene, and some of his comments have caused concern both inside and outside the committee. A recent upheaval within the ranks followed Mr. Hoving's sharp reply to Vice President Agnew's criticisms of television news coverage (BROADCASTING, Nov. 24, 1969). Other issues included a charge of collusion between AT&T and the networks (BROADCASTING, Oct. 7, 1968), an attack on ABC's refusal to terminate cigarette advertising (BROADCASTING, Aug. 18, 1969) and the change in direction of the committee from supporter of noncommercial broadcasting to critic of all television (BROADCASTING, Oct. 28, 1968).

There are also disputes at lower levels of the committee. The board, according to one director, is divided over questions about the working staff —who should be on it and how much they should be paid—and this dispute is also on the agenda for debate Friday.

Whether the present staff of four regulars, two part-timers and two fund

Look what our customers say about easy-to-operate Gates automation systems...

"Any of our employees can operate our Gates automation equipment. It's easy to understand and changes in programming are made quickly and without confusion."
Dige Bishop, WCTA, Andalusia, Alabama



"Our equipment might look complicated at first glance, but even new employees learn how to operate it in no time at all."
Art Kinsey, WOAP, Owosso, Michigan

"We have periodic changes in program format that require changes in the automation programmer. These are handled routinely with ease by any of the staff."
Bill Hansen, WJOL, Joliet, Illinois

"All we do is decide what we want to do, then we tell the automation equipment to do it! No fuss and no complications."
Don McDougald, WMCD, Statesboro, Georgia

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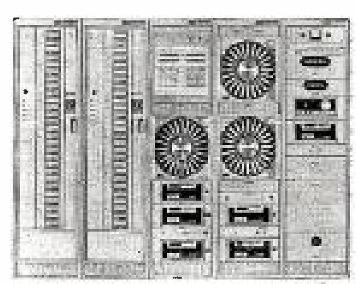


HARRIS INTERTYPE CORPORATION
GATES
A DIVISION OF HARRIS-INTERTYPE

raisers will be able or will want to continue after the board discussion appears to be the big question.

Executive Director Ben Kubasik, who joined the committee in July 1967 at a reported annual salary of $40,000, is in favor of paying good salaries for staff workers. Some of the board members are opposed to expanding the staff with five-figure salaries, especially since the committee was close to bankruptcy last summer until a $200,000 contribution from William Benton, chairman of the Encyclopedia Britannica, insured its continuation for at least another two years.

Since then the committee has hired a professional fund-raiser, Harold L. Oram Inc., which has designed direct-mail letters sent to lists culled from major contributors to other projects. The committee apparently was not extremely successful with its first appeal, for another mailing asking for extra funds for the "conference on citizens rights in broadcasting," planned for April 28 in New York, went out this month.

"NCCB must raise at least $75,000 to sponsor this conference over and above its regular operating budget," says the prospect letter signed by Mr. Hoving.

Despite the seeming lack of funds and the internal struggle over staff, the committee has gone ahead with plans for the conference. Its solicitation letter said the following had been invited to speak at it: Chief Justice Warren Burger, FCC Chairman Dean Burch, FCC Commissioner Nicholas Johnson, Senator John Pastore (D-R.I.), Senator Philip Hart (D-Mich.), Dr. Milton Eisenhower, Ralph Nader, A. C. Nielsen and John Kenneth Galbraith.

Media notes:

Harvard fellow ▪ The National Association of Broadcasters' first fellowship at Harvard University Graduate School of Business Administration has been awarded to Clyde Ernest Lindsay of Cambridge, Mass. Fellowship is awarded annually for two years to a superior Negro student at Harvard Business School. Mr. Lindsay is studying for his master's degree in business administration, was on the dean's list and has been commended by the National Alliance of Businessmen for a series of employment manuals he wrote.

Changing affiliations ▪ ABC and NBC have switched radio affiliates in the Columbus, Ga.-Phenix City, Ala., market. WPNX(AM), owned by Bi-City Broadcasting Co., Columbus, leaves ABC for NBC, and WDAK(AM), the previous NBC affiliate, becomes an ABC American Information Network affiliate. WPNX is on 1460 kc with 5 kw daytime, 1 kw night. WDAK, owned by Radio Columbus Inc., is on 540 kc with 5 kw daytime, 500 w night.

Small-market TV's to face viewer loss

That's what NAB, AMST claim will happen with proposed FCC cable rule

Broadcasting groups last week urged the FCC to scuttle a proposed amendment that would exempt CATV systems serving 500 or fewer subscribers from basic program carriage and exclusivity requirements.

The proposal would make permanent an interim policy the commission adopted two years ago when it moved to "defer" consideration of such requests involving the smaller systems. The proposal was enthusiastically endorsed by small cable systems commenting the previous week (BROADCASTING, Feb. 9).

The National Association of Broadcasters, claiming the proposal represented a "complete turnabout" in commission policies, said it would "adversely affect local television audience sizes, particularly of small-market stations which depend on small communities and villages for a significant portion of their audiences."

NAB said small-market stations "simply cannot afford additional fractionalization of their limited potential audiences," adding, "importation of distant signals into these markets has already worked considerable hardship. . . . To propose a rule amendment which would permit CATV systems to bypass the local station in favor of a more distant one is patently inconsistent."

The Association of Maximum Service Telecasters told the commission that a carriage requirement "would not, except possibly in the rarest cases, impose any substantial burdens on a CATV, large or small."

Disputing the claims of some cable operators that the same-day duplication requirement is burdensome, AMST pointed out that even sophisticated switching equipment costs "no more than $2,500" and that less sophisticated, jerry-built switching gear can cost "as little as $25 to $500."

The cumulative impact on over-the-air broadcasting service resulting from exempting smaller CATV's from carriage and non-duplication requirements would be "severe," AMST suggested, adding that by not carrying local signals the systems would in effect cut off their subscribers from "an important if not the sole source of locally oriented television service."

The proposal would not aid the commission in disposing of pending carriage and nonduplication cases, AMST argued. "Only a small proportion of the present backlog consists of cases involving smaller CATV's. . . ."

"At the very least," AMST said, "the commission ought not to extend the proposed exemption to any CATV system which has a total population within its franchise area of 3,000 or more. With 3.5 persons per household and CATV saturation of 60%, a CATV system in a community or group of communities with a total population of 3,000 will have 500 or more subscribers."

ABC said it did not believe "a general exemption from the carriage and nonduplication rule, based solely upon system size, can be justified. . . .

The commission's present system is faulty, ABC said, since it accords cable systems automatic interim exemptions from carriage and nonduplication rules upon the filing of a waiver request.

IRTS fund raiser

John Karol, retired CBS-TV vice president (for special projects), will act as "solicitor-general" for the IRTS Foundation College and Faculty Conference to be held April 16-18 in New York. Mr. Karol will lead a drive to obtain funds for support of the conference and other educational activities of IRTS and the Foundation.

Tooling up for sharper buying in the 70's

To cope with middlemen and clients' cost awareness, agencies are putting emphasis on the 'negotiated' deal

Along agency row media departments may well be parodying: "Those middlemen are breaking up that old gang of mine." And the wording could also cite a changing economy and the age of the computer as prime reasons for the demise of the buyer of the past who relied too heavily on the book.

A more sophisticated approach to media buying has been emerging for some time, with the promise of more efficient budgets for advertisers and better utilization of the broadcast media.

In spot-broadcast buying, in particular, the objective at the agencies is to get the most rating points at the lowest cost. Hence a premium is being placed on personnel with the experience and knowledge to drive hard bargains in negotiation with stations and their representatives.

Among the major advertising agencies, these developments and opinions are underscoring the trend:

At the first of the year, quietly and without fanfare, the media department of Doyle Dane Bernbach was restructured, and new personnel added. The goal is a "more responsive" organization, according to Al Petcavage, chief media man at that agency.

There are stirrings anew at Young & Rubicam, an agency that last year revamped its media-relations department geographically, dividing the U.S. into seven regions for spot-buying purposes. Warren Bahr, Y&R's executive vice president, media director, says other changes may be imminent: "We are thinking of experimenting with local, resident buyers."

Other large, national agencies, among them J. Walter Thompson Co., Needham, Harper & Steers, Benton & Bowles, BBDO, are trying out new media operations. All cite internal reasons for change; most admit external factors—such as middlemen, an inflationary economy and the greater use of the computer.

The movement in all these agencies is toward greater specialization. The trend is away from buyer-planners and pools of all-media buyers. Emerging is a media buyer of greater status, with perhaps increased salary, who is an expert at one medium in a few markets.

Independent buying services are responsible for much of the new glamour and heightened interest in media buying—an area long associated with tedious paperwork and trainee programs. A media supervisor at a major agency observes that the outside services have had "an unsettling effect on agency media departments," whether agencies admit it or not. If the agencies have not lost business to independent services, they have lost valuable personnel. "Agencies are less able to hire cheap help to dispose of millions of dollars of media billings than a few years ago," notes this media executive. He claims that the recent rush to re-evaluate media organizations is evidence of widespread unease. Even if his agency has not been directly threatened by a middleman, a media director will take "defensive measures," he says, adding that he has observed colleagues "take extraordinary steps to prove their worth."

He notes that in inflationary times service groups suffer, and traditionally,

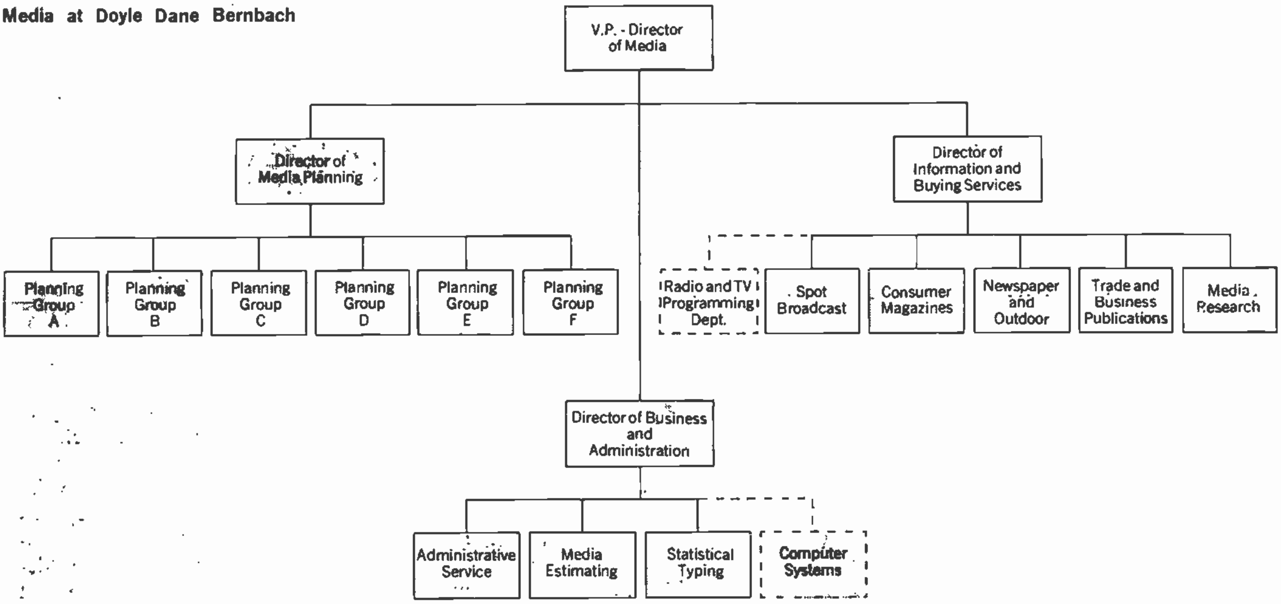
Mr. Kanner

Mr. Bahr

Mr. Papazian

Mr. Petcavage

Media at Doyle Dane Bernbach



The new Doyle Dane Bernbach media organization is a tripartite operation. Media planning, information and buying services, and business and administration all fall under the supervision of the director of media. Media-planning groups are set up to correspond to account-management groups. The information and buying services unit breaks down into four media divisions and research, plus special liaison with the agency's radio and TV programing department. Business and administration, responsible for follow-up and documentation, also maintains a special liaison with the agency's computer-systems department. Previously DDB had four media groups of buyer-planners assigned to accounts.

media departments are a large part of the expense of an agency, although until now no one knew exactly how large. There was no measuring stick to determine what portion of the agency's 15% rightfully should have gone to media expenses. This media supervisor maintains that the independent buyers now provide that measuring stick.

The media director of a major spot agency has been watching other agencies change, but is not convinced they have any answers. He does believe, nonetheless, that the middlemen and the reaction to them by agencies has focused new attention on spot.

Spot salesmen will witness to that, although all are not pleased with the kind of attention they are getting. One estimate gives the buying services 8% to 12% of national spot business. Agencies have been forced to adopt the buying techniques of the middleman, insiders note. Agency buyers, like the independent services, are bargaining hard. Some media salesmen fear these tough negotiators will attach little importance to quality buys.

The executive of one rep firm maintains that a number of big agencies in New York and elsewhere have undertaken major overhauls of their media operations. Agencies, which in the past gave buyers such narrow guidelines that any novice could make the buys, have now given their buyers great discretionary powers, he says.

"You have an entirely new ball game in the negotiating area. What you find, in total, is we are entering an area where the price of advertising communications is more negotiable than ever before," says Warren Bahr, Y&R media director.

In the mid-1950's, Mr. Bahr relates, Y & R abandoned its system of buyers with specialized buying functions—either print or electronic—for a system of all-media buyers. But the new system, says Mr. Bahr, grew more and more unwieldy as spot grew more and more unwieldy. Progress in research and the use of the computer, plus "the greater use and the anticipated greater use of advertising and spot," and other developments, "not the least of which is the buying service," caused Y & R to re-evaluate its media-buying methods a year ago. Mr. Bahr says that because of the pressures of negotiations and because of the fantastic increase in not only size, but in the complexity of the spot market, Y & R implemented the regional system. Buying previously had been on a brand-by-brand basis.

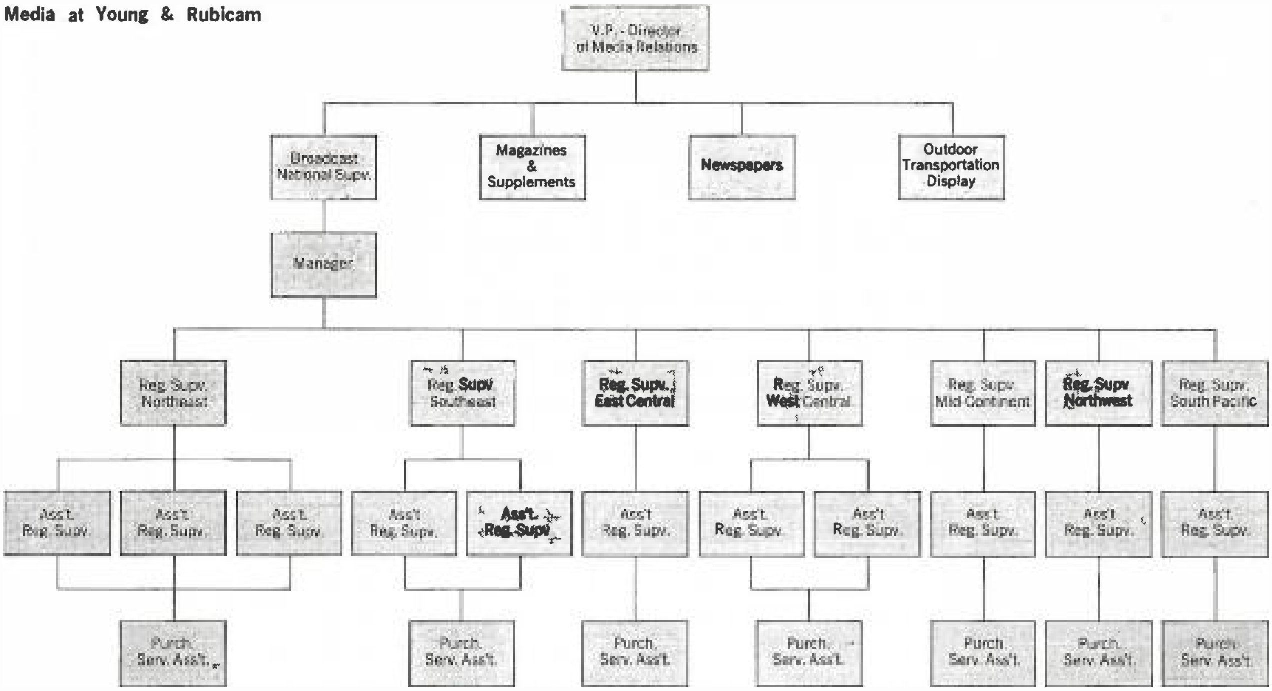
Now, with the country divided into seven geographical sectors, buyers who have expertise in certain markets buy spot for all accounts within those markets. "The people in that unit have no contact with either the client or the other people involved with the brand," but buyers are in close contact with media planners, who in turn are assigned to specific accounts, explains Mr. Bahr.

Mr. Bahr is satisfied with the success of this operation, but he wants to carry it even one step further. The agency operations committee has approved further exploration of the local-market resident-buyer concept, a plan about which Mr. Bahr is most optimistic.

"We felt that the seventies would mean the increasing importance of local-market operations," Mr. Bahr offers. He points to the "growing importance and growing fear on our part of retail and local organizations" and Y&R's "expansion and entry into the syndicated market area."

(Young & Rubicam owns the rights to and has syndicated *The Galloping Gourmet* on behalf of several advertisers. The agency has similar plans for *Telcor*, a top-100, disk jockey television show currently being developed. *Telcor*, which has been sold to Beechnut Inc. and The Arrow Company division of Cluett, Peabody & Co., will be offered in one-hour segments that lend

Media at Young & Rubicam



Young & Rubicam's expanded media relations department divides the country into seven geographic regions. Buyers in each region handle all spot buying on all accounts in their region. The original regional set-up at Y & R divided the country into nine sections, but it has since evolved into the more workable seven. Before this system was implemented last year, Y & R maintained a staff of all-media buyers who bought on a brand-by-brand basis. The agency is now considering sending its regional buyers into the field, permanently, to work out of regional buying offices. The agency hopes that buyers on the local scene might generate new, local business.

themselves to stripping.)

Mr. Bahr foresees the local-buying office as a means of generating its own business. Then, he suggests, "we could go to a retail business in the market place." He regards franchise operations as a prime prospect for this kind of service. Generic business of a noncompetitive nature, say a retail shoe store in Detroit and a retail shoe store in Boston, suggest possibilities to Mr. Bahr. He expects the weight of Y&R national accounts will profit the local retailer, but he does not anticipate that buyers at local-market outposts will be competing with small local agencies.

Under the proposed system, Mr. Bahr maintains, Y&R would work with local agencies. Media measurement and audience determination would remain a New York function. Radio figures strong in the proposed plan, as does newspaper. Young & Rubicam is now weighing the merits of cities, investigating their potential for volume local business. Despite his enthusiasm, Mr. Bahr expects some personnel problems. For one, the resident buyer must function as client contact.

Less radical but not dissimilar innovations were made in the media department of Doyle Dane Bernbach at the start of the new year. Mr. Petcavage, vice president and director of media at DDB, outlines his problem as one of controlling an ever-expanding media operation. Before the newly instituted changes, accounts were split up among four media groups. Buying was by all-media generalists on an account basis, as each group was responsible for plans, presentation, execution of plans and the administrative follow-up for its assigned accounts.

Mr. Petcavage felt the directors of each media group were spreading themselves too thin. "Our account list had become very long and each of these people was responsible for a broad list of accounts." Quality control was "not as sharp as it might be" and a communications problem had arisen between agency and media. He said that if a medium had a new concept, new opportunity or new piece of research to offer, it was relayed to the agency in a very haphazard fashion—sometimes through the media directors, sometimes through Mr. Petcavage personally, sometimes through junior buyers.

External pressures, too, affected the decision to revise the Doyle Dane Bernbach media operation. Among them, Mr. Petcavage numbers "the marriage of computer systems to media departments." He does not number among them the independent media-buying service.

While he admits that the middleman made him nervous when he first saw him emerging, Mr. Petcavage believes they have over-populated themselves out of contention. He concedes they may have had some success when they were fewer in number.

Media at DDB are no longer bought on the basis of account assignments, but on the basis of function: planning and presentation; information and buying services; administration. Information and buying services are broken down into media. The spot-broadcast group buys for all accounts and is responsible for pre-analysis and cost analysis of spot buys. The planning function and the execution function are now separate. Media-planning groups are set up to correspond with each of the agencys' account-management groups. Planners draw on the buying-services groups for information, and approved media plans are reported back to the buying group. Follow-up and documentation of buys fall under the aegis of the new-business and administrative set-up. Mr. Petcavage says the new arrangement permits less conflict of interest in terms of work burden, allows for more extended supervisory control, for more extensive involvement with computer systems, and the agency can "confront the problem of negotiation in media." The buyer now has a better bargaining position, as well as greater familiarity with his medium. The all-media buyer, explains Mr. Petcavage, was "only speaking from the strength of his own accounts," while, now, he carries "the weight of sheer volume."

Ed Papazian, BBDO's vice president and director of media planning, says his restructured department is costing the agency 50% more to operate, but is saving lots of money for clients.

What he calls the old-fashioned "package goods approach"—utilizing a youthful staff of buyer-planners—was superseded in the early 1960's by the buying pools with buyers assigned by account. Last fall BBDO declared the buying pool obsolete and invented the associate buying director. The new operation is composed of five regional buying groups, who buy on all accounts; three associate buying directors, who are assigned specific accounts and who function as liaison between buyers and associate planning directors. This system employs parallel departments—planning, and execution and evaluation—yet there is a man in the middle to remind buyers of brand objectives.

Under the old system, Mr. Papazian explains, a client who wanted to cancel, change copy, or simply know what was doing, was out of luck: The buying pool was unwieldy. When the independent buying services happened along, morale in his department took a dive. Buyers were promised "things like doors in their offices" as morale boosters, but nothing worked, since buying was clearly still a second-string activity.

Speaking of the new organization, Mr. Papazian says: "The biggest change has been in the morale." Only half of the media crew that was at BBDO a year ago survived the "revolution," as Mr. Papazian likes to call it, so there were not so many spirits to be lifted. Of the five regional group directors, four were added to the staff at the time of the change-over. The salaries of Mr. Papazian's "super-buyers" have increased by an average of one-third. "The second part of the plan is to have much better people and pay them better and have fewer of them," says Mr. Papazian.

In part, says Mr. Papazian, the restructuring can be attributed to new management, but changes in the media climate were equally responsible. Negotiating is now "more ulcer-generating." There is the increasing emphasis on spot—a result of the complexity of spot, not the advisability of spot, says Mr. Papazian—to be dealt with.

The new operation offers a greater accountability, he suggests. "You can document that you bought 21% better than last year." Documentation like that is needed ammunition against outside services. In the past, accountability was nearly impossible and "always defensive."

Mr. Papazian says BBDO has been and is using the independent buyers, but he is not especially impressed. In the past, he says, the agency has run checks on their buys and concluded that BBDO could have performed as well if not better.

One technique agencies have learned from the middleman, Mr. Papazian says, is giving advertisers tighter budget estimates. Before the agencies caught on, middlemen were coming in with very tight specifications, while agencies estimated broadly and cautiously. Now, says Mr. Papazian, BBDO gives its clients "tight specs," and the middleman cannot promise or deliver a better buy.

The new set-up at BBDO has put to best use that agency's computer system. The buyer is required to feed the computer a proposed buy, and, within enough time to make necessary changes, the machine cranks out a forecast, which is sent to the buyer, his boss the regional group chief, the planner, and the client, if he wants it. Mr. Papazian calls it "a report on the buyer" and "occasionally embarrassing."

The first six months proved the change-over worthwhile, according to Mr. Papazian. A recap on one account in 30 markets demonstrated a 10% gain of impressions over the same campaign the year before.

Needham, Harper & Steers has tripled its billings in recent years, but the independent media buying services have forced the agency to take a more competitive stance and restructure its marketing department, according to Herb Zeltner, corporate director of marketing services.

At the first of the year, NH&S discarded its classic two-department (media and research) system, and launched its four-department marketing-services division. Among its aims were tighter management control and a better mechanism for quality control.

The division was regrouped into media and market planning, research, applied media, and information services. Standing committees make the parallel operation possible. Media and market planning remains in close contact with account groups and clients and is composed of a small number of highly paid people. The research department saw the least change in the recent overhaul, and it, too, is a small, elite outfit. Mr. Zeltner calls applied media "our own sort of in-house independent buying service." Buyers specialize by media, with new emphasis on negotiation.

Buyers in this category are now better paid, says Mr. Zeltner, and there has been a general "shaking out of quality."

Coordinating the computer operation, which can be a "variety store" of data if not properly handled, is one of the responsibilities of the information-services division, according to Mr. Zeltner. He has great ambitions for this department, which already has an economic research analyst and may get a sociologist.

Coincidentally, an agency housed in the same Manhattan skyscraper as Needham, Harper & Steers has been experimenting with its media department as well. "The situation in terms of the complexity of the paperwork, the piggyback situation, the way spot television was being sold, the way our clients were buying it, indicated a restructuring," according to Bern Kanner, senior vice president, director of media management, Benton & Bowles.

Four groups, each responsible for all planning and buying on specific accounts, were established at Benton & Bowles in last autumn's reorganization. Within each group, buying and plan-

Grey divorces spot from other buying

Grey Advertising Inc., New York, announced last week that a buying unit has been formed by the agency to buy spot exclusively.

The broadcast service group will offer Grey clients a stable of media specialists who will be assigned to fixed, individual accounts. Previously, Grey used all-media buyers who were responsible for planning and execution. Under the new arrangement, the media staff will continue to do all buying and planning for all media, except spot-radio and spot-TV, which fall to the new broadcast service group.

The unit is headed by Jim Fagan, vice president and director of broadcast services. Marilyn Fisher has been named assistant director.

In announcing the change, Sanford Reisenbach, vice president and media director, said: "The primary reason is keeping in step with our computer operation." Spot buyers will also be specialists in using computerized data. Mr. Reisenbach added that problems of paper work created by piggybacks and complex rate cards also precipitated the restructuring.

The agency, said Mr. Reisenbach, had given consideration to setting up a regional spot-buying department, but decided that such a system was not in the best interest of clients. He said that with the services organized on a client basis a buyer would "become a market specialist in his clients' own markets."

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Starmaker 96. Extremely versatile unidirectional dynamic. 3-position Bass Roll-Off switch reduces rumble and unwanted background noise; also reduces bass in "close work" applications. $50.00*

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There is one sure way to select the microphone that's best for your station. Try it before you buy it.
Try any of these new RCA Starmakers for 90 days... at no cost or obligation!
RCA has advanced the state of the art in microphone design—to enhance the performing art!
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Please have an RCA Distributor send me the Starmaker microphone(s) circled below on a free 90-day trial offer. At my option, I may return or buy my selection(s) within the 90-day period.

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Name ______
Title ______
Station ______
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*Optional Professional Price. Includes adjustable holder, 20-ft balanced line, dual Hi Z/Lo Z connector, and attaché case.

ning functions are separated. But buyers and planners are placed in the same approximate location to encourage a flow of information between them.

Mr. Kanner feels this operation will answer some of the personnel problems that plague the media field. Too often, he says, bright, young people were fashioned into mechanics, "spending 80% of their time doing paperwork."

Neither does he believe an agency can hold onto good people if it "takes a guy and makes him responsible for nothing more than five markets." The new B&B system, explains Mr. Kanner, never removes the buyer from brand objectives: "You see over and over that young people are looking for a certain amount of involvement in the work they do." The new changes, he expects, will revitalize the agency's media function.

J. Walter Thompson Co. moved into a market-buying structure within its broadcast department, giving each buyer in each market the full weight of the agency's $90 million in spot business to throw around. A year later, JWT seems satisfied with the advantage the system gives it in a negotiable market place. The broadcast department also finds itself better able to absorb computerized market data.

If clients harbor any resentment of assembly-line buying and planning at agencies, none of them are saying so. Agency media people argue that, in fact, these systems make them even more responsive to client needs. In an inflationary period, the advertiser's costs are rising on all fronts, but he cannot afford to stint, especially in the competitive package-goods fields. Any cost relief media buyers can hold out to him are welcomed.

The heart of the matter, as expressed by one media director, is that "more than ever the premium is on seasoned professionals." No longer, says another media supervisor, is a man who makes media his career going to be considered a failure. One agency has embarked on an extensive recruitment and career-development plan within its media department. Media personnel, it is said, welcome specialization that gives them a broader responsibility within their field.

And, says one director, the renewed application of "the good old incentive system" to his staff has had marvelous results.

To a spot buyer who can only buy by the book, all this may mean he is out of a job. For talented negotiators there is a promising future, and broadcasters had best be prepared to deal with this new species.

(The foregoing special report was researched and written by Caroline H. Meyer, staff writer, New York.)

Equipment&Engineering

Top legal guns draw bead on 820 kc

Goldberg, Clark argue for WAIT's renewed bid for night use of clear

If WAIT Chicago, a limited-time station on clear-channel 820 kc, loses its bid for FCC permission to operate unlimited time on that frequency, it won't be for lack of glittering legal talent.

The commission members, sitting en banc in an oral argument in the case last week in Washington, found themselves face to face with Ramsey Clark, who until Jan. 20, 1969, was the U.S. attorney general. He now is head of the Washington office of the New York law firm that WAIT has retained in its effort to obtain a waiver of the clear-channel rule.

The case is before the commission a second time; it was remanded in June, 1969, by the U.S. Court of Appeals for the District of Columbia after WAIT had appealed the commission's refusal to accept its application for full-time operation, then rejected its petition for reconsideration (BROADCASTING, June 30, 1969).

WAIT was represented in court by another member of the New York firm of Paul, Weiss, Goldberg, Rifkind, Wharton & Garrison, which represents it—Arthur Goldberg, former associate justice of the Supreme Court, former UN ambassador and former secretary of labor.

WBAP and WFAA, both Fort Worth-Dallas, who are the dominant stations on 820 kc, are vigorously opposed to WAIT's waiver request. The frequency is one of 12 remaining clears that the commission has ruled as not to be duplicated at night.

Some observers at the oral argument felt that counsel for the Fort Worth-Dallas stations, Michael Finkelstein, a former commission attorney, scored a number of points off his illustrious adversary. However, others said they were "impressed" by the former attorney general's presentation; they said he had "obviously done his homework and made an appealing argument."

Whatever the outcome, the case has already made some history. Officials say that WAIT was the first station to request a waiver of the clear-channel rules so that it might operate at night and that the oral argument was the first ever held on a request for any rule-waiver request. They also said that the commission had never before had a denial of waiver "thrown back" at it by a court with instructions to take a closer look at the case. The court said the commission had acted too summarily.

Mr. Goldberg, who was making his first court appearance since leaving government, had raised a First Amendment argument in urging the appeals court to overturn the commission's decision. He said the commission's refusal to waive the clear-channel rules despite WAIT's plans for protecting the dominant stations at night violates the First Amendment.

Delay is discussed for tuning parity

Set makers say they can't make UHF and VHF tuning comparable by May 1, 1971

Television-set makers told the FCC last week that it is impossible for them to meet the May 1, 1971, deadline for comparable VHF and UHF tuners. They asked that the FCC order, issued three weeks ago (BROADCASTING, Feb. 2), be made more flexible on timing. This move probably will be made officially in a petition for reconsideration following a second meeting, suggested by FCC Commissioner Robert E. Lee, between set manufacturers and broadcasters to work out a mutually satisfactory timetable. That meeting is scheduled to take place Thursday (Feb. 19) in Washington.

The commission ordered TV-set manufacturers to incorporate "comparability" in tuning beginning May 1 next year on all sets 9-inches or larger. For sets smaller than 9-inches, the FCC order becomes effective May 1, 1973.

Scheduled to represent broadcasters at this week's meeting are the following UHF broadcasters: W. Robert McKinsey, WJRJ-TV (ch. 17) Atlanta, David M. Baltimore, WBRE-TV (ch. 28) Scranton-Wilkes-Barre, Pa.; C. Richard Block, Kaiser Broadcasting Co., which owns a group of UHF television stations in San Francisco, Los Angeles, Boston, Detroit, Cleveland and Philadelphia, and Martin E. Firestone, Washington lawyer, representing the All Channel Television Society (ACTS), representing UHF stations.

At last week's meeting, Richard W. Hanselman of RCA and Albert Cotsworth of Zenith told the FCC group that they felt they might be able to have tuning parity in about 50% of their lines by next year, but emphasized that ordinarily there is a two-year lag between the commencement of new designs and their incorporation into sets in the marketplace. Other manufacturers, agreeing, also noted that tuner makers were a key element in their ability to meet the deadline, since most TV set manufacturers buy tuning subassemblies from these specialists.

All agreed also that the use of comparable tuners for VHF and UHF in receivers would indubitably boost the retail price of sets by about $12. This is based on the calculation that it will cost manufacturers about $4 more for the comparable tuners than they spend now for separate VHF and UHF tuners, and that this sum is tripled by the time it reaches the consumer.

None of the manufacturer representatives, however, challenged the FCC's order instituting tuner parity in TV sets.

Technical topics:

Lens control ▪ Rank Precision Industries Inc., Studio City, Calif., and West Nyack, N.Y., is marketing Monital zoom lenses with both manual control for zoom and focus and motorized iris. Dennard controls cost $645 with motorized iris and $516 without.

Busy shop ▪ Two video-tape recorders that permit tape interchange between countries using different recording and playback standards have been introduced by International Video Corp., Sunnydale, Calif. IVC also has placed on the market an automatic recycling unit and remote control unit for previously introduced helical-scan video-tape recorders. IVC-811 video-tape recorder will reproduce 60 Hz, 525-line recordings while operating on 50 Hz line. Same equipment records and reproduces 50 Hz 625-line tapes compatible with all VTR's using IVC format and intended for use on 50 Hz power. Two operating standards are switch selectable at control panel.

Remote monitor ▪ Belar Electronics Lab Inc., Upper Darby, Pa., is producing an all solid-state FM RF amplifier, RFA-1, for remote monitoring. Unit features 100 db gain with 70 db dynamic range and 1 w output level. RFA-1 turns an FM monitor into wideband receiver with full monitor specifications. Address is Delaware and Montrose Avenues, 19084, Box 83.

WBTW(TV) fails in plea to FCC

The FCC last week denied a petition by WBTW(TV) Florence, S. C., seeking reversal of a commission order designating for hearing the VHF facility's application for an upgrading of its coverage and power. Daily Telegraph Printing Co., licensee of the channel-13 outlet, proposes to increase its antenna height from 760 ft. to 1,960 ft. and move its transmitter from its present location five miles northeast of Florence to a site 28 miles northeast of Florence and 54 miles from Fayetteville, N.C., thus providing a grade A signal to Fayetteville.

The commission denied the reconsideration petition because it said a hearing is needed "to determine whether a grant of the Daily Telegraph's application would impair the ability of authorized and prospective UHF stations in the area to compete effectively, or jeopardize the continuation of existing UHF stations. Commissioners Robert E. Lee, Kenneth Cox and H. Rex Lee voted for denial with Commissioner Nicholas Johnson concurring. Chairman Dean Burch and Commissioners Robert T. Bartley and Robert Wells dissented.

WBTW does not now provide a predicted signal to Fayetteville, and the city currently has no local television service.

Out-take dispute stays out of court

Justice Department seeks private conferences on the use of news material for prosecutions

The latest wrangle between Nixon administration officials and the news media, this one over the use of subpoenas to obtain reporters' notes for use in court cases, appeared to be subsiding late last week. Both sides were anxious to avoid a court test of the issue.

Attorney General John N. Mitchell in the previous week sought to soothe ruffled tempers with a statement calling the affair a misunderstanding and disavowing the issuance of blanket subpoenas before negotiations to define the area of investigation. Then last week Mr. Mitchell's department sent out letters to selected editors suggesting a meeting to discuss the subject "at your convenience." This left recipients confused and divided as to how to answer it. The Justice Department refused further comment on the letters and refused to release copies of a list of recipients.

The issue, which began before the Chicago convention, came to a boil in the aftermath of that affair, in the trial of seven persons on conspiracy charges. Newsfilm and out-takes were subpoenaed and used in court. Last October newspaper, magazine and NBC-film files were subpoenaed in the cases of radical SDS Weathermen and Black Panthers. Then it was revealed CBS News was subpoenated for all out-take film on its January special on the Black Panthers (BROADCASTING, Feb. 9). In the probe of the Weathermen in San Francisco the government subpoenaed the files of *New York Times* reporter Earl Caldwell. Last week the Department of Justice indefinitely delayed its attempts to get Mr. Caldwell's tape recordings and notes. The *Times* had vowed to support Mr. Caldwell in his refusal to appear before a grand jury.

News officials generally conceded the government's right to subpoena reporters but objected to the general sweep of the recent subpoenas—some of which appeared to be fishing expeditions. Also at stake was the reporters' ability to communicate with people in dissenting groups and in the ghetto because of lack of trust if the knowledge was prevalent that conversations and notes might be brought into court.

But journalists also were reluctant to bring the matter to a head in court. Several that received Mr. Mitchell's letters noted that they had been able to resolve similar issues satisfactorily. They noted that there is virtually no federal law protecting newsmen and their sources. Only a few states have such laws and attempts to put such laws through Congress have failed.

Norman Isaacs, executive editor of the *Louisville* (Ky.) *Courier-Journal* and president of the American Society of Newspaper Editors, said: "We're not out of the woods yet but Mr. Mitchell is being very conciliatory and most of those on the communications side do not want a court fight."

The news media seem to believe the guidelines as set down by Mr. Mitchell —promising negotiation before the issuance of subpoenas—could be acceptable.

However Senator Harold Hughes (D-Iowa) attacked the subpoenas of television out-takes and reporters' notebooks as "frightening," and accused the Nixon administration of showing "an astonishing disregard for one of a free country's most basic freedoms . . . the freedom of the press."

Senator Hughes scored what he

Shocking reversal on House access

Subcommittee turns against plan that had promised coverage of all hearings

The House Rules Subcommittee on Legislative Reorganization, which for months has been moving reluctantly but steadily toward endorsement of a proposal to permit television and radio coverage of House proceedings, last week did an abrupt about-face and voted to strike the broadcast provisions from its reorganization bill.

The rejection of broadcast access, which left a number of observers shaking their heads in bewilderment, came in a vote of 2-to-2, with one abstention. The lack of a clear majority killed the proposal.

Although House members, unlike their Senate colleagues, have traditionally been loath to grant rights of entry to broadcast cameras, the special rules subcommittee has moved closer and closer to agreement with broadcast journalists on the conditions under which broadcast coverage would be acceptable to both sides (BROADCASTING, Feb. 9). The newsmen got substantial support from Representative B. F. Sisk (D-Calif.), chairman of the subcommittee.

Other subcommittee members were less enthusiastic, but they had reportedly agreed to permit the broadcast proposals to come before the House, while reserving the right to change their votes on the floor. Insiders last week declined to comment or speculate on why the last-minute switch occurred.

The legislative-reorganization bill approved by the subcommittee last week now goes before the full Rules Committee, where the broadcast proposals will reportedly be re-introduced as if they were new. If they fail there, Representative Sisk may try again with an amendment on the floor.

While no firm prognosis as to the fate of access exists right now, Hill observers sound pessimistic about its chances. Among its opponents, it's understood, are House Speaker John McCormack (D-Mass.) and House Parliamentarian Lewis Deschler.

Gordon Nelson, administrative assistant to Representative Sisk, talked last week about the subcommittee's rejection of access, in words that made clear the extent to which old House attitudes still prevail. "TV is not well loved in the House," he said. "The members think TV coverage of the Senate often makes the Senate a laughingstock." He said television is sometimes its own worst enemy because it tends to focus on conspicuous senators and sensational witnesses. "The Senate workhorses—you know, if they're not glamorous, TV doesn't cover them."

The House's hostility is directed almost entirely at television, Mr. Nelson said. "Nobody worries about radio," he said. "But television, God, you can't believe it."

called "pistol whipping of the networks."

Frank Angelo, managing editor of the *Detroit Free Press* and president of Sigma Delta Chi, national journalism fraternity, said "the government's apparent determination to use the subpoena to try to get at information gathered by newsmen must be considered an insidious attempt to undermine the freedom of reporters to cover the news."

The American Newspaper Guild's president, Charles A. Perlik Jr., said the apparent retreat of the Department of Justice "must not be permitted to obscure the threat such demands pose to the right of the public to be served by a free and independent press." Mr. Perlik called upon President Nixon to repudiate "precipitous and irresponsible demands of the Justice Department."

Johnson takes aim at Nixon cabinet

Commissioner says media are knuckling under to federal censorship

FCC Commissioner Nicholas Johnson, whose principal oratorical targets to date have been broadcasters, has a new one in his shooting gallery: the Nixon administration. He has accused it of employing press-censorship techniques similar to those used by the USSR in muzzling Czechoslovakian news media in August 1968.

What's more, he has accused the "establishment" news media—networks and print alike—of acquiescing in the government's efforts at censorship to safeguard their "economic and political interests."

Commissioner Johnson, a Democrat, who spoke Thursday (Feb. 12) at a meeting of the Washington Nieman Fellows, focused principally on the Justice Department's issuance of broad subpoenas to newspapers, magazines and networks for reporters' notes, correspondence, and tape and film out-takes.

He said the materials subpoenaed "will apparently be used to prosecute persons who, among other things, have criticized the government." And he saw the department's activities as having the effect of drying up sources of news.

In the face of these dangers, he said, "it is shocking and saddening that the establishment press is so willing to acquiesce." Although there has been some resistance on the part of the media—he called it "token" or "verbal"—it was far less than their "vast financial and legal resources" would permit, he said.

He noted that some members of the media, like *Time*, *Life*, CBS and "numerous individual stations" have complied with Justice Department subpoenas, then asked: "Has the press, traditional watchdog for our First Amendment freedoms, fallen asleep?"

He also said Vice President Spiro Agnew's criticism of the networks for their "instant analysis" of the President Nixon's Nov. 3 speech on Vietnam cowed the media. Although network heads responded with "eloquent statements of determination to resist government commands," he said, "there was no 'analysis' at all" following the President's next speech on Vietnam.

The protests the subpoenas did elicit caused the department to back down. Attorney General John Mitchell expressed his regrets and promised that the department would in the future "reach a compromise acceptable" to both the department and the news media when it wishes material for use in criminal prosecutions (BROADCASTING, Feb. 9).

Commissioner Johnson noted that, like Vice President Agnew, the attorney general had said his department's actions did not constitute censorship. But, the commissioner added, "'censorship' comes from the mere threat." He said it was a tested technique of all those who would wish to "control" the content of news media to announce that they are not engaged in censorship "while at the same time acting to bring the press under their influence.

"This was almost precisely the position of the USSR when imposing censorship in Czechoslovakia in August 1968," he said. "Whether or not the government's recent actions [can] be called 'censorship,' they have clearly had that result."

He said local police forces and other agencies of government have been encouraged "to inititate fact-finding forays of their own into the files and notes of newspaper reporters, sampling information given in confidence and using much of it (publicly or privately) that suits their purpose."

Instead of defending their reporters against such invasions of their privacy, he said, the media management "has generally announced its intention to cooperate with Justice Department in any 'reasonable' requests." Such a policy, he said, is as bad as an agreement to turn over all reporters' files on confidential interviews.

Why the "depressing eagerness to cooperate with the government's 'reasonable' demands?". The answer, he said, is that "the press too often believes it is in its economic and political interests to establish 'cordial' working relations with the government." (He said news organizations have an "absolute" right to refuse the government demands—but media leaders themselves have expressed the concern that a court test of Justice's subpoena power might prove harmful if the court should rule against the new media [see page 60].)

He said that while the administration criticizes the content of the media, it springs to the defense of the economic interests of television and newspapers. He referred to the White House support of the Failing Newspaper Act (which he called the newspaper industry's "monopoly authorization bill"), even after the Justice Department's antitrust division had opposed it.

And he sought to link the FCC's reported 6-to-1 opposition to legislation designed to protect broadcasters against challenges at renewal time with President Nixon's appointment of two new commissioners (Chairman Dean Burch and Robert Wells), "one of whom was on public record against the bill" (Mr. Wells).

He noted that the agency's position on the bill did change and that the commission ultimately adopted a policy statement "granting much of what the industry" had urged Congress to enact into law. (Actually, the policy statement reasserted as policy previous commission rulings concerning comparative hearings involving renewal applicants; the legislation would have introduced a new element by barring applications for an occupied channel until the commission found the licensee disqualified).

"How sad that media management seems so willing to sacrifice so much for corporate greed," he said.

And while the commissioner disclaimed any intention to charge that "a deal had been made," he said: "The results are very much the same as if there were a government-media agreement that the media will take care of the administration's image if the administration will take care of the media's balance sheets."

He said the public is entitled to know the extent to which networks and the broadcasting industry have "cooperated" and "negotiated" with government prosecutors by turning over information in a manner that will jeopardize open channels in this country.

He did not suggest this was a matter for commission consideration. But he said: "I believe we must all appeal to the leaders of the broadcasting industry to put aside their self-serving lust for corporate profits and power politics—at least long enough to defend those precious freedoms of a free press upon which all of us are so utterly dependent."

Mansfield says no to news-media licenses

Senate Majority Leader Mike Mansfield said last week that licensing of newsmen, as suggested in a speech by Dr. W. Walter Menninger, would be a "direct infringement" of First Amendment rights.

"I intend to do everything in my power to see that such a suggestion does not become a fact," Senator Mansfield said in a brief speech on the Senate floor. "I do not think that reporters should be licensed; I think that their freedom should be maintained within the concepts of the First Amendment."

Dr. Menninger, of the Menninger Clinic in Topeka, Kan., had said in a speech at Washington's National Press Club that current distrust of the news media by the public could be ameliorated by a system of standards and certification for news reporters (BROADCASTING, Feb. 9). The standards would be comparable in function to those established for professions such as law and medicine, he said, because they would insure that the practicioner has attained a reasonable level of competence. The noted psychiatrist was a member of the National Commission on the Causes and Prevention of Violence.

Leventhal wants curbs on network bleeping

What could be a revolutionary overhaul of the traditional artist-TV relationship has been proposed in the aftermath of the dispute between folksinger Judy Collins and the ABC-TV network over bleeping of some of her comments on the Feb. 4 *Dick Cavett Show*.

The proposal, made by Harold Leventhal, Miss Collins's personal manager, would require inclusion in all contracts of a provision prohibiting any bleeping of artists' remarks without prior permission or consultation with the artist. Mr. Leventhal said he plans to meet this week with artists, talent agents and lawyers to discuss the proposal.

Miss Collins's remarks on the *Cavett* show were mainly criticisms of the "Chicago 7" conspiracy trial and what she reportedly referred to as her fear of Chicago Mayor Richard Daley's police tactics.

Mr. Cavett on his show Monday night (Feb. 9) read an ABC statement explaining why the deletions were made. The statement, introduced as an ABC policy statement, noted, in part: "Continued televising of possibly prejudicial comments on active litigation could threaten the American legal process itself. . . ."

Mr. Cavett said he hoped Miss Collins will return to his show to fully discuss her views on the Chicago trial—after the trial ends. He also said he was told the policy, as spelled out by ABC, is supported by the U.S. Supreme Court and FCC.

Miss Collins on Feb. 6 sent a formal complaint to the FCC, claiming "violation of my free-speech rights" and requesting the FCC to have ABC submit a transcript of all her comments—including those that were deleted on the Feb. 4 show.

NBC held fair in bill coverage

FCC complaints chief finds Huntley-Brinkley used journalists' judgement

NBC-TV was cleared by the FCC last week of charges it violated the fairness doctrine in connection with coverage of a Senate hearing on a bill designed to reduce radio and television costs for congressional candidates (BROADCASTING, Feb. 2).

Russell D. Hemenway, national director of the National Committee for an Effective Congress—originator and strong backer of the proposed Campaign Broadcast Reform Act of 1969—had charged both CBS-TV and NBC-TV with limiting their coverage of the hearing Oct. 22, 1969, to the opposition position as expressed by the network presidents. He asked the commission to compel the stations to make time available to present the other side of the issue.

The complaint was specifically directed at the networks' stations in New York (WCBS-TV, WNBC-TV) and Washington (WTOP-TV, WRC-TV). NCEC did not monitor ABC's coverage of the hearing and did not mention that network in the complaint.

NBC had said that the segment of the *Huntley-Brinkley Report* involved dealt only with "substantive information on complaints of the cost of television campaigning" and with NBC President Julian Goodman's offer to cut rates. There were no statements either for or against the bill, it said.

A letter from William B. Ray, chief of the FCC's Complaints and Compliance Division, to Mr. Hemenway said such coverage is a matter of journalistic judgment by licensees. He noted that the news report at issue was a brief one and that no journalistic quality judgments were being made. On the "narrow issue" of coverage of the hearings, he said, the fairness doctrine had not been violated.

Mr. Hemenway had complained about coverage of the same hearing on CBS's *The Evening News with Walter Cronkite*, which had carried a brief report devoted exclusively to the testimony of CBS President Dr. Frank Stanton. CBS News President Richard Salant admitted "an error in news judgment" had been made, but CBS has not yet received any comments on the network's response to Mr. Hemenway's complaint.

FCC sticks by ban on importing N.Y. TV

The FCC last week denied a petition by General CATV Inc., Burlington, N.J., for reconsideration of its order banning carriage of New York television signals in the Philadelphia market pending a hearing. General operates cable facilities in Burlington county, within the market.

The commission said it could not determine from the pleadings submitted whether required notice had been given to the commission and certain Philadelphia TV stations and whether equitable considerations require that General be authorized to carry the New York signals on its CATV systems. The commission denied General's reconsideration petition because it said a hearing is necessary to resolve these questions.

The commission deferred action on General's request for "equitable relief" until a decision has been made on a show cause proceeding against General for alleged violations of the ban on importation of New York signals. In a separate order, the commission withdrew a stay decision granted General pending disposition of its reconsideration petition, and ordered the hearing to proceed.

The commission said that General's request for relief was based essentially on the assertion that it complied with notification requirements of the rules before it began building its Willingboro township, N.J. system.

An April 26, 1968, commission action banned the carriage of New York signals in the Philadelphia market pending a hearing—an action the commission said General violated. General was notified of the apparent violation Dec. 3, 1969.

The commission rejected General's legal and constitutional arguments and noted that in an order March 8, 1966, it had singled out the Philadelphia TV market as one in which development of additional local television outlets could be jeopardized by CATV delivery of New York signals.

'Sesame Street' waits for a renewal notice

The coming few weeks are critical for *Sesame Street*, the experimental children's show developed over the past two years by Children's Television Workshop.

CTW's executive director, Joan Ganz Cooney, submitted proposals for continuation of the project to the sponsors last week. The sponsors are the U.S. Department of Health, Education and Welfare, the Carnegie Foundation, Ford Foundation, Markle Foundation and the Corp. for Public Broadcasting.

CTW is asking for an estimated $6 million for one year, as compared to $8 million for the first two years. About 80% of that $8 million was spent in the second year on actual production. "There will be fewer start-up costs, but we're asking for major increases in utilization monies," a workshop spokesman said. "Talent will also cost more next year." It may be possible to extract some of the tape segments from the first year for use in the second, he noted, but it depends on what the children have learned, what material should be retired and what CTW can afford to do.

The proposal reportedly contained the suggestion that CTW be completely automomous from National Educational Television. This possibility has been discussed since CTW's inception as a semi-autonomous unit of NET and made even more probable with the establishment of the CPB's interconnection public-broadcasting service, eliminating the need for NET's networking operations.

Twins radio hookup may cover a 12-state area

In an unusual deal, North Star Features Inc., Los Angeles, has acquired from WCCO(AM) Minneapolis-St. Paul exclusive rights to feed descriptions of the 162-game regular season schedule of the Minnesota Twins baseball team to a regional network of radio stations that is expected to extend into at least 12 states. North Star Features, which has been involved with WCCO in the past in setting up regional-radio networks for play-by-play coverage of games of the Minnesota Vikings professional-football team and the University of Minnesota football team, was responsible for organizing the original Minnesota Twins regional network in 1961 but has not handled baseball broadcasts since that time.

The current deal came about when Hamm Brewing Co., St. Paul, now with the relatively recently appointed Chicago office of J. Walter Thompson Co. as agency, decided after owning rights for nine years, not to renew its basic radio-TV rights contract to Twins play-by-play coverage. Instead, Midwest Federal Savings & Loan, an important banking institution in the Twin Cities (through M. R. Bolin Advertising, Minneapolis), bought broadcast rights to Twins baseball for five years (BROADCASTING, Feb. 9). Midwest Federal, in turn, made a deal with WCCO to originate baseball broadcasts for the St. Paul-Minneapolis area, agreeing to pick up the tab for a one-third share of radio sponsorship.

All rights to the regional network were sold by WCCO to North Star Features, which is in the process of organizing the network and offering it for regional-advertising sponsorship. Sponsorship of the major-league baseball games on the regional network will be sold completely separately from WCCO. It is conceivable, however, that a sponsor on WCCO with regional distribution may elect to also advertise on the regional network. It is also possible, according to North Star president Robert N. Wold, that the regional network may be advertising competing products to sponsors or WCCO.

Performing rights to be seminar subject

The current relationship between broadcasters and the music performing rights organizations — ASCAP, BMI and SESAC—will be discussed at a seminar April 6 during the National Association of Broadcasters convention in Chicago.

Plans for the seminar, the ninth year such an event has been held at NAB convention time, are being announced today (Feb. 16) by the seminar's sponsoring organization, Mark Century Corp., New York, a company which services broadcasters with program and commercial material.

Milton Herson, president of the Music Makers Group and its Mark Century subsidiary, who will serve as host and moderator at the breakfast meeting, said panelists will be Herman Finkelstein, general counsel of the American Society of Composers, Authors and Publishers; Sydney Kaye, chairman of the board and general counsel of Broadcast Music Inc., and Sidney Guber, SESAC's director of marketing services.

As in past years, admission to the seminar will be on a first-come, first-served basis. Broadcasters can write in advance to Mark Century Corp. at 1345 Avenue of the Amricas, New York 10019.

Coincidentally, Mr. Herson announced formal introduction of two new services: a radio package "The Profit Maker," consisting of 2,600 production and sales aids designed for middle-sized and smaller markets and pre-sold to 27 stations, and a TV "Commercial/Skope" animated commercial service now sold to more than 20 stations. Music for both packages was written by Mitch Leigh, board chairman and creative director of Music Makers Group, composer of the Broadway musical, "Man of La Mancha," and composer-producer of a new musical opening in New York in March titled "Who to Love."

Golden West expands production activity

Golden West Broadcasters, station group operator based in Los Angeles, this week will announce formation of a major film-production facility. To be known as the Golden West Production Center, the new facility will make use of the studios and space on GWB's 10.2-acre lot on Sunset Boulevard in Hollywood. Currently housed on the lot are offices and studios of GWB-owned KTLA(TV) and KMPC(AM), both Los Angeles.

Space and studios not now being used for the stations will be offered for rental to film producers for the production of TV commercials, TV series or specials, feature films, and industrial films. The production center will encompass various size stages for both sound and silent shooting, editorial services, mill and scenic facilities, projection rooms, and office space. In addition, equipment also will be offered for rent. According to KTLA Vice President and General Manager Doug Finley, "We will be able to gear for the filming of everything, from a simple insert shot to a full-scale feature film."

Bill Watkins, an independent motion-picture producer, has been named to head the production center. Previously, GWB announced the formation of a video-tape division at KTLA.

The group broadcasting organization, headed by former movie and TV star Gene Autry (he's president and chairman of the board), purchased the site of the new production center from Paramount Pictures for more than $5 million in 1967. The film lot was part of Warner Bros.' original Hollywood studios. In recent years, the lot has been used for the production of such TV series as *The Doris Day Show, Get Smart* and *Gunsmoke*. A total of nine sound stages are contained on the property. All can be used for either film or video-tape production on an easily interchangeable basis. Besides the two Los Angeles stations, GWB owns and operates KFSO(AM) San Francisco, KVI(AM) Seattle and KEX(AM) Portland, Ore.

Use your imagination.

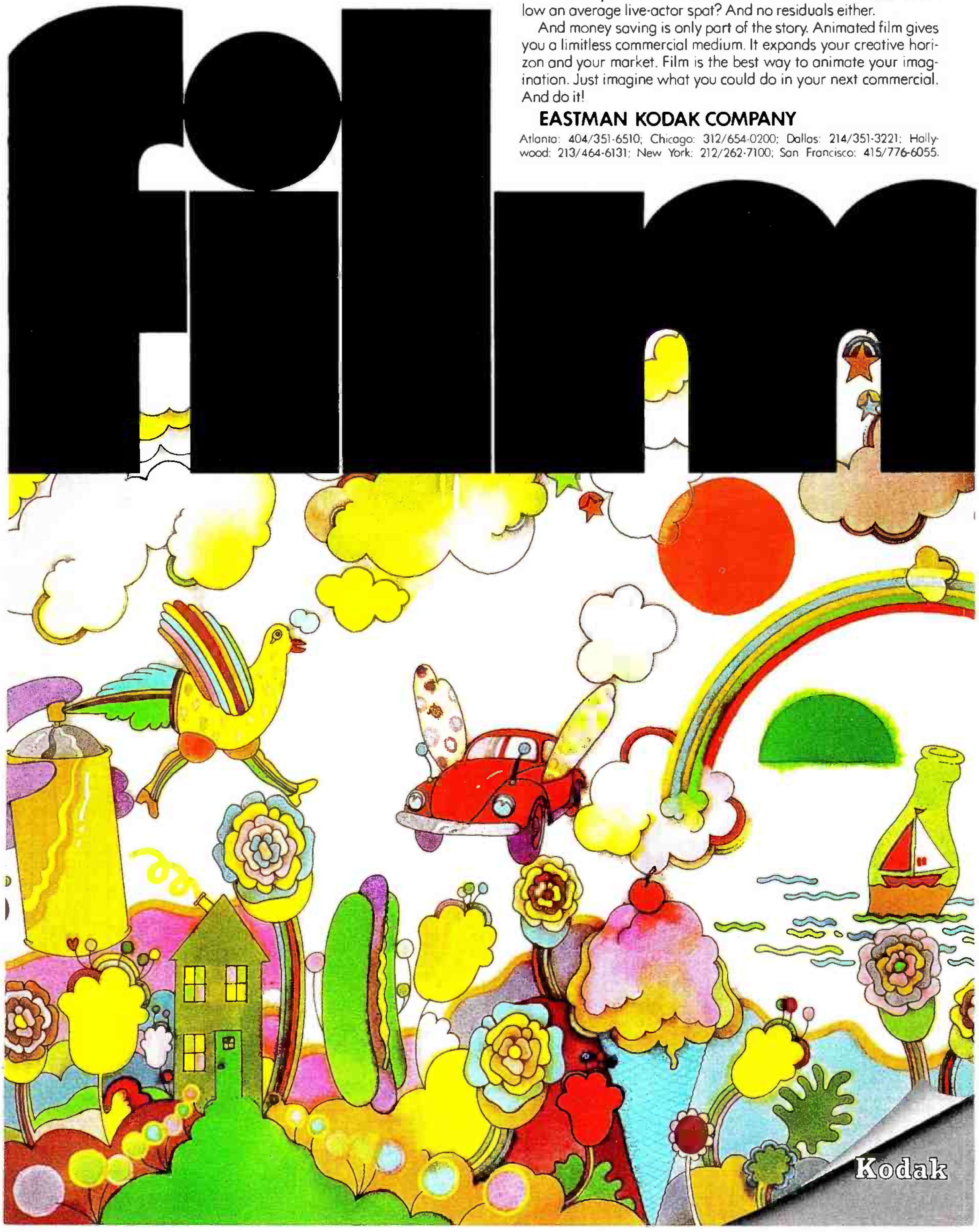
There's a time and a place for animated film commercials. The time is now. The place is your agency. Sure, animation isn't right for everything, but when it is...WOW!

Maybe you thought animation was expensive. Well, did you know that new animation techniques and equipment refinements have actually cut the cost of an animated film commercial to below an average live-actor spot? And no residuals either.

And money saving is only part of the story. Animated film gives you a limitless commercial medium. It expands your creative horizon and your market. Film is the best way to animate your imagination. Just imagine what you could do in your next commercial. And do it!

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-0200; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



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mere, sports di- Worcester, Mass., to and Frank Messer Yankee baseball an- WPIX(TV) and WHN-AM, Mr. Gamere replaces NG, Feb.

ĸ radio formats rapidly revised

ɘnts of the four national ra- ks last week made a rare ap- ·ɔgether to answer a battery .ɪs posed by members and ɪf the Hollywood Radio and ɪ Society at a luncheon meet- orth Hollywood. The key thing gathering of broadcast and ad- xecutives learned from ABC's 'ıwartz, CBS's Clark George, thur Watson and Mutual .g's Victor Diehm is that net- may be fish today and fowl

ɨio president Walter Schwartz .ɔst directly: "What we are ɪy is not what we're going to ɔmorrow. Radio is changing ɦe observed.

l's Vic Diehm added a little e observation. "We're all try- ɲ our heads above water," he re sticking with a policy of and news actualities but to- 'e might be doing a song and

ing a question from famed ɲatist Norman Corwin about ; of drama on network radio, ɪartz expressed confidence that 'ill return to radio some day ɔn a network level. "The net- ɪust be station oriented," he

Watson of NBC pointed out that radio is a business and as such responsive to its clients—in station affiliates. Clark George indicated that his network had of a problem clearing time for ɪt budget of 25 hours a week 'ally news and information pro- , and that drama programing on . radio is "completely impracti-

ʒ are sought for film industry

ɪ industry in Hollywood, said . who are employed by it to be ɔ a depression condition, last ɪs given promise of significant ɛtion. In a news conference ·y Los Angeles Mayor Sam ɔials of both the Screen Ac- and the International Alli- Theatrical Stage Employes ɪbor-contraɔt concessions in ·reducing costs and stim- ·al film production in nd television.

ɛ concessions in ·ficated, most ɔposed con- ɔaled. But at least ..ɛte claimed that the proposed ontract changes could save film ɛrs 10% or more on future overall budgets for film production.

Among the reported new flexibilities in work rules to be granted by IATSE is the elimination of studio-transportation services for film workers who have to report to locations up to 30 miles from Hollywood. A SAG concession would extend to two hours the current one-hour period during which time a producer can get away with paying merely straight-time wages for overtime caused by makeup needs.

The news conference was attended by more than 30 leading film-studio executives, producers, directors and union officials. Prominent among them was Charles Boren, executive vice president of the Association of Motion Picture and Television Producers.

Senators owner gets way on shorter TV schedule

The Washington Senators baseball team has reached an agreement with WTOP-TV Washington on TV rights for the 1970 season, but on an abbreviated scale. As Robert Short, the Senators owner, wanted all along, there will be no Senators home games telecast. Also, only 30 road games will be televised back to Washington.

Mr. Short had his way on eliminating all telecasts of Senators games from nearby Baltimore. All West Coast games will be bypassed because of costly line charges. TV personalities to voice the Senators action have yet to be picked.

As reported earlier (BROADCASTING, Feb. 9), major-league radio and TV baseball rights totaled $38.09 million before the Senators agreement. WTOP-TV would not disclose what it will pay for the Senators TV rights. However, it was believed to be about $250,000. Added to the $165,000 paid by WWDC-AM-FM Washington for radio, the team's total 1970 radio-TV rights will approximate $315,000, markedly less than those of most other baseball clubs. So far one-third of the Senators TV advertising time on WTOP-TV has been sold to Shaeffer beer through BBDO, New York.

Lion's share of ratings goes to circus, specials

The circus came to town as an NBC-TV special and took the top national Nielsen rating for the week Jan. 26-Feb. 1, helping NBC to eke out a win in the week's averages with a 20.3 rating, 32 share.

CBS-TV, a close second with a 20 rating, 31 share, had the second-ranked show, a Danny Thomas special. Another special, NBC's *World of the Beaver*, also made the top 10, and NBC's Lowell Thomas special ranked 12th.

ABC-TV, with a 17.8 rating, 28 share, showed a 4% improvement over the average rating of the two weeks before its schedule change (Jan. 5-18). The big changes came on Monday, up 43%, and Wednesday, up 32%. The rest of the nights were down slightly. The programs responsible for these improvements were *It Takes a Thief*, and a movie on Monday and *Nanny and the Professor*, *Johnny Cash* and *Englebert Humperdinck* on Wednesday. The weak spots in ratings in ABC's revised schedule were *The Flying Nun* and *Pat Paulsen*.

Beckwith, Bennett plan specials for children

Beckwith Presentations Inc., New York, and famed composer-conductor Robert Russell Bennett have agreed to develop jointly a group of children's musical specials for network television, it was announced last week.

The Beckwith organization previously had announced it planned to specialize in producing children's TV programs and had completed its first show, "The Boston Spy Party," which will be presented on NBC-TV on Feb. 28 as part of its *American Rainbow* series (BROADCASTING, Dec. 15, 1969). In addition, Beckwith plans to create new children's programs for home TV programing.

The one-hour specials will utilize various popular American themes and the first project under consideration is based on the classic, "Daring Young Man on the Flying Trapeze." Mr. Bennett has created original score material for many network specials and musical contributions to Broadway plays, including "Show Boat," "South Pacific" and "Sound of Music."

WOOD-TV to include film-production unit

Time-Life Broadcast Inc. last week announced the establishment of an audio-visual production center at its WOOD-TV Grand Rapids, Mich., that will house a film-production company, the WOOD-TV production center, the operations of Time-Life 8 Productions and a complete film-processing laboratory.

Featuring three new RCA high-band video-tape recorders, audio-tape recording and film-projection equipment, the center will not only be installed for broadcast requirements but also for the business community of Grand Rapids. Stan Barnes, producer-director with WOOD-TV, will be the center's operations manager. Coordinating sales promotion activities and business developments for the center will be Howard Silbar, managing director.

Fellowship contest

Twenty fellowships are now open for candidates to the Washington Journalism Center, an independent educational institution. The fellowships of $2,000 each are to be awarded for a 16-week program, beginning Sept. 8, which involves seminars with top political leaders and journalists. Ten of the fellowships will go to young journalists and students who have had experience as reporters or editors; the other 10 are to be awarded to young Negroes interested in careers in journalism, but who do not have professional experience. Deadline for applications is April 1. For details and applications, write The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

Chicago UHF premiers in April

An electronically displayed n[illegible] plus continuous background m[illegible] tight summaries of basic local [illegible] tion such as weather, sport[illegible] closings or similar bulletins, w[illegible] up the initial format for w[illegible] Chicago. The station goes o[illegible] April 5 in color on UHF ch[illegible] with 2.5 megawatts from atop Hancock Center. Silent billb[illegible] mercials will have an open ra[illegible] per hour.

WSNS, owned jointly by I[illegible] Broadcasting Corp., group o[illegible] Essaness Theaters Corp., w[illegible] 18 hours daily at first. The [illegible] will be Associated Press. La[illegible] news segments are to be adde[illegible] ing vignettes, one or two m[illegible] featuring opinions of local [illegible] vital issues. Yale Roe of Har[illegible] manager. WSNS offices and st[illegible] at 430 West Grant Place, [illegible] Telephone: (312) 929-1200.

Program notes:

Focus on designer ▪ Fashion-vision, a television subsidiary of Burla Industries, Los Angeles, is planning a series of hour specials on the history of fashions in clothes. A particular focus of the projected specials will be on leading designers in the U.S. The specials are scheduled to be filmed in both this country and Europe.

Track meets on CBS-TV ▪ CBS-TV has scheduled two track-and-field meets for one-hour Saturday specials Feb. 14 and 28 (2-3 p.m. EST). Games will be taped the night before. The first is the Los Angeles Times Indoor Championships from Los Angeles Forum and the second, the U.S.A. Indoor Championships at New York's Madison Square Garden.

Publicist turns programer ▪ Don Widener, publicist for KNBC(TV) Los Angeles, who last year wrote and produced a half-hour program on air pollution that won the Alfred I. duPont-Columbia University award for broadcast journalism, has formed Widener Productions Inc. The new, independent production firm, to be based in Burbank, Calif., will create up to three documentaries in 1970 for KNBC, among other possible projects. First documentary will update and expand on Mr. Widener's award-winning program last May on pollution which was narrated by actor Jack Lemmon.

New news weekly ▪ Now, an ABC News series of half-hour news specials premiering on ABC-TV, Monday, March 23, 10:30-11 p.m. (EST), each week will examine one of the important issues facing the nation and the world.

Broadcast news style ▪ United Press International broadcast services has issued a new soft-cover "Broadcast Stylebook" to all stations using UPI's broadcast news wire. In a foreword, the editors note the booklet concentrates on the skill of writing to make people listen, and deals primarily with problems peculiar to writing the spoken word and preparing news for broadcast. Additional copies (covering production, handling and mailing) are available at $1 each, or 50 cents each for 10 or more copies, from Broadcast Stylebook, United Press International, 220 East 42d St., New York 10017.

Solar special ▪ *Earth in the Shadow of the Moon—The Solar Eclipse*, a CBS News special report will be broadcast on CBS-TV March 7 (1-2 p.m. EST) live and in color, pre-empting regular programing. Western Electric, through Cunningham & Walsh, both New York, will sponsor the special.

African safari ▪ The travels of a mother and her three sons through East Africa, will be the subject of a NBC-TV special, *Three Boys on a Safari*, Friday, March 13 (7:30-8:30 p.m. NYT).

Basketball series ▪ NBC-TV's coverage of the National Collegiate Basketball Championships will begin March 7 with a doubleheader and continue March 14 with four regional games. The semi-final round March 19 is te[illegible] scheduled for 7:30 p.m. The fin[illegible] will be telecast March 21, with [illegible] solation game at 2 p.m. and th[illegible] pionship game at 4 p.m.

Hot wheels ▪ *Auto World Dige[illegible]* [illegible] minute auto-racing news prog[illegible] now in syndication. The show [illegible] offered to radio stations in thre[illegible] ages—five-days, weekends on[illegible] seven days a week—and has WM[illegible] Washington sportscaster Len Ha[illegible] as announcer. The program w[illegible] latest up-to-the-hour internatio[illegible] national auto-racing news w[illegible] racing coverage as well. Prod[illegible] tails are handled by Mitch L[illegible] Associates, Ltd., 2715 Connecticu[illegible] NW, Washington 20008.

'Century 5' package ▪ Twentieth C[illegible] Fox Television is placing into sy[illegible] tion 39 feature films (31 in co[illegible] was announced last week by A[illegible] verbach, vice president in cha[illegible] syndicated sales. Called "Cen[illegible] the package includes such m[illegible] tures as "The King and I," "V[illegible] Express," "Zorba The Gree[illegible] Agony and the Ecstasy," "[illegible] Max" and "The Robe."

Baseball voice ▪ Bob Ga[illegible] rector for WTAG-AM [illegible] will join Phil Rizz[illegible] as New York [illegible] nouncers for [illegible] both New York. [illegible] Jerry Coleman (BROADCAST[illegible] 9).

NAB considers how to cope with copyright

While a new far-reaching copyright bill is in hiatus in the Senate Judiciary Committee (the last one was passed in 1909), a National Association of Broadcasters committee last week met to discuss its strategy in opposing the measure as now written (BROADCASTING, Dec. 15, 1969, et seq.).

The NAB committee, officially the CATV negotiating committee, was brought up to date by Paul Comstock, vice president for governmental affairs and general counsel, and Vincent T. Wasilewski, president. Earlier a subcommittee, in a preliminary meeting, held exploratory discussions with representatives of the copyright owners.

Mr. Comstock reported no significant changes in NAB's stand came out of the Washington meetings. Further forums for NAB's argument on the measure will be provided when it reaches the Senate floor or possibly if the Senate Commerce Committee decides to take up the issue, and when the issue is considered by the House.

New production firm

Don Widener, publicist for KNBC(TV) Los Angeles who last year wrote and produced a half-hour program on air pollution that won an Alfred I. duPont-Columbia University award for broadcast journalism, has started his Widener Productions Inc. The Los Angeles-based independent production firm will create and turn out three documentaries in 1970 for KNBC. The first one will update and expand on Mr. Widener's award-winning program on pollution.

Sex talks on CATV

A cable-TV system in Dale City, Va., is poised to begin originating a series of sex-education programs. The system plans a March 3 discussion program between advocates of sex education and those opposing it. If there is substantial support, the system will begin local origination—aimed at parents, not children.

The system, one year old this month, serves about 3,000 homes in a suburban development in the Washington area.

Made-for-TV makes it into U.S. theaters

"My Sweet Charlie," a Universal film shown on NBC-TV as a *World Premiere* movie, opened in U.S. theaters last week only three weeks after presentation on the network.

The move was termed "experimental" by Universal spokesman and it was too early last week to determine how box office sales would fare. Most *World Premiere* network movies are released for international theatrical presentation after several runs on the networks.

The film has not been altered since its network presentation Jan. 20, when it received widespread critical acclaim and the highest national Nielsen rating of the week—31.7.

Churches' TV to show more hope, less talk

The National Council of Churches will de-emphasize critical analyses of problems and concentrate on presenting "models of hope," in its TV programing, featuring individuals in local churches who have found new ways of resolving human problems.

"We are going to show concrete evidence of how individuals and church groups are attacking these problems instead of talking them to death," Nelson Price, chairman of the NCC's Broadcasting and Film Commission, told the annual meeting of the agency's directors last Thursday (Feb. 12).

The BFC broadcasts on Sundays through CBS's *Look Up and Live*, NBC's *Frontiers of Faith*, and ABC's *Directions*.

Macy sees TV in cultural role

John W. Macy Jr., president of the Corp. for Public Broadcasting, told a House subcommittee last week that a pending bill to provide $40 million for the National Endowment for the Arts —some of which would be channeled into noncommercial television — would help to enhance the medium's role as "one of the most impressive and influential artistic forces on the American cultural scene." Mr. Macy said noncommercial TV has a total audience of 45-million people—enough, he said, "to fill every concert hall and theater in the United States with quite a few million standees." He added that the medium provides programing for the many Americans who cannot afford to attend formal concert halls.

Warner Bros. package now in 42 markets

Initial sales on Warner Bros. *Volume 15* package of 32 first-run off-network feature films have been made to 42 markets, it was announced last week by Charles D. McGregor, executive vice president in charge of world-wide distribution. The package has been acquired by such stations as WABC-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco, KTVI(TV) St. Louis, WKBG-TV Boston, WXYZ-TV Detroit, WLS-TV Chicago and WAGA-TV Atlanta.

Youths say it their own way

WSTC experiment helps teen-agers to communicate—even with their elders

What better way for broadcasters to bridge a communications gap to the young than for the young to do the broadcasting? That's what WSTC-AM-FM Stamford, Conn., is doing for an hour a day with teen-agers in its area.

For their own show at 3-4 p.m. Mondays-Fridays the youngsters sell advertising spots, write copy, perform engineering functions, and go on the air by remote broadcast from a room at the Stamford YMCA. The station is supplying the equipment, but the youths plan to purchase their own.

The teen-age salesmen keep 40% of whatever they sell, with WSTC picking up all the line charges from the YMCA. "They're handling this just like a businesss," says an official at the station.

It started last summer at a meeting of students and adults to discuss that perennial topic: the generation gap. Attending as one of Stamford's community leaders was Dr. Peter Goldmark, president, CBS Labs, Stamford. Why, Dr. Goldmark asked the teen-age representatives, don't you organize yourselves on a business basis with a radio show so you can communicate with each other? The youths accepted the challenge. So did Julian Schwartz, WSTC general manager. Last month the show called *Here, There and Everywhere,* started.

An initial mover behind the program was Herb Grant, social planning associate of the Stamford Community Council. As he put it, "The only way to become an adult is to learn to act like an adult." Hence, he encouraged the radio plan and now is serving as an advisor to the board of directors of the young broadcasters.

"At first 40 to 60 kids were very hot to get the radio program going," recalls Ray Marlin, WSTC program director. Now there are 20 who "are still hanging in, trying to make a go of it."

And, apparently, they are. The teen-agers (about 25% to 35% are black) bring in records and take off from there. Mr. Marlin admits they sometimes take off too fast with their mainly acid rock records—the community, he says, "is kind of conservative here. We're giving them guidelines and reminding them to keep the program in good taste," he added. WSTC, an ABC affiliate, is principally an album-music station.

Helping the youths are WSTC and CBS Labs personnel—from engineers to on-air broadcasters — and even Charles Warner, New York sales manager for CBS Radio Spot Sales, a Stamford area resident. He met with the teen broadcasters for five hours Jan. 23 and 24 to discuss the nature, philosophy and responsibility of broadcasting and to share a few tips on radio spot selling.

The youths so far in their brief broadcasting careers also have recognized their community responsibility and have sponsored a debate among high schoolers on the drug scene and are planning to set up a scholarship program to encourage youths to become part of the broadcasting industry.

Stamford teen-agers prepare for their daily discussion show.

Radio-TV support sought for census

In preparation for the nation's 19th census which is to start April 1, the Bureau of the Census, U.S. Department of Commerce, has asked broadcasters to help inform the American people about the decennial tally and to encourage public cooperation.

The Advertising Council has prepared a full-scale campaign for the event. It will supply television and radio networks and stations with tapes, live-announcement copy and slides. With the cooperation of network program departments, 30-second spots were video-taped and filmed by Bob Hope, Ed McMahon and Raymond Burr of NBC-TV; Jackie Gleason, Merv Griffin and Leslie Uggams of CBS, and Denise Nicholas from ABC-TV's *Room 222.*

The council also has asked broadcasters to present in-show promotions, five-minute census films, special messages for black-oriented soul stations and personal appearances by bureau officials. Features on NBC Radio's *Monitor* and NBC-TV's *Today* shows also are planned.

TV specials get Christophers' awards

Eleven television specials and the Carnegie Corp., as initiator of *Sesame Street,* will receive awards from The Christophers on Feb. 27. Criteria for their selection were "affirmation of the highest values of the human spirit," artistic and technical proficiency" and "a significant degree of public acceptance."

The documentaries cited are ABC-TV's *Cosmopolis, Desert Whales* and *Three Young Americans in Search of Survival;* CBS-TV's *Appalachian Autumn, Berlioz Takes a Trip, The Japanese,* and *The Mystery of Animal Behavior* and NBC-TV's *Arthur Rubinstein, As I See It, Meet George Washington* and *Sahara: La Caravane du Sel.*

The Christophers, an ecumenical religious organization, reinstated the awards in 1970 in celebration of the groups' 25th anniversary. The awards, started in 1951, had been discontinued in 1962.

Two Polk prizes go to TV reporters

Two television newsmen were named recipients of the George Polk Memorial Awards which are presented annually by Long Island University for outstanding achievement in journalism. The awards, covering 1969, were named for a CBS correspondent killed in 1948 during the Greek civil war.

Tom Petit of NBC and Lee Hanna of CBS, along with other winners, will receive citations and bronze plaques at a luncheon to be held March 24 in New York. Mr. Petit, NBC producer-reporter, was cited in the TV reporting category for the documentary, *CBW: The Secrets of Secrecy,* which dealt with American experimentation with chemical/biological warfare weapons. Mr. Hanna, news director of WCBS-TV New York, was cited for local TV reporting for a documentary, *Guess Who's Coming to Great Neck,* which examined a controversy over busing black students in a suburb on Long Island, N.Y. Eight other awards were given to newspaper and magazine reporters.

Cox throws D.C. party for Richard Russell

Attending a reception in honoring Senator Richard B. Russell last week were l-r: Leonard Reinsch, president of Cox Broadcasting; President Nixon; James M. Cox, Jr., chairman of the board of the group owner, and Senator Russell.

A group broadcaster gave one of Washington's more elaborate parties last Tuesday (Feb. 10) for a distinguished U.S. senator and used the occasion to introduce an ambitious documentary film produced by one of its local news departments.

Cox Broadcasting Corp. was host to 850 guests, led by President Richard M. Nixon, at the reception honoring Senator Richard B. Russell, veteran Georgia Democrat. The documentary film honoring Senator Russell is titled *Richard Russell, Georgia Giant.* It was produced by the news department of Cox's WSB-TV in Atlanta and was aired last Wednesday, Thursday and Friday by WSB-TV in three one-hour segments.

Senator Russell, 72-year-old dean of the Senate, last year said that he had been cured of lung cancer. The President praised the veteran leader of the Senate's Southern Democrats as "a great leader of this country . . . a man of integrity. . . ." Senator Russell lauded Mr. Nixon for a record in office that is "tremendously reassuring to the people of the United States."

The three-hour documentary of the life of the senior senator of Georgia was previewed by the reception guests in a half-hour edited version. Senator Russell observed before the screening: "I am sure that it overlooks my sins and magnifies my virtues."

President Nixon praised Cox Broadcasting for producing the documentary and noted that although it required 25 hours of filming it would take much more than that to tell the story of Senator Russell.

Guests at the sumptuous reception in the Washington Hilton included nearly half of the Senate, many senior members of the House, members of the cabinet, the Joint Chiefs of Staff, defense contractors, the press and broadcast newsmen and many constituents from Georgia.

Greeting the guests were James Cox, chairman of the board of Cox Broadcasting Corp., and Mrs. Cox and Leonard Reinsch, president of Cox, and Mrs. Reinsch. Among the guests were FCC Commissioners H. Rex Lee, Robert E. Lee, Robert Wells and Robert T. Bartley, and Federal Trade Commissioner Paul Rand Dixon and Mrs. Dixon.

Promotion tips:

UN promotion award ▪ Annual United Nations award competition for distinguished correspondence concerning UN organization has been announced by Deadline Club, New York chapter of Sigma Delta Chi. Consisting of $500 and trophy, award is sponsored by International Telephone and Telegraph Corp. Award is open to newsmen and media of any country. Entries must be submitted c/o Robert E. Dallos, *Los Angeles Times,* 866 UN Plaza, Room 4020, N.Y. 10017, by March 31. Winner will be announced May 7 at Deadline Club banquet.

Student award ▪ The University of Wisconsin has again offered a radio/TV scholarship to qualified applicants in honor of the late news analyst, H. V. Kaltenborn. The $1,200 award is open to any student of junior standing or above, including the graduate level, who is pursuing an education and training in some phase of broadcasting. Winner will be announced in May. Write: James Robertson, Coordinator of radio and TV, University Extension, 432 N. Lake St., Madison 53706. Application deadline is April 1.

New urban data ▪ WCBS-TV New York reports working relationship with the Joint Center for Urban Studies of the Massachusetts Institute of Technology and Harvard University. Agreement seeks more effective means of providing greater understanding and rapid dissemination of new urban knowledge. Station will have access to the center's faculty and studies, its executives will take part in staff seminars and WCBS-TV will have a full-time graduate student working on his dissertation as a "resource person."

New subsidiary ▪ Woroner Productions Inc., Miami, has formed a new subsidiary, Montgomery/Woroner Associates. The new publicity and public relations firm will be headed by Jim Montgomery. Located at 6123 South West 68th Street, Miami, the firm has lined up its initial clients of Woroner Productions Inc., Ben-Scott Recording Inc. and Computer Sports Inc.

Architects award ▪ ABC has been named winner of the 1970 Architecture Critics Citation by the American Institute of Architects, Washington, for its hour-long documentary on housing the world's population, *Cosmopolis.* The special was first telecast Jan. 13, 1969.

Cardinal idea ▪ KMOX-AM-FM St. Louis will begin a St. Louis Cardinal speaking bureau, a package including an appearance by a member of the professional football team, plus a screening of the 1969 National Football League highlight film. The program is designed to further stimulate and accelerate interest in the team throughout the station's listening area.

International

Sarnoff seeks a 'common market'

RCA executive says politics is blocking progress in worldwide communications

Blaming many international tensions on a tendency of nations to develop and deal with communications as national instruments, Robert W. Sarnoff, chairman and president of RCA, called last week for a "global common market of communications, embracing all countries of the world."

"Before us is the attraction of the global community which we must achieve if the world is to survive much longer," Mr. Sarnoff told a Feb. 12 joint meeting of the American Chamber of Commerce in France and the American Club of Paris.

Mr. Sarnoff suggested specifically that such a global system could serve "as a vehicle for exchange of television programs between the Soviet Union and the U.S. Why should it not be discussed . . . as a means of lessening tensions and building mutual understanding?" Mr. Sarnoff asked.

He cited color TV and satellites as systems whose international development "has all too often been determined by factors of national expedience rather than global effectiveness." Zeroing in on satellite communications, Mr. Sarnoff warned that "if this new device is to realize its full potential, the nations of the world must come together to agree on matters of frequency, rates, copyrights, avoidance of interference, and freedom of access to the system's facilities."

But he noted that even in this scientific area, nations appear to be competing more for national or at best for regional or bloc advantage than cooperating for global progress.

"I believe that communications, properly developed and properly used, could provide the needed impetus to move the world off dead center toward greater cooperation and progress."

He proposed a three-step program: "A study of global capabilities of communications; development of a systems approach to shape world communications that are open and adaptive to new opportunities; and a specific cooperative project, on earth or in space, which would serve to inaugurate a new era of truly international communications."

Mr. Sarnoff said his "global common market of communications" would:

- Foster increasing worldwide flow of information.
- Provide a greater stimulus to growth than any program of economic aid.
- Provide entertainment, cultural and informational programing from abroad as a routine rather than a rarity.
- Provide the basic global reservoir of techniques and knowledge from which each developing country could draw its requirements and adapt them to its special needs.
- Greatly expand effectiveness of research, engineering, manufacturing and marketing for business around the world.
- Lay groundwork of inter-personal understanding that must be the basis of any lasting international cooperation.

'Truth gap' seen aided by U.S. admen

U.S. advertising agencies and businessmen were criticized last Tuesday (Feb. 10) for helping to "uninfluence people" in Europe and around the world, and for fostering the alienation people in other lands have for the U.S.

Making the charge was William A. Rutherford, head of a Zurich-based ad agency and of Rutherford Associates, New York, specialist in minority economic development.

Mr. Rutherford blamed communicators "first and foremost" as being "perpetrators of American myths." He told a luncheon meeting of the International Advertising Association's New York chapter that these communicators have a critical role in reversing what he called the "truth gap" between the U.S. and the world.

London firm buys device to convert U.S. signals

A commercial broadcast standards converter has been purchased by Independent Television News of London for use in Britain of satellite-relayed overseas television broadcasts using standards that are not the same as those now used there.

ITN, which supplies programs to 18 independent television network stations located throughout Britain, paid $350,-

000 for the equipment, made by Andersen Laboratories, Bloomfield, Conn., and the Rank Organisation in England. The equipment, known as International Standards Converter, is assembled in England. It is being marketed in the U.S. by Andersen Laboratories.

Basically, the seven-rack device converts the TV broadcasts of a nation to the standards used in the receiving country. In British and in some other European TV, the standards are 625 lines and 50 fields per second; in the U. S., they are 525 lines and 60 fields.

New Puerto Rico TV feed to U.S.

Telemet Division of Geotel Inc., Amityville, N.Y., has received a turnkey contract to provide processing and distribution facilities for live color TV from satellites received in Puerto Rico.

The contract, awarded by ITT, calls for complete facilities at that company's All America Cables and Radio center, and also at the International Transmission center in San Juan. Geolet manufactures TV, cable TV and telephone equipment.

Color-TV signals will be received from satellites at the earth station at Cayey and microwaved to the AACR center, which will be linked to the ITC center by cable. Puerto Rican broadcasters will receive overseas signals from the ITC center. The entire system will be used also for feeding Puerto Rican TV to the U.S. and other parts of the world.

Telemet is providing the equipment for Alaska where General Telephone & Electronics is building a similar interface system.

Philippine transmitters nearly ready for Voice

Next month the Voice of America will complete installation of its new transmitters at Tinang in the Philippines, making the relay station the single largest transmitting plant the VOA has overseas.

The U.S. and Philippine governments reached agreement on a new high-power relay station at Tinang on May 6, 1963. But it was not until May 1969 that the first of 10 transmitters—each with a power of 250 kw—went on the air at Tinang. In March the last of the 10 transmitters will go into operation. Total cost of the project will be $23,-265,000.

The site of the new transmitter plant, 2,450 acres in all, is located in Tarlac province 10 miles northeast of Clark Air Force Base in the Philippines. All of the 250-kw transmitters at Tinang were built for VOA by the Hughes Aircraft Co., Culver City, Calif., not normally known for broadcast transmitters but long involved in the production of other types of advanced electronic equipment.

All of the programs transmitted at the Tinang site originate in the U.S. The VOA has its studios in Washington, New York, Miami and Los Angeles. The programs are picked up at the VOA receiving site at Baguio in the Philippines and then relayed to Tinang and another VOA transmitting site, Poro.

From Tinang programs in 10 languages are transmitted to target audiences in East Asia, South Asia, and the Pacific. Chinese-language broadcasts still encounter extensive jamming, a problem the VOA's Chinese programing has had since 1956.

The VOA has another high-power relay station under construction in Kavala in northern Greece, but the facility is not expected to be completed until 1972. Kavala will also have 10 shortwave transmitters of 250 kw each plus 22 diplexed curtain antennas for improved coverage of East Europe, Central USSR, the Middle East, South Asia and North Africa. The Kavala station will include a 150-kw AM transmitter for improved coverage of the Balkans and the southern Ukraine.

Station to take Giants by satellite from Tokyo

Cox Broadcasting owned KTVU(TV) Oakland-San Francisco, a nonnetwork, affiliated station, has contracted to carry live and in color from Tokyo, via the Lani Bird satellite over the Pacific Ocean, an exhibition baseball game between the touring San Francisco Giants and the Tokyo Giants. The game will be played on the afternoon of March 21 in Tokyo stadium and is scheduled to be presented live in San Francisco starting at 8:45 p.m. on March 20.

KTVU claims the telecast will be unprecedented on three counts: first baseball game ever to be carried live in the U.S. while being played overseas; first time an independent station has contracted to use a communications satellite to service only its own market; first time a live telecast has been received directly on the West Coast of the U.S. via communications satellite.

Russ Hodges and Lon Simmons, the regular announcers for telecasts of San Francisco Giants games, will be in Tokyo calling the play-by-play action. As an extra service to San Francisco's large Japanese population (and possibly to avoid confusion over mispronunciation of Japanese names) names of all the players in the games will be superimposed on the home TV screens in both English and Japanese.

FocusOnFinance®

First $1-billion year for CBS in 1969

Network reports record in revenues, earnings; income is ahead 24%

CBS reported last week that 1969 was a year of substantial gains in revenues and earnings. Earnings per share (after adjustment for a stock dividend), increased 51 cents, or 24% above the 1968 earnings performance.

CBS's 24% income increase and 17% rise in revenues were announced by Chairman William S. Paley and President Frank Stanton, who observed also that "all CBS major businesses had greater revenues last year than ever before."

This record revenue was reflected in the fourth-quarter results with net sales up nearly $40 million and net income up about $1.5 million.

In the record year, revenues topped $1 billion for the first time in CBS history and all of the four quarters showed increases in income and sales.

The report was issued following a board of directors meeting Wednesday (Feb. 11). At the meeting, the board declared a cash dividend of 35 cents per share on common stock, payable March 13, to holders of record on Feb. 25. Also declared by the board was a cash dividend of 25 cents per share on

The Broadcasting stock index

A weekly summary of market activity in the shares of 96 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Feb. 12	Closing Feb. 5	Closing Jan. 29	1969-70 High	1969-70 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	35⅝	34	34	39¼	33½	4,888	166,192
Atlantic States Ind.		O	5¾	5½	5¾	15½	5½	1,789	10,287
Capital Cities	CCB	N	31¼	28⅞	32⅝	37⅝	26	5,804	189,210
CBS	CBS	N	43¾	44	43⅞	59½	41⅝	26.129	1,142,360
Corinthian	CRB	N	30½	28¾	31¾	37¼	20	3,384	107,442
Cox	COX	N	20¾	21	45¼	59	21	2,893	130,908
Gross Telecasting	GGG	A	16⅜	16	16	24⅜	14⅞	805	12,880
Metromedia	MET	N	18⅝	17	16¼	53¾	16⅛	5,603	91,049
Pacific & Southern		O	18	20	21½	26½	13½	1,635	35,153
Reeves Telecom	RBT	A	8	8⅝	8¾	35¾	8	2,253	19,714
Scripps-Howard		O	20¾	20½	21½	31½	21	2,589	55,634
Sonderling	SDB	A	29⅝	25¾	27	47⅞	25¾	985	26,595
Starr Broadcasting		O	16½	18	18¼	18¼	6¼	338	6,169
Taft	TFB	N	25	25¼	25⅝	43¼	25	3,585	90,916
							Total	62,680	$ 2,084,509
Broadcasting with other major interests									
Avco	AV	N	22¾	23	22⅛	49⅜	21⅞	13,462	297,779
Bartell Media	BMC	A	11½	12¼	11⅞	22¼	8¾	2,292	27,137
Boston Herald-Traveler		O	42	43	40	71	27	574	22,960
Chris-Craft	CCN	N	8⅞	9	9	24½	8¾	3,450	31,050
Combined Comm.		O	14¾	13½	14½	16	8¾	1,798	26,071
Cowles Communications	CWL	N	8	8½	8¾	17⅜	8	3,969	34,729
Fuqua	FQA	N	22⅝	22¾	22¼	47	22¼	5,219	116,123
Gannett	GCI	N	27½	27¼	27½	29¾	24¾	7,117	195,718
General Tire	GY	N	17⅞	18	18¾	34⅝	17⅛	17,914	335,888
Gray Communications		O	6⅞	6¾	7¼	12¾	6⅞	475	3,444
Lamb Communications		O	4¼	4½	5¼	10	3¾	2,650	13,913
Lee Enterprises		O	20½	20	21¼	25	15½	1,956	41,586
Liberty Corp.	LC	N	19⅛	17⅞	17¾	24⅜	14	6,734	119,688
LIN		O	9⅞	9⅛	10½	32½	7¾	2,174	22,827
Meredith Corp.	MDP	N	32⅜	33	33⅝	59¾	31¾	2,781	93,442
The Outlet Co.	OTU	N	16⅜	16½	15⅞	30⅝	15	1,366	21,162
Plough Inc.	PLO	N	81½	76⅝	81¾	85	57½	7,892	645,171
Post Corp.		O	15¾	15½	16	40	14½	713	11,408
Rollins	ROL	N	39¼	33⅞	37⅝	42¾	30⅛	8,016	301,402
Rust Craft	RUS	A	25½	26⅜	27	38⅜	24⅞	1,168	31,536
Storer	SBK	N	25	21	27⅞	62	19	4,221	117,513
Time Inc.	TL	N	29	31¼	33	100⅜	29	7,241	238,953
Trans-National Commun.		O	1⅞	2	2¾	11½	2¼	1,000	2,750
Wometco	WOM	N	19	18	18	23⅞	16⅞	5,583	100,494
							Total	108,845	$ 2,852,277
CATV									
Ameco	ACO	A	11⅞	14½	14½	16⅝	7¾	1,200	17,400
American TV & Comm.		O	20½	19½	20¾	22¼	9⅝	1,775	36,831
Cablecom-General	CCG	A	14¾	14¼	16½	27½	8¼	1,605	26,483
Cable Information Systems		O	2½	2⅜	2¼	5	2	955	2,149
Citizens Finance Corp.	CPN	A	14⅝	15⅛	17⅛	27¾	11⅝	969	16,589
Columbia Cable		O	15½	15¼	14¾	17⅛	9¾	900	13,275
Communication Properties		O	8¾	9¾	8⅝	17½	4½	644	5,384
Cox Cable Communications		O	21¾	21¼	21	24½	11¾	3,550	74,550
Cypress Communications		O	16½	14½	15½	23	10½	854	13,237
Entron		A	5⅝	6	6	10½	2	607	3,642
General Instrument Corp.	GRL	N	20¾	22½	22⅛	43¼	21⅛	6,028	133,339
H & B American	HBA	A	26⅝	24½	26⅞	38⅜	11⅝	5,016	134,629
Sterling Communications		O	6¼	6⅜	6	10½	5¾	500	3,000
Teleprompter	TP	A	109¾	99	114⅛	133½	46	1,007	114,919
Television Communications		O	13½	14	16½	20¾	10	2,654	43,791
Vikoa	VIK	A	13⅜	16⅞	19½	35¼	16⅞	1,815	35,393
							Total	29,435	$ 674,611

preference stock payable March 31, also to holders of record on Feb. 25.

	1969	1968
Earned per share	$2.65	$2.14
Net sales	1,158,912,000	991,428,000
Net income	71,944,000	58,187,000

Notes: 1969 figures are for 53 weeks ended Jan. 3, 1970; 1968 figures cover 52 weeks ended Dec. 28, 1968. Statements reflect pooling of interests with Tele-Vue Systems Inc., which was effective May 27, 1969.

CATV firm proposing sale of 150,000 shares

Northeast Cablevision Corp., Merrimack, N. H., has filed for a public offering with the Securities and Exchange Commission of 150,000 shares of common stock for sale at $5 per share maximum.

Organized in February 1969, Northeast intends to construct and operate CATV systems in New England. It owns a system in Hudson, and holds franchises for Milford, Amherst and Merrimack, all New Hampshire. In addition, it owns 72% of Coastal Cable and Antenna Inc., which holds franchises for the Maine communities of Bath, Sanford and Saco, and 28% of Penobcab Inc., which holds a franchise for Bangor, Me.

Of the net proceeds from the stock sale, $100,000 will pay off two notes; an additional $150,000 will go toward the estimated $800,000 construction cost of the Bangor system, and up to $180,000 will be used as advances toward construction expenses for the other Maine cable systems.

Northeast Cablevision has 500,000 common shares outstanding, of which Harold W. Solomon, president, owns 45.1%.

Company reports:

Metro-Goldwyn-Mayer Inc., New York, producer and distributor of motion pictures and TV programs, reported decline in gross revenues but gain in net income for first quarter of its fiscal year.

Earnings from TV-program production and distribution were up from the

	Stock symbol	Ex-change	Closing Feb. 12	Closing Feb. 5	Closing Jan. 29	1969-70 High	1969-70 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	22⅞	23⅞	25⅝	42	22⅜	5,882	150,579
Disney	DIS	N	151	143¾	143	154¾	69⅞	4,469	639,067
Filmways	FWY	A	13⅜	13	14⅝	38⅞	13	1,492	21,425
Four Star International		O	2⅝	2¾	3	10	3	666	1,998
Gulf and Western	GW	N	17	17⅛	17⅛	50¼	16⅝	16,426	281,213
Kinney National	KNS	N	29	27¾	28⅜	39½	19	5,940	168,458
MCA	MCA	N	21¾	22	22½	44½	18¾	8,297	186,683
MGM	MGM	N	21¼	23¼	21¾	44½	21¼	5,801	126,172
Music Makers Group		O	7	8	8	15¾	8	589	4,712
National General	NGC	N	15¼	15⅝	15⅛	46¼	15⅛	4,539	68,630
Transamerica	TA	N	20½	21¼	21¼	38¾	20¼	61,869	1,314,716
Trans-Lux	TLX	A	17⅞	17⅞	17⅞	58¾	17½	1,020	18,197
20th Century-Fox	TF	N	15½	15¾	16¾	41¾	14⅞	8,169	136,831
Walter Reade Organization		O	6¾	6½	13½	15⅞	7⅛	2,342	31,617
Wrather Corp.	WCO	A	9½	8¾	9	10¾	7¼	2,161	19,549
							Total	120,473	$ 3,168,747
Service									
John Blair	BJ	N	22½	21	21¼	28¼	17¾	2,667	56,674
Comsat	CQ	N	44	42	38¼	60⅞	38	10,000	382,500
Creative Management		O	14	13¾	14¼	20½	8½	1,020	14,535
Doyle Dane Bernbach		O	19¼	19½	22	33	17½	2,104	46,288
Foote, Cone & Belding	FCB	N	10½	10¾	11¼	15¾	10½	2,149	24,176
Grey Advertising		O	11¾	11¾	12¼	18¾	11½	1,163	14,247
Movielab	MOV	A	6⅛	6	6½	14⅛	6	1,407	9,146
MPO Videotronics	MPO	A	9½	9⅝	8¼	22⅝	7⅛	548	4,521
Nielsen		O	38	38	38⅛	38½	28¾	5,240	198,376
Ogilvy & Mather		O	19	18⅝	21	35	15½	1,090	22,890
PKL Co.	PKL	A	9½	10	10¼	30½	9	739	7,540
J. Walter Thompson	JWT	N	30	30	31¼	36	30	2,778	86,451
Wells, Rich, Greene		O	12¼	13¼	7⅜	18¾	7⅜	1,601	11,783
							Tota:	32,506	$ 879,127
Manufacturing									
Admiral	ADL	N	11¾	12⅛	12⅜	21⅛	11¾	5,150	63,654
Ampex	APX	N	41¼	39¾	37⅞	49⅞	32½	10,826	409,655
CCA Electronics		O	4⅜	4⅝	4½	6½	4⅜	800	3,600
Conrac	CAX	N	23¾	25	23½	59⅜	27	1,249	29,352
General Electric	GE	N	70	69⅞	73⅜	98¼	69⅜	91,025	6,667,594
Harris-Intertype	HI	N	63¼	61⅝	63	80¼	61⅝	6,350	399,609
Magnavox	MAG	N	31⅛	30¾	34¼	56¾	30¾	16,561	567,214
3M	MMM	N	103¼	100½	103	118½	94	54,521	5,615,663
Motorola	MOT	N	122½	122	135¾	166	102¾	6,649	902,602
RCA	RCA	N	29½	30⅛	30⅝	48½	29½	62,773	1,920,854
Reeves Industries	RSC	A	4⅛	4⅛	3⅞	10½	3½	3,443	13,221
Visual Electronics	VIS	A	7⅝	7¼	7	37	7	1,357	9,499
Westinghouse	WX	N	59⅞	57½	53¾	71¼	53⅝	39,304	2,112,590
Zenith Radio	ZE	N	31¾	30⅛	32½	58	30⅛	19,020	618,150
							Total	317,771	$19,303,905
							Grand total	671,710	$28,662,066
Standard & Poor Industrial Average			86.73	85.90	89.69				

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

Shares outstanding and capitalization as of Jan. 29
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

same 1968 period. Of MGM's gross revenues, $7,230,000 was derived from TV distribution and $4,899,000 from TV programs. TV programing also accounted for $277,000 of the company's net income.

For three months ended Nov. 20:

	1969	1968
Earned per share	$0.06	($0.44)
Gross revenues	38,842,000	41,643,000
Net income	328,000	(2,519,000)

Pacific & Southern Broadcasting Co., New York-based group station owner, reported 17% increase in gross revenues and 26% increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	$0.63	$0.50
Gross revenues	12,286,055	10,460,599
Net income	1,015,084	805,810

Tele-Tape Productions, New York, last week reported a company-wide loss for the first fiscal half, although New York television and video-tape operations showed a profit. Tele-Tape and subsidiaries also produce industrial films, arts and graphics, and provide a duplicating service.

For the six months ended Dec. 31:

	1969	1968
Earned per share	($0.06)	$0.05
Sales	5,939,950	5,992,101
Net income	(127,022)	88,993
Shares outstanding	2,183,222	1,840,130

Avco Corp., Greenwich, Conn., diversified company and group broadcaster, reported declines in revenues and net income for the year ended Nov. 30:

	1969	1968
Earned per share	$3.12	$3.76
Sales	898,084,000	939,571,000
Net income	51,447,000	57,022,000
Average shares outstanding	11,414,482	10,687,106

Notes: 1969 net income includes Seaboard Finance Co. since its acquisition Jan. 21, 1969, amounting to $6,230,000 or 55 cents per share. Results for 1969 also include net profit of $2,057,000 or 18 cents per share from sale during first quarter of 1969 of 50% of Meredith-Avco Inc. Sales do not include revenues from financial services operations.

Grass Valley Group Inc., Grass Valley, Calif., manufacturer of television equipment, reported a 73% increase in sales and a 55% increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	$0.51	$0.33
Sales	3,734,000	2,154,000
Net income	750,000	483,000

Technicolor Inc., Hollywood, engaged in color film processing for television and motion pictures, reported an increase of 9.8% in net sales for the year ended Dec. 27:

	1969	1968
Earned per share	$1.00	$0.97
Revenues	107,642,816	98,065,708
Net income	3,867,137	3,559,288
Shares outstanding	3,883,363	3,670,524

Notes: Figures for 1968 restated to reflect elimination of noncontinuing businesses. Net income for 1968 does not include extraordinary item of minus $500,000 or earnings of $370,985 from noncontinuing businesses.

Financial notes:

- Cablecom-General Inc., Colorado Springs, CATV subsidiary of group broadcaster RKO General Inc., has registered with Securities and Exchange Commission offering of $12.5 million of convertible subordinated debentures for public sale. Part of the net proceeds will be used to retire $4,625,000 in loans incurred to finance CATV construction and $6.5 million will be applied to the cost of improvements of existing systems and to continuing construction of new systems.

- Gannett Co., Rochester, N.Y., has declared a regular quarterly dividend of 12 cents per share, payable April 1 to stockholders of record March 13.

- Hallmark Communications Inc., Abilene, Tex., producer and marketer of film strips and other educational materials, and U.S. Capital Corp., Dallas, real estate developer, have announced agreement in principle for Hallmark's acquisition of U.S. Capital for 950,000 Hallmark common shares.

- Transmedia International Corp., New York, reports it has agreed to acquire a controlling interest in Museum Gallery Originals, New York. Proposed transaction involves exchange of stocks and requires approval of Transmedia's board of directors.

Metromedia reports slide in net income

Metromedia Inc. reported last week that during the year ended Jan. 3, 1970, gross revenues declined slightly from the preceding year while net income decreased sharply.

The company noted that provisions for unusual losses related to a write-down of films, and reportedly involved Metromedia Producers Corp. films primarily. Charges on abandonment of properties were said to apply mainly to the company's direct mail activities.

	1969	1968
Earned per share	$0.38	$1.75
Gross revenues	182,650,889	182,837,390
Net income	2,101,146	9,158,495

Note: 1969 figures are for 53 weeks ended Jan. 3, 1970; 1968 figures cover 52 weeks ended Dec. 28, 1968.

More information sought on take-overs of firms

Senator Harrison Williams (D-N.J.) last week introduced a bill to strengthen the disclosure requirements that govern corporate take-overs.

The bill would require disclosure of information such as the identity, purposes, and financial state of anyone seeking to acquire 5% or more of a corporation registered with the Securities and Exchange Commission. Under existing law, the disclosure requirements are applicable when the offer amounts to 10% or more of a firm.

Senator William's bill would also give the SEC greater authority to crack down on fraudulent practices surrounding corporate take-overs.

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Broadcast advertising

Barton Kreuzer, executive VP, RCA Consumer Electronics, Indianapolis, elected to additional post of president, RCA Sales Corp. In addition to his over-all manufacturing function for Consumer Electronics he will direct RCA Sales Corp., subsidiary responsible for styling, product development, sales and advertising for all RCA home-entertainment instruments. **Robert J. O'Neil,** VP for sales, and **David E. Daly,** VP for business planning, RCA Sales Corp., named to newly created positions of executive VP, sales operations, and executive VP, product management, respectively. **Donald P. Dickson,** president, RCA Sales Corp., assigned broadened staff responsibility in marketing activities of RCA Corp.

Charles T. Coyle, George Montaigne and **Owen H. Klepper,** with RCA Corp., New York, named director of corporate advertising, director of media services and controls and director of sales promotion respectively, all newly created positions on RCA corporate advertising staff.

Allan B. Zukerman, VP, Ruben, Montgomery & Associates, Indianapolis, advertising, marketing and PR agency, named executive VP.

James L. Huff, copy supervisor, **Dean R. Koutsky,** associate creative director, and **Ralph H. Miller,** account supervisor, BBDO, New York, named VP's.

Walter Klores, account director, and **Ira B. Madris,** TV producer and art director, McCann-Erickson, New York, named VP's.

Lon E. Nelles, VP and West Coast sales manager, Harrington, Righter & Parsons, transfers to Los Angeles office from San Francisco. **Thomas W. Carroll,** with Los Angeles office, moves to San Francisco branch as sales manager.

Thomas J. Hillery, president, Hillery Advertising Co., Akron, Ohio, joins Hesselbart & Mitten Advertising Co. there as VP and account supervisor.

Move follows acquisition of Hillery Advertising by Hesselbart & Mitten.

Jerry L. Anderson, with Maurer, Fleisher, Zon and Associates, Washington, PR and advertising firm, named VP.

James D. Laverty, formerly senior account executive, Compton Advertising, New York, joins Kingen Feleppa O'Dell, agency there, as VP, account management.

Aubrey Shamburger, senior art director, Herbert S. Benjamin Associates, Baton Rouge, named assistant VP.

Donald Higgins, consultant to Fred A. Niles Communications Centers, among other firms, joins Niles organization in New York as creative director.

James W. Sasser, formerly news director, WNEW-TV New York, joins Underwood, Jordan Associates, PR and advertising firm there, as director of media relations.

Emelie Tolley, VP and account supervisor, Benton & Bowles, New York, appointed to newly created position of fashion director.

Thomas A. Howard, national sales manager, *Television/Radio Age* magazine, New York, joins RTV International, radio and TV management consultancy firm there, as director, broadcast services. He will be responsible for eastern U.S. sales representation by RTV of Broadcast Computer Services, Colorado Springs, developers of computerized traffic-accounting management control system.

Virginia Dietrich and **Mary Louise Noon,** with Stockwell-Marcuse, Southfield, Mich., advertising and PR agency, appointed assistant broadcast director and broadcast-production supervisor respectively.

Jerry Lyman, with Major Market Radio Inc., Chicago, joins RKO Radio Representatives, Los Angeles, as sales office manager.

Jack P. McCarthy, national sales manager, WHIO-AM-FM-TV Dayton, Ohio, appointed general sales manager.

Tony Ocepek, formerly marketing and promotion director with KYW(AM) Philadelphia and WKYC(AM) Cleveland, joins WELW(AM) Willoughly, Ohio, as general sales manager. **Kenny Bass,** with WELW, appointed local and suburban sales manager.

J. W. Murrell, with KEGL(AM) San Jose, Calif., appointed sales manager.

Arthur Ostrove, formerly bread-advertising manager, ITT Continental Baking Co., Rye, N.Y., appointed general advertising manager. **Eugene S. Cooper** and **James M. Anderson,** with Continental Baking, appointed assistant bread-advertising managers.

Mike Schaffer and **Warren Shuman,** with WAJA-TV Miami, appointed business-development manager and general manager of newly created Latin department. Department is to be on equal plane with English-language sales and general administrative departments.

William V. Weston, with Gardner Advertising, St. Louis, appointed creative supervisor.

Josefina C. Reyes, data analyst, R. L. Polk & Co., Detroit, joins Campbell-Ewald Co. there as research analyst-special projects.

Bob Gaffney, cinematographer returning from association with Stanley Kubrick in England, joins PGL Productions, New York, where he will be available as director/cinematographer for commercials.

Mike McCoy, VP for Pelican Films, Hollywood, joins staff of Filmfair, Studio City, Calif., as producer of commercial and industrial films.

Allen Gray, director of production, Centrex Productions, New York, joins Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, as member of agency's broadcasting department.

Media

Bert Ferguson, executive VP and general manager, Sonderling Broadcasting Corp.'s WDIA(AM) and WTCV(FM) Memphis, named president.


Mr. Larsen

M. Dale Larsen, general manager, KTVH(TV) Hutchinson - Wichita, Kan., named executive VP. **Robert D. Snyder,** assistant general manager, named VP.

Benson H. Begun, associate general counsel of Screen Gems, division of Columbia Pictures Industries, New York, elected VP, with legal responsibilities with SG, its broadcasting stations and EUE/Screen Gems.

Lloyd Kaiser, general manager, noncommercial WITF-TV Hershey, Pa. elected president and general manager of noncommercial stations WQED(TV) and WQEX(TV) Pittsburgh.

Jack H. Wiedemann, general manager, WXEX-TV Petersburg-Richmond, Va., named VP.

Alan J. Bell, VP and assistant to general manager, Metromedia's WNEW-TV, New York, resigns. He reportedly had been picked by Metromedia as general manager of WFLD-TV Chicago before deal with Field Enterprises fell through (BROADCASTING, Feb. 9).

Ray Koeppen, operations manager, WELW(AM) Willoughby, Ohio, named VP.

Larry Dean, with WEBB(AM) Baltimore, appointed general manager.

Charles R. Bell, formerly with ABC-TV, New York, joins noncommercial WLIW(TV) Garden City, N.Y., as general manager.

Edward J. Boyle, program manager, KFBK(AM) Sacramento, Calif., joins KBEE(AM) Modesto, Calif., as manager. Both are McClatchy Broadcasting stations.

Benjamin P. Colosky, Peter B. Jones and **Stephen Russell,** with RCA Corp., New York, appointed director of program assessment, director of venture studies and director of strategic planning, newly created positions within RCA's corporate planning organization.

Lenore G. Ehrig, assistant chief, litigation division, office of the general counsel FCC, named hearing examiner at commission in Washington.

John Hansson, film manager, WMAL-TV Washington, appointed director of business services for Evening Star Broadcasting Co., Washington (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; WCIV[TV] Charleston, S.C.). He is succeeded at WMAL-TV by **William Johnson,** film laboratory manager.

John F. Berentson, formerly VP and general manager of Southwestern Cable Co. and Ranch Bernardo Antenna System, San Diego, appointed director of CATV operations for Time-Life Broadcast, New York. Company has interests in number of CATV systems and holds franchises to develop further systems in other locations.

Robert Irving, director of personnel and industrial relations, WGN Continental Broadcasting Co., Chicago, group owner, appointed manager of personnel and industrial relations for WGN Continental Broadcasting Co. and all subsidiaries.

Dr. Patricia L. Swenson, general manager of noncommercial KBPS(AM) Portland, Ore., and **Richard E. Fearns,** advisor to noncommercial WSHR(FM) Lake Ronkonkoma, N.Y., named to radio advisory council of Corp. for Public Broadcasting, Washington.

Dudley S. Taft, secretary, Taft Broadcasting Co., Cincinnati, group owner, also named to newly created position of VP, corporate development. His primary responsibility will be development of company's role in amusement-park and recreational-land field.

Programing

Norman S. Powell, senior VP of Four Star International Inc., Culver City, Calif., and son of late Dick Powell, resigns. Future plans will be announced shortly.

David Light, director of budgets, Reeves Telecom Corp., New York, company engaged in radio and TV broadcasting, CATV and video-tape production and sound services, appointed controller of corporation.

Raymond Lee Kahn, Beverly Hills, Calif., attorney, named VP in charge of business affairs for Aaron Spelling Productions Inc., Hollywood.

E. H. Gillis Jr., executive secretary, Ohio Educational Television Network Commission, Columbus, joins RME Productions, TV program, production and facilities firm there, as administrative assistant to president.

Edward H. Feldman, executive producer of *Hogan's Heroes* series, joins Bing Crosby Productions, Hollywood, to develop and produce TV projects.

Peter Kalian, freelance director of film photography, appointed supervising director of photography for Producers West, Los Angeles-based film-production firm.

H. V. Skaggs, program director, WIIC-TV Pittsburgh, appointed to newly created position of executive producer. He assumes responsibility for station's production facilities and personnel as well as public-affairs department. **David Chase,** with WXYZ-TV Detroit, joins WIIC-TV as program director supervising news, network and talent matters. **Shelton Weaver,** with WIIC-TV, appointed systems coordinator working in all areas of production.

Jules Moreland, John McGhie and **Robert O'Donnel Jr.,** with KOIN-TV Portland, Ore., appointed program director, production manager and producer-director respectively.

Mitch Farrell, with KPRO(AM) Riverside, Calif., joins KLEO(AM) Wichita, Kan., as program director.

Bill Hudson, program and operations manager, WVCG(AM) Coral Gables, Fla., joins WAJA-TV Miami as creative director.

Richard Gehring, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Uni-Tel, Primos, Pa., videotape, sound recording and film production studios, as director of sales.

Christopher J. Canali, with WTOA(FM) Trenton, N.J., joins WJZZ(FM) Bridgeport, Conn., as assistant program director. Both are Nassau Broadcasting Co. stations.

Bert Delgado, production manager, *ABC Evening News with Frank Reynolds,* ABC-TV, New York, joins WAJA-TV Miami as production manager.

Dave Marr, touring golf pro, also appointed to do color commentary on golf specials for ABC, New York.

Al Borgen, director at WTCN-TV Minneapolis-St. Paul, joins WCCO-TV there as producer-director.

Alan R. Bishop, former station manager at WVAB(AM) Virginia Beach, Va., and program director, at WJJL(AM) Niagara Falls, N.Y., joins programing department of WSB-AM-FM Atlanta.

News

Mr. Brown

Lewis W. Brown, NBC News correspondent whose recent overseas assignment was correspondent and bureau manager in Berlin, appointed to head news operations at WPIX(TV) New York, and is expected to be elected VP-news at board of directors meeting Feb. 23. **Walter D. Engels,** station's news manager, will serve as Mr. Brown's special assistant.

Matt J. Quinn, news director, WKBF-TV Cleveland, joins WKBD-TV Detroit in same capacity. Both are Kaiser Broadcasting Co. stations.

Murray Westgate, newscaster, KTVN-(TV) Reno, appointed news director at KCBN(AM) there. He will also continue to co-host news show on KTVN.

Mike Burris, formerly news editor with *Pittsburg* (Kan.) *Sun,* joins KLEO(AM) Wichita, Kan., as news director.

Robert L. Potter, assistant news director, WIRL-AM-TV Peoria, Ill., joins WKYC-AM-FM Cleveland as radio news manager.

Herbert Starling, with Radio News International, New York, appointed New York bureau manager of Black Audio Network, daily black-oriented audio-news actuality service. **Bob Evans,** formerly with CBS News, Washington, joins Black Audio Network as Atlanta bureau manager.

Jerry Crandall, newsman, WJBK-TV Detroit, appointed city editor.

Mark T. Provost, with WRVA-AM-FM Richmond, Va., joins KIOI(FM) San Francisco as staff news editor.

Ronald Tindiglia, news producer, WFIL-TV Philadelphia, joins WNAC-TV Boston as executive producer in news department. **Mary McKay,** newswriter and reporter, WITI-TV Milwaukee, and **Howard Nielsen,** newscaster, WRKO-AM-FM Boston, join WNAC-TV Boston as reporters.

Al Campagnone, news director, WAMS-(AM) Wilmington, Del., joins noncommercial WHYY-TV there as newsman.

Glenn Richards, with news department, WOWO(AM) Fort Wayne, Ind., joins KDKA-AM-FM Pittsburgh as newsman. Both are Westinghouse Broadcasting Co. stations.

Art W. Geiselman Jr., former reporter. *Baltimore Evening Sun,* joins WBAL-TV there as investigative reporter. **Pam Fields,** with WBAL-TV promotion department, appointed general-assignment reporter.

Logan McKechnie, reporter and specialty editor, *Phoenix* (Ariz.) *Republic.* joins KTAR-TV Phoenix-Mesa, Ariz., as reporter.

Dan Yates, with KCFI(AM) Cedar Falls, Iowa, appointed reporter.

Tony Roberts, sports director, WAKE-(AM) Valparaiso, Ind., joins WWDC(AM) Washington in same capacity.

Milt Shoup Jr., sports director and account executive, WCLT-AM-FM Newark, joins WTVN-TV Columbus. both Ohio, as chief sportscaster.

Promotion

Paul Cooper, formerly PR director for Herb Alpert and Tijuana Brass and A&M Records, Hollywood, named president of Cobrite Corp., Beverly Hills, Calif. **Dolly Bright,** widow of founder of H&B American Corp., named secretary-treasurer of Cobrite, which will handle public relations throughout entertainment industry.

Tom Johnston, managing director, Public Relations Programs Inc., New York, subsidiary of MacManus, John & Adams, joins New York office of Bozell & Jacobs as VP in PR department.

Don Plumridge, with corporate staff of Post-Newsweek Stations, Washington, group owner, joins WDCA-TV there as director of creative services. His responsibilities include advertising, promotion, publicity, design and graphic arts and sales development.

Eric N. Stenberg, with Westinghouse Broadcasting Co., New York, joins Westinghouse Broadcasting's WJZ-TV Baltimore as assistant promotion manager.

Robert Taylor, PR director for Pittsburgh Playhouse, joins WIIC-TV Pittsburgh as community-affairs coordinator.

Equipment & engineering

John B. Campbell, VP for finance and management service, Page Communications Engineers, Washington, named senior VP.

Walter H. Mills, director of marketing Magnasync/Moviola, North Hollywood. manufacturers of studio equipment, named VP, marketing.

Albert H. Chismark, director of engineering for broadcasting division of Meredith Corp., Omaha, group owner, appointed to serve on technical committee of Association of Maximum Service Telecasters, Washington. He replaces **Thomas E. Howard,** VP of engineering, Jefferson Standard Broadcasting Co., Charlotte, N.C., group owner. who retires from company. Mr. Howard has served on AMST technical committee since its inception.

Harrison A. Slaton, industrial-relations representative, Ford Motor Co., Metuchen, N.J., joins CBS EVR cartridge processing laboratory, Rockleigh, N.J., as personnel director.

Leonard F. Coleman, Midwest region district sales manager, motion-picture and education-markets division, Eastman Kodak Co., Rochester, N.Y., appointed regional sales manager for Eastman Kodak's Southwest region. His headquarters will be in Dallas.

John J. Segrete, draftsman, CBS Radio, New York, appointed engineering assistant and chief draftsman, CBS Radio engineering department. **Fred Telewski,** technical supervisor, CBS/FM Broadcasting, New York, appointed project engineer with CBS Radio engineering department.

Deaths

H. Wendel Burch, 61, director of international services, UPI, New York. since 1959, died Feb. 9 in New York hospital. Mr. Burch, who joined UPI in 1931, participated in development of UPI news and radio-photo multiple address transmissions throughout world. He is survived by his wife, Laverne, one son, and one daughter.

Roscoe Karns, 77, television, radio and film actor, died Feb. 6 in St. Vincent's hospital, Los Angeles. He is perhaps best remembered for portrayal of Navy doctor in CBS TV series *Hennesey.* He also played title role in *Rocky King, Detective* on DuMont network in early 1950's. He is survived by his wife, Mary, one daughter and one son.

James T. Chirurg, 63, former advertising agency executive, died Feb. 9 at Hunt Memorial hospital, Danvers, Mass. He founded James Thomas Chirurg Co. in 1933. Agency merged with Anderson & Cairns in 1960 and became Chirurg & Cairns. New York He was vice chairman of company until 1967 and then served as chairman of board one year before retiring. **He** is survived by his wife, Ruth. one son and one daughter.

ForTheRecord®

As compiled by BROADCASTING, Feb. 3 through Feb. 10 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 communcations authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. •—educational.

New TV stations

Applications

■ Daytona Beach, Fla.—Central Florida Enterprises Inc. Seeks VHF ch. 2: ERP 100 kw. vis., 20 kw. aur. Ant. height above average terrain 940 ft.: ant. height above ground not indicated. P.O. address: c/o E. William Crotty, 444 North Beach Street, Daytona Beach 32015. Applicant proposes to negotiate with existing licensee and make reasonable offer to latter for use of all physical facilities associated with WESH-TV Daytona Beach. Geographic coordinates 28° 56' 25" north lat.: 81° 18' 33" west long. Type trans. RCA TT-25CL. Type ant. RCA TF-6AL. Legal counsel Pittman, Lovett, Ford, Hennessey and White, Washington, consulting engineer Julen Cohn. Principals: E. William Crotty, president (15.5%), James R. Stephen, treasurer (15.55%), Jeanne M. Goddard, executive vice president, G. P. Schanck Jr., vice president, Thomas W. Staed, secretary, W. J. Taylor Jr., vice president (each 3.5%), et al. Mr. Crotty is attorney and owns 25% of motel firm. Mr. Stephen owns 50% of car rental agency, 50% of used car sales firm, 50% of real estate firm and 10% of amusement park. Mr. Schanck Jr. is physician and owns 6.5% of low rent housing. Mr. Staed operates motel, owns 25% of motel firm and 27% of oil company. Mr. Taylor Jr. owns pharmacy, 50% of real estate investment firm and 15% of another. Ann. Jan. 6, revised Jan. 14.

■ Jackson, Miss.—Lamar Life Broadcasting. Seeks VHF ch. 3: ERP 95.7 kw vis., 19.1 kw aur. Ant. height above average terrain 2,051 ft.: ant. height above ground 1,993 ft. P.O. address: Box 2171, Jackson 20036. Estimated construction cost $225,000: first-year operating cost $1,545,000: revenue $2,048,000. Georgraphic coordinates 32° 12' 46" north lat.: 90° 22' 54" west long. Type trans. RCA TT-25BL. Type ant. RCA TF6AL. Legal counsel Arnold & Porter, Washington, consulting engineer A. Earl Cullum Jr., Dallas. Principals: Lamar Life Insurance, 100%. Harland L. Knight, president (.079%), Robert M. Hearin, chairman of executive committee (6.79%), John D. Murchison (31.68%), Clint W. Murchison Jr. (18.941%), et al. Mr. Knight owns less than 25% in two investment firms, First National Bank of Jackson and life insurance company. Mr. Hearin is chairman of board and owns less than 25% of First National Bank of Jackson and owns less than 25% of oil and gas concern, telephone company, chemical business, title insurance and bank holding company. Messrs. Murchison own investment firms, 82% jointly of Dallas Cowboys Football Club and interests in over 100 other business enterprises. Lamar Life owns WLBT(TV) Jackson, ch. 3, but hearing has been set to decide on new licensee.

■ Jackson, Miss.—Jackson Television Inc. Seeks VHF ch. 3; ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 2,000 ft.: ant. height above ground 1,939.5 ft. P.O. address: c/o Alvin P. Flannes, 903 Deposit Guaranty Building, Jackson 39301. Estimated construction cost $1,585,070: first-year operating cost $1,200,000: revenue $1,740,000. Geographic coordinates 32° 13' 49" north lat.: 90° 22' 10" west long. Type trans. AMPEX TA-8225. Type ant. RCA TF-6AL. Legal counsel Mallyck & Bernton, consulting engineer John H. Mullaney & Associates, both Washington. Principals: Alvin P. Flannes, president-chairman of board (14%). Theodore M. Wrobel, executive vice president (10%), Earl W. Banks, Mrs. Joan N. Geiger and Dr. A. H. McCoy, all vice president, Dr. Robert Smith, secretary, Robert P Guyton, treasurer, Burwell Beeman McClendon Jr., assistant secretary (each 6%), et al. Mr. Flannes owns 51% of wholesale supplier. Mr. Wrobel is assistant to president of LIN Broadcasting Corp., New York. Mr. Banks owns 50% of one funeral home and 12½% of another and 50% of two burial insurance firms. Mrs. Geiger owns 10% of steel fabrication company. Mr. McCoy is dentist and owns 17% of life insurance firm, 50% of liquor retail store, 25% of real estate firm and owns cattle farm. Mr. Smith is doctor and owns 60% of grocery store and 51% of restaurant. Mr. Guyton is executive vice president and owns less than 1% of First National Bank of New Albany, Miss. Mr. McClendon Jr. is partner in law firm and owns 30% of one real estate investment firm and 25% of another. Principals seek facilities of WLBT (TV) Jackson. Ann. Feb. 6.

■ •Winston-Salem, N. C. — University of North Carolina. Seeks UHF ch. 26: ERP 300 kw vis., 65 kw aur. Ant. height above average terrain not indicated: ant. height above ground 355 ft. P.O. address: c/o Dr. George E. Blair, 223 East Franklin Street, Chapel Hill, N. C. 27514. Estimated construction cost $320,158: first-year operating cost $30,000: revenue none. Geographic coordinates 36° 22' 34" north lat.: 80° 22' 14" west long. Type trans. GE 4TT-57A. Type ant. GE TY-106C. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Alan B. MacIntyre, Chapel Hill. Principals: Board of Trustees, University of North Carolina. Principals control •WUNC-FM-TV Chapel Hill, •WUND-TV Columbia, •WUNE-TV Linville, •WUNF-TV Asheville, •WUNG-TV Concord, •WUNJ-TV Wilmington, •WUNK-TV Greenville, •WUAG(FM) Greensboro and •WKNC(FM) Raleigh, all North Carolina. Ann. Feb. 9.

Actions on motions

■ Office of opinions and review in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.), TV proceeding, granted petition by Broadcast Bureau and extended through Feb. 6 time to respond to petition to enlarge issues and to reopen record for further hearing filed by Birmingham Broadcasting Co. (Docs. 15461, 16760-1, 16758). Action Jan. 29.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, granted request of Broadcast Bureau and continued hearing to Feb. 18 (Docs. 18295, 18297-300). Action Feb. 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Inc., et al.), TV proceeding, certified motion by Antwin Theatres, Inc. requesting hearing reconvene Feb. 10 in Miami and related pleadings by Wometco Enterprises Inc., and Broadcast Bureau to presiding Hearing Examiner Forest L. McClenning for appropriate action (Docs. 10834, 17582-4, 18185-6). Action Feb. 3.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Inc. et al.), TV proceeding, denied motion by Antwin Theatres Inc. to reconvene hearing in Miami in lieu of Washington (Docs. 10834, 17582-4, 18185-6). Action Feb. 4.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Inc. et al.), TV proceeding, scheduled oral argument for Feb. 9 (Docs. 10834, 17582-6). Action Feb. 6.

Other action

■ Review Board in Baton Rouge, TV proceeding, Doc. 18555, granted motion for extension of time, filed Feb. 2 by Southwestern Louisiana Communications Inc. Action Feb. 4.

Rulemaking petition

■ TV Networks Inc., State College, Pa.—Requests amendment of rules by assigning UHF ch. 17 to State College, Pa., and to waive rules to permit short spacing of 4.5 miles. Ann. Feb. 6.

Existing TV stations

Final actions

■ FCC, following oral argument Nov. 20, 1969, on applications of 12 UHF-TV permittees for extensions of time to construct, granted applications of five permittees, denied four and dismissed three. Applications granted: six-month extensions to Memphis Telecasters Inc., WMTU-TV Memphis (Doc. 18680); King's Garden Inc., KTLF(TV) Seattle (Doc. 18681); KCEB Broadcasting Co., KCEB(TV) Tulsa, Okla. (Doc. 18695); Philip Y. Hahn Jr., WPYH(TV) Rochester, N. Y. (Doc. 18697); Romac Baton Rouge Corp., WRBT (TV) Baton Rouge (Doc. 18700): Commission said grant for WMTU-TV was extended for 6-month period following action on application for transfer of control, providing that application is filed within 90 days; additional time for Hahn was granted following action on application for mod. of permit to specify new ant. site, provided application is filed within 90 days; additional time for WRBT was granted for six months after action on application for mod. of its construction permit. Applications denied, with CP's canceled were: Virginia Telecasters Inc., WRTU-TV Richmond, Va. (Doc. 18678); CCC Inc., KDWN-TV Cheyenne, Wyo. (Doc.

18679): Consolidated Broadcasting Co.. KWIS-TV Wichita. Kan. (Doc. 18696): Jackson Television Corp., WKHM-TV Jackson. Mich. (Doc. 18699). Applications dismissed were: Northeast TV Cablevision Corp.. WNEC(TV) Albany. N. Y. (Doc. 18677): UHF-Hawaii Inc.. KUII-TV Honolulu (Doc. 18682): Toledo Telecasting Corp., WDKS-TV Toledo. Ohio (Doc. 18698): UHF-TV CP's were cancelled. Actions Jan. 28.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: *KVIE(TV) Sacramento. Calif.. to Aug. 4: *KETC(TV) St. Louis to Aug. 4: *KERA-TV Dallas to Aug. 4. Action Feb. 4.

■ KCOY-TV Santa Maria. Calif.—FCC denied petition by Central Coast Broadcasters Inc. requesting commission seek remand from District of Columbia Circuit Court of Appeals of Central Coast's appeal from review board decision (Doc. 16430). Appeal before court involves Central Coast's application to move trans. closer to Santa Barbara. Action Feb. 4.

■ WTVJ(TV) Miami — Broadcast Bureau granted CP to change ERP to 13.8 kw vis., 2.75 kw aur.; change type ant. Action Feb. 4.

■ WXIX-TV Newport. Ky.—Broadcast Bureau granted CP to reduce ERP to 141 kw aur. Action Feb. 4.

■ *WUCM-TV Delta. Mich.—Broadcast Bureau granted license covering changes. Action Feb. 2.

■ WOR-TV New York—Broadcast Bureau granted license covering permit for changes. Action Feb. 4.

■ WCPO-TV Cincinnati — Broadcast Bureau granted CP to change type trans. Action Jan. 30.

■ WFIL-TV Philadelphia — FCC dismissed letter by Milton J. Shapp of Philadelphia asking reconsideration of commission denial Nov. 25, 1969, of his request to deny license-renewal application of WFIL-TV. Licensee of WFIL-TV is Triangle Publications Inc., through radio and television division. Commission said Mr. Shapp had failed to comply with rules governing such requests and failed to submit new information or new reasons which would require different determination. Action Feb. 4.

■ *KSPS-TV Spokane. Wash.—Broadcast Bureau granted license covering permit authorizing new educational TV. Action Feb. 2.

Initial decision

■ WEAU-TV Eau Claire. Wis.—Hearing Examiner Chester F. Naumowicz Jr. in initial decision dismissed request for issuance of cease and desist order filed by WEAU Inc. directed against H&B American Cablevision Corp., La Crosse. Wis. (Doc. 18629). Action Feb. 10.

Actions on motions

■ Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.). TV proceeding, granted request by Broadcast Bureau and extended through Feb. 13 time to file reply to opposition by Fidelity Television Inc. to Broadcast Bureau's petition to reopen record (Docs. 16679-80). Action Jan. 30.

■ Chief, office of opinions and review in Los Angeles (NBC Inc. [KNBC(TV)] and Voice of Los Angeles Inc.). TV proceeding. granted request by NBC and extended to Feb. 13 time to file application for review of review board's memorandum opinion and order released Jan. 9 enlarging hearing issues of proceeding (Docs. 18602-3). Action Feb. 2.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, granted request by Broadcast Bureau and extended to Feb. 10 time to file proposed findings (Docs. 18358-9). Action Jan. 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, granted petition by NBC for leave to amend application to give notice of pendency of civil antitrust action recently filed by American Brands Inc., against NBC and others, on condition that facts relating thereto be included in ambit of issues as provided in review board order Jan. 9: upon further condition that Voice of Los Angeles shall have right to submit facts relating to suit for consideration under designated standard comparative issue: by separate action, scheduled prehearing conference for March 4. provided that prehearing conference remain subject to and contingent upon filing of, and action upon, any appropriate pleading hereafter filed looking to disposition of case by mutual agreement of parties and approval of commission (Docs. 18602-3). Actions Feb. 2.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.). TV proceeding, extended to Feb. 13 time to file proposed findings of fact and conclusions of law and ordered that reply briefs be filed by Feb. 26 (Docs. 18401-2). Action Jan. 28.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.). TV proceeding, ordered hearing transcripts corrected (Docs. 18401-2). Action Jan. 30.

■ Assistant Chief Hearing Examiner Jay A. Kyle in Los Angeles (NBC Inc. [KNBC (TV)] and Voice of Los Angeles Inc.). TV proceeding, granted joint request and rescheduled Feb. 2 prehearing conference to date to be set by appropriate order of chief hearing examiner (Docs. 18602-3). Action Jan. 28.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV], et al). TV proceeding, scheduled further prehearing conference for Feb. 9 (Docs. 18559-63). Action Feb. 5.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WMAC-TV], et al.). TV proceeding, canceled prehearing conference scheduled for Feb. 23 and converted hearing session scheduled for Feb. 25 to prehearing conference (Docs. 18759-61). Action Feb. 5.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, continued prehearing conference to Feb. 12 (Docs. 18711-2). Action Feb. 4.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, continued hearing to Feb. 19 (Docs. 18569-72). Action Jan. 30.

Other action

■ FCC gave interested parties to March 6 to file comments on material submitted by Metromedia Inc. concerning tests on possible interference effect of subcarrier transmission on reception of TV vis. and aur. signals, when VHF TV's are operated by remote control using subcarrier transmissions. Metromedia conducted tests on its KTTV(TV) Los Angeles following commission's proposal to amend rules authorizing remote control operation of VHF TV's (Doc. 18425). Action Feb. 9.

Rulemaking petition

■ *KOET(TV) Ogden, Utah, and UTAH-TV Salt Lake City—Request amendment of TV table of assignments to delete ch. 9 as educational channel and add it as commercial channel in Ogden and to modify license of *KOET(TV) to conform to change. Ann. Feb. 6.

Network affiliations

CBS

■ Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including, payments to ASCAP and BMI and interconnection charges.

■ WDBJ-TV Roanoke. Va. (WDBJ Television Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 15, 1966: effective Nov. 15, 1966, to Sept. 30, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to

Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air			Total	Not On Air	Total
	Licensed	*STA**	*CP's*	*On Air*	*CP's*	*Authorized*
Commercial AM	4,256	2	11	4,269	75	4,344[1]
Commercial FM	2,029	0	51	2,080	130	2,210
Commercial TV-VHF	495	2	11	508	18	526
Commercial TV-UHF	128	0	54	182	127[2]	311
Total commercial TV	623	2	65	690	145	837
Educational FM	377	0	19	391	45	441
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	12	117
Total educational TV	167	0	15	182	19	201

** Special Temporary Authorization*
[1] Includes 25 educational AM's on nonreserved channels.
Includes two licensed UHF's that are not on the air.

station. Network rate. $771; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WFMJ-TV Youngstown, Ohio (Vindicator Printing Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Jan. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $550 for full-rate periods ($515 as of March 1, 1970); compensation paid at 33¼% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KVAL-TV Eugene, Ore. (Eugene Television Inc.). Amendment dated Oct. 29, 1969, amends contract dated Dec. 1, 1967 (not yet filed) to increase network rate for full-rate periods to $400 as of May 1, 1970. Amendment dated Nov. 26, 1969, further amends contract by reducing network rate for full-rate periods from $400 to $374 as of May 1, 1970.

■ WHIS-TV Bluefield, W. Va. (Daily Telegraph Printing Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967, to Sept. 22, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to AT&T testboard in Roanoke, Va., and delivered to station at its expense. Network rate, $400 for full-rate periods ($374 as of March 1, 1970); compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

New AM stations

Actions on motions

■ Chief, Broadcast Bureau, on request by Association of Federal Communications Consulting Engineers, extended to April 9 time to file comments, and to May 13 time to file reply comments in amendment of rules to specify, in lieu of existing MEOV concept, standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in AM service (Doc. 16222). Action Feb. 6.

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, scheduled further hearing for Feb. 12; granted supplement to petition for leave to amend filed by Lawrence County Broadcasting Corp. (Docs. 18235-6). Action Jan. 28.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.). AM proceeding, set certain procedural dates and rescheduled hearing for April 7 (Docs. 18768-9). Action Jan. 28.

Other actions

■ Review Board in Shenandoah, Iowa, AM proceeding, Docs. 18746-49, granted motion for additional time to file reply, filed Feb. 6 by Sandern of Iowa Inc. Action Feb. 10.

■ Review board in Las Cruces, N. M., AM proceeding, Doc. 18714, denied petition to enlarge issues, filed Nov. 28 by Chaparal Broadcasting Services Inc.; granted request for notice, filed Jan. 28 by Chaparal Broadcasting Services Inc. Action Feb. 9.

■ Review board in Henrietta, N. Y., AM proceeding, Docs. 17571-73, granted petition for extension of time to file replies to exceptions, filed Feb. 4 by Oxbow Broadcasting Corp. Action Feb. 6.

■ Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69, granted Broadcast Bureau's petition for extension of time filed Feb. 4. Action Feb. 6.

Call letter applications

■ Regional Broadcasting Co., Berea, Ky. Requests WSWS.

■ Quinn Broadcasting, Warsaw, N. C. Requests WTRQ.

■ Vega Baja Broadcasting Corp., Vega Baja, P. R. Requests WEGA.

Call letter actions

■ Alvin L. Korngold, Albuquerque, N. M. Granted KAMX.

■ Runnymede Inc., Heath, Ohio. Granted WHTH.

Existing AM stations

Initial decision

■ KRRR(AM) Ruidoso, N. M.—Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed grant of CP to change frequency from 1340 kc to 1360 kc; change hours of operation from unlimited to daytime only, using power of 5 kw; install new trans. Ann. Feb. 5.

Final actions

■ KJST Joshua Tree, Calif.—Broadcast Bureau granted license covering new AM. Action Feb. 6.

■ KHJ Los Angeles — Broadcast Bureau granted license covering permit authorizing installation of alternate main trans. Action Feb. 6.

■ KRYT Colorado Springs—Broadcast Bureau granted license covering changes in ant. system. Action Jan. 30.

■ WHYD Columbus, Ga.—FCC denied request by WGBA Inc. for waiver of nighttime white area population requirements and application to change from daytime-only operation to unlimited time operation returned as unacceptable for filing. Action Feb. 4.

■ WAIK Galesburg, Ill.—FCC dismissed application for increase in power for unlimited-time operation by Webster Broadcasting Co. WAIK's request for waiver regarding nighttime service to areas without nighttime primary service was denied. In same action, commission dismissed as moot petition to deny filed by Galesburg Broadcasting Company. Action Feb. 4.

■ WJOL Joliet, Ill.; KTOP Topeka, Kan.—Broadcast Bureau granted mod. of license covering change in name of licensee to Harris Enterprises Inc. Action Jan. 29.

■ WORC Worcester, Mass.—Broadcast Bureau granted mod. of license covering change in name of licensee to Knowles Broadcasting Inc. Action Jan. 29.

■ WKBQ Garner, N. C.—Broadcast Bureau granted license covering permit for new station. Action Feb. 6.

■ *KBPS Portland, Ore.—FCC granted Benson Polytechnic School waiver of minimum separation requirements and authorized to change operation on 1450 from 250 w-U, to 250 w-N, 1 kw local sunset. Action Feb. 4.

■ WKJB Mayaguez, P. R.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Feb. 4.

■ WESC Greenville, S. C.—Broadcast Bureau granted license covering new auxiliary trans. Action Jan. 30.

Actions on motions

■ Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted petition by applicant and extended to Feb. 16 time to file reply to oppositions to petition for reconsideration and grant (Doc. 18499). Action Jan. 30.

■ Office of opinions and review in San Antonio, Tex. (Walmac Co.), renewal of licenses of KMAC and KISS(FM), granted petition by Walmac Co. and extended through Feb. 27 time to file exceptions to initial decision released Dec. 10, 1969 (Docs. 18223-4). Action Jan. 30.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECP] and Ford Broadcasting Co.), AM proceeding, ordered record reopened and scheduled further conference for Feb. 18 (Docs. 18487-8). Action Feb. 3.

■ Hearing Examiner Forest L. McClenning in Jackson, Miss., and Mattoon, Ill. (Jackson Missouri Broadcasting Co. and Mattoon Broadcasting Co. [WLBH]), AM proceeding, scheduled hearing conference for Feb. 5 (Docs. 18354-5). Action Jan. 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, denied request of Broadcast Bureau that examiner withhold initial decision pending submission of proposed findings and conclusions, filed Jan. 16, together with pleadings properly filed in response (Docs. 17624-5). Action Jan. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, dismissed petition by Broadcast Bureau for acceptance of late filed proposed findings and conclusions since pleading was not delivered to examiner until subsequent to adoption of initial decision and therefore moot (Doc. 17624-5). Action Feb. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Juan, P. R. (Radio San Juan Inc. [WRSJ]), AM proceeding, denied motion by applicant for postponement of procedural dates; extended to Feb. 18 date for exchange of exhibits and identification of witnesses, and to Feb. 25 date for notification of witnesses for cross-examination; further ordered date for commencement of hearing to remain March 2 (Doc. 17574). Action Feb. 9.

Call letter application

■ WWOM, Wagonvoord Broadcasting Co., New Orleans. Requests WVOG.

Presunrise service authority

■ Broadcast Bureau granted pursuant to rules until further notice, following AM's PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime antenna system and with power as shown: WEW St. Louis, with 500 w. Action Nov. 21, 1969; WLRO Lorain, Ohio, with 100 w. Action Dec. 5, 1969; KNBI Norton, Kan., with 100 w, KSNO Aspen, Colo., with 500 w, WTAB Tabor City, N. C., with 500 w, WYRN Louisburg, N. C., with 500 w. Actions Dec. 12, 1969; KPAR Albuquerque, N. M., with 62.5 w. Action Dec. 19, 1969; KJOY Stockton, Calif., with 500 w. Action Jan. 15; KFJM Grand Forks, N. D., with 500 w. Action Jan. 21. Ann. Feb. 10.

PROFESSIONAL CARDS

SERVICE DIRECTORY

New FM stations

Applications

■ Savannah, Ga.—Weis Broadcasting Co. Seeks 102.1 mc. 100 kw. Ant. height above average terrain 943 ft. P.O. address: 226 East Broughton Street, Savannah 31401. Estimated construction cost $120.338.05; first-year operating cost $96,640; revenue $45.000. Principals: Albert F. Weis, president-treasurer (60%), individually, and 20% each as trustee for Frederick G. and Albert F. Weis III. Mr. Weis owns two movie theaters and various interests in six others. Ann. Feb. 6.

■ Battle Creek, Mich.—WVOC Inc. Seeks 95.3 mc, 3 kw. Ant. height above average terrain 101 ft. P.O. address: Box 17, Battle Creek 49016. Estimated construction cost $19,461.80; first-year operating cost $12,000; revenue $24,000. Principals: Don F. Price, president (75%), Evangeli Price, secretary (20%), and D. B. Price, vice president (5%). Principals own respective interests in WVOC(AM) Battle Creek. Ann. Feb. 4.

■ Montour Falls, N.Y.—Watkins Glen-Montour Falls Broadcasting Corp. Seeks 104.9 mc, 1 kw. Ant. height above average terrain 410 ft. P.O. address: 4th and Frank Streets, Watkins Glen, N.Y. 14891. Estimated construction cost $14,725; first-year operating cost $19,280; revenue $36,500. Principals: Duane Cornett, director (49%), Guy S. Erway, president, and Erway Broadcasting Corp. (51%). Mr. Erway votes stock for Erway Broadcasting and owns 99% of licensee WSEB(AM) and WANZ(FM) Sebring, Fla. Principals own WGMF(AM) Watkins Glen. Ann. Jan. 29.

■ Corpus Christi, Tex.—Big Chief. Seeks 99.1 mc, 100 kw. Ant. height above average terrain 197 ft. P.O. address: 300 North Shoreline Drive, Corpus Christi 78401. Estimated construction cost $51.400; first-year operating cost $35,000; revenue $50,000. Principals: A. V. Bamford and Lovell Morris "Jack" Beasley, each 50%. Mr. Bamford owns KBER-AM-FM San Antonio, Tex. Mr. Beasley owns 55% of KLPR(AM) Oklahoma City, 32½% of KTOW(AM) Sand Springs, 25% of *Moore* (Okla.) *Monitor*, all Oklahoma, and 25% each of KLPR-TV Oklahoma City and KTCS-AM-FM Fort Smith, Ark. Ann. Feb. 4.

Actions on motions

■ Hearing Examiner Frederick W. Dennistion in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted petitions by applicants for leave to amend applications to include additional survey material (Docs. 18664 and 18666). Action Feb. 3.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, granted petition by Flora Broadcasting Co. for leave to amend application with new suburban-survey data and ordered record reopened; scheduled further hearing for March 2 (Docs. 18288 and 18290). Action Feb. 4.

Other actions

■ Review board in St. Johns, Mich., FM proceeding, Docs. 18708-09, granted to extent indicated and denied in all other respects motion to enlarge issues, filed Nov. 14, 1969, by Ditmer Broadcasting Inc. Action Feb. 5.

■ Review board in Pleasantville, N.J., FM proceeding, Doc. 18005, granted petition for extension of time parties may file exceptions, filed Feb. 4 by WMID Inc. Action Feb. 6.

Rulemaking petitions

■ Aspen Broadcasting Inc., Aspen, Colo.—Requests amendment of FM table of assignments to add ch. 272A to Vail, Colo. Ann. Feb. 6.

■ Almo Smith, Kentland, Ind.—Requests rulemaking to add ch. 240A at Kentland, Ind. Ann. Feb. 6.

■ WWVR-FM West Terre Haute, Ind.—Request amendment of FM table of assignments to assign ch. 296A to Danville, Ind. Ann. Feb. 6.

■ Louis R. du Treil, New Orleans—Requests assignment of ch. 285A to Raceland, La. Ann. Feb. 6.

■ Maurice W. Covert, Houston, Mo.—Requests amendment of FM table of assignments to include ch. 265A at Cuba, Mo. Ann. Feb. 6.

■ Radio Orangeburg Inc. Orangeburg, S.C.—Requests rulemaking to add ch. 280A at Orangeburg, S. C.—Ann. Feb. 6.

■ WTKM Hartford, Wis.—Requests rulemaking to add ch. 285A at Hartford, substitute ch. 272A for ch. 232A at Berlin, substitute ch. 232A for ch. 257A at Neenah-Menasha, substitute ch. 280A for ch. 230 at Sturgeon Bay, substitute ch. 231 for ch. 284 at Watertown, all Wisconsin. Ann. Feb. 6.

Rulemaking actions

■ Washington—FCC denied request by Howard University for waiver of rules to allow acceptance of late filed application for construction of new educational FM in letter to university. Application, which requested use of 89.3 mc, ERP 0.250 kw and ant. height of 151.2 ft., was mutually exclusive with Washington applications of Pacifica Foundation and National Education Foundation Inc. (Docs. 18634-5). Action Feb. 4.

■ Florida—FCC proposed assignment of ch. 221A to West Palm Beach and substitution of ch. 292A for unoccupied ch. 221A at Clewiston; assignment of ch. 232A as first FM at Riviera Beach; assignment of ch. 244A to Jupiter, all Florida, in notice of proposed rulemaking. Three communities are located in West Palm Beach Standard Metropolitan Area. Action Feb. 4.

■ New Bern, N.C.—FCC amended FM table of assignments in report and order (Doc. 18765) to substitute class C channel 292 for class A ch. 257. V.W.B. Inc. holds CP for WVWB-FM Bridgeton, N.C., specifying ch. 249A. Action Feb. 4.

Designated for hearing

■ Delaware, Ohio—FCC designed for hearing application by Delaware-Gahanna FM Radio Broadcasting Station for new FM on 104.9 mc Delware and consolidated in proceeding involving applications for channel by Christian Voice of Central Ohio in Gahanna and Delaware-Marysville Broadcasting Service Inc. in Delaware (Docs. 18308-9). Action Feb. 4.

Call letter application

■ Western Inspirational Broadcasting, Carson City, Nev. Requests KNIS(FM).

Call letter actions

■ Residence Associations Broadcasting Service, Ames, Iowa. Granted *KPGY(FM).

■ University of Kentucky, Prestonsburg, Ky. Granted *WUKP(FM).

■ North Carolina Central Broadcasters, Dunn, N.C. Granted WQTI(FM).

■ Center Hill Broadcasting Corp., Smithville, Tenn. Granted WJLE-FM.

Existing FM stations

Final actions

■ Broadcast Bureau granted CP's to replace expired permits for following: WLIR(FM) Garden City, N.Y. and KSFA-FM Nacogdoches, Tex. Action Jan. 29.

■ KOCM(FM) Newport Beach, Calif.—Broadcast Bureau granted CP to make changes in transmission line; change type ant. Action Feb. 6.

■ KPIP(FM) Roseville, Calif. — Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Feb. 6.

■ KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted CP to make changes in transmitting equipment; change type ant., ant. height 380 ft. horiz., 360 feet vert.; ERP 115 kw; remote control permitted. Action Jan. 29.

■ KFMS(FM) San Francisco—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Jan. 30.

■ KASF(FM) Alamosa, Colo.—Broadcast Bureau granted license covering new educational FM. Action Jan. 30.

■ KSPN(FM) Aspen, Colo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 330 East Main Street by employees of KSPN; condition. Action Feb. 6.

■ KRDO-FM Colorado Springs — Broadcast Bureau granted license covering new FM. Action Jan. 30.

■ *WAMU-FM Washington — Broadcast Bureau granted license covering changes; ERP 32 kw. Action Jan. 30.

■ WMAL-FM Washington — Broadcast Bureau granted mod. of CP to extend completion date to June 16. Action Jan. 30.

■ WMFJ-FM Daytona Beach, Fla.—Broadcast Bureau granted license covering changes. Action Jan. 30.

■ WHEW(FM) Fort Myers, Fla.—Broadcast Bureau granted license covering new station: redescribed trans. and studio location as 2835 Hanson St. Action Feb. 3.

■ WRLJ(FM) Jacksonville, Fla.—Broadcast Bureau granted license covering new station; specify studio location as 6869 Lenox Ave. Action Feb. 3.

■ WORJ-FM Mount Dora, Fla.—Broadcast Bureau granted license covering new station; specify type trans. Action Feb. 3.

■ WGUL-FM New Port Richey, Fla.—Broadcast Bureau granted license covering new station. Action Feb. 3.

■ WEAT-FM West Palm Beach, Fla.—Broadcast Bureau granted license covering new station; change type trans.; remote control permitted; condition. Action Feb. 3.

■ WKKD-FM Aurora, Ill.—Broadcast Bureau granted license covering changes; ant. height 300 ft.; ERP 3 kw. Action Jan. 30.

■ WLRW(FM) Champaign, Ill. — Broadcast Bureau granted license covering changes. Action Jan. 30.

■ WIAI(FM) Danville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action Feb. 6.

■ WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only; ERP 10 kw. Action Jan. 30.

■ WSMJ(FM) Greenfield, Ind. — Broadcast Bureau granted license covering changes; ant. height 240 ft. hor., 180 ft. vert.; ERP 50 kw. Action Jan. 30.

■ WMRI-FM Marion, Ind.—Broadcast Bureau granted license covering changes; specify type trans.; trans. and studio location: 820 Pennsylvania St.; ant. height 24 ft.; ERP 50 kw. Action Jan. 30.

■ WWHI(FM) Muncie, Ind.—Broadcast Bureau granted license covering changes; ant. height 70 ft.; ERP 280 kw. Action Jan. 30.

■ KILR-FM Estherville, Iowa—Broadcast Bureau granted license covering new FM. Action Jan. 30.

■ WKOF(FM) Hopkinsville, Ky.—Broadcast Bureau granted license covering changes; ant. height 93 ft.; ERP 30 kw. Action Jan. 30.

■ WSIP-FM Paintsville, Ky.—Broadcast Bureau accepted data filed Dec. 29, 1969 in accordance with commission's first report and order released Nov. 21, 1969 (Doc. 18574) showing proposed operation on 98.9 mc; change type trans. and ant.; ERP 31 kw; ant. height 600 ft.; remote control permitted. (Doc. 18574). Action Jan. 29.

■ KTOP-FM Topeka, Kan., WJOL-FM Joliet, Ill.—Broadcast Bureau granted mod. of license covering change in name to Harris Enterprises Inc. Action Jan. 29.

■ KWKH-FM Shreveport, La. — Broadcast Bureau granted license covering changes. Action Feb. 6.

■ WGHM-FM Skowhegan, Me. — Broadcast Bureau granted license covering new FM. Action Jan. 30.

■ WAAF(FM) Worcester, Mass.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 6.

■ WHFI(FM) Birmingham, Mich.—Broadcast Bureau granted license covering changes; ant. height 300 ft. Action Jan. 30.

■ WKAR-FM East Lansing, Mich.—Broadcast Bureau granted CP to make changes in trans. equipment of educational FM. Action Jan. 30.

■ WFMK(FM) East Lansing, Mich.—Broadcast Bureau granted license covering changes. Action Jan. 30.

■ WBAQ(FM) Greenville, Miss. — Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Feb. 6.

■ *KHRU(FM) Clayton, Mo.—Broadcast Bureau granted license covering changes. Action Jan. 30.

■ KFMU(FM) Kansas City, Mo.—Broadcast Bureau granted license covering changes. Action Jan. 30.

■ WKBR-FM Manchester, N.H. — Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Jan. 29.

■ KRAZ(FM) Farmington, New Mex. — Broadcast Bureau granted license covering new FM; specify type trans. Action Jan. 30.

■ WHLI-FM Hempstead, N. Y. — Broadcast Bureau granted license covering use of new auxiliary trans. at main trans. location; ERP 1.7 kw. Action Jan. 30.

■ WNBC-FM New York—Broadcast Bureau granted license covering new auxiliary trans. at main trans. location for auxiliary purposes only. Action Jan. 30.

(Continued on page 91)

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.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

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.
All other classifications 35¢ per word—$4.00 minimum.
No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Radio management, major market progressive rock station has immediate openings for manager with heavy sales, intelligence, enthusiasm and managerial experience. Box B-109, BROADCASTING.

Wanted: General sales manager, medium sized market. Must be able to sell, build and direct sales force. We operate a soul radio format. You are guaranteed fifteen thousand dollars per year, plus override. Please enclose photograph with resume. Box B-174, BROADCASTING.

Mid-west 100,000 market radio station needs strong general manager. Must be salesman, administrator, FCC expert, good background. $25,000 to start and many other incentives. Write Box B-209, BROADCASTING.

Sales

Part time sales—name your region—sell syndicated programs and production commercials. For full details, send resume, references. Box B-112, BROADCASTING.

Denver—We're looking for a gunner, capable of earning $25,000 a year. Send us a resume and photo, and tell us why you're our man. Box B-147, BROADCASTING.

Florida group sales. Seeking executive salesman with proven track record. Can you work with minimum supervision? First year should earn to $12,000. Second year $18 to $20,000. Please send details, references, first letter. Box B-179, BROADCASTING.

St. Louis, Missouri, top rated station adding 3rd salesman to our team. Present accounts should give you a 1st year salary of over $15,000.00. Station offers exceptional compensation, plus company benefits. Can lead to sales manager within 4 months. Send billing figures, references, and personal goals to Box B-207, BROADCASTING.

Wanted: Young, experienced sales pro (self-starter) for top rated station in medium midwest market. Prefer man with good track record. Salary and commissions, plus insurance and medical plan. Send resume and photo in first letter. All replies confidential. Box B-211, BROADCASTING.

Experienced salesman. You're now second or third in line and you want to eventually be sales manager. No. 1 Pulse Station, Penna and New Jersey. Salary and commission. Box B-233. BROADCASTING.

Sales/Sales Management—Denver market full time AM and FM stereo operation needs an experienced, aggressive man 25-40 to move up in expanding organization. CP imminent for another major market. Proven sales will open the door for sales management and more. Want tough, fast mover. Contact Robert Prangley, KLAK Radio, 7075 West Hampden, Denver, 80227, (303) 985-8771.

Salesman group, station needs young broadcaster to join promotion action sales force in upstate New York. Excellent chance for advancement, guarantee plus commission. Contact Bill MacIver, WGVA, Geneva, N.Y.

Looking for a professional, responsible salesman who's looking for a lifetime opportunity. 5000 full time, Port Huron, Michigan. Take over extensive air account list, but no free ride. Draw depends upon applicant and ability to generate sales on one of America's quality stations. Tough, but fun selling with excellent product to support your effort. Write I. W Hill WPHM, 905 6th Street, Port Huron, Michigan 48060, include resume

Responsible selling opportunity in two of our markets, possibly sales manager, doers write John Hurlbert. WVMC, Box 553, Mt Carmal, Ill.

Announcers

Western Pennsylvania full-timer in rural area needs versatile man who can handle news & sports as well as record show. Easy listening format. Send tape and resume to Box A-205, BROADCASTING.

Announcers continued

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

$125.00 a week for a first phone announcer. 33 hour board shift. Wyo. 5,000 watt fulltimer. Box A-238. BROADCASTING.

Announcer. We're looking for a young pro on the way up. Good opportunity with eastern MOR station near metropolitan market. Air shift and production. Good salary; attractive benefits. Box A-254, BROADCASTING.

Heavy station in Seattle looking for a giant-of-a-morning man. If you have the pace, production and ability to entertain, send tape and resume to Box B-3, BROADCASTING.

Announcer wanted for contemporary-pop station in medium-size Virginia market. Pay commensurate with ability and experience. Paid vacation, hospitalization insurance. Send tape and resume to Box B-52, BROADCASTING.

1st phone for N.Y. State Regional Station. PM drive time, send tape and resume. Box B-60, BROADCASTING.

3rd phone for 50,000 watt FM, New York State. Evening shift. Send tape and resume to Box B-61, BROADCASTING.

All night DJ. First phone required. Leading East Coast rock station. Tight format. Excellent opportunity for advancement. Send tape, resume, references, and current pic to Box B-79, BROADCASTING.

Top level pro for excellent time slot, East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box B-80, BROADCASTING.

First phone morning man for medium market MOR station in Virginia. Position now open. Send tape and resume to: Box B-141, BROADCASTING, or phone 703-368-3108

Top pay offered for bright, experienced announcer by established full-time kilowatter in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressures yet near big city. Best working conditions, sparkling up-beat MOR programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box B-146, BROADCASTING.

Announcer or announcer-salesman who is versatile and competent for an Illinois station. Opportunity to develop potential and income. Box B-182. BROADCASTING

Showmanship—prime requirement for our announcers. Suburban Cleveland MOR seeking a creative, production-oriented entertainer. To $9,600 for the right man. Tape, photo, resume to: Box B-191, BROADCASTING.

Top ten major market station looking for creative production man, to take charge of great production studio, and also fill a week-end air shift. Exceptional compensation, great opportunity for corporate advancement. Send production samples and resume Box B-206, BROADCASTING.

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221. BROADCASTING

Salesman-announcer—do short air trick. Sell most of day. Salary and commission. Fulltime One station market New Jersey. Box B-234, BROADCASTING

One of New Jersey's most progressive MOR personality stations is always looking for quality in experienced personnel Interested? Enjoy the shore? Contact us. Box B-242, BROADCASTING.

Albuquerque needs a quality daytime airman. Experienced, production ideas. Opportunity unlimited. Prefer C&W knowledge. Third endorsed. Beautiful southwestern medium market Complete resume rushed to Terry Moss, KRZY, Box 3280, Albuquerque, New Mexico 87110.

Announcers continued

Wanted: Good MOR announcer with first class license wanting to learn sales and join top rated small market station in Oklahoma. Write KWCO, Box 770, Chickasha, Oklahoma, Jack Brewer. Send tape, resume, and picture.

Announcer, professional sound, tight board. Music-news-talk show and production. Top pay, new facilities. Religious oriented AM. Permanent with advancement. Age 25-35. Countrypolitan and gospel music programed in advance. Rush resume and tape to KXOW, P.O. Box 579, Hot Springs, Arkansas.

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.

Number 1 rated WEBC in Duluth, Minnesota, needs 1st phone announcer to talk to teens and college students 6-12 midnight. Should have three years experience. Looking for top man to grow with group of 18 radio and TV stations. Call or send resume today to Roger Turner.

First phone mature voice needed for adult contemporary WEEL, Washington market. Strong on production, enthusiastic delivery plus first phone, top 40 inquiries invited. Contact program director Jack Alix, 703-273-4000.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required Contact Ron Clark, or Bob Hartle. WKLT, 219-356-1640.

One of the nation's top broadcast chains is looking for an exceptional personality in top 5 markets. If you believe in FM radio and in the emergence of what used to be known as "progressive rock", and would like to program your own show with imagination and love; then send tape, resume and track record to Jerry Stevens, Program Director, WMMR, 19th and Walnut Sts., Philadelphia, Pa. 19103.

March 1st opening for a mature, stable, versatile announcer for contemporary-MOR station in a progressive community. Good pay and fringe benefits Send complete resume to Ken Charles, WMRN, Marion, Ohio 43302

We're looking for a mature 1st phone announcer who likes better music and who wants to settle down. Experience and a strong voice will get you good pay and excellent benefits at a 5000 Watt AM operation in Mid-Wisconsin. Call Jack Speech at 414-722-6471. WNAM.

Quit dreaming about Marlborough country, move to it. Adult, middle of the road independent, needs an intelligent, happy jocky. 7th fastest growing town in the country. 90 minutes from the best skiing in the world. Lower rents, minimum social pressure. Work with seasoned pros who came out years ago. Audition tape and complete resume first reply: 13 S. Tejon St., #202 Colorado Springs, zip 80902.

Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

First phone transmitter and studio engineer. No announcing, dominant South Central Illinois. AM & FM. Liberal salary. Send resume to Box B-33, BROADCASTING.

Chief engineer—AM-FM New York State. Send resume and salary requirements to Box B-59, BROADCASTING.

Opening for responsible young man to share chief engineer duties at complex AM-FM Stereo operation. ASEE or equivalent experience desired. Send resume to Box B-72, BROADCASTING.

Progressive Midwest station needs 1st class engineer/announcer. Excellent working conditions/good pay. Resume/tape to Radio Station KVDB, Sioux Center, Iowa. 712-722-9931.

Technical continued

Opening for experienced chief engineer. No air work, but must be strong on maintenance. Contact Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for 1st phone engineer for AM and FM operation. No announcing. Maintenance and construction work only. Send resume to Clifford Hahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Engineer, first phone, Nebraska AM and FM, experienced in maintenance and repair of transmitter and studio equipment. No board work. Call collect 475-4567, Mark Howard.

Immediate opening for Chief Engineer. Limited air work, maintenance all phases a must. Group insurance, profit sharing. Good salary. Multi group station. Call Jack Miller, Chadron, Nebraska collect at 308-432-3610.

Wanted—Chief engineer for midwest, non-directional, AM-FM, board shift makes you worth more. Immediate opening. Phone 308-237-7235.

Openings—Kentucky and Indiana—Engineer—Announcers—emphasis engineering. Group. Good pay —working conditions. Bob Doll, Radio Building, Frankfort, Kentucky—(502) 223-8281.

NEWS

News Director for established eastern suburban station. Professional journalist interested in doing a job. We'll give you the tools; you dig, write and air local news for top rated adult operation. Box A-253, BROADCASTING.

Newsman/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo all information 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida.

Southwestern Michigan's sandy beaches and snowy hills are waiting for the right man to join our five-man news operation. He should have some experience in news gathering, writing, and delivery. Some sports know-how also desirable. Salary open. Send tape, resume, and picture to News Director, WHFB, P.O. Box 628, Benton Harbor, Michigan 49022. An equal opportunity employer.

Want news? Position open for morning man-newsman at station with strong local news philosophy. First ticket required. Contact Ron Clark, or Bob Hartle, WKLT, 219-356-1640.

Wanted immediately an experienced newsman who lives local news. Air performance, writing and outsideability all equally important. We offer a five figure salary and a chance to grow with one of the sharpest news operations in the N.E. Send air check, writing samples, resume with references, and a recent photo to: Paul Lockwood, News Director, WPOP Radio, Hartford, Connecticut.

Authentic News reporter, with experience, who can find and write news sought for combined operation. Some air work desirable, TV experience not mandatory, but news background is. Resume, picture, tape, or film (to be returned) airmailed to Fred Douglas, News Director, Fetzer Broadcasting, 590 West Maple, Kalamazoo, Michigan 49001.

Situations Wanted Management

Personnel problems? Dependable Pro desires complete internal station operations management before summer. First phone. Box B-65, BROADCASTING.

Sales Manager. Top billing past 6 years. 20 years broadcast experience all phases. Wish to move up to management. Insufficient potential present position. Box B-117, BROADCASTING.

Top drawer operations manager ready for GM position. Top operation in your market within 18 months. Northern third United States preferred. Box B-155, BROADCASTING.

General Manager. Can invest $10,000 or more to back ability. West or midwest. Mature, with excellent record of success. Prefer metro market but will consider smaller with growth potential. Box B-163, BROADCASTING.

Station Manager/sales manager employed successful UHF in small market. Desire change to larger market with growing operation. Prefer FM or television. Fifteen years sales and management in top 4 markets. Excellent track record. Top references. Age 45, married. Box B-181, BROADCASTING.

Progressive radio professional with heavy industry background and contacts desires station management-programing opportunity in a northeast corridor, major market FM station. Box B-186, BROADCASTING.

Situations Wanted

Management continued

Management of small-medium market stable operation, southeast. Experienced in management, strong on sales, programing. Family man. 12 minimum plus. Good references. Box B-201, BROADCASTING.

Program-operations manager. Presently at a leading group station. Proven background all areas. Strong local programing. Excellent references. Box B-203, BROADCASTING.

Were you experienced when you began? Invest me in your station's future. Young, degree, veteran, 3rd. Relocate. Box B-227, BROADCASTING.

Canadian oddball seeks sobersided U.S. broadcaster for unholy alliance. Successful candidate must have maverick inclinations, but be afraid. Great programer, good performer and talk specialist to put dull-grey medium market operation in winner's circle. Visa takes time—worth waiting for. Write Box B-241, BROADCASTING.

General Manager available. 30 years of successful shirt-sleeve style management, includes 5 years as publisher-editor of weekly newspaper. Strong on sales, programing, community-service and staff training. Can take full responsibility. Write Harold Meyer, 1715 Estelle Drive, Clearwater, Florida 33516; or phone (813) 446-6684 for detailed background and industry references.

Harold Vester, former vice president, general manager of WRNC, Raleigh, N.C. seeks management/ownership association with full time station. Experienced, reliable, responsible, sober, college graduate, 45. Reply to 1508 Iredell Drive, Raleigh, N.C. 27608.

Available—mature, aggressive, creative manager seeks permanent situation small or medium market. 15 years professional experience; can do very credible job for any employer who can put my capabilities to the fullest use. Resume sent upon request. 5827 La lara, Lakewood, California 90713; phone, 213-867-9789.

Sales

Radio national sales manager, young aggressive New York salesman (35) wants station management position. Sixteen years of advertising and sales experience. Six years in radio sales and ten years in agency work. Box B-18, BROADCASTING.

Presently sales manager. Wants small or medium market, prefer south or western area, will consider all areas. Married, one child, 30 years old, 9 years in radio, have excellent references, and record. Box B-184, BROADCASTING.

Sales—Sales Manager and/or sports—Young, two years good market experience, three stations. Play-by-play, college and high school. Creative sales ideas. Salary, commission, and talent fees; 9-thousand plus. Will re-locate. Box 1502, Williamson, W. Va. or call 304-235-5191.

Announcers

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

Got a graveyard? That needs filling? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Summer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27 Box A-139, BROADCASTING.

Among three finalists of 150 applicants for drive time in 24th market. Other guy and I still looking. Anybody in 25th market interested in entertainer with midwest MOR morning ratings? Box A-198, BROADCASTING.

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Beginner-trained, 3rd phone wants small station experience under manager willing to share their experience. Box B-7, BROADCASTING.

Negro-beginner but professionally trained. Can run tight board and news. 3rd phone. Box B-8, BROADCASTING.

D.J./News, announcer, sales, third endorsed, tight board, experienced, will relocate, available now. Resume, tape on request. Box B-66, BROADCASTING.

DJ, first phone, some PD experience, seeking position with rocker. Box B-89, BROADCASTING.

Need a job now, three years experience, 3rd phone, but no takers. Interested in rock, contemporary or country. Please help, the life you save may be mine Box B-108, BROADCASTING.

Announcers continued

5 years experience, all phases of radio, NYC, New Jersey, Long Island, upstate area. (212) 451-2786 after 7 p m. Box B-127, BROADCASTING.

NYC only; a unique blend of valuable abilities attributable variously to experience, initiative and genetics, and available to you. Announcer, radio and TV personality, and part time silver fox, seeking radio or TV station. NYC only. Would make a great sidekick for Cavett but he doesn't want one. Experience in network staff announcer, disc jockey, news, on and off camera in NYC, Philadelphia and San Francisco. Now employed with net O and O San Francisco and want to return NYC asap. Great metro voice, age 32, educated, responsible, industrious, personable and talented. Modesty prevents him from elaborating. Personal interview your station OK, resume, tape, picture, and references available. Box B-130, BROADCASTING.

Black first phone, P.D 7 years experience, sales, news, college, married, 26 years old, fast paced jock. Box B-160, BROADCASTING.

Enthusiastic, dedicated radio personality seeks permanent position with established contemporary country-western operation in southwest. 10 years experience. 26, married. Box B-164, BROADCASTING.

Negro DJ, announcer and newscaster. Aggressive, creative, tight board, third endorsed. Family man. Will relocate Box B-168, BROADCASTING.

First phone, top 40 experience in medium market, Northeast preferred. Box B-173, BROADCASTING.

Ready for move. Today. Now in New England. Ten years in major markets. Excellent talent in production and news. East coast only. Apply Box B-175, BROADCASTING.

California attention! Pro available for interview. All formats. Box B-180, BROADCASTING.

Experienced announcer, 1st phone, R&B is my format. Will sell. Box B-187, BROADCASTING.

Rocker—Personality or Drake . . . good experience . . . veteran . . . immediately. Box B-188, BROADCASTING

Communication arts graduate in broadcasting. 1st phone license—five years experience. Seeking staff announcer position in radio. Box B-192, BROADCASTING.

Professionally trained broadcaster. Third endorsed. Prefer sports. Will relocate. Box B-193, BROADCASTING.

DJ, announcer N.Y.C. trained, tight board operation . . . third endorsed. Community minded, reliable. Top 40, MOR type. Box B-194, BROADCASTING.

Soul jock, 3rd phone, limited experience, sound of a real pro. Will relocate anywhere, including West Indies, Virgin Islands, and Canada. Professionally trained. Box B-202, BROADCASTING.

Black announcer wants job. Will travel anywhere. Top 40 or soul station. Box B-204, BROADCASTING.

First phone—Salesman, announcer. Single, middle forties, sober, wish to settle to a permanent position in Radio-TV. State salary, commission, benefits. Box B-214, BROADCASTING.

One of the east's favorite personalities seeks west coast major market. Box B-217, BROADCASTING.

Limited experienced personality seeks job at top 40 outlet. Strong on news, sports and production. Love music and current affairs. Stable, exempt, and available now. Box B-218, BROADCASTING.

Detroit-surrounding area. Available, experienced disc jockey, copywriter, and production man. Box B-222, BROADCASTING.

Announcer-DJ—five years experience with all types of music. Music director for top 100, and country music: four years college, and third ticket. Air check available. Box B-223, BROADCASTING.

Experienced authoritative personality. Voice with a smile you can hear. Tight board and production. 3rd endorsed. Graduate broadcasting school. Northeast preferred. Box B-224, BROADCASTING.

DJ/Announcer/Newsman, 3rd endorsed, tight board, creative personality, responsible, news director, 19 months experience, married. Box B-226, BROADCASTING.

Three years experience, some college, third, DJ, news. Box B-228, BROADCASTING.

Announcers continued

Hard working combo man seeks a change. Six years experience in Ann/Eng and production. Prefer country, or MOR and mountainous states. Tape and resume upon request. Box B-229, BROADCASTING.

I want medium market rocker that needs a programing consultant. Will do top 40 shift, be consultant, work with staff. Box B-231, BROADCASTING.

Creative pro, 5 years experience, top 40, upbeat MOR, tight board, strong production, service completed, northeast, southeast, midwest, 212-896-5159. Box B-235, BROADCASTING.

Mature, capable MOR DJ-news-commercial announcer available. Strong sales background. Jim Roan, 55 Polk Street, San Francisco, 94102, 415-864-1884.

Starr, Denver's number one personality, is available immediately—radio/TV—music/talk—"majors" only. 303-892-0377.

Seeking small market in N.Y., N.J. or Conn. 2 years college, announcer school graduate. Experience in music. For ambitious D.J., Newscaster, call 212-241-7108.

First phone jock or sports, young, eager to work; write Glenn Fox, 421 Leavenworth #68, San Francisco, California.

To hear her . . . is to want her. Have tape, will send. P.O. Box G 573, New Bedford, Mass 02742.

Announcer—news, C&W, deep voice, mature retired Marine. Experienced, 3rd phone, tape and resume on request. John Durbin, 4043 Linda, Oceanside, Calif.

Femme DJ well qualified executive experience, news; traffic; dependents. Please write: Pupil, Box 57 Cross St., Palestine, Ohio 45352

Newsman/Announcer. MOR/Country format. East coast/California. Tight board. Box 112, Nicholasville, Kentucky.

How 'bout that! I've got first ticket, solid experience, available now, but no openings seem to exist in suburban New York, New Jersey, or Connecticut. Why not? Try me. D'/news or combination. Larry Kay, (516) 791-6557, 58 Fairview Avenue, Valley Stream, Long Island, New York 11581.

Announcer/DJ looking to relocate. 4 years experience. Top 40 format or progressive MOR. Lively, upbeat style, good audience response. Dedicated worker; excellent references Available immediately. Call collect 201-376-6835 or write 66A Lakeside Drive, Millburn, N.J.

Experienced top 40 DJ/engineer, first phone, call 312-328-6529.

Exp; DJ, MOR, C&W, news, sales, married, vet. Available now. Bill, 219-362-7243. 1406 Jefferson, La Porte, Indiana.

Friendly and humorous beginner. Good voice and delivery. Broadcast school graduate. Military completed. 3rd phone. Married Hard worker. Will consider working anywhere. Call John at (213) 634-2621.

Dick LaDonna—top 40 shark. Maximum music. Creative programing. 205-845-4158. Republic.

Versatile announcer with 1st . . . willing to join progressive operation on way to top . . . experience in network affiliated midwestern major . . . tight board . . . draft exempt . . . prefer contemporary or chicken-rock . . . Contact: Jim Duhn . . 22190 Camelot, Birmingham, Michigan 48010, phone 313-644-6375.

Beginner, resident broadcasting school graduate. 3rd phone endorsed, single, Frank D. Caruso, 3047 N. Water Street, Philadelphia, Pa. 19134. Phone NE 4-0495.

Experienced first phone announcer desires immediate position at established west coast station. Prefer modern country or rock. Rick Freeman, (906) 885-3832.

Experienced announcer, mature voice and delivery, prefer MOR. Tim Houck, 322 Chicago Ave., Holgate, Ohio, 419-264-2895.

1st phone Negro jock with two diplomas in broadcasting looking for first break. All offers considered. Tel. 305-374-8105, address 642 2nd Ave. NW, Miami, Fla.

If you're looking for top 40 DJ who's willing to work anywhere, look no longer. Young D.J. school grad. 3rd class endorsed, beginner, can begin anytime. Don't wait, send for pix, resume and tape. G. Hines, 174 W. 81st St., Apt. 4C, N.Y., N.Y. 10024, or call 873-0544.

Announcers continued

Announcer-Newscaster seeking experience. College grad in speech, Broadcast school grad, third endorsed, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Technical

Audio recording engineer. 1st phone. Black 32 and proud! I'm also dependable, responsible, married and will relocate. A recording perfectionist and grandmaster at creative editing. Working with tape comes natural to me. Natural talent developed in broadcast schools. Desire work with recording studio, radio, TV. Worth my weight in gold $180. Presently standing still by transmitter watch. Box B-121, BROADCASTING.

Desire to affiliate with a stable organization and assume responsibility for technical operation. 35 years in broadcast engineering. FM-AM-directionals and manufacturing. Box B-176, BROADCASTING.

Experienced first class engineer—AM-FM-DA, maintenance and/or transmitter watch. No announcing. J. H. Miller, Box 253, South Laguna, Calif. 92677.

NEWS

News Director—12 years radio-TV in midwest seeks move to western states. Presently at award-winning #1 operation. Minimum $15,000. Available for interview. Box B-27, BROADCASTING.

News director in small New England station, seeking medium market. Prefer location between Boston and Washington, D.C. 2 years of college, graduated from Broadcast school. Tape available. Box B-178, BROADCASTING

Newscaster-sportscaster. 30, experienced, not afraid of work. Reads well, good copywriter. Box B-220, BROADCASTING.

Professional experienced in radio news, announcing, music programing, production and symphony orchestra administration, seeks position with station committed to quality format. Married. College degree Box B-236, BROADCASTING.

Penna. & adjoining states: Experienced news director; small market; dependable; mature; gathers, writes local news; college grad., seeks challenging position. Available immediately. Call Mike Messina before noon. 814-432-4228.

Programing, Production, Others

Program Director—professional, bright, straight MOR announcer, 11 years AM-TV experience, (last 3 KOA M.D.) sports oriented, college graduate. Box B-134, BROADCASTING.

Major market programer. Employed. Solid record. Leader Expensive. Box B-170, BROADCASTING.

Radio-television writer-producer seeks documentary field reporting work. Intensive media writing background varying from news to fiction. M.A. degree. Five years experience. Box B-183, BROADCASTING.

Solid, mature 14 year broadcaster, all phases, seeks first PD position, at adult station. Am presently staffman in one of the largest markets. Box B-185, BROADCASTING.

Good all-around sportscaster seeks position with an aggressive sports-minded station or network. Provides crisp, colorful play-by-play with spontaneous and sincere enthusiasm. Can handle sports talk show, write & produce features, and keep on top of the sports-beat. 4½ years experience. 1st phone. Box B-199, BROADCASTING.

Family man, 33, MA degree, desires production manager position or top producer/director job. 10 years professional experience. 3 years ITV. Can purchase equipment, schedule personnel, some programing $10,000 minimum Box B-247, BROADCASTING.

Television

Help Wanted

Management

Executive secretary. Administrative assistant to general manager of television station. East Coast location. Intelligence and top skills required. Box B-126, BROADCASTING.

Manager needed for Pennsylvania U.H.F. operation. Sales ability a must. Send complete resume including salary requirements. Box B-177, BROADCASTING.

Television Help Wanted

Sales

Unique sales opportunity with growth UHF station. The right person will receive above average compensation in this 43rd largest market, Springfield/Dayton. This is an exciting opportunity to work among UHF professionals. Must be willing to work hard, but the money is here and you'll be treated fairly. Contact: Mr. Ray Conder, General Sales Manager, WSWO-TV, P.O. Box 1366, Springfield, Ohio 45501.

Cincinnati the nation's number 1 UHF independent needs aggressive local salesman. Contact Dick McCarthy or Tom Petree, WXIX-TV, 513-421-9020.

Announcers

Personable investigative reporter with strong news background. Needed for top-rated South Florida action report. Tape and resume to P.O. Box 510, Palm Beach, Florida.

Technical

Technician—experienced operation and maintenance Norelco color studio equipment and Ampex tape recorders. Opportunity for right person to get in on the ground floor with year old New York company. Looking for executive ability. Box B-197, BROADCASTING.

TV transmitter engineer. Contact: Alex Giese, KGBT-TV, Box 711, Harlingen, Texas 78550, (512) 423-3910.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, N.M. 87106.

St. Louis station seeks a capable TV engineer with a solid technical background and a strong bent for production work. Earn top dollar without fighting the big city problems of the coast. Contact Chief Engineer, KPLR-TV, St. Louis 63108.

Florida all color VHF needs operating engineer who can do light maintenance. Experience required. Call chief engineer, 305-965-5500.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

News Director—Top ten market, East Coast, group owned television station, needs strong news director with administrative and journalism background. Prefer three years experience as news director in smaller market. Box B-92, BROADCASTING.

News Producer—group owned television station, number eight market on the East Coast, needs creative news producer capable of producing top rated news programs. Good career opportunity including management. Box B-93, BROADCASTING.

Newsman with a future: If you would like to move into color TV news, here's your chance. We are looking for a man who wants to grow with a network TV station in north central midwest. We are seventeen years old. Now going to a new tower, new power, to cover a rich new area. Send picture, history, tape and salary. Box B-212, BROADCASTING.

Experienced documentary researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, PLaza 1-6692. An equal opportunity employer.

Authentic News reporter, with experience, who can find and write news sought for combined operation. Some air work desirable, TV experience not mandatory, but news background is. Resume, picture, tape, or film (to be returned) airmailed to Fred Douglas, News Director, Fetzer Broadcasting, 590 West Maple, Kalamazoo, Michigan 49001.

Programing, Production, Others

Midwest TV station seeking director. Should have experience directing commercials and live shows of various types and news. Send resume and salary desired to Box B-215, BROADCASTING.

Producer-Director for midwest educational television, top 10 market full color. Needs creative, mature PD, with remote, studio, and film experience. Invite commercial background. Full details first letter. Box B-239, BROADCASTING.

Programing, Production, Others continued

Program Director—Florida VHF ABC network affiliate seeks man who can head large department and makes things hum with creativity and efficiency. If you are the pro we're seeking, contact me for interview at NATPE, Miami Beach, Feb. 24-28 or write me at station with full information if you're not attending NATPE. Walter M. Windsor, Gen. Mgr., WFTV, Orlando.

Studio crewman (cameraman, floorman, break-director) for ETV station. $7000 to $7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Situations Wanted Management

Program manager or operations director. 16 years experience in all phases of television. Last 9 in management as operations manager. Thoroughly familiar with all federal and N.A.B. regulations, production and personnel problems. Box B-232, BROADCASTING.

Sales

Television salesman, employed major market, major group. Mature, 20 years all departments. Experienced top agencies, local accounts, research. Proven billing, seeking sales executive position. Box B-107, BROADCASTING.

Experienced national, regional and local salesman, age 36 is interested in sales job with progressive, growing station. Background: 6 years in national rep field, one year as manager of strong branch office; 3 years local sales and local sales manager in top 10 major markets; year with one of top 15 agencies as time buyer. College graduate. Married, two children. Salary important but secondary to opportunity. Excellent references. Box B-246, BROADCASTING.

Account executive, big market, small market experience Proven record, strong on new business, desires opportunity that could lead to management. If you're looking for a creative, hard working pro call me today: 317-898-9972.

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

TV, Radio or both. $700 month, moving expenses. 32, married. 8 years experience Currently TV newsman-sports announcer. Former DJ, radio news. Prefer Kansas or surrounding area. Box B-219, BROADCASTING.

Technical

Black. Just graduated broadcast school 1st phone. Need 1st job. Relocate. $160. Box B-120, BROADCASTING.

First class licensed broadcast technician (age 26) heavy TV experience (videotape, audio, camera, switching.) Prefer major market. Box B-131, BROADCASTING.

Technician—20 years radio and TV experience. Prefer transmitter watch stable southeast station, will work studio. Active amateur, first phone. In late forties. Box B-172, BROADCASTING.

Experienced in construction and maintenance. Eagerly seeking new challenge. Box B-198, BROADCASTING.

News

News personality—excellent for human interest, "light" interviews, critic . . . radio-TV experience. Box B-189, BROADCASTING.

Programing, Production, Others

Broadcast professional experienced in Public Affairs production with major group desires position as Public Affairs Director or operations manager. Box B-29, BROADCASTING.

Experienced filmmaker 16/35 mm. Lighting director. TV cameraman looking for job. Box B-200, BROADCASTING.

Program manager seeking position in larger market. Will consider production manager/senior producer if potential for advancement exists Box B-205, BROADCASTING.

College student, junior at Marquette University, looking for summer internship in TV production. Leader Creative Experienced Good references. Box B 213, BROADCASTING.

Programing, Production, Others continued

Television producer/director. Top 10 market, group station, 27, award-winner, extensive production experience in studio, film, remote broadcasting, family man, college, 10 years experience in broadcasting. Box B-216, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to buy: 3 or 5 kw FM transmitter, good condition. KIWA, Sheldon, Iowa.

New 3 tower 250 watt directional has construction permit. Needs new or good used equipment. Quote price and condition. Platte Broadcasting Co., 625 1st Ave., Plattsmouth, Nebraska 68048. 1402-296-21241.

FOR SALE—Equipment

Coaxial-cable—Heliax, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Bell & Howell Jan 614D sound projector. Less than 100 hours. Cost $1,675.00. Sacrifice, $759.99. Cavalcade Equipment Co., 2994 N.W. 7th Street, Miami, Florida 33134.

RCA 5DX transmitter 990 KC. Tip top condition. Exceeds FCC standards. Can be seen in everyday operation. WEEB, Southern Pines, N.C. 919-692-7440.

For Sale: Shafer Remote Control Transmitter Unit (TC-300) and Shafer Studio Unit, (SC-300). Less than three years old WDWD Radio, P.O. Box 390, Dawson, Ga. 31742, telephone (912) 995-5846.

300 foot Stainless G36 tower on ground, $1,000.00 or best offer. Call M. J. Lamb, WIMA-TV, 419-225-3010.

After converted our production room to Stereo have a good Gates 52-CS Studioette—make offer—Frank Carman—KLUB, Salt Lake City.

For Sale: McMartin TBM-4500A FM stereo monitor completely retuned and calibrated by mfgr. (with new crystal for your frequency! 90 day warranty. $1400. M. Rubin, KMPX-FM, San Francisco.

IGM Automation system. 200 control unit with added channel, solid state caroselle, two tape decks, two McCarta playbacks, cart recorder, $2800. KVAS, Astoria, Oregon, 503-325-6221.

Raytheon RC-11 console. 9 inputs. Has had loving care. Still in use but we're going stereo. Make realistic offer. We will crate. Bill Bigley, KVMA, Magnolia, Arkansas 71753.

G.E. BT-11-B 10 watt FM transmitter Tuned 89.3 MHz. $700.00. Ampex 403C 7½-15 ips FT. console and portable case. $450.00. Both units in good condition. WHHS—215-Hilltop 6-3578.

For sale: Three 155' Windcharger Model 300 towers. Buyer assumes responsibility for dis-assembly and removal from site 3 miles west of Greenville, North Carolina. Contact Bill Covington, Chief Engineer, WNCT Radio, Greenville, N.C. 919-756-3186.

Immediately available used RCA TK-10, TK-30 and TK-31 monochrome cameras, TG-2 sync generators, TS-5A switcher and Mincom monochrome dropout compensators. For these and other bargains in used and surplus equipment, write, wire or phone. Ed Ries and Associates, 414 North Alfred Street, Los Angeles 90048. (213) 651-5080.

Video looping patch plugs $2.50 each; UG-260D/U BNC male coax connectors, solder type, 2 for $1.00. Items new surplus. Bill Hayward, 3408 Monterey, St Joseph, Missouri 64507.

TK-41 color cameras, used in network studios at NBC, Burbank. $12,500 each, includes turret lens, type 8673 Bi-alkali image ortha-cons and 100 ft. of TW-82 camera cable. Contact: John Frishette, 213-845-7000.

Sale by non-profit organization. 200' self supporting, painted, steel tower for broadcast use $2,000.00 or best offer. Call Ford Weeks, Columbia, South Carolina. (803) 782-7945.

We have for sale equipment from several bankrupt recording studios. Some new, some old—all low priced Contact Bob or Shel, Northwestern Incorporated, 011 S.W. Hooker Street, Portland, Oregon 97201 (503) 224-3456

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. $2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. $5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only $7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that Job". $5.00. Box A-276, BROADCASTING.

Tape collectors having DJ broadcast tapes from the 50's and 60's write Box B-230, BROADCASTING.

Wanted—Tape recordings of September 1955 telecast on NBC of "Our Town." Box B-110, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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 respelted 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.

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.

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.

First Class License in six weeks. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta offers nationally famous six week course for 1st class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

INSTRUCTIONS continued

Now Elkins Institute in Seattle. FCC First Class License Course in six weeks. Theory and lab training included. Elkins Institute, 404 Dexter, Seattle, Washington 98109.

Attention Mountain States. Now in Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

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 April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition $360. Classes begin at all R.E.I. Schools March 16, April 20. 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.

No: Tuition, rent! Memorize, study—Command's "1970 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.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition $300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

Now in Florida. Elkins famous six week training for FCC First Class License. Theory and lab training included. Elkins Institute in greater Miami area, formerly Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida.

Elkins Institute First Class FCC License Course now in Memphis, Tennessee. Build your future by enrolling for Elkins First Class training including theory and lab work. Elkins Institute in Memphis, Tennessee, formerly Allied Technical Institute, 66 Monroe, Memphis, Tennessee 38103.

Elkins famous six week FCC First Class License Course now in San Francisco. Next class begins March 4. Elkins Institute, 160 S. Van Ness Avenue, San Francisco, California 94103.

First Class license theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest and most respected network of schools train you. Approved for veterans and accredited by the National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institutes: 2603 Inwood Road, Dallas, Texas 75235, 214-357-4001. 51 10th Street N.W., Atlanta, Georgia 30309, 404-872-8844. 3443 Central Avenue, Chicago, Illinois 60604, 312-286-0210. 420 S. Broadway, Denver, Colorado 80209, 303-744-7311. 283 S Krome Avenue, Homestead, Florida, 305-247-1135. 3518 Travis, Houston, Texas 77002, 713-526-7637. 4119 East Lake St., Minneapolis, Minnesota 55406, 612-722-2726. 2106A 8th Avenue S., Nashville, Tennessee, 615-297-8084. 333 St. Charles Avenue, New Orleans, Louisiana 70130, 504-525-2910. 451 South Main, San Antonio, Texas, 512-223-1848. 160 S. Van Ness Avenue, San Francisco, California 94103, 415-626-6757. 404 Dexter, Seattle, Washington 98109, 206-622-2921. 66 Monroe, Memphis, Tennessee, 901-525-8896.

INSTRUCTIONS continued

Announcing, programing, 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 broadcast station. Approved for veterans and accredited by the National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute: Dallas—Atlanta—Chicago—Houston — Nashville — New Orleans.

Managers and salesmen earn $50-150 a week more than engineers and announcers and automation won't replace them. BSI's new five week Sales-Management training can boost your salary now! Free placement service. Total tuition $250. Write Broadcast Sales Institute, 2765 Cleveland Avenue, Columbus, Ohio 43224. 614-262-9459.

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Alan Wilson, Administrative Assistant
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Television Help Wanted
News continued

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Mr. Alan Wilson, Administrative Assistant, Employee Relations Department, WHAS, Inc. 520 West Chestnut Street, Louisville, Kentucky 40202.

Programing, Production, Others

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East	major	FM	500M	29%	West	major	FM	250M	cash

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(Continued from page 84)

■ WMHR(FM) Syracuse, N. Y.—Broadcast Bureau granted license covering changes: specify type trans.; ERP 11 kw. Action Jan. 30.

■ WWDR-FM Murfreesboro, N. C.—Broadcast Bureau granted license covering new station; change trans. and studio location to Radio Building Highway, 158 West. Action Jan. 30.

■ WHIO-FM Dayton, Ohio—Broadcast Bureau granted license covering new auxiliary ant. using former main ant.; ant. height 430 ft. Action Feb. 5.

■ WPOS-FM Holland, Ohio—Broadcast Bureau granted license covering changes: ant. height 250 ft.; ERP 3 kw. Action Jan. 30.

■ *WKTL(FM) Struthers, Ohio—Broadcast Bureau granted license covering changes. Action Jan. 30.

■ WPBS(FM) Philadelphia—Broadcast Bureau granted license covering changes: ant. height 830 ft.; ERP 14 kw. Action Jan. 30.

■ WPBS(FM) Philadelphia—Broadcast Bureau granted license covering changes: ant. height 830 ft.; ERP 7.9 kw for auxiliary purposes only. Action Jan. 30.

■ KINT-FM El Paso, Tex.—Broadcast Bureau granted license covering new FM. Action Jan. 30.

■ KFMK(FM) Houston, Tex.—Broadcast Bureau granted license covering changes: ERP 18 kw. Action Jan. 30.

■ *KUHF(FM) Houston, Tex. — Broadcast Bureau granted CP to replace expired permit. Action Feb. 5.

■ KTEM(FM) San Antonio, Tex.—Broadcast Bureau granted license covering new FM; ant. height 660 ft.; ERP 99 kw horiz., 63 kw vert. Action Jan. 29.

■ WTIB-FM Norfolk, Va.—Broadcast Bureau granted license covering changes: ant. height 440 ft. horiz., 350 ft. vert.; ERP 50 kw horiz. 9.1 kw vert. Action Jan. 30.

■ KDUX-FM Ocean Shores, Wash.—Broadcast Bureau granted license covering changes: ant. height 155 ft.; ERP 48 kw. Action Jan. 30.

Call letter application

■ KTTE-FM, Doubleday Broadcasting Co., San Antonio, Tex. Requests KEXL(FM).

Call letter actions

■ KEQR(FM), Butte Broadcasting Co., Chico, Calif. Granted KCBM(FM).

■ WCLO-FM, Gazette Printing Co., Janesville, Wis. Granted WJVL(FM).

Renewal of licenses, all stations

■ FCC granted applications for renewal of licenses for WAMS(AM) Wilmington, Del., WCHS(AM) Charleston, W Va., WRAP-(AM) Norfolk, Va.; and WCHS-TV Charleston, W. Va., WEAR-TV Pensacola, Fla., and WPTZ(TV) North Pole, N.Y., until Feb. 1, 1971. License of WGEE(AM) Indianapolis was renewed until August 1, 1970, expiration date for licenses of Indiana stations. All stations are owned by Rollins Inc. Action Jan. 29.

■ Chief, office of opinions and review in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by applicant and extended to Feb. 9 time to file application for review from memorandum opinion and order of review board released Jan. 26 (Doc. 18500). Action Feb. 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV denied motions by J. Hart Clinton and Norwin S. Yoffie, Jack Craemer and Jack Weese to quash subpoenas except to extent that subpoenaed material shall be disclosed to no on other than counsel of record for parties, and those economic consultants employed by counsel and having no other connection with Chronicle to whom such information is essential in preparation of economic exhibits (Doc. 18500). Action Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K10GM Rome, K02DB Scottsburg, K02EI K04AY and K05CT all Silver Lake, K02AP, K04AW and K05AN all Swisshome, K02DS Roseburg, K11GH Tri City, Riddle and Canyonville, K13HL Oakland and Union Gap, K07DS and K12FZ both Toketee Falls, K03BQ Ukiah, K05BQ Athens, Weston and Adams, K12FW Brownlee Power Plant and Halfway, K04DR Southern Section of Eugene, K11GQ and K13JF both Lower Deschutes River subdivision, La Pine and upper Deschutes River subdivision, K07IL Winston, all Oregon. Action Feb. 3.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KFKU Lawrence, Kan.; KGVO Missoula, Mont.; KRYT Colorado Springs; WCEM Cambridge, Md.; WCSH Portland, Me.; WKAZ Charleston, WKEE-AM-FM Huntington, WKLC-AM-FM St. Albans, all West Virginia; WSPF Hickory, WWGP-AM-FM Sanford, all North Carolina; *WYCS(FM) Yorktown, Va.; WYNN Florence, S.C. Action Feb. 3.

■ Broadcast Bureau granted renewal of licenses for following UHF translators: K74BX Elgin, LaGrande and Baker, K78BC Elgin, LaGrande, Union and Baker, K72AG John Day, K78AJ Broadbent, K71AQ, K74BZ and K79AK all Milton-Freewater; K70BM Hood River, all Oregon; K76CT and K79AI both Hood River, White Salmon and Bingen, all Washington; K71AZ, K74AL and K77BY all Gold Beach; K71AT, and K76AT both Burns, all Oregon. Action Feb. 3.

■ Broadcast Bureau granted renewal of licenses for following UHF translators and boosters: K27AA Bend, K71AS Newport and Otter Rock, K70AW, K76AE and K80AK all LaGrande, K74AG and K76BR both Newport and Otter Rock, K70EH Corvallis, K77AC John Day, K21AA Bend, K71AJ, K75AK and K81AD all Wasco, K70CV and K74BU both Rockaway and vicinity, K71AP, K75AJ, K78AQ and K81AQ all Seaside, Gearhart and Warrenton, K71AG, K74AJ, K77AH and K79BN all Cottage Grove, K71AL Tillamook, K77BG and K80BL both Rockaway and vicinity, K73BR and K76AI both Powers, K82AT Tillamook, K71AO, K77AW and K81AF all Wallowa Valley (and their No. 1 boosters), all Oregon. Action Feb. 3.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K04CD Adel, K02DN Agness; both Oregon; K10FP and K10FU both Brownlee Power Plant, Idaho, and Halfway, Oregon, Brownlee Creek Farming Area, Idaho; K04CX Cascadia, K05AQ and K11CG both Sweet Home, K07DZ Glendale, K12FV Wolf Creek and Azalea, K03BU and K05DH both Hampton, K04BJ La Pine, Lower Deschutes River and Upper Deschutes River, K07IA Oakland, K12HA Roseburg, Winston-Dillard, and Melrose, K10BY Monument, K04DK Cave Junction, Selma and Deer Creek area, K04ER Applegate Valley, K04ES Klamath Falls, K04EY Grants Pass and Chinook Park, K07HS Williams, K05DE and K13HT both Oregon Canyon, K06BP Paisley, Clover Flat, and Valley Falls, K07FW Summer Lake, K05BT Kimberly, K07GI Prospect, K02DP Grants Pass, K12HF Gold Hill, K02DV O'Brien, Cave Junction and Bridgeview, K03BZ Rogue River, Savage Creek and Foots Creek, K04EO Ashland Talent, Phoenix and Jacksonville, K12GE Williams, K12GH Butte Falls, K12GQ Klamath Falls, Pelican City and Altamont, all Oregon. Action Feb. 3.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WACY Kissimmee, Fla.; WCMN-AM-FM Arecibo, P.R.; WCNU Crestview, Fla.; WCPR Coamo, P.R.; WDSR(AM) and WTLD-FM both Lake City, WETH Saint Augustine and WFIV Kissimmee, all Florida; WHOA San Juan and WHOY Salinas, both Puerto Rico; WINK-AM-FM-TV Ft. Myers, WJTS Jupiter, WLCY St. Petersburg, WRHC Jacksonville, WSBB New Smyrna Beach, WTLN Apopka, WTRL Bradenton and WTWB Auburndale, all Florida; WUNA Aguadilla, P.R.; WWBC Cocoa, WXVI Riviera Beach, WMAI-FM Panama City, WMOP-FM Ocala and WONF(FM) Pensacola, all Florida; WOYE-FM Mayaguez, P.R.; WPKM(FM) Tampa and WSRF-FM Ft. Lauderdale, both Florida; WPRC(FM) San German, P.R.; WNVY Pensacola and WQXT Palm Beach, both Florida; WTXL West Springfield, Mass. Action Jan. 30.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WPED Crozet, Va., to July 1; WMAL Washington to March 30; WAYK Lehigh Acres, Fla., to April 1; KMO Tacoma, Wash., to April 1; WLBG-FM Laurens, S.C., to April 30; WCYN-FM Cynthiana, Ky., to April 18; KFMA(FM) Jerome, Idaho, to May 15; KOBS-FM Orange, Tex., to Aug. 9; WMAL-FM Washington to June 16; *KBEM-FM Minneapolis to May 1; WWJS(FM) Falmouth, Ky., to Aug. 18; WTOA(FM) Trenton, N. J., to March 1; KBTC-FM Houston, Mo., to April 15. Action Jan. 25.

Translator actions

■ K08FL Santa Barbara, Calif.—Broadcast Bureau granted CP to change trans. location to Rincon Mt., Calif.; change type trans.;

make changes in ant. system of VHF translator. Action Jan. 29.

■ K76AH Lewiston, Idaho—Broadcast Bureau granted CP to change type trans. of UHF translator and increase output power to 20 w. Action Jan. 29.

■ K71CG Willmar, Minn.—Broadcast Bureau granted license covering new UHF translator. Action Feb. 4.

■ K10AT Circle, Mont.—Broadcast Bureau granted CP to change principal community to include Sheep Mountain, Brockway and Washington School, all Montana: change type trans. of VHF translator: make changes in ant. system. Action Jan. 29.

■ K12FA Coal Creek, Home Creek, Otter Creek and Ashland, all Montana—Broadcast Bureau granted CP to specify principal community as Ashland and Otter Creek, Mont.: change type trans. and make changes in ant. system of VHF translator. Action Feb. 4.

■ Pondosa TV Club, Medical Springs, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Medical Springs on ch. 13 by rebroadcasting KTVB(TV) Boise, Idaho. Action Jan. 29.

■ W72AM Williamsport, Pa.—Broadcast Bureau granted CP to change principal community of UHF translator to Duboistown, Montoursville and South Williamsport, all Pennsylvania. Action Feb. 2.

■ Midessa Television Inc., Kermit, Tex.—Broadcast Bureau granted CP for new VHF translator to serve Kermit on ch. 6 by rebroadcasting KMID-TV Midland, Tex. Action Feb. 2.

■ K06EQ Midland, Tex.—Broadcast Bureau granted CP to change trans. location of VHF translator to Wilco Building, 405 Wall St., Midland: change type trans. and make changes in ant. system. Action Jan. 29.

CATV

Applications

■ Chattahoochee Valley CATV Inc.—Requests distant signals of WGTV(TV) Athens, Ga., to WSB-TV, WAGA-TV and WAII-TV all Atlanta; and WCIQ(TV) Mount Cheaha State Park, Ga., to Columbus and Bibb City, Ga. (Columbus, Ga. ARB 81). Ann. Feb. 9

■ Video Enterprises Inc.—Requests distant signals of WGBH-TV Boston, Mass. to South Hadley and Holyoke, Mass. (Springfield-Holyoke, Mass. ARB 83). Ann. Feb. 9.

■ See-Mor Cable TV of Sikeston Inc.—Requests distant signals of KPLR-TV and KETC(TV) both St. Louis, to Sikeston, Mo. (Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. ARB 80). Ann. Feb. 9.

Final action

■ Athens, Tenn.—FCC granted Athens TV Cable Inc., CATV operator, waiver of hearing provisions of rules and authorized to carry distant signals under interim procedures (Doc. 18397). Under grant, Athens will carry WSB(TV), WAGA(TV), WQXI(TV) and WJRJ(TV) all Atlanta. Action Feb. 4.

Actions on motions

■ Office of opinions and review in Manatee County, Fla., petition by Manatee Cablevision Inc., to stay construction and operation of CATV distribution facilities by General Telephone Systems, General Telephone Co. of Florida and GT&E Communications Inc., granted motion by General System parties and extended through Feb. 13 time to file replies to proposed findings of fact and conclusions of law and briefs following release by commission of final report and order in Doc. 18509. (Doc. 18610. Action Feb. 6.

■ Chief, office of opinions and review in Atlanta (Video Service Co.), CATV proceeding, granted request by Danville Community Antenna Television System Inc. and extended through Feb. 10 time to file response to application for review filed Jan. 19 by Midwest Television Inc. (Doc. 16865). Action Feb. 5.

■ Hearing Examiner Basil P. Cooper in Mt. Carmel, Pa. (Kar-Mel CATV Systems Inc. and Jepko Community System), CATV proceeding, scheduled date for exchange of exhibits for Feb. 18 and evidentiary hearing for Feb. 24 (Docs. 18630 and 18775). Action Feb. 2.

■ Hearing Examiner Frederick W. Denniston in case of petition by Garden State Inc. to stay construction and operation of CATV distribution facilities in Sussex Borough and Wantage Township, New Jersey, by Continental Telephone Co. and Continental Transmission Corp., postponed hearing to Feb. 13 (Doc. 18688). Action Feb. 2.

■ Hearing Examiner Thomas H. Donahue in Pottsville, Minersville and Schuylkill Haven, all Pennsylvania (Pottsville Trans-video), CATV proceeding, continued conference to Feb. 10 (Doc. 18690). Action Jan. 30.

■ Hearing Examiner Millard F. French in Sault Ste. Marie, Mich. (American Cablevision Co.), CATV proceeding, granted request by applicant and extended to Feb. 17 time to file proposed findings of fact and conclusions and to Feb. 25 time to file reply findings and conclusions (Doc. 18578). Action Jan. 27.

■ Hearing Examiner David I. Kraushaar in Carmel Valley, Calif. (Vic's TV Cable Service), CATV proceeding, denied petition by Vic's TV Cable Service for dismissal and terminated hearing proceeding: certified proceeding to commission for such disposition as commission considers appropriate (Doc. 18743). Action Feb. 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in La Crosse, Wis. (American Cablevision Corp.), CATV proceeding, granted motion by WEAU Inc. and ordered transcript corrected (Doc. 18629). Action Feb. 4.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecable Corp.), CATV proceeding, rescheduled hearing to Feb. 13 (Doc. 18694). Action Jan. 30.

Other action

■ Review board in Sault Ste. Marie, Mich., CATV proceeding, Doc. 18578, denied motion to enlarge issues, filed Oct. 24, 1969, by H&B American Cablevision Co. Action Feb. 5.

Ownership changes

Applications

■ KGEE(AM) and KGFM(FM) Bakersfield, Calif.—Seek transfers of control of KGEE Inc. from KMO Inc. (88% before, none after) and Dan B. Speare (22% before, none after) to Anchor Wate Broadcasting Co. (none before, 100% after). Consideration: $350,000. Principals of Anchor Wate Broadcasting: Anchor Wate Co., 100%. L. Bowen Dulaney, president, and John G. Jacquemine, vice president (each 44.75%). Mr. Dulaney owns restaurant. Mr. Jacquemine owns 33⅓ of KERV(AM) Kerrville, Tex. Ann. Jan. 29.

■ KWIK(AM) Pocatello, Idaho—Seeks transfer of control of KWIK Broadcasting Inc. from Carl S. Goodwin (40% before, none after) to Frances B. Goodwin (40% before, 80% after). No consideration involved. Settlement in divorce proceeding. Ann. Feb. 6.

■ KNEL(AM) Brady, Tex.—Seeks transfer of control of Radio Brady Inc. from P. Bert Haney Jr., Jackson E. Cagle, executor, and Jim R. Phillips (as a group, 100% before, none after) to Edgar R. Keeling Jr. (none before, 100% after). Consideration: $41,249. Buyer: Mr. Keeling is vice president-sales manager for WACO-AM-FM-TV Waco, Tex. and owns outdoor advertising firm. Ann. Feb. 4.

Actions

■ WDIG(AM) Dothan, Ala.—Broadcast Bureau granted transfer of control of Houston Broadcasters Inc. from Jess Swicegood (100% before, none after) to WDIG Inc. (none before, 100% after). Consideration: $215,000. Principals of WDIG Inc.: Margaret L. Wein, president (98%), G. M. Harrison, vice president, and Ginger McCord, secretary (each 1%). Mrs Wein owns rental property. Mr. Harrison owns 50% of law firm and 6% of bottling plant. Action Feb. 4.

■ KDOL-AM-FM Mojave, Calif. — Broadcast Bureau granted transfer of control of Golden Desert Broadcasting Corp. from Forrest W. Ogan (20% before, none after) to Chester C. Fields (40% before, 50% after) and Joe F. Means (20% before, 30% after). Consideration: $3,000. Action Feb. 6.

■ WVON(AM) Cicero and WSDM(FM) Chicago, both Illinois, and WNOV(AM) Milwaukee—Broadcast Bureau granted transfers of control of L & P Broadcasting Corp. from Leonard Chess, deceased (50% before, none after), to Revetta Chess, administrator (none before, 50% after). No consideration involved. Action Feb. 6.

■ WRBT(TV) Baton Rouge and WAPT(TV) Jackson, Miss.—Broadcast Bureau granted transfers of control of Romac Baton Rouge Corp. and Tele/Mac of Jackson, respectively, from John M. McLendon (100% before, none after), to Ann P. McLendon and First National Bank of Jackson, co-executors of John M. McLendon estate, deceased (jointly none before, 100% after). No consideration involved. Action Feb. 5.

■ WWMT(FM) New Orleans—Broadcast Bureau granted assignment of license from Custom Electronics Inc. to Texas Star Broadcasting Co. for $133,000. Sellers: Macy O. Teetor Jr., treasurer, et al. Buyers: K. R. Greenwood, president, et al. Principals own KRMG-AM-FM Tulsa, Okla., KLEO(AM) Wichita, Kan., KBAT(AM) San Antonio, Tex., and KQEO(AM) Albuquerque, N. M. (Action Jan. 29).

■ WTXL(AM) West Springfield, Mass.—Broadcast Bureau granted transfer of control of Communication Industries Inc. from Zachary W. Oislander, David Ratner, Milton Allen and Benjamin Cohen (as a group 100% before, none after) to H.S.S. Broadcasting Co. (none before, 100% after). Consideration: $149,000. Principals of H.S.S.: Howard S. Shulman, president-treasurer (66⅔%), and Allan A. Wallin (33⅓%). Mr. Shulman is salesman for WTXL. Action Jan. 30.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 10. 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*.

■ Riverside, Calif.—Six firms have applied for a franchise: Cablecom-General Inc., Colorado Springs (multiple CATV owner): City Cable Vision Inc.: Dick Clark Television Productions: General Telephone and Electronics, New York (multiple CATV owner): Riverside Communications Inc.: and Community Tele-Communications. Installation charges ranged from free to $10, monthly charges from $4.25 to $6.50. Payments to the city ranged from 5% to 20% of the gross receipts.

■ *Columbus, Ga.*—Telecable Corp., a subsidiary of Landmark Communications, Norfolk, Va. (multiple CATV owner) has been granted a nonexclusive franchise. The city will receive 3% of the gross annual revenues.

■ *Cambridge, Md.*—Cambridge Cable TV has been granted a 10-year franchise. The firm will charge subscribers $9.95 for installation and $4.95 monthly and pay the city 2% of the gross annual revenues after the first three years of operation.

■ Perry, N. Y.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has applied for a franchise.

■ East Palestine, Ohio—Teleview Inc., East Palestine, has applied for a franchise. The firm would charge subscribers $5 monthly and the city would receive 5% of the income from the monthly charge.

■ Duncan, Okla.—Three firms have applied for a franchise: Cablevision of Duncan: Davis Communications: and Fidelity Cables. Proposed monthly rates from the firms ranged from $4.75 to $4.95.

■ Okmulgee, Okla. — Midwest Cablevision, Joplin, Mo., has applied for a franchise. The firm would provide a capacity of 24 channels and charge subscribers $9.95 for installation and $5 monthly.

■ *Oak Ridge, Tenn.*—Tennessee Cablevision Inc., wholly owned subsidiary of Cable Information Systems Inc., New York (multiple CATV owner), has been reassigned the franchise previously held by Oak Ridge CATV. There are no plans for immediate increase in the monthly charge, which is $4.90.

■ *Freeport, Tex.*—Mr. Wayne Marcy, owner of KBRZ(AM) and KLJT-FM, both Freeport, has been granted a franchise. Subscribers will be charged $19.50 for installation and $4.95 monthly.

■ Dublin, Va.—Two firms have applied for a franchise: American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) and Booth American Co., Detroit (multiple CATV owner), represented locally by Pulaski Cable TV, Pulaski, Va. Both firms would offer 10-channel viewing with prices established by the town council.

■ *Gordonsville, Va.*—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has been granted a 20-year franchise. The firm will pay the city $100 per year for 20 years, plus three percent of gross sales per year. The firm has guaranteed 12 channels.

The secretary had instructions to patch straight through to the local-college football stadium as Don Campbell fled the studios of WEST(AM) Easton, Pa. He was racing against the clock: the 78 rpm record was nearing the final groove, closing the show where he served as disk jockey; he had three minutes to reach the stadium where he was to give the play-by-play of the Lafayette College game of the week. With patches made at a prearranged time, the switch was thrown back at the studio. Don Campbell was on the air, live, with local football.

The system worked much the same way at the final whistle. The secretary would patch back to the studio, spin another record. Mr. Campbell had another three minutes to reach the station where he conducted his afternoon show, occasionaly writing advertising copy on the spot for a local merchant, who sauntered in that afternoon, or conducting a man-on-the-street interview by dropping a microphone out of the second-story studio window.

It was all a day's work, 15-plus hours worth, performing those peripatetic antics of small-town radio in 1938.

Don Campbell doesn't run much any more. His office is a short, leisurely stroll away from whirling color videotape recorders, film islands and all the computerized technology that make up the WMAR-TV Baltimore studios—a decided contrast to those early radio days, made more remarkable by Mr. Campbell's youthful and energetic appearance.

It's not a lack of energy that keeps him from running, but the six-year-old fulfillment of a self-imposed goal. For at age 55 Mr. Campbell is where he's always wanted to be—the manager of a major-market TV station on the East Coast. "I never wanted to be anything else," he says.

But the pace wasn't always so slow or the direction in broadcasting so evident.

Mr. Campbell stepped out of the University of Pennsylvania in 1935 with a journalism degree into a Depression-controlled business world that had little use for novice journalists. His first job was with the Universal Collector Co., an agency of the Ford Motor Co., where he risked his under-6-foot frame in the Pennsylvania coal-mine regions, chasing bad debts for new automobiles. "I nearly got killed a couple of times," he recalls.

Several retailing positions led to a brief stint at WEST, where Mr. Campbell discovered a propensity for sales. A job as an NBC page evolved into a two-year network sales position for NBC's Blue operation, the predecessor of ABC. That position was interrupted by World War II during which

The tempo is less frantic at the big-city TV

Mr. Campbell saw service in both the Atlantic and Pacific Theaters as a lieutenant in the U.S. Navy.

His sales career was resumed in 1945 with a four-year stand as a network salesman for Mutual. With television promising to become the dominant medium, Mr. Campbell switched to the burgeoning rep scene and to Edward Petry & Co. It proved to be a fruitful five-year association.

Week's Profile

Donald Paul Campbell—vice president and general manager, WMAR-TV Baltimore; b. May 28, 1914, Easton, Pa.; retail positions, 1935-1938; announcer, WEST(AM) Easton, Pa., 1938; joined NBC as page, 1938, became network radio salesman for NBC Blue network (later ABC), 1939-1941; served in U.S. Navy as lieutenant in Atlantic and Pacific Theaters, 1941-1945; joined Mutual Broadcasting System as network radio salesman, 1945-1949; joined Edward Petry & Co. as TV station representative, 1949-1955; joined Storer Television Sales Inc. as national sales manager, 1955-1957; joined WMAR-TV as assistant to general manager, 1957, became vice president and general manager, 1964 to date; former member, CBS Affiliates Advisory Board; member, National Association of Broadcasters TV board; board of Broadcast Skills Bank; chairman, Maryland-District of Columbia Broadcasters Association constitution-by-laws committee; m. Norma Pengelley of Easton, Pa., May 8, 1936; children—Keith, 27; Kevin, 19.

As one close associate of Mr. Campbell notes: Petry, at that time, was "as tough as you could find in the rep field. If you could last five years there, you had to have something on the ball." Years later, Mr. Campbell received a letter from the firm's founder (now retired), who chided him for leaving Petry: "You could have been running the shop."

If Mr. Campbell has any regrets, he doesn't show them. A desire to be at the "breach end," as he calls it, the operational end of broadcasting tied to "community roots and community involvement" brought him into an association with WMAR-TV's long-time general manager, Ewell K. (Jack) Jett, a former FCC commissioner. When Mr. Jett died in 1964, Mr. Campbell assumed the helm.

The community involvement that Mr. Campbell has so actively sought has been extensive for the last six years. Among his interests are the board of the Baltimore USO, the community advisory board of the Junior Association of Commerce and the board of the National Conference of Christians and Jews.

Chief among his broadcasting-related activities were terms as a member of the CBS-TV affiliates advisory board and the board of the Broadcast Skills Bank, and chairman of the constitution and by-laws committee of the Maryland-D.C.-Delaware Broadcasters Association. Mr. Campbell is currently completing his first term as a member on the TV board of the National Association of Broadcasters.

As a newspaper-owned station, WMAR-TV, under Mr. Campbell's stewardship, has been particularly attentive to community problems. (The Baltimore TV and its sister FM outlet are owned by A. S. Abell Co., publisher of the *Baltimore Sunpapers*, which also owns WBOC-AM-FM-TV Salisbury, Md.) Among the station's programing on matters of interest to minority groups are: a prime-time weekly series, *Man to Man*, which features George Collins, former editor of the black-oriented *Afro-American*, in an investigative-reporting role exploring problems of the inner city, and a Saturday-afternoon series featuring June Thorne, a supervisor in the city school system, who presents her woman's angle on the community. And for several years WMAR-TV has employed Chuck Richards, a Negro on-air newscaster, as an "ambassador of good will" in talks before schools and groups.

WMAR-TV is located in Chesapeake Bay country where Mr. Campbell occasionally hangs out light tackle for some salt-water fishing. That recreational hobby vies with another favorite—golf—in which, according to one associate, Mr. Campbell "shoots in the low 80's and, now and then, in the 70's."

Editorials

Handle with care

Implicit in the reorganization plan that Mr. Nixon submitted to the Congress last week is a larger role for the President in the making and execution of telecommunications policy. The question is whether the plan would give the White House enough power to make the FCC subservient to the Chief Executive's wishes.

That question really cannot be answered now. On paper it looks harmless enough. There would be an Office of Telecommunications Policy established in the White House. One of its functions would be to coordinate the federal government's uses of the radio-spectrum space allocated to it. No apparent harm in that; an improvement of efficiency in the management of government-occupied frequencies—which are roughly half of all the usable frequencies there are—is not to be discouraged.

Another function would be to advise the President on general policy regarding domestic and international telecommunciations. Again more good than bad is promised. As the Chief Eecutive of a world power with a vital stake in technological progress, the President needs the best advice he can get.

A third function presents the question that cannot be answered now. The new office, as Mr. Nixon's own order described it, "would enable the executive branch to speak with a clearer voice and to act as a more effective partner in discussions of communications policy with both the Congress and the Federal Communications Commission." There is no intention, the President hastily added, to detract from the FCC's "prerogatives or functions." But there is the hope that the new office and the FCC "would cooperate in achieving certain reforms in telecommunications policy, especially in their procedure for allocating portions of the radio spectrum for government and civilian use."

In this language there would seem to be an invitation for an aggressive President to nudge the FCC a little harder than Presidents have been able to nudge it in the past. As has been proved in other situations, presidential powers need not be explicitly defined in law to be exercised with considerable effect.

But the test of the new Office of Telecommunications Policy must await its future actions, assuming the Congress allows it to come into being as proposed. The independence of the FCC is not literally challenged by the language of reorganization, and there is probably no good reason for the Congress to shoot the plan down now. If in the future an FCC showed signs of rolling over at presidential command, that would be the time for Congress to act.

Explanations are in order

In all the uproar over the American Research Bureau's reports on its November 1969 TV ratings sweep, the critical question seems in danger of being ducked, side-stepped or, perhaps worst of all, ignored.

If television viewing has declined as widely and sharply as a comparison of ARB's 1969 and 1968 November sweeps indicates, television is in trouble.

If viewing has not declined, television is still in trouble because the reports, used by perhaps three-fourths of the leading advertising agencies in spot buying, give buyers massive leverage to force TV rates down. More than that, they will be snapped up by television's competitors—the newspapers and magazines must be chortling already—and used to divert TV budgets into other media.

It is understandable that stations and station representatives are challenging so many of the reports, and no less so that ARB is defending them. But the issue cannot be left there.

The reps in particular have raised questions that at least cast doubt on the accuracy of the over-all picture the reports present. When other indicators offer evidence that TV viewing is on the rise, how can there be declines in 36 of the top-50 markets—declines averaging 4% for the 50 as a group and ranging, in some markets and day-parts, up to 25%, 30%, even 35% and in at least one case 46%? How can declines of such magnitude be credible when many of the markets shown as down in ARB's reports are shown by ARB's competitor, the Nielsen Station Index, to have increased their viewing between November 1968 and November 1969?

ARB officials insist their figures are "correct" and say that is that. Reps have besieged ARB headquarters with requests that specific market reports be re-checked but complain that their letters have not even been acknowledged, much less answered responsively.

Broadcasters and their representatives deserve more than the common courtesy of a reply. Whether the ARB figures are right or wrong, great chunks of TV business are at stake. So, too, could be the general acceptability of ratings, a subject that has never lacked detractors and sometimes has found them in the halls of Congress.

ARB owes television a thorough re-examination and report. Even if, as some agency sources suggest, ARB's 1968 figures were too high and 1969's are merely a return to "normal," users deserve to know.

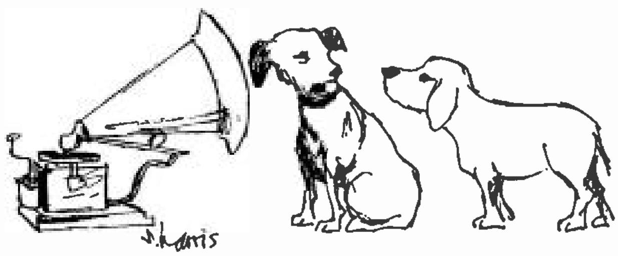
Hostile territory

President Nixon was quoted by United Press International last week as having told a delegation from the American Booksellers Association that people should spend more time reading and less time watching television.

If he said it, we have a suggestion as to the date his advice should be put into effect: the next time he commandeers the U.S. television system for a Richard Nixon show.

Several days earlier Chief Justice Warren Burger demanded that television cameras be withdrawn from the scene of a speech he was to make (BROADCASTING, Feb. 9). He was quoted as saying TV news distorted speeches by using only "lurid" excerpts. Now *there* is an exhibit of high regard for the First Amendment by the man at the head of the court of last resort.

Wouldn't it be nice to have friends in high places?



Drawn for BROADCASTING by Sidney Harris

"I wish he'd get a television set already."

Concern

How do you define a beautiful environment?

When you're concerned with improving environments it's natural to first think of what is clean and spacious and harmonious and safe. That's where you have to begin.

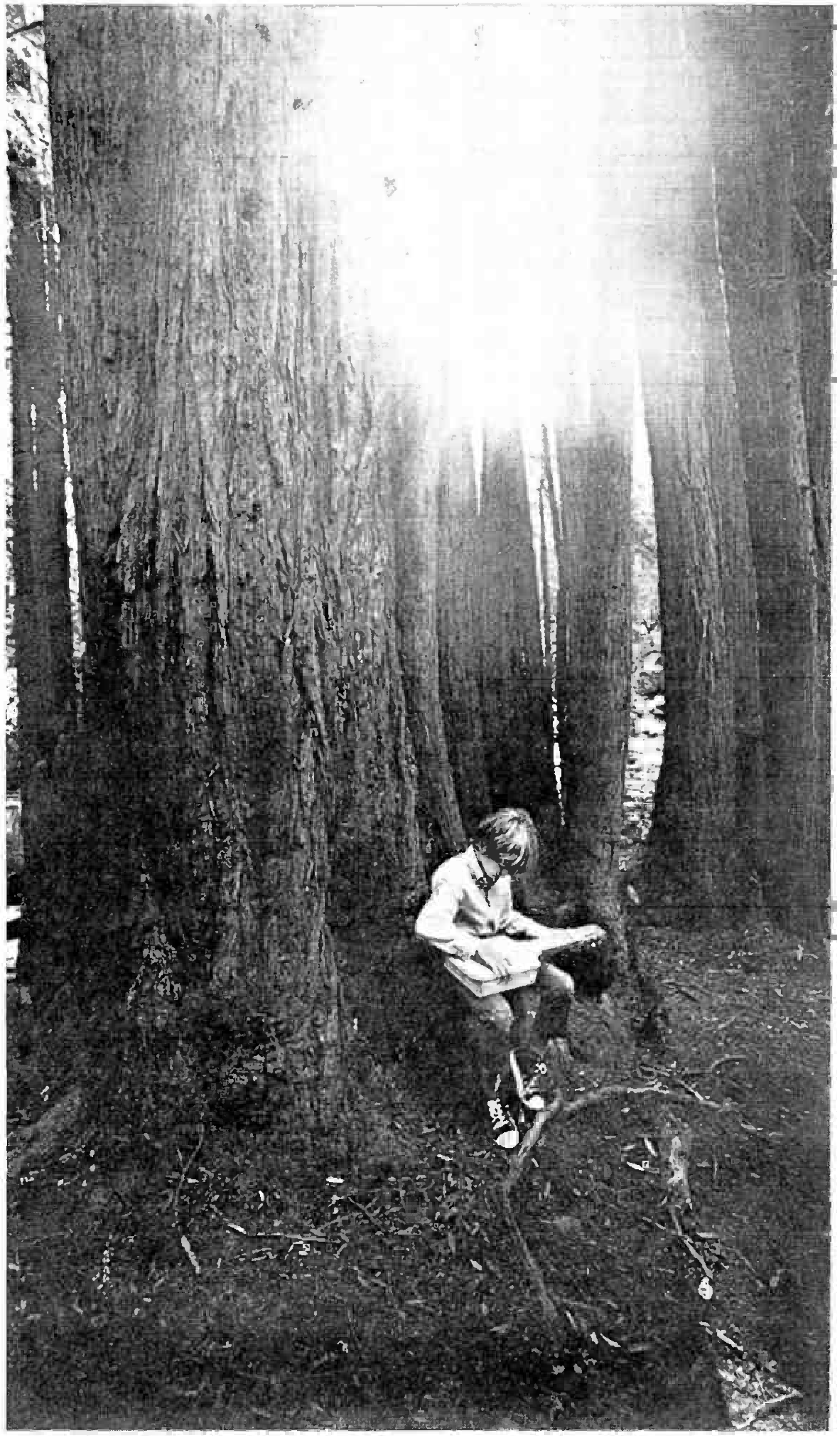
But even when you have these things, you haven't solved everything. The best environment happens when you know who you are and can exult in using all the talent that is in you. Surely, we want our children to have that part of a beautiful environment, too.

The free enterprise system has developed many successful programs to help young people develop confidence in themselves.

We of the Investor-Owned Electric Light and Power Companies are very much involved in youth conferences, scholarship programs, training programs and youth associations. And we are going to do more.

We made up our minds a long time ago to give the communities we serve the world's best electric service at the most reasonable price. But we also made up our minds that our responsibilities to people don't end there.

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



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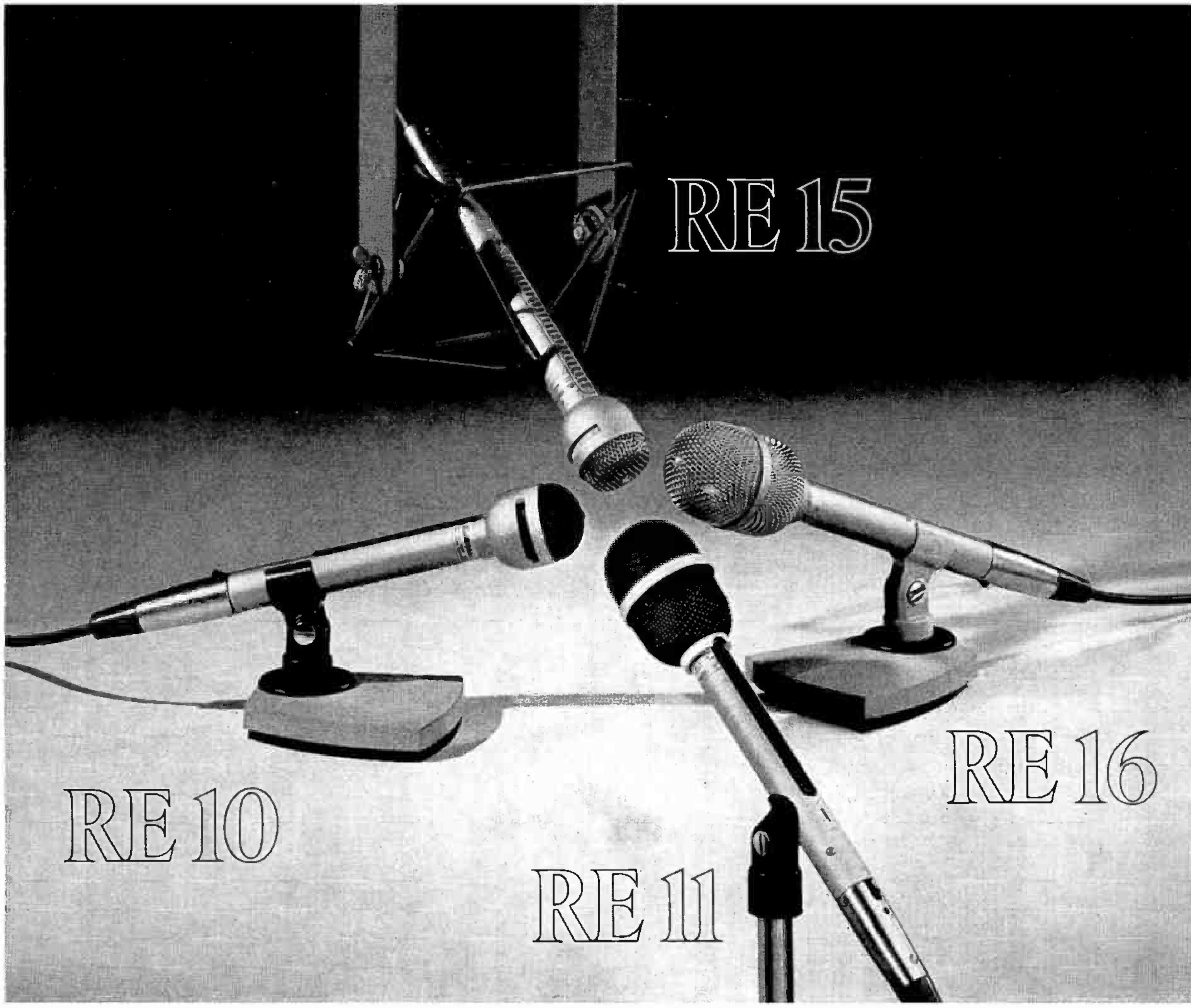

NEW Model **RE10** $90.00, shown on Model 421 desk stand $10.50. Model **RE15** $153.00, shown with Model 307 suspension mount $20.70. NEW Model **RE11** $96.00, shown with Model 311 snap-out stand adapter $3.90. NEW Model **RE16** $159.00, shown on Model 421 desk stand $10.50. All prices suggested net.

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Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D* construction. Now it offers something you've never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike . . . or even move around to the back . . . you'll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won't change between the dress rehearsal and the final performance, no matter what the talent does.

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Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There's also an integral bass-tilt circuit to cut rumble below 100 Hz. when needed.

Now Select from Four Models

In addition to the original RE15, we've added the RE16. The same fine microphone with an external "pop" filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

These four great cardioid microphones give you new freedom to head off sound problems before they start. Your E-V microphone headquarters has them waiting. Choose today.

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