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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Network prime-time rule finally hatched. p22

ABC-ASCAP pact expected to stir CBS, NBC. p28

CBS-TV affiliates strike a harmonious chord. p38

5/13

WSOC-TV

CHARLOTTE, NORTH CAROLINA CHANNEL 9-NBC

announces the appointment of

TELEREP

as national sales representative

Effective May 16, 1970





COMMERCIAL TELEVISION AT ITS VERY BEST

WNAC-TV, in an action unprecedented in commercial television, has donated the full resources of its news operation to the educational updating of the high school students of Boston.

Every month, WNAC-TV will present, in prime time, "Our City's History," a selective and kaleidoscopic summary of the past month's significant local happenings, many of which relate to national issues.

Next morning the program will be rebroadcast and seen in classrooms throughout greater Boston for student evaluation, discussion and study. And a library of these monthly historical documentaries will be maintained indefinitely for use in the years ahead.

This unique experiment in the use of commercial television as a high school level study source for current history has the enthusiastic support of public, private and parochial school officials. It enjoys, too, the sponsorship of the Shawmut Association Banks of greater Boston, an important advertiser who sees in this series an opportunity to help pioneer a new concept in television.

For WNAC-TV, "Our City's History" represents our total commitment in terms of manpower, enthusiasm, and investment to news and public affairs. For Boston, and perhaps the country, it represents a new and meaningful relationship between broadcaster and educator. Truly, commercial television at its very best.

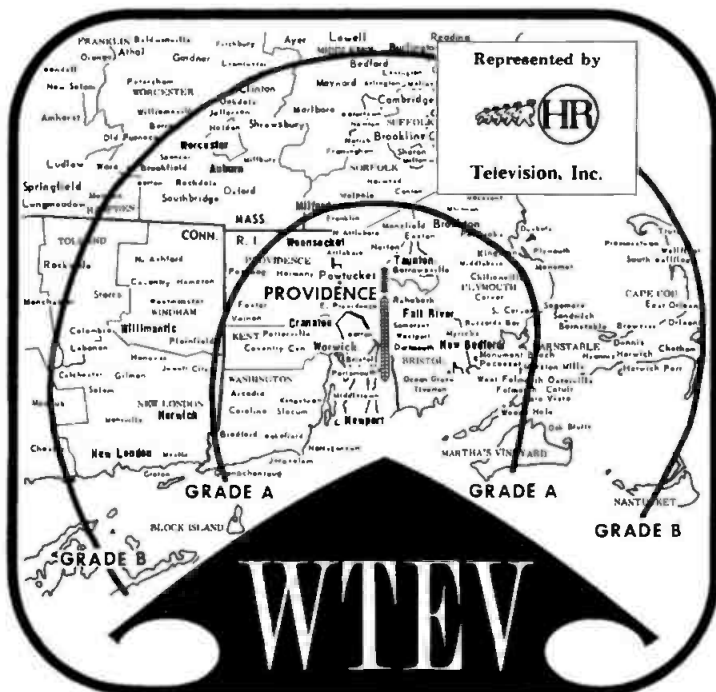
WNAC-TV BOSTON 7

AN RKO GENERAL TELEVISION STATION

THE RHODE ISLAND CAPITOL BUILDING in downtown Providence is a famous landmark, noted for the statue of the folklore figure, "The Independent Man," which tops the massive dome.



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 24%—5:00 pm — 7:30 pm Mon. thru Fri.
UP 14%—7:30 pm — 11:00 pm Sun. thru Sat.

**Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, 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



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

Moore to Mitchell

Richard A. Moore, West Coast broadcaster, friend of President Nixon, is moving to Washington to become top aide to Attorney General John N. Mitchell, with title of special assistant. Overlooked in Mr. Moore's background because of his long identity with broadcasting (former head of KTTV[TV] when independent TV station was owned by *Los Angeles Times*, former ABC-TV West Coast business manager, erstwhile subscription-TV participant, active in CATV and now among applicants for facilities of KRLA[AM] Pasadena) is his legal training. He graduated from Yale law with honors in 1939.

Mr. Moore, 36, since Nixon campaign, when he got to know Mr. Mitchell, has been part-time consultant to Health, Education and Welfare Secretary Robert Finch. He had been urged to accept FCC chairmanship, but rejected it because of his commitment to Bob Hope and associates on KRLA application. Mitchell assignment does not entail Senate confirmation, as does FCC, and presumably will allow Mr. Moore to leave without commitment as to tenure. (Fourteen years ago, while at KTTV, Mr. Moore carried on one-man campaign against what he called repressive power of TV networks, asked FCC to apply restrictions aimed at same objectives stated in new network rules adopted by FCC last week.)

Shaping up

Seeking common front to resist government moves against economic structure of broadcasting and newspapers, National Association of Broadcasters and American Newspaper Publishers Association have held preliminary strategy talks. Issue is FCC proposal (BROADCASTING, Jan. 19) for divestiture of multimedia holdings within individual markets. Meeting at NAB's Washington headquarters last week was aimed at establishing liaison, not formal association. Vincent T. Wasilewski, president and Paul Comstock, VP and general counsel, represented NAB, and Richard Blacklidge, publisher of *The Kokomo (Ind.) Tribune*, president, and Stanford Smith, manager, represented ANPA.

Huntley's horizons

Although Chet Huntley will quit broadcasting for NBC Aug. 1, he won't be off air very long. He's slated to return Sept. 1 via syndication on both radio and TV with five-minute essays five days per week, through Horizons Communi-

cations Productions, subsidiary of Horizons Communications Corp., in which he will acquire one-fourth of four-way ownership. Jerome Feniger, who leaves Grey Advertising June 1, becomes Horizons' president and will devote full time to station ownership and syndication operations.

It's expected Mr. Huntley will do most of his taping in New York until his Big Sky, Mont., resort project is well under way. Big Sky facilities will include complete studios, but probably won't be ready for one year. Horizons applications pending before FCC are for acquisition of three TV stations in Wisconsin; WKOW-TV Madison, WAUW-TV Wausau and construction permit for WXOW-TV LaCrosse) for \$3 million, and KPAT-AM-FM Berkeley-San Francisco for \$1.4 million. Other principals in Horizons are Edward C. Wood, Jr., president of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, N.Y., and William Mulvey, chairman of executive committee and executive vice president of McCann-Erickson.

Land-mobile day

FCC will make another effort, in special meeting Tuesday, to conclude two long-pending rulemakings aimed at granting land-mobile radio access to UHF channels. More controversial of two proposals—to permit land-mobile radio to share lower seven UHF channels in top-25 markets, is understood to have been watered down. Chairman Dean Burch suffered unexpected defeat last month when he backed it, along with proposal for new rulemaking looking to eventual reallocation of those channels to land mobile. In new form, proposal reportedly provides for sharing on interim basis—five years—of one or two unused channels in top eight or 10 markets. Other proposal calls for reallocation of 115 mc of spectrum space between 806 and 960 mc (which includes top 14 UHF channels).

Forecasts are dangerous, especially on such controversial issue as granting land-mobile access to UHF spectrum, but congressional pressure has been great, and Chairman Burch, reportedly, has been cultivating his colleagues. Accordingly, he may have happier time this week than he did last time issue was under discussion.

Sure sign

If there is any doubt about Sears, Roebuck's intention to continue expansion in broadcast advertising, it should be

dispelled by new contract big retailer has signed with American Research Bureau. It's understood to be three-year contract for ARB's full radio and TV ratings services—reports on top-150 radio markets and all TV markets. Books reportedly will be distributed to Sears's regional offices for grassroots rather than headquarters-level use.

Expediting pay

Television Bureau of Advertising is quietly exploring idea of setting up some sort of central registry or rating system that could give members quick idea of performance records of agencies and advertisers in paying their bills. TVB might, for instance, ask stations to supply accounts-receivable lists from which central file could be compiled. Exact form may depend on legal advice, but in any event TVB authorities do not plan to offer more than receiving and reporting service, answering queries but not otherwise giving out information. Idea is regarded as particularly appealing in current economy when stations are becoming more and more concerned about slow payment by agencies—and agencies about slow payment by clients (see page 46).

On different front, industry-wide campaign against narcotics addiction also ranks high on TVB's agenda. Exactly how it will work has not been finally determined. But TVB board reportedly had advocated intense campaign. For starters, TVB officials reportedly plan to survey on-air work that has already been done by individual broadcasters and others, devise means of making best of it available to stations generally.

One after another

Ford Foundation \$165,000 grant that supported Rand Corp. study of CATV has run out and Dr. Leland Johnson, who heads project and wrote first report (BROADCASTING, Feb. 2) is optimistic about additional financing to complete project.

Two new reports are imminent, one on regulation by Richard Posner, Chicago professor and one-time member of antitrust division of Department of Justice; other by Nathaniel Feldman, technical consultant at Rand, on origination as well as Canadian experience with cable TV. Later this summer, study on economic impact of CATV on broadcasting is due; this one by Edward Park, economist on staff of Rand Corp.

We play ^{local} favorites

THE BIG MONEY MOVIE plus
Johnnie Walters & DIALING FOR DOLLARS

... what makes it the NUMBER ONE daytime TV buy in
St. Louis? Is it the great movie titles? Or the more than \$40,000
Johnnie Walters has given away during intermissions?
All we know is — it's a combination that works! And it works
twice a day, morning and afternoon, Monday through Friday.



KTVI 2

abc

Represented by

hnp HARRINGTON, RIGHTER
& PARSONS, INC.

Source—ARB February/March 1970—Audience data
estimates subject to qualifications issued by this service.

ST. LOUIS

White House plans musical chairs game to get right Republican on FCC seat now held by Commissioner Kenneth A. Cox. Players include incumbent Commissioner Robert Wells; Representative Charlette Reid (R-Ill.) See . . .

Reid for Smith for Wells for Cox? . . . 21

Feelings are mixed about FCC's new rule to limit network domination of prime-time programing. Chairman Burch and Commissioner Wells dissent, ABC favors it; CBS and NBC denounce it. FCC majority seems doubtful. See . . .

Network rule comes out of the egg . . . 22

Proposed court order covering ABC-ASCAP settlement reveals, without giving specifics, that ABC would pay ASCAP \$7 million for prior years. CBS and NBC are expected to demand more information on breakdown. See . . .

ABC-ASCAP pact to ignite new fires . . . 28

16th annual CBS-TV affiliates conference proves to be smooth and noncontroversial notwithstanding FCC's action reducing network-supplied programing in prime time. Programing, though, is hot topic. See . . .

Affiliates strike a harmonious chord . . . 38

FCC's Procedural Review Committee is considering establishment of priority system to grade broadcast applicants, making counsel available to broadcasters in need, and new office to aid public in filings. See . . .

Radical plans ahead at FCC . . . 40

Workshop of Association of National Advertisers focuses on cost-cutting, particularly in TV. Standardized invoices, concentrated campaigns, more emphasis on 30's and avoiding clutter are among approaches outlined. See . . .

ANA wrestles with agency problems . . . 46

Advertising expenditures by product classification from Television Bureau of Advertising show food advertisers spent \$519.7 million in TV last year—18.1% of sum spent by national advertisers in network and spot. See . . .

Where the '69 money went in TV . . . 48

Ford Foundation quietly allocates \$1 million to ETV for purpose of luring audience. ETV official explains, "Unless we have an audience, it doesn't matter how good the programs are." See . . .

Ford supplies million to sell ETV wares . . . 55

Spot advertising figures for Canada in 1969 show Procter and Gamble of Canada Ltd. as last year's number-one client. Broadcast media register 13.7% gain in top-100 expenditures. See . . .

Radio-TV budgets rise in Canada . . . 56

RCA announces shift in emphasis to computer-based information systems, but adds broadcasting and color-TV manufacturing 'should continue to generate substantial volume and profit for years to come.' See . . .

Computer to be apple of RCA's eye . . . 58

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Broadcasting

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Listen, WBAP Radio is now 820 all the time.

- ☐ *Class 1-A Clear Channel — 50,000 Watts*
- ☐ *The MOR Crowd-Pleaser for Fort Worth-Dallas, the nation's 11th largest metropolitan market*
- ☐ *An NBC Network Affiliate*

WBAP
820 RADIO

P. O. BOX 1780, FORT WORTH, TEXAS 76101 • PHONE (817) 536-1983

Represented nationally by Henry I. Christal Company, Inc.



Claims shortchanging

Music-license dispute continued to boil Friday (May 8) as new affidavit came to light in which American Society of Composers, Authors and Publishers accused CBS-TV of "arbitrarily" allocating, "to the detriment of ASCAP," portion of combined time-and-program prices ascribable to time (see page 28). CBS and other networks traditionally have paid ASCAP percentages of their time-sale revenues (though CBS-TV and NBC-TV are seeking, in different ways, to break that tradition now).

ASCAP affidavit, by General Counsel Herman Finkelstein, referred to TV networks' transition from sale of program sponsorships to sale of minutes (with time and program charges covered in single price) and said it created "auditing problem" with respect to payments to ASCAP.

For example, Mr. Finkelstein said, inspection of CBS records showed that in 1963, when time and program costs were billed separately by CBS, 12 football sponsors on one October date paid CBS \$541,111, of which \$118,225 was reported to ASCAP as representing time sales. But, he charged, on comparable date year later, when time and program charges were lumped together, CBS received \$1,102,179 from 15 football sponsors but reported to ASCAP "only \$47,611.25" as portion representing time.

"Thus," he contended, "while CBS's charges to sponsors for the game in 1964 were double those of 1963, the amount in 1964 arbitrarily allocated to broadcasting facilities [time] by CBS, on the basis of which ASCAP was paid, was less than half of the 1963 amount where broadcasting facilities were billed separately" from other charges.

Affidavit also said examination of CBS records, made in 1965, showed that as CBS increased its rates for its "morning minute plan" in 1963, 1964 and 1965, it identified "smaller and smaller percentages" of those increases as representing time charges.

"As a result of these and other arbitrary accounting procedures used by CBS since 1964," Mr. Finkelstein contended, "the fees which CBS reported to ASCAP in subsequent years . . . remained almost constant — approximately \$4 million per year," although CBS gross revenues, according to trade sources, "increased substantially," from \$492.3 million in 1965 to almost \$650.9 million in 1969.

"Accounting problems" stemming from minute sales have been cited as important factor in decisions of all

three TV networks to make flat-sum settlements with ASCAP for years through 1969. ASCAP contends that under old contract, network receipts for programs could be excluded from its revenue base only if such charges were itemized separately on bills to advertisers—and that they were not so separated.

ASCAP filing was in court case regarding interim, ASCAP fees pending outcome of litigation, CBS authorities declined comment on affidavit except to say they would provide complete reply in answering papers to be filed this week.

Treats campaigns as news

KPIX(TV) San Francisco has hit on plan for covering large number of state and local political campaigns being waged this year without running afoul of equal-time law. It is extending by one hour its half-hour 7 p.m. regular newscast one night during fourth week of every month. Schedule began in April and will run through election day in November.

Station has received ruling from FCC staff that monthly extension of news program to provide 60 minutes of coverage of local and state political campaigns falls within "broad purposes" of 1959 amendment to Communications Act exempting "bona fide newscasts" from equal-time requirement of Section 315.

Files with SEC

Interpublic Group of Cos. Friday (May 8) announced filing with Securities and Exchange Commission of registration statement proposing initial public offering of 820,000 shares of common stock.

Of these, 400,000 will be sold by

company, rest by stockholders. Proceeds are to be used for repayment of \$2.5 million in debts and for domestic working capital needs (BROADCASTING, April 13).

Use media to unify: Wells

FCC Commissioner Robert Wells says operators of nation's communications facilities have duty not only to inform nation of its problems but to use media as "unifying force" and remind public of "basic tenets of our democracy."

Commissioner, in speech scheduled for Saturday (May 9) before Kansas Association of Broadcasters in Topeka, asked if dangers in failure to help provide answers to problems within nation's "traditional framework" are not as great as benefits that are derived from exposing problems.

Day earlier, he was in Fort Dodge, Iowa, addressing Iowa Broadcasters Association annual meeting, advising broadcasters not to limit their visits to congressmen when they journey to Washington with complaints. Call on FCC members, too, he said. Commissioner also discussed philosophy he is developing as commissioner—that administrative agency should follow case-by-case approach to administration whenever possible, and rely on rules only when necessary to provide predictability for those who are regulated.

Luncheon speaker at Iowa meeting, Vincent T. Wasilewski, president of National Association of Broadcasters, criticized proposed FCC license fee increases, senate-passed bill on political advertising, and divestiture rule. He described NAB efforts against these proposals. He urged newspaper owners to join fight against divestiture plan. He said AT&T rate increases for radio probably are unavoidable but NAB hopes they will be lower than original proposal (BROADCASTING, May 4).

At the barricades

"When the administration, and big television, band together to suppress legitimate dissent in this country; when they answer our humble petitions for redress with 'repeated injury'—and now death; when they give the President access to television tonight because he asks for it, and refuse it to the citizenry unless they demonstrate for it; it is they who are the handmaidens of revolution in this country, and history will so record them."

Those words from FCC Commissioner Nicholas Johnson won prolonged ova-

tion Friday (May 8) from hundreds of antiwar young people, including large number of federal employees, gathered on steps of U.S. Capitol.

At conclusion of his talk against Indochina war, Commissioner Johnson expressed support for protest scheduled last weekend in Washington. Audience showed surprise and delight as he closed with these words:

"Thank you for inviting me to stand before you today. I shall stand beside you tomorrow [at protest]. I wish for you life, and peace"—his fist shot into air—"and power."

Week's Headliners



Mr. Rogers

George M. Rogers Jr., VP-television account supervisor and director of business affairs, BBDO, New York, joins Alberto-Culver Co., Melrose Park, Ill., as director of advertising. He succeeds **Jan Schultz**, who resigns.

Clare L. Simpson, VP and TV-radio group supervisor at Young & Rubicam, New York, named VP in charge of pro-

gramming. **Kingsley Colton** appointed business manager of TV-Radio department, his former position as supervisor of business affairs will be filled by **Julian Armistead**. Mr. Armistead's duties have been in area of union relations.

R. N. Courtice, director of marketing, consumer and agricultural products, Kraft Foods, Chicago, appointed to newly created position of director of advertising, responsible for coordination of all broadcast and print advertising plus other promotion. **J. R. Blocki**, manager, advertising services becomes his assistant. Other promotions: **M. K. Ridgway**, director of marketing, non-refrigerated consumer size products, and **R. J. Miller**, director of marketing, refrigerated and frozen consumer size products. Changes are effective June 1.

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

WACO sale approved

Active week of station trading (see page 42) was capped with FCC's action, announced Friday (May 8), approving sale of WACO-AM-FM Waco, Tex., and construction permit for WACO-TV (ch. 25) that city by Waco Broadcasting Corp. (R. E. Lee Glasgow) to Waco Radio Inc. (McHenry Tichenor and others) for \$825,000. No value was assigned to uncompleted WACO-TV.

Sale was first to receive waiver of commission's newly adopted one-to-customer rule barring owner of full-time station from acquiring another full-time facility in same market (BROADCASTING, March 30).

Buyer, Waco Radio, is subsidiary of Harbenito Broadcasting Co., owner of KGBT-AM-FM and KELT(FM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and KIFN(AM) Phoenix.

WACO(AM) is full time on 1460 kc with 1 kw; WACO-FM is on is on 99.9 mc with 3.9 kw.

Vote was 5-to-1 with Commissioner Nicholas Johnson dissenting and Commissioner Robert E. Lee absent.

Admen to see color EVR

Key agency executives will get close-up look at CBS's color EVR (electronic video recording) at private showing next week. Idea presumably is to give them better understanding of capabilities against which they may think of ways in which EVR may be useful to

them.

Demonstration of system, which records images photographically and color electronically and plays it all back through attachment to conventional TV set, will be headed by Robert E. Brockway, president of CBS/EVR division. William E. Walker, president of Ross Roy New York Inc., has been designated moderator of sessions set for May 20 in New York.

War foes ask TV time

Opponents of expanding American involvement in Indochina asked networks Friday (May 8) for television time in which to present their case directly to American people.

Senator George McGovern (D-S.D.), speaking on behalf of bipartisan congressional Ad Hoc Committee for a Vote on the War, said he had asked networks for free time tomorrow (May 12). If they decline, he said, committee will attempt to raise money and buy time.

Senator McGovern and several other Senate and House members are pressing for up-or-down congressional vote on whether to authorize further funds for combat in Cambodia, Laos and Vietnam.

Meanwhile, Democratic National Chairman Lawrence O'Brien sent telegram to networks asking for live coverage of speech he was scheduled to make Saturday (May 9) in response "to views currently being espoused by

representatives of the Republican administration." Mr. O'Brien said he was entitled to time under fairness doctrine.

ABC agreed, said it would cover speech live; CBS and NBC declined, said they would cover event as they would any other news story.

Computerized avails

Breakthrough in computerized radio spot availabilities by specific product usage in more than 550 product categories is to be announced this week in New York by Jack Allen, former executive vice president of Brand Research Corp., now sole owner of Dore and Allen Inc., representative firm.

Mr. Allen recently bought out partner, Bob Dore, and firm will become Spectrum Inc. with exclusive list of 35 Negro-market stations. If agency asks for 50-market list of spray starch users in afternoon, including say 20 Spectrum stations, next morning Spectrum will deliver 175 availabilities plus product profile by day-parts and call letters in other 30 markets too. Agency then buys those through other representatives. No service charge is made if Spectrum list is used.

Chinet for spot TV

Keyes Fibre Co., New York, has designated \$1 million for advertising—half of that for spot television—in its first major TV effort for Chinet paper plates.

Beginning May 20 in 30 markets, campaign will go national with expanded distribution of product. Two 30-second commercials featuring TV spokeswoman Julia Meade have been tested in New Orleans and St. Louis with positive results. Harold Cabot & Co., Boston, is agency.

Moog sound for spots

Martini & Rossi, through Reach, McClintock & Co., both New York, in new spot radio campaign will use unique sound-producing Moog synthesizer for about 300 radio commercials per week in seven key markets, May 18-June 14. In network, more than 500 MBS stations now carry Martini & Rossi spots.

Establishes own firm

Olympic champion Bob Richards, for many years commercial spokesman for Wheaties, announced Friday (May 8) severance of all ties with General Mills Inc. and formation of his own marketing and motivation firm. Bob Richards Attainment Institute, Minneapolis. Firm's general manager is Ralph W. Klapperich, formerly executive vice president, Knox Reeves Advertising.

HEY,
JERRY BALDWIN,
AVE BUTENSKY, MIKE DREXLER,
ED PAPAZIAN AND ALL
YOU OTHER TOP MEDIA EXECUTIVES,
I'M COMING TO TELL YOU ABOUT
KAISER'S BLUE RIBBON SPOT,
TV BUYING TOOL
FOR THE '70's



At the wheel of the All-American GREMLIN is Frank X. Tuoti, Director of Sales Development, Kaiser Broadcasting. Frank didn't get to keep the GREMLIN; but you can by buying it at American Motors Sales Corp., 66th and West End Avenue, N.Y.C.

KAISER
BROADCASTING CORPORATION

KBHK TV KBSC TV WKBD TV WKBF TV WKBG-TV WKBS TV
serving San Francisco, Los Angeles, Detroit, Cleveland, Boston and Philadelphia
Kaiser N.Y. Office, 759-1100
AVCO is our Rep.



We always reach out to the people we reach.

At the ABC Owned Radio Stations, it's our responsibility not only to entertain the communities we serve, but to inform and educate as well.

That's why all our stations engage in an active campaign of documentaries and editorials on the public behalf. True they may not always move mountains, or mesh with majority opinion, but they make the community aware of its obligations. And a lot of good comes from the concern we help create.

Two of our stations came out strongly against air pollution. As a result, their communities applied pressure to local government and industry to institute new programs of rigid control.

Another station organizes a talent hunt each year. To give underprivileged kids a chance to show that they have more talent for doing right than wrong.

One station cancelled its regular programming for five hours so young people could listen to a documentary on drug addiction and call in to air their opinions. So many called in that the show ran two hours longer than scheduled.

On that same subject, another

station is cooperating with the White House in developing a new public awareness campaign.

And we were one of the first broadcasters to devote twenty-four hours to in-depth probing of an important community issue: like school bussing, abortion, and the generation gap.

Yet we're not white knights tilting at any windmill that comes along. Our involvement is backed by long hours of research into community affairs and problems. And longer hours into offering constructive solutions to those problems.

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 deep commitments to the communities they serve. And all our stations are run by executives who live in those communities. So they get personally involved.

Because once you reach out, you can reach anyone.

ABC OWNED RADIO STATIONS 

We've made a sound business out of sound.

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OpenMike[®]

Career help for 21

EDITOR: On behalf of the Office of Equal Opportunity-sponsored careers training program for TV news cameramen, a program administered by the Community Film Workshop Council, I would like to thank BROADCASTING, the television industry and especially the stations listed below who have helped to make this program a great success. Twenty-one disadvantaged young men have been trained and placed as cameramen at stations. Their placement and present professional growth reflect so well on the television industry's awareness of the vast resources available.

We hope that our success and the interest which the industry has had is evidence of even greater success for the future graduates of our TV news cameramen training program.

We want to thank the following: WSOC-TV Charlotte, N.C.; noncommercial KERA-TV Dallas; WTVJ (TV) Miami; noncommercial WETA-TV Washington; WKBT (TV) Miami; WCPO-TV Cincinnati; WHCT (TV) Hartford, Conn.; WTEN-TV Albany, N.Y.; WSWA-TV Harrisonburg, Va.; WHAS-TV Louisville, Ky.; WMAL-TV Washington; ABC, New York and Washington.—Robert Geller, *project director, The American Film Institute/Office of Equal Opportunity, New York*.

Cleaning effort backed

EDITOR: I want to convey thanks to the hundreds of stations throughout the U.S. that have helped in the SOS for Ev (Stamp Out Smut for Ev) campaign by airing the recorded announcements I sent them in December. At this writing I have received 10,000 letters supporting the campaign. The goal is to secure passage of the Dirksen anti-obscenity bill (S.-1077) as a memorial to Senator Dirksen. Senator John McClellan (D-Ark.), tells me he intends to hold hearings on S.-1077 but has not yet set a date. I am hopeful he will do so soon.

The cooperation of broadcasters throughout the nation has been heartwarming. With their help I hope we may be successful in eliminating the pollution of pornography from our environment. — Don Michel, *president, WRAJ (AM) Anna, Ill.*

Doom-and-gloom ads

EDITOR: Advertising is good news, we are told by Professor Marshall McLuhan, who points out that adless newspapers were rejected as too dull by G.I.s in World War II. Hard news and

commentary are too grim for the average newspaper reader—and presumably the television viewer — because such news is usually bad news. Advertising, with bounce, sparkle, and gaiety, restores the balance.

But the public-service announcements on the air today are largely more unpleasant than ordinary news is. Dying men coughing, mangled bodies (human or automobile), pain, suffering, disease predominate. The over-all effect is usually compounded by the placement of these PSA's within news programs and documentaries, which are usually also downbeat.

The stick-and-carrot method of human persuasion does include the carrot. The National Safety Council, Cancer Society and similar groups should be reminded of this by broadcasters, who should also strive to air the enlightening and broadening type of PSA's, rather than the depressing ones.

Otherwise, broadcasters may themselves be responsible for increasing public disaffection with television.—A. N. Feldzamen, *Chicago*.

'TV advertising is sick'

EDITOR: I am a sophomore in college and editor of the campus newspaper. It is my belief that television advertising is sick. Most of my classmates agree with me. It seems that products aren't sold because there is a real physical need for them but instead an imagined or psychological need to look, feel or smell like television tells us we should look, feel or smell. Television commercials play upon the psychological needs of the public in a way that is far from therapeutic and indeed is probably damaging.—William L. Messersmith, *Parkland College, Champaign, Ill.*

Earth station's operator

EDITOR: In your excellent April 6 coverage of plans for the Apollo 13 mission you referred to the "Western Union transportable earth station." We would like to point out that the transportable earth station is operated during all Apollo missions by Western Union International Inc., a worldwide, totally independent communications company that should not be confused with domestic organizations such as Western Union Corp. and the Western Union Telegraph Co. The international communications company has no connection with these firms.—Thomas J. Dunleavy, *senior assistant vice president, Western Union International, New York*.

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

May

May 9-17—Annual meeting of *Association of Federal Communications Consulting Engineers*. Royal Lancaster hotel, London.

May 10-13—ABC-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 10-13—Convention of *Illinois-Indiana Cable Television Association*, Springfield.

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

May 11-12—Spring meeting of *Washington State Association of Broadcasters*. Red Lion Inn, Pasco.

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.

May 12—Annual stockholders meeting, *John Blair & Co.* Dorset hotel, New York.

May 12 — Annual stockholders meeting, *Communications Satellite Corp.* L'Enfant Theater, Washington.

May 13-15 — Electronic components conference, sponsored by the *Electronic Industries Association* and the *Institute of Electrical and Electronic Engineers*. Herman Kahn, director of Hudson Institute, and Vladimir Scripkin, minister of electronics industry, USSR, among featured speakers. Statler-Hilton hotel, Washington.

May 14—Fourth annual conference on research and methodology sponsored by *New York chapter of American Marketing Association*. Keynote speaker will be Dr. George Brown, director of Bureau of Census. Americana hotel, New York.

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

May 14 — Annual stockholders meeting, *Reeves Telecom Corp.* Manufacturers Hanover Trust Co., New York.

May 14-15—Spring convention of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

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

May 15 — New York chapter of *Broadcast Pioneers' "Fun and Fellowship Festival"* at Luchows.

May 15 — Deadline for entries in annual public-service awards program for distinguished service to accident prevention during 1969 sponsored by *National Safety Council*.

Television Bureau of Advertising regional sales clinics

May 12—Midtown Tower hotel, Rochester, N. Y.

May 12—New Tower, Omaha, Neb.

May 14—Downtown motor inn, Denver.

May 14—Howard Johnson New Center, Detroit.

May 19—Cheshire Inn, St. Louis.

May 21—Imperial House South, Dayton, Ohio.

May 26—Northstar Inn, Minneapolis-St. Paul.

May 28—Merchants & Manufacturers club, Chicago.

Regional seminars of Radio-TV News Directors Association

May 16—University of Georgia, Athens.

May 16—WDSU-AM-FM-TV New Orleans.

May 23—KSL-AM-FM-TV Salt Lake City.

June 6—AP, New York.

June 6—KXL-AM-FM Portland, Ore.

June 6—WIBW-AM-FM Topeka, Kan.

June 13—WFAA-AM-FM-TV Dallas.

Meetings will begin at 9 a.m. in all locations.

oil for broadcast and print media. Entries should be addressed to public information department of National Safety Council, 425 North Michigan Avenue, Chicago.

May 16—Meeting of *California-Nevada AP Television and Radio Association*. Fairmont hotel, San Francisco.

■ May 16-17—Meeting of *broadcasting-recording industries advisory committee* to Fifth Annual Radio Program Conference. Conference, originally scheduled for Chicago two months ago but postponed due to inclement weather, will be held at Fairmont hotel, San Francisco.

May 17-19—Spring meeting of *Virginia CATV Association*. Mariner motel, Virginia Beach.

May 17-19—Convention of *Pennsylvania Association of Broadcasters*. Buck Hill Falls.

May 18—Cocktail receptions in Hollywood and New York for *Emmy* nominees and announcement of news and documentary winners.

■ May 18-19—Southeastern convention of *National Religious Broadcasters*. Atlanta American motor hotel, Atlanta.

May 19—Annual stockholders meeting, *20th Century-Fox Film Corp.* Scottish Rite Auditorium, Los Angeles.

May 19—Annual stockholders meeting, *ABC Inc.* New York Hilton, New York.

May 19—Convention of *Connecticut Broadcasters Association*, University of Bridgeport, Bridgeport.

May 20—New deadline for filing comments on FCC's Proposed "CATV Annual Financial Report." Previous deadline was April 6.

■ May 20—Annual stockholders meeting, *Entron Inc.* Sheraton Tenney Inn, East Elmhurst, N. Y.

May 20—Annual stockholders meeting, *Outlet Co.* Providence, R. I.

May 20-22—NBC-TV Network affiliates convention. Waldorf-Astoria, New York.

May 20-21—Convention of *Illinois Broadcasters Association*. Sheraton-Rock Island hotel, Rock Island.

■ May 21—Annual stockholders meeting, *The Walter Reade Organization Inc.* Thirty-fourth Street East Theatre, New York.

May 21—Spring managers meeting of *New Jersey Broadcasters Association*. Day-long conference for station owners and managers. Rutgers Continuing Education Center, New Brunswick.

May 21-22—Convention of *Ohio Association of Broadcasters*. Luncheon speaker is FCC Commissioner Robert Wells. Hilton West Inn, Akron.

May 21-23—International idea bank conven-

tion sponsored by WCAW(AM) Charleston, W. Va. Daniel Boone hotel, Charleston, W. Va.

■ May 22-24—Meeting of *Chesapeake AP Broadcasters Association*. Speakers include Vice President Agnew's press secretary, Herb Thompson; Irving Kahn, president of Teleprompter Corp., and Bob Eunson, AP assistant general manager in charge of broadcasting. Meeting will include panel of newsmen discussing legal efforts to confiscate reporters' notes.

May 23 — Presentation of *Emmy* craft awards in Hollywood and New York.

May 23—Meeting of *California AP Television and Radio Association*. Jack Tar hotel, San Francisco.

May 25—12th annual local awards, Chicago chapter, *National Academy of Television Arts and Sciences*, Drury Lane Theatre, Evergreen Park, Ill.

May 26—Public hearing of *Canadian Radio-Television Commission*. Calgary Inn, Calgary, Alberta.

May 26 — Annual stockholders meeting, *Gannett Co.*, Rochester, N. Y.

May 27 — Annual stockholders meeting, *Raytheon Co.* Lexington, Mass.

June

June 1-26—Second annual National Institute for Religious Communication conducted by the *United States Catholic Conference* and *Loyola University*. Loyola University, New Orleans.

June 2-4—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton-Park hotel, Washington.

June 4-6—Meeting of *Missouri Broadcasters Association*. Holiday Inn, Springfield.

June 7 — Telecast of 22d annual *Emmy* awards presentation of National Academy of Arts and Sciences.

June 7-9—*Florida Broadcasters Association* convention, Key Biscayne hotel, Miami.

June 7-10 — Annual convention, *National Cable TV Association*. Palmer House, Chicago.

■ June 8-19 — Communications workshop sponsored by *National Religious Broadcasters*. Campus center of Nyack Missionary college, Nyack, N.Y.

June 8-11—Convention of *Electronic Industries Association*. Ambassador hotels, Chicago.

June 11-13—*Montana Broadcasters Association* meeting, Many Glacier National Park, Many Glacier hotel.

June 13-17—*Georgia Association of Broadcasters* convention. Callaway Gardens, Pine Mountain.

■ Indicates first or revised listing.

Radio Advertising Bureau's regional sales clinics

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

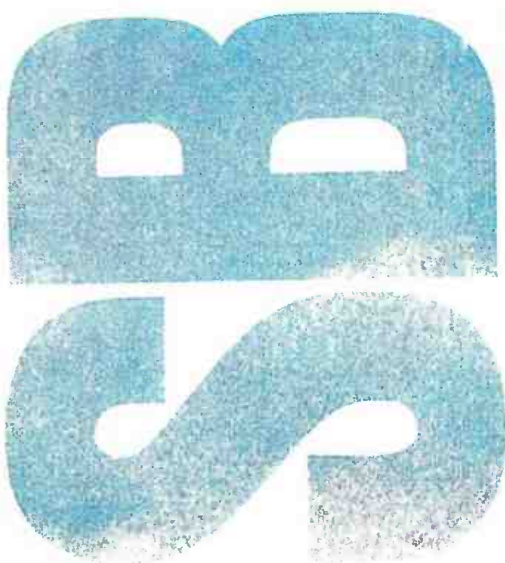
May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

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

June 11—Sheraton-Boston, Boston.



WSB



WSB



A REFLECTION OF ATLANTA

First radio station in the South. Since 1922. Vocal point of Atlanta. When you hear WSB, you hear an echo that answers the needs of Atlanta to educate and entertain. To inform and inspire. To grow. To change. To prosper with this cultural, commercial, industrial and financial dynamo in the Southeastern United States. WSB is Atlanta. And the sound you hear is the sound of progress in a community dedicated to progress.

Where communications
reflect the community

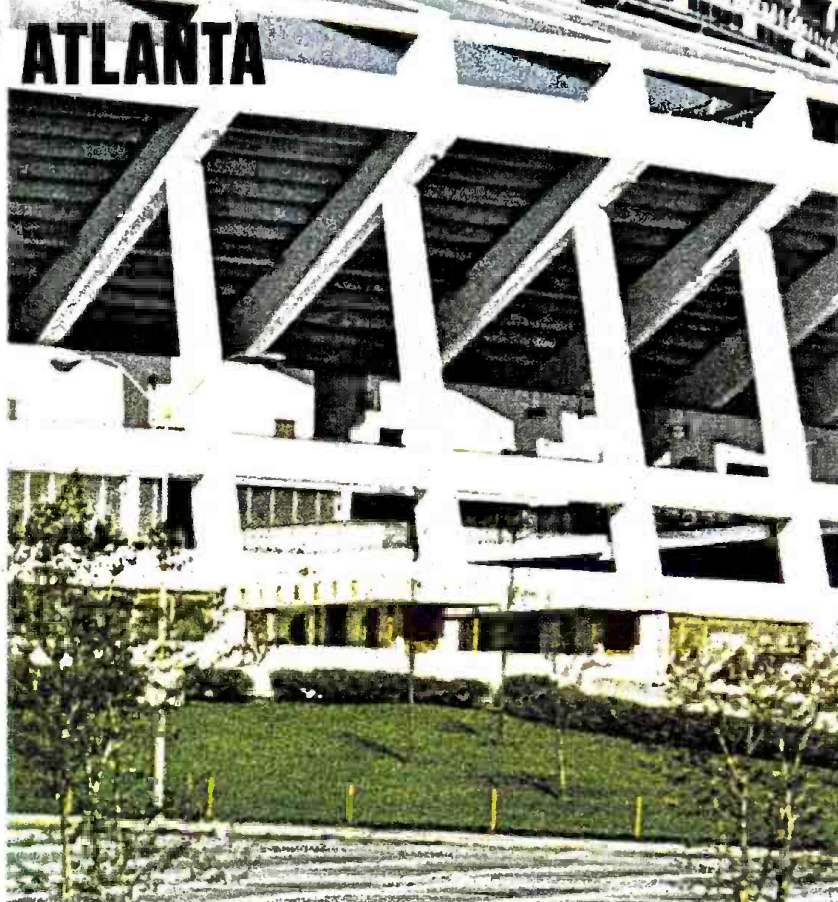
WSB Radio

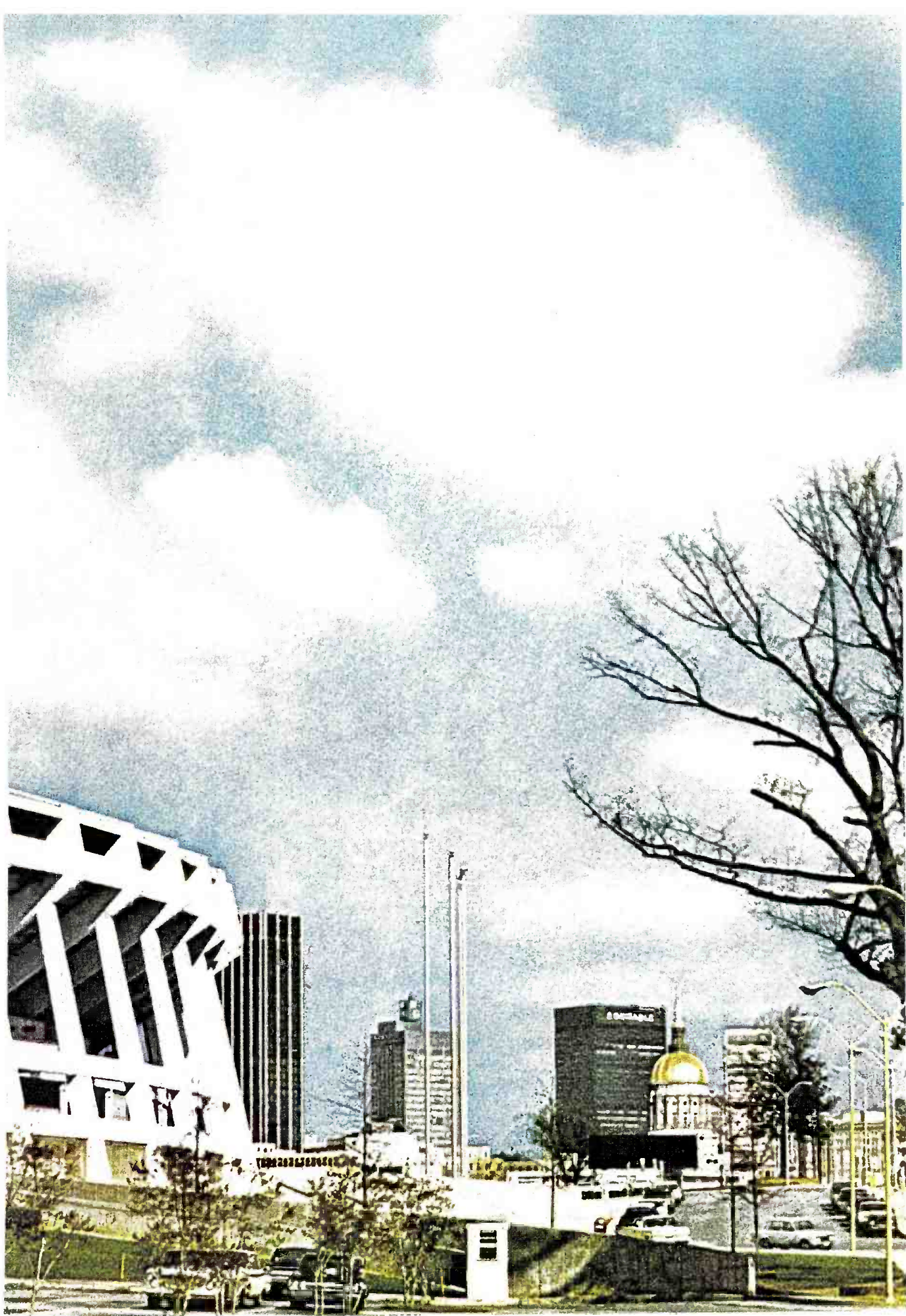


A Communications Service of
Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS

WSB AM-FM-TV Atlanta
WHIO AM-FM-TV Dayton
WSOC AM-FM-TV Charlotte
WIOD AM-FM Miami
WTIC-TV Pittsburgh
KTVU San Francisco-Oakland





How Colt 45 bridged the generation gulp

A product that didn't exist seven years ago now holds an important segment of the brewing market? Impossible, you say? But Colt 45 malt liquor did the impossible when television gave dramatic impetus to an advertising idea.

Our client, National Brewing Co. of Baltimore, generously admits today that from the second year of Colt 45's existence, advertising was the prime factor in making the product succeed. Today Colt 45 malt-liquor outsells all imported beers combined, outgosses Schlitz beer in the important New York market and is crowding Miller as the third largest selling brewed premium product in the U.S. Its sales are greater than those of the three nearest malt-liquor competitors combined.

There were two distinct stages to Colt 45 advertising.

The first stage began in Jacksonville, Fla.—Colt's test market. There a teeny test budget brought a little backing in radio. Out of that first radio advertising came a phrase that has been descriptive of Colt 45 malt liquor ever since: "Colt 45 malt liquor . . . a completely unique experience."

"Completely unique experience"—these were stuffy words that said this product was something different, although not saying it as meaningfully as they would later on, not yet as fraught with either inference or innuendo, not yet as modern, but the nucleus from which a big idea was to be created.

I believe that really terrific advertising evolves. Only very rarely is the first naked idea an ultimate solution. You refine it and you hone it and you shift it and you twist it and you hope that when you publish it or air it the first time, it has already become a second or third generation idea. You hope that you've taken it through its first early stages of evolution.

"Completely unique experience" must have been more than first generation; it demonstrated its basic strength from the outset.

The second stage, however, came when we hit the big idea. It came alive as we gave birth to a man—Billy Van, a man of late 1964 or early 1965, I can't remember which any longer, who was of his time and ahead of his time.

He was a man as contemporary as Yossarian of *Catch 22*. James Bond and Steve McQueen—a nonheroic type cast as a hero, humorous without corn,

lovable because he was funny in his heroics. His character was so exaggerated through the use of hyperbole that credibility was never expected of him, yet what he did was digestible through humor.

Our man wasn't just cool. In the face of imminent holocaust, he was positively imperturbable. All of his myriad heroics were always accompanied by a background piece of music that was just the slightest bit tipsy, although nothing else about any of the spots ever was.

Not once, from the time the first spot hit the air until today, with the same theme continuing its success unabated, has there ever been a word suggesting that Colt 45 is a potent beverage. Implication? You're damn right. Suggestion? Certainly.

Yes, everything about the commercial executions promised a stronger beer than beer—not a cheap strong beer . . . a premium one. The viewer always perceived value he was willing to pay more for. Therein lies the extraordinary success of Colt 45 malt liquor advertising.

Our first TV commercial was the one in which our hero yawns as a knife thrower propels knives at a target behind his head, shrugs as a gorgeous girl gives him an eye and sniffs as a Japanese karate expert breaks a plank over his head, but smiles and anticipates with great interest his Colt 45 as it is poured by the waitress.

It was the Pied Piper of Hamelin tooting away at those who were to join ranks and become the Colt 45 Corps—a veritable elite of drinkers, quite like

Arnie's Army.

Since 1964, we've taken Billy Van underwater, put him in a bull ring, sat him in the middle of a beach invasion. We've had animals come up and talk to him. In fact, in one spot, a monkey asks him the way to the men's room, and ostensibly, Billy doesn't find this the least bit strange. We even took our hero to the moon a full month before astronaut Neil Armstrong made it.

The implication of potency spurred package-store sales. Younger people don't frequent bars as they used to. And, it was clear that we had bridged what we called the generation gulp. We were getting most of our buyers from the under 45, young, sophisticated, college or serviceman to early-career group. In addition, we had bridged the racial gulp. We were getting a big chunk of the Negro market.

Today Colt 45 has almost 1% of the country's entire brewed beverage market.

Its yearly sales are not only more than the next three leading malt-liquor competitors put together — Country Club, Schlitz malt liquor and Champale—but we're pretty sure the sales are more than those of all the other malt liquors combined. Colt 45 is now the fourth largest premium brand in the country.

And that is the scope of the big idea—its height, its breadth, its depth. It did change the sales figures, the perspectives and the future of the whole industry.

The success of Colt 45 was the biggest thing that happened in the brewing business since Prohibition, by far.



Stanley T. Burkoff is senior vice president-creative of W. B. Doner & Co., Baltimore. He joined the firm as creative director in 1963. Prior to that he was creative director for Young & Rubicam, Toronto, and earlier was with Doyle Dane Bernbach in New York. He is a graduate of Northwestern University Law School. Advertising campaigns he has helped create, in addition to Colt 45, are Tootsie Rolls, Vlasic pickles, and packaged products for Union Carbide, Procter & Gamble and General Foods.

FOR WHOM THE BELL TOLLS



WWRL Division of Sanderling Broadcasting.

Today as every day, each hour, the mournful peal of funeral bells is heard throughout New York's Black community.

The bells toll on WWRL Radio for still another victim of drug abuse.

As the station with the largest Black radio audience in the United States, we know that we also have the largest responsibility to help the community fight back.

Since the beginning of the year, we have waged an intensive air war against heroin and the pusher, with editorials and "Specials."

We have reason to believe that we have already saved lives and helped addicts via a special WWRL phone number, by which Black New Yorkers can take action and get action.

Now, we are inviting the entire Black community to join us in a massive communications effort; a year-long campaign of 10,000 announcements . . . over \$250,000 worth of anti-drug advertising—to establish the Black community as the biggest sponsor of its own most listened-to radio station.

Representatives of the Black community, who have something to say about drugs, now can say it on WWRL.

Our microphones are open on a first-come, first-served basis, divided equally among all.

Or, if an organization prefers, it can add its name as a sponsor of our "Bust A Pusher" campaign.

We will take the message to approximately a million different listeners every week, and to most all of Black New York every month.

We think there's a lot to be learned and a lot to be gained by all who listen.

We hope that the Black community's voice will be heard and heeded.

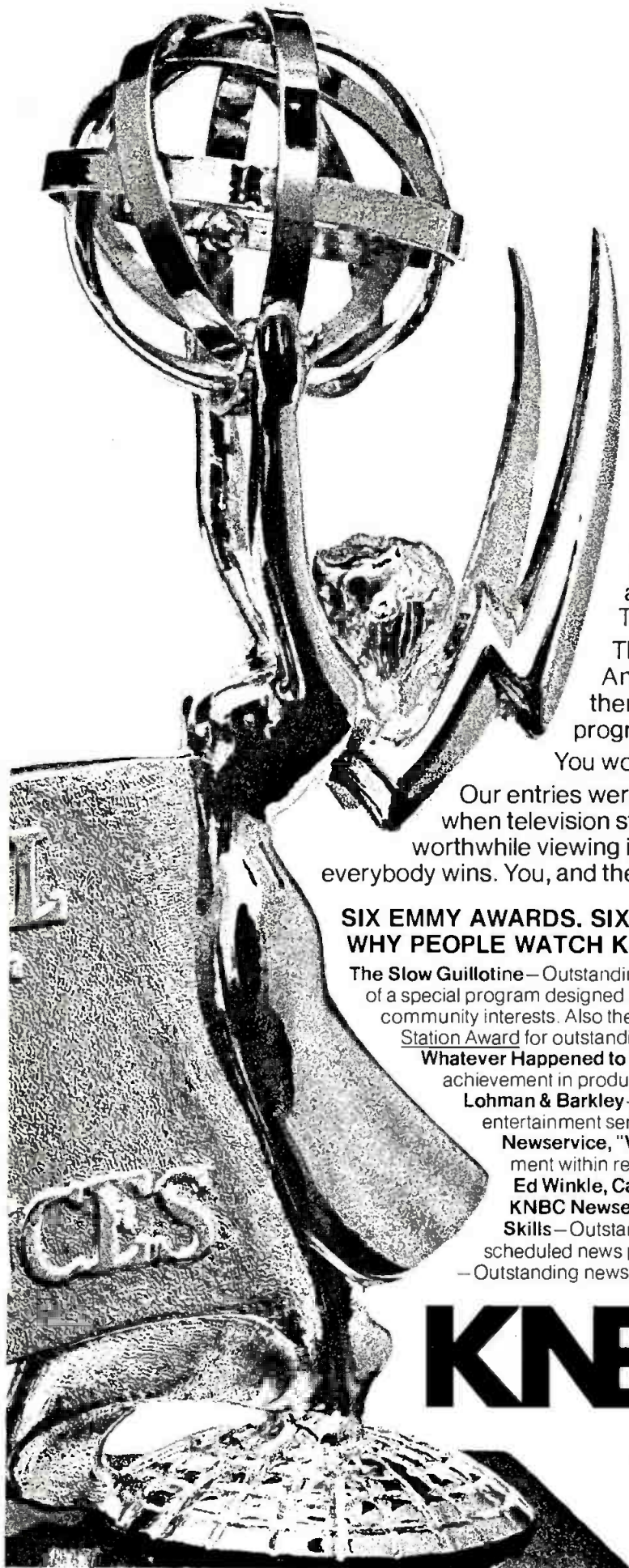
That the death-dealing narcotics traffic will be halted.

That whatever the color of your skin, you come to understand that when the bells toll—they toll for thee.

WWRL/1600

DOMINANCE THROUGH COMMUNITY INVOLVEMENT

BOX 1600 WOODSIDE, NEW YORK 11377 PHONE: (212) 335-1600



Look what you just won!

It's an Emmy, the coveted award given by the National Academy of Television Arts and Sciences for outstanding TV programming.

This year, we won six Los Angeles-area awards. Five of them for community affairs programs.

You won, too.

Our entries were but a few of many. And when television stations prepare so much worthwhile viewing in the public's interest, everybody wins. You, and the community.

SIX EMMY AWARDS. SIX MORE GOOD REASONS WHY PEOPLE WATCH KNBC—LOS ANGELES

The Slow Guillotine—Outstanding achievement in the production of a special program designed to further the advancement of community interests. Also the winner of the national Station Award for outstanding community programming.

Whatever Happened to Hollywood?—Outstanding achievement in production of a cultural documentary.

Lohman & Barkley—Outstanding achievement in an entertainment series. **Piers Anderton, KNBC**

Newservice, "Viewpoint"—Outstanding achievement within regularly scheduled news programs.

Ed Winkle, Cameraman, and Don Hoyer, Editor, KNBC Newservice, "Close-Up", Technical

Skills—Outstanding achievement within regularly scheduled news programs. **The Heart is Not Wrinkled**—Outstanding news documentary.

KNBC 4!

LOS ANGELES' COMMUNITY-MINDED STATION

Reid for Smith for Wells for Cox?

That's sequence of FCC appointments now in works as black activists press for minority representation

At the White House these days an intricate game of musical chairs is being orchestrated to begin when the FCC seat now occupied by Democrat Kenneth A. Cox is vacated at the end of Mr. Cox's term next June 30. If the game turns out as planned, President Nixon will be in a position to make four Republican appointments to the FCC in the next two years, when two terms would normally expire. As a by-product, a Republican FCC commissioner would wind up as governor of Kansas.

The unorthodox approach to the routine of filling what to the uninstructed observer looks now to be the one FCC vacancy that occurs in 1970 (in each year one commissioner's term expires) results from problems raised by the U.S. Constitution and by the frankly expressed political ambitions of one of the proposed appointees.

Some questions remain unanswered, and no commitments have been made, so the game may not be played out as it is now set up on the boards at the executive offices. But the plans themselves have been revealed by authoritative sources and, to some extent, have already been publicized.

The central figures in the enterprise are Representative Charlotte Reid (R.-

Ill.), a four-term congresswoman, and FCC Commissioner Robert Wells, the Kansas broadcaster who joined the commission in November. Mr. Wells is the player with political ambitions—to occupy the state house in Topeka.

The White House is known to have long had Representative Reid in mind as part of its answer to women urging him to appoint more women to high government posts (BROADCASTING, July 14, 1969). However, the Constitution would bar her appointment as a successor to Commissioner Cox. The commission's pay scales were raised during the present session of Congress, and the Constitution prohibits the appointment of a member of Congress to a federal post whose salary was increased "during the time for which he was elected."

Thus, present strategy, as was reported in the *Washington Star's* society pages on May 3, is, in effect, to keep Mrs. Reid in reserve for a year. That is where the elaborate pattern of the plan begins.

Commissioner Wells, who has made a favorable impression on the administration in the seven months he has been in office, has been asked whether he would consider accepting an appointment to the seven-year Cox term. He is now filling out the unexpired

term, ending June 30, 1971, of former Commissioner James J. Wadsworth, who has returned to the State Department payroll on international-satellite negotiations.

If Mr. Wells were to accept, the President would appoint another Republican to fill the remaining one year of Commissioner Wells's present term. After that, when the short term expired, there would be no constitutional bar to Mrs. Reid's accepting the seven-year term that would be available.

This strategy has been under consideration for some time, as has the name of a possible candidate for the short term—the commission's Broadcast Bureau chief, George Smith, who is 69 and close to enforced retirement at 70 ("CLOSED CIRCUIT," March 30).

However, Commissioner Wells's ambition to be governor of Kansas—an ambition he has had for 20 years—is a complicating factor. He has told friends he wants to keep open the option of deciding whether to run for the office in 1972.

Commissioner Wells is reluctant to discuss any conversations he might have had with the White House. But it is known that he was approached for the Cox vacancy by a presidential assistant, Peter Flanigan, and that he said that,



Mr. Smith



Representative Reid



Commissioner Wells

although flattered by the offer, he was determined to keep open the possibility of a run for governor in two years.

Commissioner Wells is known to feel that his views, unequivocally expressed to Mr. Flanigan, removed him from White House consideration for appointment to the seven-year FCC term beginning June 30. However, others close to the situation do not agree. They expect the appointment to be made in the face of the possibility that Commissioner Wells will resign after some 18 months in an effort to realize his political aspirations in his home state of Kansas.

And if that were to happen, President Nixon would be faced with the necessity of making another appointment—his fourth—when under other circumstances one or two would have been entailed.

Those who expect Commissioner Wells to be appointed to the Cox vacancy point out that political conditions in Kansas may not be favorable to Mr. Wells in 1972. For instance, Commissioner Wells has told friends he would not seek the nomination if the incumbent governor were a Republican. The present governor, Robert B. Docking, is a Democrat who has served two terms and is preparing to run again this fall.

As for Mrs. Reid, a broadcast-industry veteran herself (she once was an NBC staff vocalist and sang on the *Don McNeill Breakfast Club* program for three years under the name of Annette King), she denies having been approached with an offer of an FCC appointment and declines comment on whether she would accept one. She says she is "running for Congress

again"—leaving open the alternative of a run for the Senate.

It is not clear why the White House has centered its plans to name a woman to the FCC on Mrs. Reid—other women would appear to be available—or why it would implement those plans by naming to the Cox vacancy a male commissioner who has been frank to say that, come 1972, he may be heading back to Kansas and, he would hope, a term as governor.

Nevertheless, sources in a position to know say that is the plan. Thus, if Mrs. Reid has not been asked whether she would be interested in an FCC vacancy, that would appear to have been only an oversight.

Talk about the strategy to make a place for Mrs. Reid, was revived as a national campaign was being started by Black Efforts for Soul in Television to replace Commissioner Cox with a Negro or a representative of some other minority group.

Thus far, the BEST campaign has involved letters to President Nixon, every member of the Senate, the two largest newspapers in every state and black-owned newspapers and broadcasting stations. In the planning stage are full-page advertisements for the *New York Times* and, if funds are available, Negro-oriented *Jet* or *Ebony*. BEST said it is also compiling a list of blacks it regards as qualified for the commission post.

BEST, which says its aim is to improve the responsiveness of broadcasting to the needs of black people, feels that after 42 white regulators in the 36-year history of the FCC, the time has come for a black or other minority-group member to be appointed to the

commission.

In its letter to President Nixon, which was signed by William Wright, BEST coordinator, BEST expressed the view that a minority-group FCC member is important if broadcasting is to represent "the many and varied voices of the public."

"If representation and leadership from the commission can encourage expression of the desires and aspirations of excluded minorities," Mr. Wright wrote, "the minority's views can enter the mainstream of public debate, and the majority's white population can better understand the frustrations and goals of the minority. The alternative is, as the Kerner commission pointed out, further division into separate and antagonistic societies."

Mr. Wright, who reported that he has discussed BEST's campaign with White House aides and failed to receive any encouragement, said it would be to the best interest of broadcasting for it to work for a black commissioner.

Mr. Wright played a leading role in the efforts of Washington-area blacks that led last fall to the petition to deny WMAL-TV Washington's renewal application, largely on the allegation the station discriminated against blacks (BROADCASTING, Sept. 8, 1969). He has since been active in other citizens' groups' protests against renewal applications.

"They" — meaning broadcasters — "can pacify us by giving us a black commissioner," he said. "If they don't give it to us, it will only intensify our fight." A black commissioner, he added, "would be insurance against a lot of things. It would cause a lot of people to relax."

Programing

Network rule comes out of the egg

It's accepted by ABC but protested by CBS and NBC, and there are signs FCC can be talked out of it

After five years of consideration and several weeks of hesitation, the FCC last week adopted its rule to limit network domination of prime-time programing. However, its commitment seemed less than solid. Chairman Dean Burch, who with Commissioner Robert Wells, dissented, expressed the hope the commission could be turned around.

The rule, aimed at promoting diversity in program supply, will prohibit affiliates in the top-50 markets from

accepting more than three hours of network programing between the hours of 7 and 11 p.m. (6 and 10 p.m., central time) after Sept. 1, 1971.

It will also prohibit networks after Sept. 1, 1971, from engaging in domestic syndication and permit them to sell abroad only those programs they produce themselves. Networks will be barred, after Sept. 1, 1970, from acquiring subsidiary rights or interests in independently produced programs.

"Our objective," the commission said, "is to provide opportunity—now lacking in television—for the competitive development of alternate sources of television programs so that television licensees can exercise something more than a nominal choice in selecting the programs which they present to the television audiences in their communities."

"A principal purpose of our prime-time access rule," the commission added, "is to make available an hour of top-

rated evening time for competition among present and potential nonnetwork program sources seeking the custom and favor of broadcasters and advertisers so that the public interest in diverse broadcast service may be served."

The commission excluded from the rule only special news programs involving fast-breaking events, on-the-spot coverage of news events, and political broadcasts by political candidates. Documentaries and newscasts are not exempt, although the commission said it would waive the rule in those relatively few cases where stations now program one hour of local news beginning at 6 p.m. (5 p.m., central time), followed by a half hour of network news.

The commission also said it would consider waivers of the prime-time limitation for "occasional instances where a live sports event of indefinite duration not subject to network control is scheduled so that it would normally conclude before 7 p.m. (6 p.m., central time) but continues beyond that hour or such a live sports event beginning within the 7-11 p.m. (6-10 p.m., central time) period continues beyond the three-hour limitation." Requests for such waivers must be made in advance of events.

The three-hour limit applies to programs provided by any network—regularly scheduled or custom tailored—or any combination of networks. Ashbrook P. Bryant, chief of the commission's network study staff, told reporters that the rule bars a station from carrying three hours of programming from, say, CBS, and then additional programming from Hughes Sports Network Inc. or some network not yet established.

CBS and NBC denounced the rule as, in NBC's term, "misguided," and likely to have an effect opposite to that contemplated by the commission. CBS said the rule "would limit the sources of programming available to network affiliates," "require the cancellation of more than 10 hours weekly of popular entertainment programs now enjoyed by the American public," "bring about the substitution in their place of cheaper lower-quality productions" and, "since the rule provides only a limited exception for news and public affairs, impede the ability of the networks to maintain and extend their service in that important area."

Both networks said they would press for reconsideration. And CBS officials, at the CBS-TV affiliates meeting in Los Angeles on Thursday, indicated that network would appeal to the courts, if necessary—although they indicated they felt that affiliates' pressure on the commission might provide more effective, and quicker, relief.

Willard Walbridge, of Capital Cities Broadcasting and chairman of the board

Hastily formed network serves as rumor control

About 100 college radio stations set up a special network for four days last week to spread the word on "what's really happening" on campuses wracked with turmoil.

Disappointed over coverage of the dissidence by commercial broadcasters and sparked by the death last Monday (May 4) of four Kent (Ohio) State University students during an antiwar protest, the collegians began operating the network at 5 p.m. Thursday (May 7). It was expected to continue through Sunday (May 10).

The collegians were financed by an \$11,000 donation from HMH Publishing Co., Chicago, publisher of *Playboy* Magazine. The money was used to pay for regular telephone transmission lines. Metromedia Radio earlier in the week rejected a request, made through Campus Media Inc., a firm representing collegiate radio stations throughout the U.S., to lease Metromedia lines for the network.

The purpose of the network, according to Bob Steinhardt of WNYU(AM) at New York University, creator of the project, was to serve as a rumor-control center. The HMH organization, ex-

plaining its involvement, agreed to the need for such an operation. A spokesman commented: "We decided it would be a good thing to do if trouble-making rumors were scotched and violence kept down."

The network's plan last week was to broadcast for six hours a day for the four days. Among the campus stations in the network were outlets at Yale University, New Haven, Conn.; University of Maryland, College Park; Ohio University, Athens; Cornell University, Ithaca, N.Y.; Princeton University, Princeton, N.J., and Tulane University, New Orleans. Included also was non-commercial WBRs(FM) (Brandeis University), Waltham, Mass., which at the start of last week was operating through a network of ham-radio stations in a separate rumor-control project.

"We could do a hell of a better job" than commercial stations, observed Mr. Steinhardt, "We have the contacts, they don't." A similar network was set up last October among 159 college stations to report on moratorium events.

Dean Thompson of Campus Media said his firm would seek further financing to extend the college network's operation. "If it seems such a thing is needed," he said, "it may go on for a week or two."

of the National Association of Broadcasters, attacked the commission's action as "an unwarranted intrusion into the internal affairs of our industry and the relationship between networks and their affiliates. It is absolutely unnecessary.

"The principle involved—that government can tell a free medium where they should get their programming and what kind it should be—is going beyond the spirit of the traditions of our freedom."

The rule was received with some warmth, however, by ABC, which did not oppose it in the rulemaking proceeding. Leonard H. Goldenson, president of ABC Inc., said: "We think that ABC as a company not only can adapt itself to the decision without adverse effects but may attain beneficial results from the rule."

Support came also from Donald H. McGannon, president of Westinghouse Broadcasting Co., whose proposal in the five-year-old proceeding was adopted virtually intact as the prime-time access rule. He said the commission's action "affords an opportunity to the industry to bring into being a greater diversity of programming and programming sources" but that it was only a first step. "All elements—stations, networks, groups, syndicators and producers—must participate in an aggressive and creative way if the plan is to succeed."

As for the plans of WBC, an inde-

pendent producer, to provide new program material, and to fill the freed time units on its five VHF outlets, he said only that WBC "has given the matter considerable thought but that it is far too early to have concluded a schedule of specific programs." He said WBC will "continue to pursue this study industriously."

The commission itself, which was subjected to a last-minute barrage of appeals from independent producers and small-market affiliates urging it not to adopt the rule (BROADCASTING, April 30, et seq), appeared to indicate some reservations about its action. In an unusual step it announced that it would follow developments flowing from the rule "and take any remedial action that may be necessary."

It said that it would "initially do so" in reviewing petitions for consideration "which may make a case for possible revision of the rule." In that connection, the commission said it would give "serious" consideration to further oral presentations by interested parties.

The commission stressed that parties seeking a change in the rule must provide it "with facts and figures with respect to their present operation and with the most careful analyses of the impact of the rule thereon."

Station officials and network executives, who have known for more than

a month that the Westinghouse rule was to be adopted, have been giving a considerable amount of thought to the question of impact.

NBC executives, in a meeting with the affiliates' board of delegates during the NAB convention in Chicago last month, predicted the network would have less time for specials, including news specials. They also said program development would be scaled down.

CBS-TV affiliates, at their meeting in Los Angeles last week, were told that weaker shows—those the network had continued largely on faith—would become expendable. Network officials said no decision had yet been made on which programs would be dropped—but one they promised to keep was the CBS-TV Tuesday-night news hour.

A random telephoning of affiliates around the country lent additional weight to growing speculation that many stations in large markets will fill their freed time with news rather than syndicated material. In view of the encouragement it has given stations to carry more news, the commission could not fault that development—but it would not help foster the healthy syndication market the rule is designed to achieve. A number of station personnel checked were not sanguine about the possibility of syndicators providing network-quality entertainment programs.

Chairman Burch, in talking to reporters after the rules were issued, expressed the hope that, with the help of material supplied by industry sources opposed to the action, the commission majority could be persuaded to change its mind.

"There is enough indication from the last-minute filings" that independent producers "will be in with a vengeance" seeking reconsideration, he said. "And the commission," he noted, "leaves open the possibility that the rule can be changed."

The producers, backed up by unions representing workers in the movie and television-film industries, predicted that they will be seriously hurt if networks are cut back.

Overturning the rule, Chairman Burch said, "is not the great crusade of my life. But I don't think it's a good thing, and I'm going to take my best shot at it." He said it might help some syndicators who produce mass-appeal material like *Son of Lassie*, but he doubted that it would provide the public "with a new dimension in television pleasure."

Besides support from the industry, chairman Burch may be aided in his effort to scuttle the rule by the expected departure from the commission on June 30 of Commissioner Kenneth A. Cox, one of the rule's most energetic backers.

The chairman, in a dissenting statement, in which Commissioner Wells



Ashbrook P. Bryant, chief of the FCC's network study staff, which was originated in 1955 as a temporary unit, briefed newsmen last week on the FCC's new network regulations.

joined, said the commission's majority decision constitutes "an economic mistake" that "will not produce the result sought, a healthy television film producing market."

He cited information indicating that production expenses have risen to the point where a 30-minute network-quality color show will cost from \$100,000 to \$150,000, then said: "The fractionated top-50 market is simply not sufficient to sustain the expensive programming effort here required."

He said the answer to diversification of programming lay elsewhere. Subscription television, "which has a different economic base" and can present programming that is not designed for a mass audience and still be economically attractive to an entrepreneur, is one, he said. Others are CATV, which makes multiple channels available, and non-commercial educational television.

The commission, in its support of its rule, however, said "there is sharp disagreement" in the record of the proceeding on whether independent producers will be able to provide syndicated programming competitive with network offerings. It said that the dispute cannot be resolved "with absolute certainty" short of actual experience but that "the likelihood that independent production will succeed is sufficiently great . . . that it should be given an opportunity." In any event, it noted, the rule "can be changed or rescinded if it fails to

achieve its purpose."

The rule affects directly 153 affiliates in the top-50 markets that contain over 75% of the available audience—some 40.6 million television homes. But it will also affect the remaining 346 affiliates in the smaller markets, for the networks have made it clear they will cut back their programming to three hours for all stations rather than bear the expense of providing another half hour for stations serving the smaller markets.

Commissioner H. Rex Lee, in a concurring statement, warned that the commission may "take prompt remedial action" if the networks do cut back their services. Asserting that "much has been given the networks, including the ownership of 15 VHF stations in the largest markets in the U.S.," he said, "the networks cannot properly react by saying that if the dollars are not fully there, they will not fully serve."

It was understood the commissioner had in mind, as a "remedial action," a so-called "87½% rule" the commission had considered during the proceeding but abandoned. It would have permitted the top-50-market stations to accept only 87½% of the prime-time programming offered by networks. Networks would have been required to feed three-and-a-half hours of programming if the major-market affiliates were to use three hours of it.

The commission cited a number of "compelling" facts in support of its action to promote diversity of programming sources. It noted that in 1968, network affiliates carried between 3.3 and 4.7 hours a week of nonnetwork programming between the hours of 7 and 11 p.m.—between 1.2 and 1.6 hours from 7:30 to 10:30 p.m.

Furthermore, it said, nonnetwork programming "is increasingly composed" of off-network material. "A concomitant to this control of access has been the virtual disappearance of high-cost, prime-time syndicated programming, the type of programming (other than motion pictures) which must be most relied upon as competition for network-supplied entertainment programs."

Commission concern with the growing use of off-network material led to a provision in the rules barring the use of such programming in the time closed to network offerings. Feature films previously broadcast in the market are also barred. Without such prohibitions, the commission said, the purpose of the rule would be frustrated.

The commission indicated that only government action could reverse the trend of network domination of prime time. "The networks," it said, "obviously have a tremendous and, we believe, insurmountable advantage in providing programs for their affiliates." It cited the affiliate's "natural tendency" to do business with its principal supplier and

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Puzzled stations seek network word

CBS tells affiliates they may hold keys to reversal of FCC rule

The question station executives were asking last week when the general conference of CBS-TV affiliates opened in Los Angeles was: How will the network reduce its prime-time schedule to comply with the expected new FCC regulation? When the two days of meetings (see page 38) ended, the question still was left largely unanswered.

The same question is expected to be raised at ABC-TV affiliates meetings this week in Los Angeles and NBC-TV affiliates meetings next week in New York, though it does not appear on the formal agenda of either meeting.

Although the details of the anticipated FCC action had been repeatedly reported over several weeks (BROADCASTING, March 30 et seq.), the official announcement did not come until the day after the CBS-TV affiliates meeting, held on May 5-6, had ended.

On the second day of the conference, in a closed session, Robert Evans, CBS Inc. vice president and general counsel, and CBS-TV President Robert D. Wood talked in general terms about the impending FCC rule. The format for the discussion had counselor Evans interrogating Mr. Wood.

According to Mr. Wood's testimony,

the victims of an FCC rule reducing network prime time would be the weaker shows on the CBS-TV line-up—those the network formerly was able to gamble on despite modest ratings. To *Rome with Love* and *The Governor and J.J.* were mentioned as series that were renewed this season more on faith in their entertainment qualities than on proof of performance so far. With the reduction of network prime time a reality, Mr. Wood indicated, such programming gambles would not be likely.

Mr. Wood was asked to detail the specific program cuts the network would make in compliance with the FCC's new rules. He indicated that such decisions had not been made as yet but gave the assurance that CBS-TV's weekly Tuesday-night news and public-affairs hour at 10 would not be one of the programs dropped as a result of the prime-time reduction.

Mr. Evans said CBS could be counted on to appeal the FCC's decision to the courts, but a favorable court decision could not be counted on. Mr. Evans thought it likely that the new FCC rules would go into effect on schedule in September of next year. Even with fancy legal footwork, it was his stated belief that enactment could not be held off beyond possibly the spring of 1972.

Mr. Evans suggested that more legal pressure on the FCC is not necessarily the best way to combat the pending regulations. He noted that the proposed rules had been "lawyered" with a vengeance for many years. More legal briefs on the subject, in his opinion,

merely would be measured along with the tons of other such material previously filed. Instead, he feels that individual letters from station owners to the commission would have considerably more impact. These letters, he explained, should be straightforward expressions from station people as to how the FCC rule will affect them as businessmen and how it will affect the local market.

After the closed session, few of the CBS-TV affiliates questioned were willing to go on the record as to how they would fill the time turned back to them by the network under the new FCC regulations. "We can't make any decisions until we study the exact rules under which we will be expected to operate," observed the general manager of an Eastern station.

Commented a representative of a Southwestern station: "Frankly, we'll sit back and see what the competition does. This is going to be a counter-programming situation for us."

The consensus seemed to be that the large-market stations would fill much of the turned-back network time with local productions produced by their news departments. The smaller stations indicated that they would turn to syndicators for programming material. But the most distressed cry that was heard from all station quarters was that the competition for syndicated property is going to become increasingly aggressive and that the inevitable result is that syndication prices will become inflated.

"Not only will I not have as good a show to replace a network half-hour,"

the fact that distribution "is much simpler via a network."

The provisions of the rule barring networks from syndication and prohibiting them from acquiring subsidiary rights in independently produced programs would enhance the independent producer's ability to operate profitably in network television, the commission said.

It also made it clear that the provisions are aimed at eliminating what it considers anticompetitive aspects in the present program-distribution system. It said that the existence of subsidiary interests poses "a significant conflict of interest in the selection of programs by the networks." And it called the networks' operation as domestic syndicators "inherently undesirable"—they sell programs to independent stations in competition with their own programs on affiliated stations.

The commission's action climaxes a proceeding begun 11 years ago, when the commission initiated a study into network program practices. That study led in 1965 to the issuance of the so-

called 50-50 proposal which would have barred networks from owning or controlling more than 50% of their prime-time entertainment programming.

The commission said last week it dropped the 50-50 proposal in favor of the Westinghouse rule, which was offered as an alternative, because of concern over the possible impact of 50-50 on ABC. It noted that ABC had said that if it were prevented from filling out its schedule with programs obtained directly from producers, it would suffer competitively against the other networks because it is the weakest of the three. ABC had said that in the past it had not been originally chosen for the exhibition of independent programming when other network time was available and that programs were moved off ABC when possible.

However, the commission said the 50-50 proposal is not dead. It is being held "in abeyance for the time being," the commission said, "to give us time to determine whether the Westinghouse approach will achieve its intended purpose."

TV coverage plan surfaces in House

Provision limits access to hearings and contains many curbs on broadcasts

That proposal to permit broadcast coverage of House proceedings is alive again. The House Rules Committee last week voted to restore a broadcast-access provision to its pending legislative reorganization bill, which will come before the full House before the end of this month. The provision had been stricken from the bill by a special Rules Subcommittee earlier this year (BROADCASTING, Feb. 16).

If the access provision passes House scrutiny—which is doubtful—broadcast journalists will have gained a highly precarious privilege. In its present form, the proposal is more restrictive than prevailing Senate rules, and could be

complained one small-market station operator, "but it's going to cost me more to put on what has to be inferior product."

At NBC it was said last week that no formal session on the FCC rule was planned for its affiliates meeting next week, though one or more speakers, such as Julian Goodman, NBC president, and Don Durgin, NBC-TV president, may make some reference to it.

Top NBC executives met informally on the subject with the affiliates' board of delegates at the time of the National Association of Broadcasters convention in Chicago last month at the request of the affiliates board. They discussed problems of schedules should four hours per week of network feeds (one-half hour for each of six days and one hour Sunday) be curtailed. Among the points made by the network executives: There would presumably be less room for as many specials as NBC now programs; there would be an impact on new program development.

The network executives pointed out that NBC has motion-picture commitments that are three years ahead. Since features take up at least two hours of prime time, there would be less flexibility on a movie night in the schedule.

ABC authorities said nothing formal or informal was planned on the subject for their affiliates meeting this week, though executives will be prepared to discuss the rule if questions are asked by affiliates.

A closed question-answer session is scheduled during the meeting.

wiped out in a moment if House members grow displeased with broadcast coverage. The proposal includes the following stipulations:

- Broadcast access would be limited to hearings. An earlier proposal to allow some access to the House chamber was jettisoned.

- A majority vote of the affected committee's members would be required before a particular hearing would be opened to broadcast journalists. In the Senate, hearings are opened at the discretion of the committee chairmen.

- No more than four television cameras would be permitted in a hearing room, and they would operate from fixed positions. The cameras would be allocated within the correspondents' congressional galleries.

- No commercials would be permitted, and subpoenaed witnesses couldn't be televised without their consent.

- A committee would have the right to terminate broadcast coverage—either in a particular hearing, or permanently

—without giving any reason whatever for its decision.

- Tapes and films of House hearings could not be used for partisan political purposes in campaigning.

The access provision was adopted in a voice vote that was not unanimous (no count was taken). Some Rules Committee members who voted for access reportedly had reservations about it, but agreed that the issue should be brought before the full House.

The legislative reorganization bill came before the committee last month, but it was decided to delay formal mark-up until last week. The access provision itself was re-introduced by Representative B. F. Sisk (D-Calif.), chairman of the special subcommittee that did initial work on the bill. That subcommittee negotiated with broadcast journalists for several months of the conditions under which access would be acceptable to both newsmen and congressmen, but the proposal failed to acquire a clear majority at that time.

The bill goes before the House before the end of this month, and the conflict will be between the House's traditional hostility toward broadcast coverage on the one hand, and growing movement for reform on the other. Those who have given abstract support to the idea of access will "get a chance to put their money where their mouth is," as one observer noted last week—but the battle is still an uphill one.

WHYY Inc. refuses to bite

**It pays \$100 fine; FCC
continues search for
court case on indecency**

A noncommercial educational corporation today faces enough "agonies" simply in surviving; it doesn't need the added burden of challenging the U.S. government in a court case that could go all the way to the Supreme Court.

Accordingly, WHYY Inc., licensee of WUHY-FM Philadelphia, last week disappointed the FCC and paid a \$100 forfeiture for what the commission last month had said was "indecent" language on an interview program the station carried on Jan. 4 ("Closed Circuit", May 4).

The commission had hoped the licensee would refuse to pay the notice of apparent liability, thus setting up a court case that could provide the commission and broadcasters with judicial guidelines that would help them determine what constitutes a violation of the statute barring the broadcast of ob-

scene or indecent language.

WHYY in paying the \$100, said the payment is "not to be construed as an admission of liability." WHYY maintained that the language, expressed by Jerry Garcia, leader of an acid-rock group, was not indecent because the subject matter—ecology, philosophy, music—was decent. It also said that, although the challenged language was not essential to the meaning of the program, it reflected Mr. Garcia's personality and life style.

But because "of the agonies of surviving in public broadcast at this point in time," Warren A. Kraetzer, executive vice president and general manager, said last week, "we have to concentrate our resources and energies on the growth of this corporation."

WHYY Inc., licensee also of WHYY-TV (ch. 12) Wilmington, Del., WUHY-TV (ch. 35) Philadelphia, is composed of representatives of business, civic, educational and other groups. It is not affiliated with any educational institution and, consequently, lacks any continuing source of regular income. It depends on viewers and listeners, corporations and foundations for support.

Furthermore, it knows from experience the burdens of an all-out court fight. Several years ago, it fought the state of New Jersey all the way to the Supreme Court in a dispute over the state's refusal to exempt from taxation the Glassboro acreage on which WHYY-TV's transmitter stands.

WHYY ultimately won the case (BROADCASTING, Nov. 18, 1968). But, as Mr. Kraetzer said, the burden of that effort was "enormous."

Now, ironically, a "priority" item Mr. Kraetzer cited as one of the matters facing the corporation is its application to relocate the WHYY-TV transmitter to an antenna farm in the western section of Philadelphia. The effort to move into the heart of the nation's fourth largest market, is complicated by the need for a waiver of the commission's mileage-separation rules; WHYY-TV would be 26 miles short spaced to WNBZ-TV (ch. 12) Binghamton, N. Y.

There had been some speculation within the commission—perhaps based on hope—that WHYY would seek outside help, perhaps from the American Civil Liberties Union, to make a court fight over the "indecent" issue. However, Mr. Kraetzer said no thought was given to asking for assistance.

The WHYY decision to pay rather than fight does not mean the end of the commission's effort to establish guidelines governing the permissible bounds of broadcast speech. Commission officials last week said they would return to the files in search for another case for a court test.

ABC-ASCAP pact to light new fires

Demand for more specifics about \$7-million settlement expected to be made by CBS, NBC

The music-license morass developed a whole new set of quagmires last week—and also turned up a patch of semi-solid ground.

That semi-solid patch seemed apt to become a legal battleground, however, for it offered a clue to—but at the same time kept concealed—the answer to one of the biggest money mysteries of the deepening music-license controversy: how much ABC is paying the American Society of Composers, Authors and Publishers for past years' use of ASCAP music on ABC-TV.

A proposed court order covering the settlement revealed that ABC would pay ASCAP \$7 million total for prior years, including \$2.7 million already paid, but the \$7 million was for past use of ASCAP music not only on ABC-TV but also on the ABC-owned television and radio stations.

There was no indication of how the \$7 million was allocated, an omission certain to be challenged by CBS and NBC since their own pre-1970 TV-network settlements with ASCAP have been bared in detail and their attorneys have repeatedly shown suspicion that ABC might be getting a better deal.

Demands for more specifics are due to be aired May 15, the date when the settlement order is scheduled for submission to Judge Sylvester Ryan in U.S. Southern District Court in New York. The court is involved under a consent decree governing ASCAP's operations.

The ABC/ASCAP settlement may in time bring Broadcast Music Inc., ASCAP's chief rival, into the battle as well. BMI is suing ASCAP, CBS and NBC on charges of conspiracy to put BMI out of business, based in part on extra money NBC and CBS agreed to pay ASCAP for prior years (BROADCASTING, Feb. 9, et seq.).

If BMI concludes that ABC is paying ASCAP more than it was required to by contract, ABC presumably will be named a defendant along with the other networks and ASCAP.

The ABC/ASCAP agreement was only one of many developments that emerged last week. Others included:

- BMI filed a \$6-million copyright-infringement suit against NBC on behalf of all BMI writers and publishers (see page 29).

- BMI notified ABC-TV that its license to use BMI music would terminate July 1. (This notification apparently was unrelated to the ASCAP/ABC settlement agreement. BMI had

already terminated its licenses to CBS-TV and NBC-TV, effective Jan. 1 and April 4, respectively.)

- The Justice Department filed a memorandum in court supporting NBC-TV's bid for a new kind of ASCAP license—one covering only 2,217 specific ASCAP compositions and certain background music libraries instead of the conventional blanket license covering all of the millions of tunes in the ASCAP repertory (BROADCASTING, April 6).

- NBC served a similar request upon BMI—one asking for a license to use only certain specified BMI compositions rather than all of the approximately one million in BMI's catalogue.

- In court papers that explained further how it planned to operate under its proposed specified-list license, NBC indicated it would deal with program packagers instead of ASCAP for rights to music in the programs they supply, or directly with individual ASCAP members for other music not on the designated list. "Resort to a licensing society, such as ASCAP, as a middleman for the conveyance of music rights in every instance is not only unnecessary," NBC said, "but involves unwarranted overhead and other costs. The same is true with respect to music contained in motion pictures."

- The trial of still another case—CBS's suit seeking to compel both ASCAP and BMI to issue licenses under which CBS-TV would pay for music

on a per-use rather than the conventional percentage-of-time-sales basis (BROADCASTING, Jan. 5, et seq.)—was assigned away from Judge Ryan, to Judge Morris E. Lasker, also of the Southern District Court in New York. The suit was brought under antitrust laws, not under the ASCAP consent decree, but ASCAP had sought to have it assigned to Judge Ryan as the court's traditional overseer of music matters.

- In assorted legal papers ASCAP, CBS and NBC continued their arguments over what kinds of license ASCAP is or is not required to offer and what sort of "interim fees" the networks ought to pay for ASCAP music while the disputes are being litigated.

ASCAP has proposed that CBS and NBC pay about \$6 million in interim fees for blanket licenses for 1970, noting that in their prior-years settlements they specified \$5.68 million as their respective payments for 1969. But both CBS and NBC contend (1) they do not want blanket licenses, and (2) the \$5.68-million figure for 1969 was a gross exaggeration of the actual value of the music (BROADCASTING, April 4).

The Justice Department memorandum filed with the court last not only supported NBC's bid for a license limited to specified works but also urged the court to give NBC an interim license on the limited-list basis.

The memorandum, by attorney John L. Wilson, said that, in fact, "the interim license might afford a useful opportunity to gain experience with licensing of individual compositions."

Mr. Wilson held that the ASCAP consent decree specifically requires ASCAP to license individual compositions upon request by the members whose music is involved and by the user.

"Since ASCAP has refused to carry out its obligation [under the consent decree] to notify its members in interest of the NBC request, the court should order ASCAP to promptly send such notices," Mr. Wilson's memorandum asserted.

"ASCAP will also apparently refuse to issue a license to NBC to individual compositions even if requested to do so by both NBC and the members in interest. When so requested, the 'consent decree' does not give ASCAP the discretion to refuse to comply with the request of its members and the user."

Mr. Wilson also said "substantial antitrust questions" would be raised if an ASCAP member granted ASCAP the



Mr. Rubin

right to license his works as part of the ASCAP repertory under a blanket license but then refused to let ASCAP license his works separately.

He said that in the only industry where compositions are licensed individually—the motion-picture industry—the system has worked without the court's having had to make, even once, a determination of the reasonableness of the fee demanded. He recognized that there are "marked differences" between TV and motion pictures in terms of quantity of music involved, for example, but suggested that "the working of the marketplace" would keep the courts from being over-burdened with litigation stemming from individual licensing.

"If an ASCAP member quotes a price that is unreasonably high for a license for a particular composition," he said, "NBC is not likely to run to the court for aid. Instead it will simply do without that particular composition. It will substitute one that is more reasonably priced.

"After a few such experiences, ASCAP members will no doubt reduce their asking price a bit. And on the other hand, if too many ASCAP members set high prices and refuse to license for less, then NBC may find that it indeed must pay those high prices if it is to get the music it desires, for if it doesn't, it will have to make do with second-rate or unsatisfactory substitutes.

"This is very different from the situation that occurs if ASCAP sets an unreasonably high price on its entire repertory. While NBC can do without any individual composition, it cannot very well do without the entire ASCAP repertory. It therefore has no alternative but to bring the matter to this court. We think it is significant that all the litigation in this court concerning music-license fees has involved licenses for the entire repertory and that none has involved individual composition licenses.

"We recognize that the court cannot put itself in the position of having to determine the value of each of 2,217 compositions. It would by necessity either set an average figure or permit ASCAP or the ASCAP member to set a price on the compositions and permit NBC to protest only those that it deems unreasonable.

"Perhaps the court might do neither, simply permitting those of ASCAP's members who wish to set unreasonable fees to do so. NBC would presumably refuse a license at such fees and seek substitute material. It is of course, essential that the members not act in collusion in setting their fees or in refusing to negotiate with NBC."

NBC insisted, in an affidavit by Aaron Rubin, financial executive vice president, that despite ASCAP's charges to the contrary, NBC has no intention of limiting its use of ASCAP music to

BMI suit asks NBC for \$6 million in damages

A \$6-million copyright-infringement suit was filed by Broadcast Music Inc. last week against NBC on behalf of all BMI writers and composers.

The suit charged that since April 4, when BMI terminated NBC-TV's license to use its music, NBC-TV has committed "hundreds" of infringements. They have been "so numerous as to inhibit precise statement of their number except by estimate," the complaint asserted.

The suit was the first of its kind, a "class" action representing all BMI affiliates and seeking punitive as well as statutory damages, filed by BMI in its mounting dispute with the TV networks. With individual members it has filed a number of suits against CBS-TV (BROADCASTING, Feb. 23, et seq.). ABC-TV still is holder of a BMI license but BMI has notified it that the license would terminate July 1 (also see page

the approximately 2,200 compositions for which it is seeking a license.

The 2,200 he said, represent "a nucleus" of ASCAP works that have played most frequently on NBC-TV in the past and seem likely to be used with some frequency in the future, particularly on variety shows.

But, he continued, "NBC intends to continue to have those persons who determine the artistic content of its programs—the artist, writer, producer or packager—continue, as they now do, make their selections of music solely on the basis of program value.

"If they select music which is not on the list of designated compositions, NBC will use its best efforts to license such compositions at the source or give the program producer an opportunity to obtain a license. No music will be foreclosed unless the composer or publisher refuses to license it on competitive terms."

Mr. Rubin noted that synchronization or mechanical-reproduction rights are licensed separately and, in NBC's experience, "can almost invariably be obtained by a telephone call" whenever a TV program is to be repeated. A standard fee has evolved, he said, and "there is every reason to believe" that individual licensing of performing rights would develop in a similar pattern.

Mr. Rubin said a major portion of the music on NBC is written specifically for—and therefore played only on—particular program series. There are currently about 50,000 total uses of ASCAP music on NBC-TV each year, he said, and of these about 4,300 are NBC's own themes and 31,500 are sup-

28).

The suit against NBC charged infringements in the performance of five specific works: "Mrs. Robinson," by Paul Simon of Simon and Garfunkel; "A Boy Named Sue," by Shel Silverstein; "Cotton Fields (The Cotton Song)," by the late Huddie Ledbetter; and "Eleanor Rigby" and "Yesterday," both by John Lennon and Paul McCartney of the Beatles.

The NBC-TV programs on which they allegedly were performed without license were, respectively, *TCB* on April 20, *Dean Martin Show* on April 9, *Kraft Music Hall* on April 29, *TCB* April 20 and *Andy Williams Show* on April 18.

Mr. Simon and the publishers of the compositions joined BMI as plaintiffs in the suit. They ask that NBC be enjoined from infringement of BMI works and be required to pay them "such damages as are sustained in consequence of [NBC's] unlawful acts," in addition to "at least" \$6 million in punitive damages.

plied by and controlled by 18 independent packagers.

Mr. Rubin said NBC agreed to its past-years settlement with ASCAP at least partly as a result of the change in the way networks do business, from sale of "sponsorships" to the sale of "minutes" in which advertisers are charged a single price covering both time and talent.

ASCAP's network contracts historically have called for payment of fees based on net revenues from time sales, but Mr. Rubin said ASCAP contended it should be paid on the basis of "minute" sales—even though minute prices cover talent as well as time—because the time portion of the minute price was not billed separately.

"This was, of course, tantamount to a demand that NBC pay a percentage of its gross receipts [to ASCAP]," Mr. Rubin asserted. "This potential exposure of having to compensate ASCAP on the basis of gross receipts was, as noted in my [earlier] affidavit, one of the factors which led NBC to make the settlement it did."

Both Mr. Rubin and CBS, in an affidavit by Richard Green, New York attorney, contended that ASCAP is again trying to tie its fees to the network's gross revenues instead of time sales.

Mr. Green said ASCAP was using "arithmetic gymnastics" to get a new fee formula never before used.

Mr. Rubin renewed his insistence that NBC's use of ASCAP music had declined by more than 50% (BROADCASTING, April 4).

In the ABC/ASCAP settlement, ABC agreed to pay \$7 million in full settlement of (1) all ASCAP license fees

for the ABC-TV network through 1969; (2) all fees for the ABC-owned TV stations through 1967, and (3) all fees for the ABC-owned radio stations through 1968.

For the ABC-owned TV stations, the proposed order revealed, ABC is taking an ASCAP blanket license on the same terms that ASCAP and the All-Industry TV Music License Committee finally negotiated for independently owned TV stations last year, effective Jan. 1, 1968. Hence the Dec. 31, 1967, end date for the prior years' settlement on fees for the ABC-owned TV stations.

This phase of the agreement also provides that if CBS or NBC negotiates a different form of owned-TV-station agreement with ASCAP, ABC will have the right to substitute those terms for those in the all-industry agreement.

The settlement for ABC-owned radio stations was for the period through Dec. 31, 1968. From that date, the stations presumably have a blanket license on the same terms negotiated in 1967 for nonnetwork-owned radio stations by ASCAP and the all-industry Radio Music License committee.

What form of license ABC is seeking for its TV network, effective the first of this year, was not disclosed.

It was revealed, however, that ABC had brought its ASCAP accounts up to date for music on the ABC Radio Network.

More than five years ago an interim order was issued under which ASCAP has kept payments by the various radio networks in a form of escrow, pending final determination of new network-radio licenses. Last week's proposed order indicated that ABC Radio had paid ASCAP \$612,000 under this order and has agreed to release that amount to ASCAP, with interest, in settlement of claims through 1969.

That \$612,000 was in addition to the \$7 million in the other phase of the settlement. Of the \$7 million, ABC was said to have made previous payments totaling \$2,746,722.02. It agreed to pay the rest — \$4,253,277.98 — within 10 days after the court signs the order approving the deal.

New interest in CATV

Nicholson-Muir Productions, Larchmont, N.Y., reported last week it will expand its activities from TV production for stations and networks into CATV. Under the umbrella title of *The Video Encyclopedia*, the programming will consist of various informational series. Nicholson-Muir is working on prototypes of several series at its studios in Larchmont. The company will move into a new production complex in Mamaroneck, N.Y., in the spring of 1971, and the programming for CATV will be produced there.

Ads, program service for CATV to be tested

Monitel to begin trial Aug. 15 on five systems to study feasibility

A test of a programming service and advertising for cable systems is set to start Aug. 15 in five cities by Monitel, a service of the *Readers's Digest*.

A Monitel principal, Ed Gray, former McCann-Erickson agency executive, created a stir at a conference on cable programming in Chicago two weeks ago (BROADCASTING, May 4) when he suggested that the only answer for the sale of national advertising to help pay for local programming must be a national interconnected CATV network.

Last week, Monitel spokesmen acknowledged that a six-to-eight-week test of its service and of advertising would begin Aug. 15 on an independent cable system in Marietta, Ohio; a Cox Cable operation in Macon, Ga.; an American Television & Communications Corp.-Jerrold CATV in Melbourne, Fla.; a Columbia Cable system in El Centro, Calif., and another system to be selected.

Monitel said it would test the "concept of the advertising, the program service and the equipment." It described the service as 24 hours of programming offering time, temperature and weather forecasting; editorial information (news and informational segments and public service messages), and advertising.

National advertisers will be obtained by Monitel and "community local spots" by the systems involved. No advertiser names were revealed. Monitel spokesmen said the company preferred not to identify the sponsors at this time.

Subscribers to systems taking part in the test will be informed of the experimental programming and its availability and will be asked to cooperate with surveys.

Monitel said the surveys will include, among other things, a determination of the feasibility of such a service, the public's reaction to both the service and the advertising, and the degree of satisfaction expressed by the advertisers themselves.

Broadway theater on MBS

Drama from the Broadway theater will be presented on the Mutual Broadcasting System on an experimental basis, starting May 17. The first program in the series, titled *Sound Stage*, will be "Death of a Salesman," starring Lee J. Cobb, Mildred Dunnock and Dustin Hoffman (6:35-9 p.m.).

The series is being offered in cooperation with Caedmon Records, New

York, which has recorded many American and European dramas staged on Broadway. Mutual said the first offering will be on a sustaining basis, and depending on affiliate and listener reaction, may offer subsequent dramas for sale by the network and local stations. Under its agreement with Caedmon, Mutual may broadcast the dramas on a once-a-month basis.

Firm will tape, edit Grambling football

Black Associated Sports Enterprises, Beverly Hills, Calif., has signed an exclusive television contract with Grambling College, Grambling La., to videotape 13 weekly half-hour football shows. The contract was seen as a first step in a project that aims to form a black-college sports network (BROADCASTING, Jan. 19).

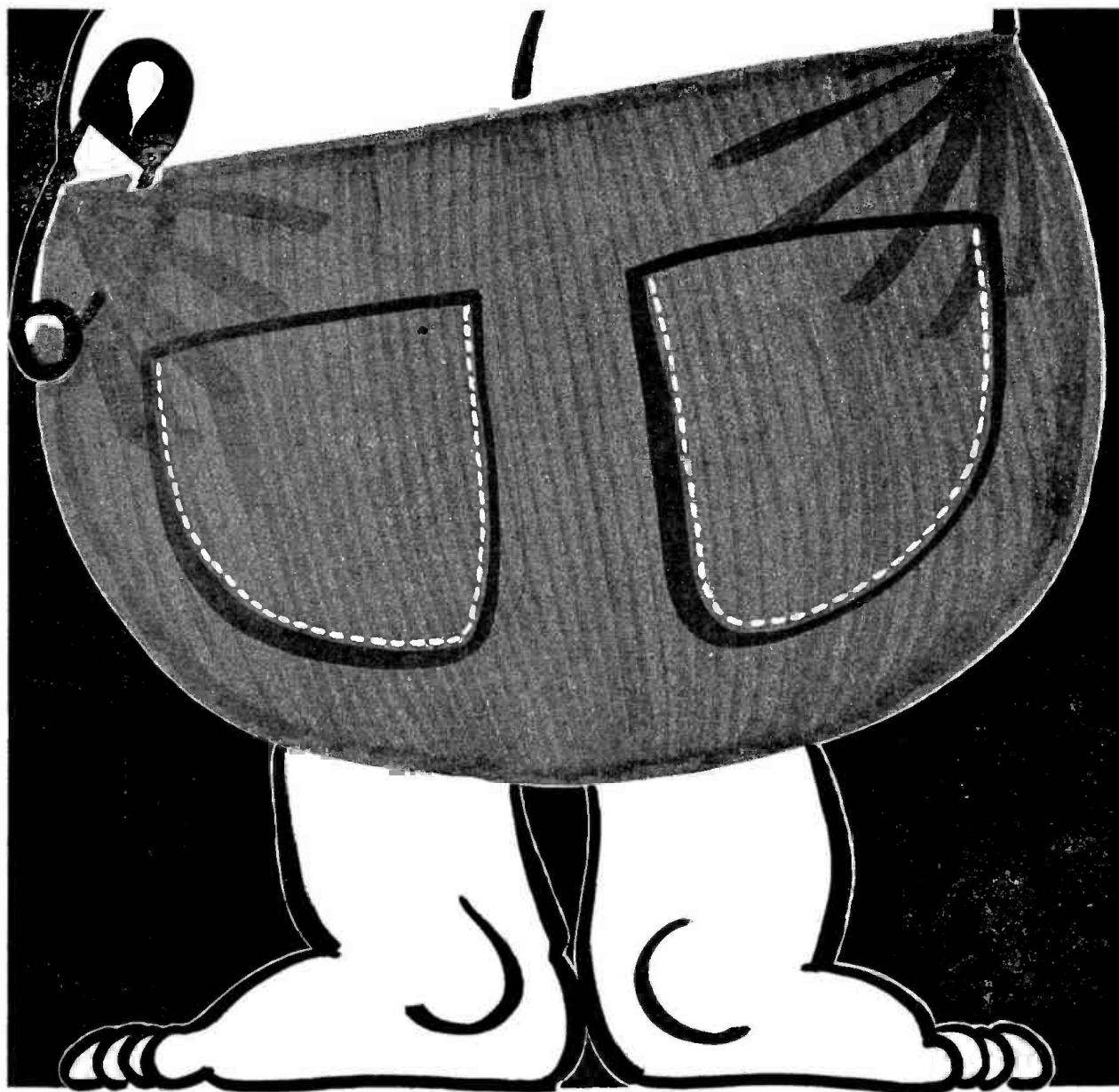
The proposal for the network was announced early this year by Jim Hunter, president of BASE. Mr. Hunter also is vice president of Concepts International, the Los Angeles firm that has been promoting the black-college sports network.

Mr. Hunter said that the complete Grambling schedule will be video-taped in color on location and edited for delayed telecast in major markets throughout the United States. Mr. Hunter has said he believes there is a good market for such a program. This would be the first time black college football has been taped for major TV distribution. Each show is to be 24 minutes long with six one-minute commercial breaks. Willie Davis, former Grambling all-American and former all-pro defensive end with the Green Bay Packers, has been signed as host for the shows. Mr. Davis will share the microphone with Coach Eddie Robinson, who has guided Grambling teams to football fame.

The TV shows will use the standard techniques of instant replay, stop-action and close-up shows with background music, half-time spectaculars and short histories of Grambling football opponents.

Hillman award for special

NBC News producer Fred Freed was honored last Tuesday (May 5) with a 1969 Sidney Hillman Foundation Award for outstanding achievement in mass communication for his documentary on pollution, *Who Killed Lake Erie?* Mr. Freed produced, wrote and directed the one-hour TV special, which was broadcast Sept. 12, 1969. Other winners were in the magazine, newspaper and book field. The foundation was created by the Amalgamated Clothing Workers of America in 1946, shortly after the death of its president, Sidney Hillman.



Big for our age.

We're just 19 months old. We walk and talk. We've built a building out of real blocks. Some building! It's one of the best-equipped and most professionally run facilities in the country.

Now, we can even count up to 12. That's our Metro Share* in Cleveland from sign-on to sign-off Sunday thru Saturday. In fact, our prime time movies have hit 15 shares in the same primer.

The baby did great against the older kids on the block . . . NBC, Storer (CBS), Scripps-Howard (ABC) and Kaiser.

We programmed and promoted them right out of their rocking chairs. And now Cleveland's number 1 independent is also the top-rated independent UHF in prime time in the country.

We proved once again that babies perform better in front of a large audience.

Nationally: Ask Petry

WUAB 43

A subsidiary of
United Artists Broadcasting Inc.
 Entertainment from Transamerica Corporation
 WUAB, INC. Lorain-Cleveland, Ohio



ARR Feb.-March 1970

**The Cox
radio stations
where they
the ordinary.**

Broadcasting did not get are by doing

These extraordinary radio stations,
WSB AM & FM Atlanta, **WHIO AM & FM** Dayton,
WIOD AM & FM Miami, and **WSOC AM & FM** Charlotte,
announce a new national sales representative,
effective May 16. **CBS Radio Spot Sales.**

Kodak stockholders treated to a view-in

WHEC-TV erases long-distance gap by bringing annual session home via live TV, film

Eastman Kodak Co. and WHEC-TV Rochester, N. Y., have upstaged Mohammed and his mountain. They also demonstrated another of television's many uses, this one encompassing community relations for corporations.

Although Eastman Kodak, the major producer of film, cameras and related equipment, is based in Rochester, it is required by its by-laws to hold the annual meeting in Flemington, N.J., its incorporation site. This year, for the April 28 meeting, Kodak wanted to communicate directly with some 43,000 of its shareholders holding nearly 29 million shares, its employees and the Rochester community. It decided to use television, and a special *Report to the Community* was carried live the evening of the annual meeting on WHEC-TV.

The telecast featured Kodak executives, Dr. Louis K. Eilers, president; William S. Vaughn, board chairman; Gerald B. Zornow, executive vice president, and Frederic S. Welsh, vice president for corporate relations. The company officials answered questions phoned in by the TV audience. Their live performance was preceded by a lead-in film about the company and silent film, shot earlier in the day at the annual meeting in Flemington.

Presentation of the program required extensive advance planning and involved some tight logistics on the day of presentation. A team of camera crews from WHEC-TV was flown to Flemington, 315 miles from Rochester, to film the highlights of the actual meet-

ing which began at noon. Minutes after it was concluded the crews and the Kodak executives were flown back to Rochester where the film was processed and edited for the 8:30 p.m. telecast.

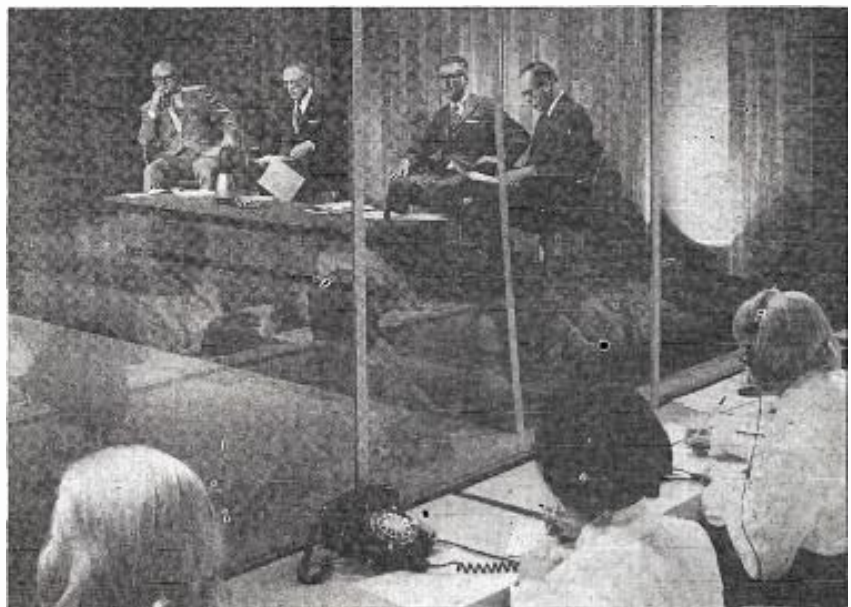
Although only a small percentage of calls could be answered on the live program, each questioner received an answer by mail from a corporate executive. The telephone lines were activated a half hour before the program began and kept open for one hour after it

ended. Sixty telephone lines operating on one number were used.

During the telecast, 1,407 calls were completed and more than 13,000 busy signals were recorded on a WHEC-TV counting device.

The entire show was recorded on video tape for transfer to film, which Kodak plans to use in other cities where its plants are located.

C. Glover Delaney, general manager of WHEC-TV, commented: "When we were first contacted to produce a report to the community for Kodak, I thought we might be in over our heads. After all, this kind of programming is difficult at best and certainly it is not usually considered at the local level."



Flanked by a battery of operators and facing the WHEC-TV cameras (l-r): Mr.

Zornow, Mr. Vaughn, Dr. Eilers and Mr. Welsh.

An antiwar slant in Cronkite newscast?

The concluding business session of last week's CBS television-network affiliates meeting in Los Angeles was held in Studio 33 at CBS's Television City in Hollywood where Walter Cronkite was airing his nightly half-hour *CBS Evening News*. Some 500 station executives and others were invited to sit in on the newscast as a live audience, reportedly the first audience, let alone one of such size, to watch Mr. Cronkite at work. Also present were Richard S. Salant, president of CBS News; and Bill Leonard and Gordon Manning, vice president. Everyone interpreted the event to mean that CBS News was putting its best feet forward.

And then the unexpected happened.

Shortly into the news program, a report from Vietnam on the Cambodian situation was presented via satellite. CBS correspondent Gary Shepherd was shown interviewing American troops of an infantry company shortly before they were to be flown into Cambodia. Three soldiers were interviewed and each expressed his reluctance to join the fight. One particularly strong objection by one of the soldiers was repeated due to an editing error. That did it.

After the newscast, in a closed session, at least one affiliate reportedly voiced his objection to the incident to Mr. Salant, who along with Mr. Manning and Mr. Leonard, was fielding questions from the audience. Privately, several other affiliates voiced their own doubts over the fairness of eliciting

from men on the eve of battle traditional and typical gripes over supplies and officers and concern over whether their participation in a battle is necessary. Some said it typified a liberal slant to network news. Others said they didn't want to censure the CBS News operations which already are under fire.

CBS-TV shuffles part of its daytime line-up

Starting in September, CBS-TV will program as a daytime strip selected rebroadcasts of its nighttime half-hour series *Family Affair*. It will be the first time presentation of the comedy series in an out-of-prime-time slot. Announcement of the move was made last week at the CBS-TV affiliates convention in Los Angeles by Fred Silverman, the

network's vice president in charge of program planning and development.

Slotting of *Family Affair* will begin Sept. 7. It will be shown across the board at 11 a.m., replacing *The Andy Griffith Show*, which will be coming out of the daytime schedule. Mr. Silverman said the change was motivated by "a sharp decline" in the audience viewing the *Andy Griffith* series and by the program's failure to deliver a sufficient number of women viewers as a lead-in to the serial, *Love of Life*.

Mr. Silverman also gave an indication that the daytime run of the *Gomer Pyle* series, now shown at 4 p.m., soon may be coming to an end. Acknowledging that the series, since last fall, has been generating impressive ratings, Mr. Silverman explained that "unfortunately, there are only so many episodes in the can, and eventually the well will run dry." In facing such a contingency, Mr. Silverman said the network is currently developing several live-show possibilities that could be used as replacement product for *Gomer Pyle* in the daytime during the next broadcast season.

Another postscript to WETA-TV firing

The board chairman of noncommercial WETA-TV Washington said last week on the Mutual Broadcasting System that conservative commentator Fulton Lewis III had "abused his privilege as a commentator" in dealing with the firing of news editor William Woestendiek.

Dr. Max Kampelman accepted Mutual's offer of time to answer Mr. Lewis after the right-wing news analyst charged in a broadcast that the station's former news editor was fired because of a political disagreement. Mr. Woestendiek was dismissed when his wife accepted a job as press secretary to the attorney general's wife (BROADCASTING, April 27, May 4).

Mr. Lewis also called for a closer look at the political affiliations of Dr. Kampelman, a long-time associate of former Vice President Hubert Humphrey. The essence of the commentator's attack was that Dr. Kampelman has been intimately linked to politically and ethically suspect Democratic causes and should not be the board chairman of a federally subsidized educational station.

In his response, Dr. Kampelman said it was "an absolute lie and totally unfair to our manager" to assume that Mr. Woestendiek was fired because of an association with the wrong politicians. The board chairman noted that he personally had opposed the firing, but added that the station management and trustees had acted in good faith because they feared that the news program's

credibility would be jeopardized by Mrs. Woestendiek's job.

As for the charges relating to his political and personal associations, Dr. Kampelman rejected them in detail as misrepresentations prompted by resentment.

KWIX disavows any blanket censorship

KWIX(AM) Moberly, Mo., now says it does not automatically exclude from its newscasts all stories dealing with "radicals and kooks." As a result, the hot breath of the FCC is no longer on its neck.

The chief of the commission's complaints and compliance division, William B. Ray, wrote KWIX in March after reading a story in BROADCASTING reporting that the station was excluding from its newscasts stories dealing with what it and Vice President Spiro T. Agnew called "radicals and kooks," (BROADCASTING, March 30). Such a policy of deliberate exclusion of a particular category of story raises questions about the integrity of a licensee's news reports, Mr. Ray wrote.

In response, Jerrell A. Shepherd, the station's owner, explained that the practice had dovetailed with the station's policy of concentrating on local news events. Kwix devoted only about 10% of its news time to news of national and international events, he said: As a small station in a rural area, he feels local news is its strong suit.

Furthermore, he does not believe "a 'sit-in' or a handful of students marching somewhere" are important national stories. "We agreed, and still do," with Vice President Agnew and Billy Graham that dissents have been overplayed, he said, adding:

"To strike a balance, we decided to edit out of the 10% national news the few stories we were carrying of the 'radicals and kooks' for a while, as this seemed to be the main news on and in other news media." (He said the television stations and networks "have been especially good in carrying most of the details on film and in color of

NATPE Houston-bound

The National Association of Television Program Executives has announced that its next conference, scheduled for Feb. 17-19, 1971, will be held at the Astroworld in Houston. It was also announced that the board of directors has approved the restoration of formal speeches and presentations, banned at the past three meetings, and will invite a number of nonbroadcasting dignitaries to take part.

the protesters and dissidents.")

However, "about two weeks prior to commission inquiry," he said the station changed its policy. Stories of the kind in question were to be reviewed by news management to insure "that only stories of dissidents and protesters of a major nature and of true national importance were delivered." He did not explain the reason for the change other than to say that the station's "chief concern has been responsibility" to its audience.

Mr. Ray, in his reply, restated the view that the commission believes it would not be in the public interest for a station to reject presentation of views simply because it disagreed with them or to arbitrarily reject news about groups. And the commission, he wrote Mr. Shepherd, accepts his letter "as a statement of your present policy, as contrasted to a policy of excluding all news, regardless of its importance or significance, about any category of persons or events."

New sports firm starts with NFL radio series

Javelin Sports Corp., New York, has been formed for TV-radio production, sales representation and consultation in all areas of sports, it was announced last week ("Closed Circuit," April 20). Its initial project is a one-hour program, *The Computerized NFL Game of The Week* for radio.

Officials are Harry Weltman, president, and Phil Harmon, vice president, formerly executives with NFL Films. Maurice Gable, president of Gable Enterprises Inc., New York, marketing-promotion firm, is a director of Javelin Sports. Headquarters is at 225 East 46th Street.

Catholic broadcasters present Gabriels

The Gabriel Awards of the Catholic Broadcasters Association were presented to 15 stations, networks and individuals at the association's annual conference in New Orleans on Thursday (May 7).

The radio-station award went to KFVB(AM) Los Angeles; the television-station award went to WMAQ-TV, Chicago, and an award for personal achievement was presented to Dr. Everett C. Parker, director of the office of communication of the United Church of Christ.

Individual awards for series, programs and public-service announcements went to: NBC for *The Ship that Wouldn't Die—The USS Franklin*; wood-TV Grand Rapids, Mich., for *Another America*; Paulist Productions,

Los Angeles for *The Day God Died*; the Lutheran Church in America for *Stalked*; the Jewish Community Council of Metropolitan Detroit and WXYZ-TV Detroit for *Isaac Levi*; CBS for *CBS Children's Hour*; JT; WKYC-TV Cleveland for *We're Young*; WPHL-TV Philadelphia for *Where Are Your Children*; WJR-AM-FM Detroit for *Quest for Mystique*; St. Francis Productions for *Sounds of Love*; WXTG(FM) Grand Rapids, Mich., for *Essays in Ebony*, and the office of Radio-TV of the Episcopal Church for *Spectator Sport* and *A Cry for Help*.

Dodd gets ABC apology for pre-election show

Senator Thomas J. Dodd (D-Conn.) last week complained to the FCC and to ABC over remarks made on the air by actor Paul Newman. By the end of the week, Senator Dodd had received apologies from ABC President Leonard Goldenson and talk-show host Dick Cavett.

In an appearance on Mr. Cavett's program, Mr. Newman spoke for several minutes about his activity on behalf of the Rev. Joseph Duffey, who is one of Senator Dodd's Democratic opponents. The senator promptly complained that the remarks constituted an attack on him, and that they were broadcast the night before a number of town primaries were to be held in Connecticut.

After examining the transcript of the remarks, Mr. Goldenson agreed with Senator Dodd that the remarks "should not have been broadcast" at that particular time. "I personally apologize to you for this oversight," he said. Mr. Cavett offered an apology on the air late last week.

The FCC staff reportedly requested a transcript of the broadcast last week.

Plugs for candidates inaugurate tape project

Organization of a program of videotape recordings for use by its members has been undertaken by the Pennsylvania Community Antenna Television Association. The first offering is a tape of the two leading candidates for the Democratic nomination for governor—Milton J. Shapp and Robert Casey.

The one-hour TV recording, which gives each candidate 30 minutes, is scheduled to be carried by state CATV systems that have origination facilities May 15, 16 and 17, the weekend before the May 19 election date. Mr. Shapp—founder of the Jerrold Corp., Philadelphia, a major CATV equipment manufacturer and multiple systems owner, and now principal in a number of cable systems, is attempting to repeat his 1966 feat in capturing the Democratic

nomination from the organization-endorsed candidate. Mr. Shapp lost the general election, however, to the present Pennsylvania governor, Republican Raymond P. Schafer.

The Casey-Shapp tape is expected to be seen by over a million people.

The video-tape program is headed by Joe Gans, Hazleton, Pa., cable TV operator, who is chairman of the organization's cablecasting committee.

Announcement of the project was made at the Pennsylvania association's annual meeting last week in Lancaster, Pa. The Pennsylvania meeting also heard Donald V. Taverner, new president of the National Cable TV Association, call for harmony in CATV ranks, as he did earlier this month at the New York State Cable TV Association meeting in Binghamton, N.Y.

"The biggest problem," Mr. Taverner said, "is fractionalization in the industry itself. We seem to be unable to get together on some form of understanding and a united approach."

Medical groups to get time to answer CBS

CBS President Frank Stanton has invited the American Medical Association and National Medical Association, both of which claimed dissatisfaction with two CBS-TV documentaries on *Health in America*, to arrange with CBS News President Richard S. Salant for equal time.

The medical groups initially complained that "positive efforts being made to improve health were carefully avoided" in the two shows, "The Promise and the Practice" and "Don't Get Sick in America." Dr. Stanton replied that he believed all viewpoints were presented in the reports, accurately and objectively.

But, he noted: "Because you feel that your position on these complex and important issues has been inadequately presented . . . and because we believe the subject of medical care is worthy of further examination by CBS News, we would be pleased to discuss with you a further presentation of your views."

The CBS-TV health series sparked

Fox films approved for EVR

The board of directors of 20th Century-Fox Corp. has authorized the company to arrange with CBS to transfer selected Fox feature films, in theatrical release for more than five years, to the new electronic-video-recording cartridge system. The proposal for converting the films to EVR was initiated by Fox board chairman Darryl F. Zanuck last March (BROADCASTING, March 30).

controversy earlier when the network scrubbed the last of its projected three-part series, originally scheduled for April 22, in which drugs and the drug industry were to be examined. CBS claimed the drug firms wouldn't cooperate. Several drug firms denied the charge (BROADCASTING, April 27).

Five newsmen are given CBS Foundation grants

Winners of five CBS Foundation news fellowships for 1970-71 were announced last week by the foundation. The recipients will study for a year at Columbia University under grants averaging about \$9,700 each.

The fellowships were established in 1957 by the CBS Foundation, the organization through which CBS Inc. makes educational, cultural and philanthropic contributions. They are open to news and public affairs employees of CBS News, CBS owned stations and outlets affiliated with CBS; staff employees of noncommercial educational stations and to teachers of radio and TV news courses at colleges and universities.

The winners of the 1970-71 fellowships are Jesse Dennis Cooper, news director, KXMB-TV Bismarck, N.D.; John Echave, news reporter, WTHI-TV Terre Haute, Ind.; Christopher L. King, associate director, news and public affairs, noncommercial WJCT-TV Jacksonville, Fla.; Peter H. Rutledge, news writer, WCBM(AM) New York and William F. Whitsitt, news director, KRTV-TV Great Falls, Mont.

Metromedia Producers' sales handled by MPS

Metromedia Program Sales has been made responsible for the sales of Metromedia programs to TV networks and to stations.

John W. Kluge, board chairman and president of Metromedia Inc., said last week MPS now will handle sale of all Metromedia Producers Corp. programs, which previously had its own sales organization. Walter Kingsley, who was executive vice president in charge of sales for Metromedia Producers, will continue to perform similar sales functions within MPS.

MPC will concentrate on the production of series and specials under A. Frank Reel, executive vice president and chief operating officer. MPS will handle sales of programs to networks and stations, including the productions of MPC as well as presentations of independent producers. A. Lennart Ringquist Jr. is executive vice president and chief operating officer of MPS.

The following modifications in program schedules and formats were reported last week:

■ **WBSM-FM** New Bedford, Mass.—Southern Massachusetts Broadcasters Inc., effective April 12, dropped adult rock music for a Portuguese language format from 12 noon to midnight. General Manager Stan Lipp said: "Approximately 50% of the population of the cities of New Bedford and Fall River, and 10% of Rhode Island consist of Portuguese-speaking people."

■ **KKDA(AM)** Grand Prairie, Tex.—Republic Broadcasting Corp., effective May 1, changed from a country-and-western music format to an all-Negro-

oriented "soul" music format. Chuck Smith, program director, said that although there was another black music station in the area, there was a need for a more black-community-minded station.

■ **KNTD(FM)** Wichita Falls, Tex.—Wichita Radio Corp., effective June 1, will begin programming 80% hard rock and 20% "chicken rock" Monday-through-Saturday, and 50% of each type of rock on Sunday. Bill Spurgeon, general manager, said that its middle-of-the-road format was not being readily accepted by sponsors. He said that for some time the station experimented with various forms of rock music from 7:30 p.m. to 2 a.m. sign-off, and that

during this time not only was advertiser acceptance at its peak but audience surveys placed them number one in a five-station market. Mr. Spurgeon looks forward to extending the station's broadcast day to 24 hours.

■ **KOQT(AM)** Bellingham, Wash.—Topdial Inc., effective April 8, switched its format from country-and-western music to up-tempo middle-of-the-road and light rock. Les Cole, program director, said the new format is geared primarily to an audience of 18-through-30-year-old listeners. The change, the daytimer told the FCC, "was necessitated by a change in format of one of the other stations in the area, which changed to country-and-western."

Program notes:

Teaming for comedy ■ Warner Bros. Television has signed the writing-producing team of Gerald Gardner and Dee Caruso to develop a situation comedy series for 1971-1972. They are producers and head writers of the *Red Skelton Show* on NBC-TV for next season.

What makes him run ■ Worldwide distribution of an entertainment-documentary about Sammy Davis Jr. was announced by Western Video Industries Inc., Hollywood. *The Now of Sam* focuses on his dual roles of entertainer and entertainment director of the Coconut Grove, Los Angeles. Some seven hours of film and video tape was edited to produce the one-hour special.

Self-destruct opening does ■ Format changes in the openings to *Mission: Impossible* along with a new female star were announced as a follow-up to the show's new time slot next season (Saturday, 7:30-8:30 p.m., NYT). The self-destructing tapes will only be used eight times during the new season as show openers. Other methods of introducing the story line will be used for the remaining episodes. Lesley Ann Warren has been signed to star in the series on a regular basis, as the distaff member of the IMF team.

Trenton expansion ■ Transmedia International Corp., production film and supplier of mobile television production equipment has leased 10,000 square feet of space in Trenton, N.J., as its new operations and maintenance center. The facility will house a fleet of mobile color-TV production units and, in the future, will be used for a color-TV studio.

Gym special to WVI ■ A one-hour special on the national championship

finals of the U.S. Gymnastics Federation is being prepared by Western Video Industries Inc., Los Angeles. The firm obtained long-term rights to cover the event, held annually by the federation. The show is being produced by Rogg Collins and directed by Don Buccola with an announcer yet to be named.

Information please ■ New York theater ticket agency Golden-Leblang, DFI Communications subsidiary, in cooperation with Manhattan Cable Television in New York City, has developed a ticket information service program. *Tickets For Tonight*, which began last week on Manhattan Cable, reports the availability of tickets for the theater, sports events and other attractions and accepts telephone ticket reservations.

Live reports of '500' ■ Live reports of the Indianapolis "500" automobile race will be carried on Westinghouse Broadcasting Co.'s seven radio stations, Saturday, May 30. In addition, four one-minute preview reports will be heard May 29 and time trial results on the weekends of May 16-17 and May 23-24.

Business vehicle ■ Financial Public Relations Board Inc., Chicago, feels if it can seek free air publicity for its clients it also can pay for it once in a while too. The public relations firm has signed with WCIU-TV there for 13 weekly half-hour programs, *Industries of the Seventies*, to be aired 3 p.m. each Tuesday. FPBR clients will be interviewed. WCIU-TV's daytime format is business oriented.

CATV involvement ■ Member of the Pennsylvania Cable Antenna Television Association were advised last week by Jerome R. Reeves, executive vice president of TelCom Associates Inc., New York, to select programming for their systems carefully and promote it heavily. He told the association's spring meet-

ing in Lancaster that cable operators should work for community involvement in their programming and also develop local personalities to create closer ties with viewing audiences.

Boston news show is for TV, classroom use

Boston: April 1970, a new half-hour TV show, last week used the news resources of a Boston TV station to introduce history as it happens into the lives of Boston-area viewers and school children.

Backed by Boston-area public, private and parochial schools, WNAC-TV Boston presented the show at 7:30-8 Wednesday night (May 6) as the first in a projected monthly series of dramatic visual summaries of local events of the previous month. The show was repeated last Friday morning (May 8) for viewing in classrooms in the area.

Sponsored by the National Shawmut Bank of Boston as a public service, the news review will be presented in prime time each month and will be carried again the next morning for classroom viewing. The lapse of a day between TV and classroom showing last week reportedly was due to a special school holiday on Thursday.

Besides airing of the shows for pupils, WNAC-TV will provide teaching guides and quiz sheets for classroom use.

A film library of these monthly accounts of Boston's history will be maintained at WNAC-TV.

Last week's premiere show, with WNAC-TV newsmen Howard Nielsen and Ken Wayne, covered such topics as Boston's earth day activities, the hockey playoffs, and the Cambridge riot. The programs are produced under supervision of news and public affairs director Wayne Thomas.

CBS-TV affiliates strike a harmonious chord

New FCC rule fails to dampen enthusiasm for fall season's 'innovative' programs, network's prime-time ratings posture

The 16th annual CBS-TV affiliates conference had the makings for some hotly waged station-network confrontations—even carried a whisper of possible controversy. The new FCC rule to reduce network programing in prime time figured to be the catalyst for vigorous discussion and lively action. But the rule did not formally emerge from the FCC until the conference, held Tuesday and Wednesday (May 5-6) in Los Angeles.

Instead of having the rule and its specific language before them, network officials and station affiliates were left with mere speculation as to the character and reach of the newest obstacle to their mutually profitable relationship (see page 22). Thus, the conference settled into a basically noncontroversial, professionally-run, highly entertaining exchange between essentially satisfied but somewhat troubled stations and the satisfying but somewhat troubling network.

"We had a good exchange," said CBS-TV Affiliate Association Chairman Kenneth L. Bagwell. "We were left with a pretty good feeling that CBS is providing a good network service." Mr. Bagwell, vice president and general manager of WJW-TV Cleveland, briskly and smoothly shepherded the two days of meetings which hopped about from CBS Studio Center in North Hollywood to CBS Television City in Hollywood to the Century Plaza hotel in West Los Angeles. It was Mr. Bagwell's evaluation when the moving about and talks were concluded that the affiliates had seen a solid programing schedule for the 1970-71 season and that they "fully approve" of the programing changes that have been made.

And programing—whether in the entertainment category or in news—did dominate the discussions of the affiliate sessions. Network President Robert D. Wood, appearing to be very much in command of the programing situation (see page 26) led things off by explaining why CBS-TV, claiming its 15th successive year of victory in the ratings competition with the other networks, still seemed to "tamper with success" by dropping, as previously reported, six prime-time shows, moving four other programs to new time periods and in-

troducing six other shows.

This was "leading from strength," according to Mr. Wood, and showed how the network was refraining from "playing the numbers game." It could have been the network strategy, Mr. Wood noted, to "play it safe" during the 1970-71 season. This would mean, he said, "stringing along with those shows that might still deliver respectable ratings for another season, even though we had concluded, reluctantly, that they had no long term future on our schedule."

The cancelled *Petticoat Junction* series was cited as an example of the network's current thinking on programing. Last season, its seventh on the network, it averaged a highly respectable 32% share of audience. Yet it was dropped, Mr. Wood explained, "because we felt its best network days were numbered."

This move was called a "soul-searching decision," by Mr. Wood and he compared it to the one football coach Vince Lombardi made when he traded

away his popular but aging star player, Paul Hornung. The changing character of the television audience dictated such programing moves, Mr. Wood made clear. "Neither past performance nor present popularity is sufficient any longer to guarantee future pulling power."

A more compelling reason for making programing changes, said Mr. Wood, is that "the winds of change are at gale force" and to avoid change is to miss moving with the times. Mr. Wood then unfurled a familiar television banner: "The days are gone in programing," he said, "when we can afford to be imitative rather than innovative." He then laid out the network's programing objectives: "We have to hold the audiences we have; we have to broaden our base; we have to attract new viewers of every generation, reflecting the educated and sophisticated in American life, people who live in every part of the country."

"We are taking a young, fresh, new approach to programing," Mr. Wood promised. "The rookies are going to be given their chance. We're not going to



Mr. Wood

be afraid to try the untried." In a statement that may have all of the programming veterans on CBS-TV looking towards their past laurels, Mr. Wood expressed the conviction "that it is better to try something new than not to try it at all and wonder what would have happened if we had."

Jay Eliasberg, director of CBS-TV research, backed up Mr. Wood's presentation with a detailed accounting of what he claimed was not only the network's "victory" in the Nielsen competition for the 1969-70 season but also the "victory" in the March American Research Bureau's sweeps.

In summary, Mr. Eliasberg claimed for CBS-TV during the season just ended:

- A slight, "not overwhelming" but still higher average rating than NBC-TV and a more substantial lead over ABC-TV during evening hours.

- Since January 1970, an improvement to a 3% lead over NBC-TV and a 23% lead over ABC-TV in the same evening hours.

- Larger daytime audiences than either competing network.

- Larger audiences for its news programs than either competing network.

- Three of the top-five evening programs.

- Six of the top-10 evening programs.

- Twelve of the top-20.

- Sixteen of the top-30 evening programs.

- On a half-hour by half-hour basis, winning 51% of the time and having the highest-rated program in 25 of the 49 prime-time half-hours.

- Much more substantial victories for CBS-TV during daytime hours—29% over ABC-TV and 33% over NBC-TV.

Mr. Eliasberg said he was mindful that network national-audience figures don't necessarily reflect the true competitive situation for individual affiliates, but that by his estimates the affiliate of CBS is in first place during prime time in 71 of the 112 markets in the country in which there are affiliates of all three competing networks.

He contrasted this with his claim that only 31 of NBC-TV's affiliates and only 10 of ABC-TV's affiliates are in first place in their markets. "In other words," the research executive reported happily, "you are in first place almost twice as often as your NBC and ABC competitors put together." As could be expected, some 300 affiliates and their guests attending the conference received such news with apparent pleasure and without any widespread demur. Only the subject of news programming fanned discernible criticism and that mostly sotto voce (see page 34).

In what amounted to the keynote address of the affiliates convention,

One government man who sees some good in TV

The television medium last week was cited as being "the greatest single force" for demonstrating what the democratic system of freedom truly means. This commendation was delivered by a high government official, Federal Trade Commission Chairman Casper W. Weinberger.

Appearing as the sole guest speaker at the annual CBS-TV affiliates meeting in Los Angeles (see page 38), Chairman Weinberger told a luncheon gathering that among the "unbelievable wonders" television accomplishes, it can show "the unbelievable chaos of the human spirit that will result" if our society loses patience with a system of freedom that needs "time for the views of all to be heard and weighed and judged by us all."

The recently appointed FTC chairman reminded his audience of television

Richard W. Jencks, president of the CBS/Broadcast Group, laid bare some recent criticism of television news and also tried to put it to rest. Mr. Jencks seemed particularly stung by claims that television news and public-affairs broadcasts experienced a "Golden Age" in the 1950's and a downhill slide in the 1960's.

"Can it be true that as we got more powerful and prosperous we did less and less in the vital area of news and public affairs?" Mr. Jencks asked rhetorically. He noted that many people, including some FCC members, believe that TV networks are performing with less dedication in news and public affairs now than they did some 10 years ago.

To combat such misconceptions, Mr. Jencks said that he initiated a survey that compared the CBS News output of 1968 and 1969 with that of 1956 and 1957, a peak period in the supposed "Golden Age." In summary, he reported, the survey found that in the most recent two years CBS News broadcast twice as much documentary material in all than was turned out during 1957-58. In prime time, CBS News in the last two years of the 1960's produced more than 13 times as much as it did during the two years of the "Golden Age" period surveyed.

In discussing the frequent attacks on broadcast journalism, Mr. Jencks singled out the jurors of the duPont-Columbia University survey of broadcast journalism for 1968-69 who, he pointed out, charged that "'mean spirited' men 'seem to have the upper hand' in broadcasting and are polluting 'our spiritual environment'." Mr. Jencks said this was

network executives that he formerly moderated a weekly program on non-commercial KQED(TV) San Francisco for nine years. He noted that some people, including people in government, see television as having an enormous potential for harm. For his own part, he believes television has a "tremendous potential for good."

Observing that the work of the FTC is made easier by what he considers the networks' basic ethic that "honesty is the best policy," Mr. Weinberger pointed out that it is not the advertiser alone who is held up to the high standards of truth.

"The Federal Trade Commission can and must use truth as its lodestar," he said. "We must show that that system is best which requires a minimum of regulation and therefore permits a maximum of freedom. Those within such a system," he added, "recognize that instituted by themselves effective consumer protection programs are the best business policy of all."

"gross libel" and charged that the teachers and men and women responsible for the statement "... do not operate in the marketplace ... and feel no harassment from the politically powerful of left and right. ..."

As for himself, Mr. Jencks said that even if the characterizations of the duPont-Columbia University jurors are accurate, he would prefer to be thought of "as an apologist for an industry as venal as they say it is ... than to be, as each of them is, a person with no such restrictions, but only the obligation to be fair and constructive—who uses his gifts, his privileged position, and his prestige to make such an attack upon the integrity of an entire calling."

The 16th annual general conference of CBS TV affiliates concluded on a rousing, spectacularly executed note. The annual banquet, held this year in the Los Angeles ballroom of the Century Plaza hotel and attended by some 1,300 people, was entertained by an evocation of the jazz days of 1930's.

The program starred such familiar radio entertainers as Edgar Bergen, Bob and Ray, Helen O'Connell and Bob Eberle and musician Lionel Hampton, who virtually tore the huge ballroom down with his frenzied rhythms.

Earlier CBS proudly put on stage, seated and displayed in bleachers, 78 of their performing stars. Ed Sullivan introduced each and curiously among such high-powered personalities as Lucille Ball, Fred MacMurray, Doris Day, Andy Griffith and Glen Campbell, newsman Walter Cronkite received the loudest and most sustained applause, a standing ovation that lasted for several minutes.

Radical plans ahead at FCC

Committee conjures up ways to make life easier for citizens groups, broadcasters

An FCC grant of a broadcast facility chosen by lot or on a first-come, first-served basis among "first priority" applicants. . . .

FCC-appointed attorneys to represent broadcasters lacking the resources to defend themselves against commission sanctions. . . .

An "office of public counsel" to aid members of the public in filing applications, pleadings and complaints, and a booklet explaining how members of the public may exercise their rights—including the right to petition to deny applications—under commission policy. . . .

These are among the proposals under consideration by the commission's procedural review committee, which was established in line with Chairman Dean Burch's suggestion that the commission and the Federal Communications Bar Association seek ways of speeding up commission procedures (BROADCASTING, Jan. 9).

The committee, composed of five staff members, publicized some of its proposals in summary form last week as it asked comment on them by May 18. The committee noted that the proposals are "still in a formative stage" and have not yet been submitted to the commission for its consideration.

The proposals that would do most to accomplish Chairman Burch's aim of streamlining the commission's procedures are based on suggestions the chairman had made. They are also proposals that might require congressional authorization, for they would eliminate comparative-hearing proceedings in some cases.

The committee said one calls for establishing a system of priorities to grade applicants. The first priority, for instance, might be for applicants who are local residents and who have no media interests — thus giving added meaning to present commission comparative-hearing criteria designed to promote local ownership and diversification of ownership of media.

The commission might then hold a comparative hearing only among applicants in the first priority—with non-local residents and applicants with newspaper or broadcast holdings excluded. Or, as an alternative, the committee suggested: "The grantee in the first priority might be chosen by lot or on the basis of the first filed application."

The proposal calling for the commission to assign counsel in cases of financial need is based on the common-court practice of appointing counsel

from the local bar to represent indigent defendants who face criminal sanctions. The committee said it will explore "comparable arrangements for commission-appointed counsel from the communications bar" in cases of operators, small stations and other commission licensees "who face the threat of commission sanctions."

The "office of public counsel" envisioned in one of the proposals would provide the Broadcast Bureau, and possibly other bureaus, with a centralized point where members of the public and prospective licensees could obtain information. The committee notes that various Broadcast Bureau divisions and offices now aid in preparation of applications and refer questioners to correct procedures in filing pleadings and complaints.

The proposed booklet would promote greater public participation in commission proceedings by stripping away some of the mystery surrounding them. The committee said the booklet would "describe in simple terms how groups and individuals may exercise their rights under commission rules and policy." Pro-

cedures dealing with "application filings, the fairness doctrine, equal-time requests, petitions to deny, complaints" and informal objections would be included.

The proposals publicized by the committee last week are in addition to earlier ones dealing with hearing examiners' authority. These could authorize examiners to act on joint requests for approval of agreements of applicants seeking the removal of a conflict between them, and provide for the disposition of appeals from various examiner rulings.

The committee drafted those in the form of rules and will present them to the commission for a decision as to when they will be issued for comment in a conventional rulemaking proceeding. They have already been circulated among groups that have expressed an interest in participating in the committee's work—Black Efforts for Soul in Television, the United Church of Christ, the communications committee of the American Bar Association, and the Administrative Conference, as well as the FCBA bar association.

Manna from House falls FCC's way

Group offers \$24.7-million package in hopes of more action on programming

The House Appropriations Committee last week recommended that the FCC be given \$24,725,000 for fiscal 1971—a burst of relative generosity that was apparently prompted in part by the committee's desire to see more FCC action on questions of program content.

The committee commented in its report that the commission should devote more of its time and resources to "the need to insure optimum use of the spectrum in the public interest, to develop sound and effective policies regarding violence and obscenity on television, and to develop the full potential of this medium to enhance the quality of American life."

The committee also remarked pointedly that, in its opinion, "the funds recommended herein for appropriation

will adequately support an increased effort in this regard."

The comments on violence, obscenity, and broader questions of broadcast content accord with feelings expressed by several congressmen during hearings earlier this year before the Appropriations Subcommittee on Independent Offices. The subcommittee repeatedly urged the commission to become more activist on programming matters (BROADCASTING, April 13).

The \$24,725,000 recommendation nearly matches the \$24.9 million proposed by the administration, and represents a sharp departure from many previous years, including last year, when the committee sharply criticized the commission and firmly slashed its funds.

The FCC's proposal to overhaul and upgrade its schedule of filing fees won high marks from the committee, which has long urged the commission to become more nearly self-sustaining. The report called on other federal agencies to "proceed aggressively in this direction, particularly where valuable rights and privileges are being granted or licensed by the federal government."

Dayton U regains ABC affiliation

Court injunction favors WKEF, reverses ruling of last January

WKEF(TV) Dayton, Ohio, has succeeded in a second attempt to secure a court injunction ordering ABC to reinstate its pre-1969 affiliation arrangement with the UHF station and end its present affiliation with another Dayton UHF, WKTR-TV.

The injunction request, which was denied by the same Ohio district court last January, was filed in conjunction with a pending antitrust suit brought by WKEF, owned by Springfield Television Broadcasting Co., against ABC and WKTR-TV, owned by Kittyhawk Television Corp.

In rejecting the station's first motion for an injunction, which claimed the affiliation switch would place WKEF at a competitive disadvantage, the court ruled that an injunction would be severely damaging to financially-troubled WKTR-TV and that the station had not engaged in antitrust activity.

In its renewed motion filed March 31 (BROADCASTING, April 6), WKEF charged that John A. Kemper Jr., former chairman and 30.6% owner of WKTR-TV, had entered into a series of transactions with various persons aimed at winning the ABC affiliation. These included Thomas G. Sullivan, ABC regional stations-relations manager (since fired), who faces a trial for commercial bribery in New York May 21 (BROADCASTING, March 2).

In granting the renewed motion for an injunction, the Ohio court noted: "While we cannot say that ABC would have entered into a contract with plaintiff [WKEF] but for the bribe, we can and do conclude that the bribe played an important and contributing . . . part in the entering into of a contract with Kittyhawk and the plaintiff's loss of its at-will relationship with ABC."

However, the court held to its previous finding that "whatever may have been the intentions of ABC . . . in the antitrust field isolated, there is no substantial evidence at this time in this record to warrant the conclusion that Kittyhawk was aught but an innocent."

The court directed ABC to return to its December 1969 affiliation status with WKEF within 10 days "notwithstanding the existing contract between ABC and Kittyhawk" and barred Kittyhawk from taking any action to "prevent or hinder the return to that status quo." (In the 1968-69 season WKEF

carried approximately 70% of ABC's programming as a secondary affiliate.)

Its order does not prohibit ABC from making whatever primary affiliation in Dayton that it wishes, the court pointed out.

"Specifically, if ABC proceeds and makes a primary affiliation with any entity, the effect of this order ceases as of the effective date of the new affiliation," the court added.

Ban on cross-ownership mulled in Kansas City

Kansas City, Mo., may beat the FCC to the punch in outlawing local cross-ownership of CATV systems by those in other media.

The ban on ownership of cable TV by newspaper or broadcast owners is included in a draft report on CATV that was put together in the office of City Manager John L. Taylor last month and which has been circulated for comment among CATV broadcasters and other interested parties. Very few comments have been received, Mr. Taylor said last week, and none contained details.

The question of local cross-ownership of CATV systems is one of the issues in the pending CATV inquiry by the FCC.

Mr. Taylor said he planned to submit a recommended ordinance to the city government perhaps this month. He conceded that there were no applications pending for CATV in Kansas City, but said there had been inquiries and the promulgation of a franchise ordinance undoubtedly would attract applicants.

The 14-page, typewritten, single-spaced report recommends that Kansas City grant a franchise for CATV "at the earliest practical time." Among the 17 points suggested for the ordinance is one that reads: "The city should prohibit any ownership of the system by any other local media person or group."

The report was written by J. Marvin Smith, a Ford Foundation-supported political-science intern who worked for Mr. Taylor until last month (he is now associated with the Dade County, Fla., government). Mr. Smith concluded that "the economic vitality of CATV lies not in its present, but in its future capability." He said further that CATV "has the possibility of greatly enhancing the capability of governmental and educational institutions to broaden their link to citizens of Kansas City."

"We strongly believe," he said, "that the country is moving toward a radical change in both the content and method of delivery in the communications field," he added.

Triangle sells off rest of its outlets

Radio-TV division head, Koehler, pays \$16 million for seven stations

Triangle Publications Inc., which is selling nine radio and television stations to Capital Cities Broadcasting, is announcing today (May 11) that it has agreed to sell its remaining broadcast properties.

WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WNBK-AM-FM-TV Binghamton, N. Y., will be sold to George A. Koehler, general manager of Triangle's radio and TV division, for \$16 million. Consummation of the sale is contingent upon FCC approval of the sale of Triangle's other broadcast properties in Philadelphia, Fresno, Calif., and New Haven-Hartford, Conn., to Capcities.

WFBG-TV is on channel 10, WLYH-TV is on channel 15 and WNBK-TV on channel 12. All are CBS-TV affiliates. WFBG (AM) is full time with 5 kw day and 1 kw night; WNBK (AM) operates with 5 kw full time. Mr. Koehler said he plans to form a corporation to own and manage the TV stations, a company composed largely of local individuals in the three markets. The AM and FM stations will be offered for sale to groups interested in local radio broadcasting, he said.

Terms of the transaction are like those in the deal with Capcities—29% of the purchase price down with the balance to be paid over eight years at the going prime rate of interest.

Mr. Koehler was employed by WFIL (AM) Philadelphia when the station was acquired in 1946 by Triangle. From 1955 to February 1968 he was station manager for WFIL-AM-TV. For the past two years he has been general manager of Triangle Stations, the broadcast division of the company, in charge of the 16 radio and TV outlets, the syndication arm and Triangle's CATV systems. He is also chairman of the ABC TV Affiliates Association Board of Governors.

Capcities is buying the Philadelphia, Fresno and New Haven AM-FM-TV combinations for \$110 million with Triangle's syndication division. Capcities is selling off the three AM's and three FM's, to comply with the FCC's one-to-a-customer rule, and two of its own VHF's, to stay within limits of multiple ownership. The Capcities TV's to be sold are WSAZ-TV Huntington, W. Va., and WTEN(TV) Albany, N. Y. Buyers for four of the radio stations have already been announced by Capcities. KFRE(AM) Fresno will reportedly be

sold for \$900,000 to Walter Lake of McGavren-Guild-PGW, station representatives and associates, and KFRE-FM will be sold to another buyer ("Closed Circuit," May 4).

Radio group sold as 'thanks' gesture

Two executives, retiring from Ottawa Newspapers-Radio Inc., Campbell Hall, N. Y., are part of a group buying all five radio stations owned by their former employer.

Lyndon R. Boyd, retiring president, Ottawa Newspapers Division, and Eugene J. Brown, vice chairman of the Ottawa board, plan to file an application on June 1 with the FCC for approval of their purchase of WOCB-AM-FM West Yarmouth, Mass.; WDOS-AM Oneonta, N. Y. and WVPO-AM-FM Stroudsburg, Pa. Also part of the purchase team are the three managers of the stations—Chester Miller, WOCB; Al Sayres, WDOS, and Ronald Dreschler, WVPO—and 16 other Ottawa executives.

Mr. Brown, who said the company was still being formed, added that he and Mr. Boyd would head the new operation. The station managers, who are

now partners, are expected to continue in their posts.

The Ottawa organization publishes daily newspapers in each of the three cities involved in the transaction. But James H. Ottawa Sr., president of the Ottawa organization, noted that the sale agreement was not made in response to any pending FCC limitations on joint ownership. The stations were sold to the Ottawa officials, he observed, "as kind of thanks for what they've done for us." And, he added, "at a price we both think is fair." The amount was not disclosed, but is believed to be in the neighborhood of \$750,000 for WOCB-AM-FM, \$200,000 for WDOS(AM) and \$100,000 for WVPO-AM-FM.

News of the pending radio property purchase came last week as it was announced that Dow Jones & Co. will acquire all of the nine daily and three Sunday newspapers published by Ottawa. Terms of the merger call for exchange of about 914,000 shares of Dow Jones common stock for all outstanding Ottawa capital stock. Price tag was placed at about \$36 million. The newspapers will operate as a wholly owned Dow Jones subsidiary, and Mr. Ottawa will be elected to the parent com-

pany's board of directors.

The newspapers are the *New Bedford Standard-Times* and *Cape Cod Standard Times*, both in Massachusetts; the *Times Herald-Record* at Middletown, *Oneonta Star*, *Plattsburgh Press Republican*, and *Port Jervis Union-Gazette*, all in New York; and the *Pocono Record* and *Sunbury Daily Item*, both in Pennsylvania. Combined daily circulation of all the papers is 242,695, with a Sunday circulation of 126,006.

WERE-FM being spun off to General Cinema arm

Group-owner Atlantic States Industries Inc. announced last week it is selling WERE-FM Cleveland to a Boston-based diversified company for \$525,000, subject to FCC approval.

The sale of the station was a condition the commission imposed on a grant last year of the sale of KFAC-AM-FM Los Angeles and WERE-AM-FM by Cleveland Broadcasting to ASI for \$7.7 million (BROADCASTING, Nov. 3, 1969). In granting that sale, the commission waived its interim one-to-a-customer policy for KFAC-AM-FM because ASI argued that the public interest would best be served by allowing the KFAC stations, which provide a classical-music service, to remain under common ownership.

The commission said no such showing could be made for the WERE stations. It noted an earlier ASI proposal to spin off WERE-FM and ordered ASI to dispose of the station "as soon as practicable."

GCC Communications of Cleveland is buying WERE-FM. GCC is an investment corporation owned by General Cinema Corp., a Boston-based diversified company that owns WIFM(FM) Philadelphia and is buying KRBE(FM) Houston for \$450,000, subject to FCC approval. Richard Smith is president of General Cinema. Alexander Tanger, president of GCC Communications, owns WLKW-AM-FM Providence, R. I.

WERE(FM) is on 98.5 mc with 40 kw and an antenna height of 600 feet above average terrain. It has a construction permit for 50 kw and for an antenna height of 542 feet. Broker for the sale is Blackburn & Co.

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\$65,000

Excellent facility, serving metro area of 175,000 population, with nearly 50,000 watts ERP. Presently duplicates programming of sister AM, which has been sold, subject to FCC approval. Owner seeking separate FM buyer to comply with new FCC rule. Tower—transmitter space can be leased. Terms: \$30,000 cash, balance over five years.

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Changing Hands

Announced:

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

■ WFBG-AM-FM-TV Altoona-Johnstown,

Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.: Sold by Triangle Publications Inc. to George A. Koehler and others for \$16 million (see page 41).

▪ WOCB-AM-FM West Yarmouth, Mass.; WDOX(AM) Oneonta, N. Y., and WVPO-AM-FM Stroudsburg, Pa.: Sold by Otta-way Newspapers-Radio Inc. to Lyndon R. Boyd, Eugene J. Brown, Chester Miller, Al Sayres, Ronald Dreschler and others for an estimated \$1 million (see page 42).

▪ WERE(FM) Cleveland: Sold by Atlantic States Industries Inc. to General Cinema Corp. for \$525,000 (see page 42).

▪ WSPD-FM Toledo, Ohio: Sold by Storer Broadcasting Co. to Susquehanna Broadcasting Co. for \$275,000 (see page 44).

▪ WTKM(AM) Hartford, Wis.: Sold by A. R. Ellman to S. L. and Richard A. Martin, Donald J. Ruth and Robert L. Bivans for \$157,500. Buyers own WGFA(AM) Watseka, Ill. WTKM is a daytimer on 1540 kc with 500 w. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 65).

▪ WBNB-TV Charlotte Amalie, Virgin Islands: Sold by Robert Moss, Robert Noble, Faye Russell and Kenneth Granger to Television Communications Corp. for stock valued at \$750,100 (see below).

▪ WUSJ(AM) Lockport, N. Y.: Sold by Peter Corson and others to Robert M. Hall for \$305,000. Sellers own the *Lockport Union-Sun Journal*. Mr. Hall owns WNBH-AM-FM New Bedford, Mass.; WBVP-AM-FM Beaver Falls, Pa.; WICH-AM-FM Norwich and WMMW(AM) Meriden, all Connecticut. He is also president of Publishers-Hall Syndicate, which markets newspaper features. WUSJ is full time on 1340 kc with 250 w. Broker: George Romano. The vote was 6-to-0.

▪ KLOV-AM-FM Loveland, Colo.: Sold by William H. Green and others to Daryle W. Klassen and Robert G. Langenwalter for \$210,000. Mr. Klassen is a sales and programing executive for KFH-AM-FM Wichita, Kan. Mr. Langenwalter is president of Wichita State Bank. KLOV(AM) is a daytimer on 1570 kc with 250 w; KLOV-FM is on 102.3 mc with 3 kw and an antenna five feet above average terrain.

▪ KNWA(FM) Fayetteville, Ark.: Sold by Maupin Cummings and Harold R. Lindsay to Television Communications Corp. for stock valued at \$90,025 (see this page).

Cable group moves into broadcast

FCC approves TVC purchase of TV in Virgin Islands, FM in Arkansas

Television Communications Corp., New York-based major CATV operator, last week jumped into station ownership with both feet with the FCC's approval of its acquisition of WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA(FM) Fayetteville, Ark., for TVC stock valued at over \$840,000.

The channel 10 CBS-TV affiliate was purchased from Robert Moss, Robert E. Noble, Faye Russell and Kenneth Granger for 57,700 shares of TVC stock valued at \$13 per share or \$750,100.

In approving the sale, the commission said it would not grant a waiver of its one-to-a-market rule for assignment of "a combination of an unlimited AM and an FM when there exist two independent FM stations in the same market." The FCC directed Island Teleradio Service Inc., licensee of WBNB-TV, to dismiss the assignment application for WBNB-FM and surrender the construction permit for the station. Under this condition, the commission said it was "granting all other applications in-

volved" in the transaction.

Assignment of the license of WBNB(AM) from Island Teleradio to its wholly owned subsidiary, Thousand Islands Corp., would also be granted. Robert E. Noble will acquire control of Thousand Islands from Island Teleradio through the transfer of 291 $\frac{2}{3}$ shares of stock back to Island Teleradio in exchange for all of the stock of Thousand Islands. His additional 125 shares of Island Teleradio would be included in the stock transfer to TVC.

WBNB(AM) is full time on 1000 kc with 1 kw. The vote was 4-to-2 with Chairman Dean Burch and Commissioner Robert Wells dissenting and Commissioner Robert E. Lee absent.

KNWA(FM) was sold to TVC by Maupin Cummings and Harold R. Lindsay for TVC stock valued at \$90,025. The grant was made subject to the condition that if the sale becomes inconsistent with the rule finally adopted in the commission's CATV inquiry proceeding (which among other matters involves cross-ownership of broadcast

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stations and CATV facilities), TVC will divest itself of either its CATV interests or KNWA.

The vote on KNWA was 4-to-1 with Commissioner Kenneth A. Cox abstaining, Commissioner Nicholas Johnson dissenting and Commissioner Robert E. Lee absent.

TVC owns 16 cable systems in 11 states. Its principals include Alfred R. Stern, president, formerly a vice president for NBC, and Bill Daniels, CATV broker, multiple cable system owner and owner of the Los Angeles Stars of the American Basketball Association.

Storer's Toledo FM goes to Susquehanna

Storer Broadcasting Co. announced last week it is selling WSPD-FM Toledo, Ohio, to Susquehanna Broadcasting Co. for \$275,000, subject to receiving FCC approval.

The move is in line with Storer's plan to sell all of its FM stations with the exception of KGBS-FM Los Angeles. Two weeks ago it announced the sale of WDEE-FM Detroit and WJHR(FM) Miami for \$1,225,000 to Bartell Media Corp., publisher, group station

owner and operator of CATV systems (BROADCASTING, April 27). The other Storer FM's to be sold are WCJW(FM) Cleveland and WPNA-FM Philadelphia. It also owns six AM stations and six TV outlets.

Broker for the Toledo sale is R. C. Crisler & Co.

Louis J. Appell Jr. is president of Susquehanna, which owns WSBA-AM-FM-TV York and WARM(AM) Scranton, all Pennsylvania; WHLO(AM) Akron, Ohio; WICE(AM) Providence, R. I.; WGBB(AM) Freeport, N. Y., and WQBA(AM) Miami.

WSPD-FM is on 101.5 mc with 5 kw and an antenna height of 810 feet above average terrain.

NAEB operates under new setup

Group's first executive VP is named; two new departments are created

The National Association of Educational Broadcasters was reorganized last week with the appointment of its first executive vice president and the establishment of two new departments.

Named executive vice president is Chalmers H. Marquis, executive director of NAEB's Educational Television Stations department since its establishment five years ago.

Mr. Marquis for nine years before joining NAEB, was director of programming at noncommercial WTTW(TV) Chicago, joining that station from posts as TV director and producer at WBBM-TV and WGN-TV, both Chicago. He had been a radio announcer at noncommercial, educational WILL-AM-FM Urbana, Ill., prior to joining the Chicago TV stations. He is a graduate of the University of Illinois and holds a master's degree from the University of Chicago.

His appointment is effective immediately. He reports to William G. Harley, president of NAEB.

The new departments are Instructional Services and Professional Services, with the latter encompassing the present Research and Development Department. Other departments are ETS and National Educational Radio. Also authorized was the establishment of an Office of Public Information. Both ETS and NER provide a program service to members.

The reorganization was ordered by the NAEB's executive board of directors at its meeting last week in Washington. It follows recommendations made three years ago by McKinsey & Co., management consulting firm. Elected vice chairman of the board was Myron Curry of noncommercial KFMJ(AM) Grand Forks, N. D. He succeeds Karl F. Schmidt of

noncommercial, educational WHA-AM-FM Madison, Wis., who resigned because of the press of other business. Warren A. Kraetzer, general manager of noncommercial, educational stations WUHY-FM-TV Philadelphia and WHYV-TV Wilmington, Del., is chairman of the NAEB board.

The 12-member board also adopted a \$918,000 budget for fiscal 1971 that begins July 1, at which time also NAEB members' dues are scheduled to go up by 20-25%. The current budget is \$750,000.

NAEB was founded in 1925, now represents 190 television and 200 radio noncommercial, educational stations, as well as 3,500 individuals in that field.



Mr. Marquis

WNDR loses Kiermaier, may produce with NET

John W. Kiermaier, president of the Educational Broadcasting Corp., operator of WNDR(TV) New York, resigned from the noncommercial TV station last Monday (May 4), to seek the Democratic nomination for the House of Representatives from the fourth congressional district of Connecticut.

William J. Lamb, senior vice president of the station, is acting chief executive officer pending selection of a successor.

There was speculation that Mr. Kiermaier had resigned, at least in part, because there was pressure for WNDR and National Educational Television to arrange a working relationship under which NET might use WNDR's studios and personnel for NET programming. This gained some credence last week when NET confirmed that 12 production and programming people, some on staff and some on contract, had been dismissed.

A NET spokesman insisted there was no apparent relationship between Mr. Kiermaier's resignation and the moves toward a working partnership by NET and WNDR. He said this arrangement is still in the talking stages. He added that the personnel cut at NET was dictated by the decision to produce programming for the next fiscal year that would be higher in cost but would total fewer episodes. The over-all production budget for the year beginning July is about the same as in the current fiscal year.

Ethan Allen Hitchcock, board chairman of WNDR, issued a statement last Wednesday: "There are no plans for channel 13 in any sense to give up its independence" since the station has the responsibility to serve the needs of the community. Mr. Hitchcock also took the occasion to dispel reports that the Ford Foundation was not renewing a grant to WNDR. The foundation made a grant last year of \$850,000 to WNDR for the current season.

More shots taken at one-to-customer

Seeking reconsideration, groups say case by case would be better than rule

The FCC's one-to-a-customer ruling, aimed at diversifying station ownership, is ill-founded, unjustified and unduly restrictive in the view of several broadcasting groups that petitioned the commission for reconsideration of its order last week.

The order (BROADCASTING, March 30) prohibits the owner of a full-time station from acquiring another in the same market.

Golden West Broadcasters told the commission its new rules are "unnecessarily inflexible, making no allowance for the complexities of different market conditions and situations which prevail in the broadcasting industry." Golden West charged that the commission had based its decision not on hard evidence that evils existed in the present ownership pattern but on "speculation and presumptions."

Kaiser Broadcasting Corp. commended the commission for an exception to its rules permitting consideration by the commission on a case-by-case basis of requests by AM's, FM's or AM-FM combinations to acquire a UHF station in the same market. But the licensee suggested that "the case for permitting any given UHF station to acquire an AM or FM station that could lend greater financial support stability to the UHF operator will in many cases be even stronger than the case to be made for permitting an existing but floundering UHF station to be acquired by an AM or FM operator." Kaiser requested an amendment to the ruling permitting such a UHF acquisition.

In a similar vein, 222 Corp., licensee of WCKW(FM) LaPlace, La., and CP applicant for an AM daytimer in adjacent Garyville, La., asked that the commission's order be amended to permit an FM to acquire a daytime AM in the same market. The group noted that an exception now exists to the rules permitting a daytime AM to acquire an FM in the same market.

The 222 Corp. said its proposed AM facility was needed to "provide an adequate economic base for the FM operation." It added that WCKW(FM) had unsuccessfully experimented with programming aimed at black listeners alleging blacks didn't have FM receivers.

In joint comments, groups including Badger Broadcasting Co., Cosmos Broadcasting Co. and Guy Gannett

Broadcasting Services said the commission had "abused its public powers in an effort to restrain private power" without factual evidence to back up its action.

In requesting oral argument on their petition for reconsideration, the groups contended that "the only approach to this matter is on a case-by-case basis, without fixed rules but with the commission in the position where it may take appropriate action in those few instances where a genuine potential for harmful concentration is shown to exist."

The groups attacked the "questionable presumption" that because a certain amount of diversity is necessary and good, "the ultimate degree of diversity is the ultimate good."

Knorr Broadcasting Corp. told the commission its reasoning in the proceeding had been "full of holes" and asked that it be re-opened.

Lower's overview of news dilemmas

ABC News President Elmer Lower last week cited "denial of access" and "government interference" as two primary barriers to fulfillment of broadcast journalism's obligation "to observe, evaluate, report and comment."

Mr. Lower spoke at Ohio University, Athens, last Wednesday (May 6) after receiving the Ohio University Distinguished Service to Journalism award. ABC News commentator Howard K. Smith was scheduled to receive a similar citation last Friday (May 8). As an example of denial of access, Mr. Lower recalled Chief Justice Warren Burger's refusal last February to allow broadcast media to cover his speech in Atlanta [BROADCASTING, March 2].

On the matter of government interference, Mr. Lower renewed the attack on government attempts to subpoena reporters' notes and out-takes. He called it "a new phenomenon—government officials expecting the news media to say a lot more to them and to do a lot more for them."

While decrying any threat to "the newsman's freedom to gather information, to grant anonymity to his sources, to protect his informants," Mr. Lower noted, "there is nothing wrong . . . in supplying film or tape of the commission of a crime."

As an example, he said three governmental agencies—the New York City police department, the Secret Service and the State Department — had requested and received ABC News film taken during the attempted assassination of Nationalist Chinese President Chiang Kai-shek's son April 24 in New York.

Reviewing court rulings and proposed

bills aimed at protecting newsmen from government encroachments, Mr. Lower observed, "it is unfortunate that language as clear and strong as the First Amendment's has to be reinforced with fresh legislation in this day and age."

The award to Mr. Lower was the second for the ABC News executive in about two weeks. On April 28 the Sigma Delta Chi chapter at Fordham University, New York, presented him with the first Edward Anthony Walsh award for distinguished service to the American public through journalism.

The FCC says it won't put WAIT on at night

The application of daytimer WAIT(AM) Chicago, for unlimited time operation on 820 kc—a class I-A clear channel—was returned as unacceptable for filing by the FCC last week.

WAIT's application was originally denied in 1967. WAIT appealed the decision to the U.S. Court of Appeals for the District of Columbia, which directed the commission to give WAIT's proposal a new "hard look" (BROADCASTING, Sept. 9, 1968).

"After fully reconsidering the submitted briefs and documents and hearing oral argument, we have reached the same result as we did in our original [order]," the commission noted. "We find no compelling reasons to grant a waiver of our rules."

Under the rules, only one station is authorized to operate on clear channel 820 kc at night in North America. Use of the frequency had for many years been shared by WBAP(AM) Fort Worth and WFAA(AM) Dallas. Last month the commission granted applications permitting WBAP to operate full time on 820 kc and WFAA to operate full time on 570 kc (BROADCASTING, April 27).

WAIT had contended that with its proposed new directionalization facilities, co-existence on the 820 kc channel would be completely feasible and no interference would result to the Texas stations. It also claimed that its "unique" and "quality" programming was justification for a rules waiver.

But the commission held that while it is not now faced with congestion of the 820 kc channel, grant of the WAIT proposal would impede future allocations.

And "the transitory nature of programming is clearly outweighed by the adverse effects a grant of WAIT's proposal would have on future allocations," the commission observed, adding, "it does not appear that the applicant's programming format is so unique that at least one or two of the AM or FM services in Chicago does not provide a reasonable facsimile."

ANA wrestles with agency problems

Miami workshop explores gamut: from slow pay to computerized affidavits to 'destroyed' rate cards

Rising costs and ways to beat them, particularly in television, dominated much of a three-day Advertising Financial Management Workshop conducted by the Association of National Advertisers last week in Miami.

Greater standardization—including a proposal that stations submit standardized invoice-affidavits on computer tape for faster checking against orders—and ways to avoid clutter, concentrate campaigns, give agencies more lead time in buying and put more emphasis on 30-second announcements were among the approaches outlined for the advertisers by a battery of agency speakers.

The clients also heard a stern lecture on prompt payment of their bills—and a warning that in today's climate business organizations are as much "a sitting

duck" for militant protesters as colleges and universities were a few years ago.

They also were told that station rate cards have been virtually destroyed in the past year or two and that next year's loss of cigarette advertising is apt to precipitate even more "distress selling" by stations.

Speakers at the workshop, held Monday through Wednesday (May 4-6), included Herbert Zeltner, senior vice president and director of marketing services for Needham, Harper & Steers; Barton A. Cummings, chairman of the executive committee of Compton Advertising; Justin T. Gerstle, senior vice president and executive director of the media-program department of Ted Bates & Co.; Jules Fine, senior vice president of Ogilvy & Mather; Sam Wyman, president of Timebuying Services Inc., and Murray Hillman, manager of the strategy workshop of the Interpublic Group of Companies.

NH&S's Herbert Zeltner diagnosed some of the significant problems in media and suggested some guidelines to meet the challenges in the years ahead. In television, Mr. Zeltner cited cost as the continuing problem. He cited statistics indicating that over the past five years, the average prime-time network minute cost has risen by about 30% while the average number of households has increased by only 12% for a drop in advertising efficiency of 9%.

Compounding the advertiser problem in costs, Mr. Zeltner said, is "clutter," caused by the larger number of 30-second announcements; an increase in absolute amounts of commercial time; adjustments in program format "making interruption more frequent and possibly more irritating and disconcerting to the viewer."

Another development calculated to alter TV as an advertising medium, he said, is the ban on cigarette advertising in January 1971. He ventured that this prohibition "will materially aggravate the problem of distress selling of time by stations," and added: "We're not opposed to bargain rates. We're opposed to the kind of pricing that knuckles under to a bargain hunter; that creates discounts for some and not

others and that seriously weakens the economic viability of a medium."

Mr. Zeltner noted other elements tending to change the ways that advertisers are and will be making use of television: the growth of syndicated programming created and placed on stations by agencies and advertisers; the fractionalization of the audience as multiple-set ownership grows, and the rise of the independent media services.

"The past year or so has seen virtually the complete destruction of station rate cards as a way of doing business," Mr. Zeltner asserted. "Local market television has become a highly individualized, somewhat inbred—and extremely dangerous—private-negotiation business under the pressure of the buying services and, unfortunately, station management has seen fit to encourage this phenomenon to date."

Turning to radio, Mr. Zeltner cited "an astonishing renaissance in advertiser popularity" for the medium in the 1960's but suggested that the gains made were on the local and not the network level. Other noteworthy developments in local radio, he stated, are the emergence of FM broadcasting as an important medium and the popularity of syndicated programming services.

Mr. Zeltner indicated there are signs that clutter in radio is declining to some extent. He noted that as the medium obtains added commercial support, "the temptation to give every advertiser his traffic-hour placement—regardless of what that hour sounds like—seems to be dying down."

In assessing magazines, he said those that have a clear-cut editorial purpose, aim at a specific audience and articulate the uniqueness of that audience are "doing well." Mr. Zeltner touched upon the regionalization of some publications and the offering of demographic availabilities (circulation on the basis of reader income or occupation) as developments that have helped boost advertising.

"Newspapers too are in a period of flux and change," he stated. "We continue to see improved color capabilities in ROP, hi-fi and Spectacolor—not only in mechanical reproduction but in availability and reasonableness of premium.

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Imaginative use of special sections by advertisers and neighborhood split-runs are both indications of variations and innovations which hold promise for more effective advertising."

Mr. Zeltner noted that television and radio appear to be making inroads into retail advertising, which long has been a major category for newspapers. He said one study indicated a 70% increase in the retailer dollar investment in TV in the past year alone. Though there will be a continuance of cost and clutter in all media, Mr. Zeltner reported, a study made by Needham, Harper & Steers predicts that by 1975, TV will cost 30% more than today; consume magazines at least 20% more, and Sunday supplements, more than today.

To meet the challenges of the twin problems of cost and clutter in the 1970's, Mr. Zeltner suggested that more emphasis be placed on the techniques of concentration and isolation of advertising messages. He explained that concentration can be achieved on a geographic basis, accentuating areas that promise better-than-average responsiveness; on a seasonal basis, focusing the effort during periods of the year when the advertised item is in demand, and on a media basis.

"The classic advantage of media concentration had to do with discount opportunities in which it was possible to generate savings of 30%, 40% and even 50% from the open rate for major volume placement," he said. "Even in this time of increasing government concern with discounts, the big customer is still favored—albeit somewhat more subtly—with improved positioning and visibility. We also have the presumed advantage of repetition, in which the second and third and fourth appearance of a given selling message is judged to be more effective."

The second key to more effective media planning, according to Mr. Zeltner, is isolation. He urged agencies to seek "island buying" possibilities on TV to heighten the visibility of the advertising message and to concern themselves with the distractions of the carrier itself. In this context, he recommended that agencies pay attention to the ways that editorial matter and program adjacencies can detract from the selling message or enhance its values and pertinence.

Mr. Zeltner stressed that coverage figures and audience estimates are dimensions of opportunity, not delivery, and added: "Probably the most important single matter facing us in media planning today is to develop a valid, broadly applicable measure of delivery—some factor which can be applied to audience figures to adjust for tune-

outs. If awareness—in a test situation we have studied—can plummet to 20%, we had better find a way to acknowledge this phenomenon in our deliberations. So far, we've managed to avoid troubling ourselves very much about it."

The heavy financial squeeze on advertising agencies, prompted in part by such factors as ever-growing costs of operations, new-product introduction and late-paying clients, was detailed by Compton's Barton Cummings, immediate past chairman of the American Association of Advertising Agencies.

Mr. Cummings reported that agency

gross income more than doubled from 1958 through 1968 while net profit experienced rises and declines. He said there was a decrease in profit from 1958 to 1960; a considerable increase from 1960 to 1966 but a serious drop from 1966 to 1968, which is "causing considerable worry in agency-management circles."

He cited statistics to show that office rents from 1958 to 1968 have risen from 85% to 100% while the total payroll has more than doubled. He said salaries for account management during the decade grew by 91%; for creative services, 87%, and for media

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What kind of products are being sold on TV?

The Television Bureau of Advertising is releasing today (May 11) this breakdown of spot and network TV spending last year. Based on data from Broadcasting Advertising Reports, it lists expenditures by product category.

Category	Spot TV*	Network TV	Total TV	Category	Spot TV*	Network TV	Total TV
AGRICULTURE & FARMING	\$ 4,020,300	\$ 1,031,900	\$ 5,052,200	DRUGS & REMEDIES	73,130,800	215,875,500	289,006,300
APPAREL, FOOTWEAR & ACCESSORIES	16,959,600	32,506,500	49,466,100	Medical equipment & supplies	4,944,300	3,197,300	8,141,600
Apparel fabrics & finishes	930,600	1,252,600	2,183,200	Medicines & proprietary remedies	67,526,700	205,867,300	273,394,000
Footwear	6,860,600	5,005,400	11,866,000	Misc. drugs & remedies	659,800	6,810,900	7,470,700
Hosiery	3,755,900	4,361,500	8,117,400	ENTERTAINMENT & AMUSEMENT	22,128,200	14,284,600	36,412,800
Ready-to-wear	3,198,800	5,463,700	8,662,500	Amusements & events	1,225,700	133,600	1,359,300
Underwear, foundations & bras	2,096,900	14,744,000	16,840,900	Motion pictures	**	4,055,500	4,055,500
Misc. apparel, accessories & notions	116,800	1,679,300	1,796,100	Restaurants & drive-ins	20,902,500	10,095,500	30,998,000
AUTOMOTIVE	56,053,000	135,574,300	191,627,300	FOOD & FOOD PRODUCTS	245,810,000	273,988,300	519,798,300
Passenger cars	43,543,300	96,768,200	140,311,500	Bakery goods & snack foods	30,740,700	37,259,300	68,000,000
Tires & tubes	5,910,600	16,061,400	21,972,000	Canned goods	26,938,400	28,278,700	55,217,100
Trucks & mobile homes	478,800	5,406,600	5,885,400	Cereals	30,376,100	57,113,300	87,489,400
Misc. auto accessories & equipment	6,120,300	17,338,100	23,458,400	Coffee, tea & cocoa	44,459,700	15,788,700	60,248,400
BEER & WINE	56,084,200	22,600,500	78,684,700	Dairy products	11,478,700	6,893,300	18,372,000
Beer & ale	48,553,800	20,030,800	68,584,600	Flour & prepared baking mixes	6,184,400	16,359,000	22,543,400
Wine	7,530,400	2,569,700	10,100,100	Frozen foods	19,344,400	15,675,500	35,019,900
BUILDING MATERIALS, EQUIPMENT & FIXTURES	6,808,700	13,456,200	20,264,900	Fruit & vegetable juices	5,676,100	17,571,200	23,247,300
Building materials	243,500	2,412,200	2,655,700	Fruits & vegetables—fresh	2,289,400	4,061,400	6,350,800
Equipment, fixtures & systems	3,507,700	3,303,200	6,810,900	Health, dietary & infants' foods	14,375,100	11,706,500	26,081,600
Protective coating & finishes	3,057,500	7,740,800	10,798,300	Meats, poultry & fish—fresh	6,356,000	9,187,400	15,543,400
CONFECTIONERY & SOFT DRINKS	92,929,300	38,149,700	131,079,000	Packaged foods	13,538,600	14,249,100	27,787,700
Confectionery	34,274,600	19,446,000	53,720,600	Seasoning & condiments	12,630,800	18,796,300	31,427,100
Soft drinks	58,654,700	18,703,700	77,358,400	Shortening & oils	15,868,600	15,211,700	31,080,300
CONSUMER SERVICES	14,492,000	21,072,900	35,564,900	Sugars, syrups & jellies	4,000,600	3,379,000	7,379,600
Engineering & professional serv. & misc.	203,000	14,691,400	14,894,400	Misc. ingredients	1,363,800	2,197,200	3,561,000
Financial	11,172,600	6,208,700	17,381,300	General promotion & combination copy	188,600	260,700	449,300
Schools & colleges	3,116,400	172,800	3,289,200	GASOLINE, LUBRICANTS & OTHER FUELS	45,387,300	32,741,100	78,128,400
				HORTICULTURE	3,117,600	2,840,800	5,958,400
				HOUSEHOLD EQUIPMENT & SUPPLIES	51,232,300	58,848,700	110,081,000

research. 119%.

Mr. Cummings singled out new-product introduction as causing "one of the biggest expenses an agency has to cope with." He noted there are many policies between advertisers and their agencies on financing this undertaking. He emphasized that few advertisers are willing to subsidize their agencies fully on new-product introduction.

He estimated that a new packaged-goods introduction campaign could cost from about \$100,000 a year up to as much as \$250,000 to \$300,000 a year. Mr. Cummings reminded his audience that agencies net approximately 1% of the 15% commission after taxes on total billing and commented: "You will recognize that new-product costs to an agency are one of the biggest reasons for the profit squeeze. Too many advertisers are demanding and receiving services for which agencies are not fully reimbursed."

He hit hard at advertisers who have been delinquent in paying agencies. He referred to a recent AAAA study that showed about 40% of the clients of 16 member agencies have been making late

payments. He noted that agencies are not in a position to pay media and production companies unless they borrow at the high interest rates that prevail today.

"In some cases late-paying advertisers are using every trick in the finance book to avoid paying on time," Mr. Cummings asserted. "They are questioning some of the minutest details of bills in order to avoid payment. This is nothing more than subterfuge. I suggest that advertisers pay as billed, and then when proof of performance is finalized, credits or debits be issued, as required. This is the kind of trust that should exist between advertisers and their agencies."

"The point is agencies cannot afford to be bankers for their clients. In my judgment, if an advertiser can't afford to pay for its advertising commitments, it should not make those commitments in the first place."

Another factor contributing to the profit squeeze of agencies, Mr. Cummings said, is the voluntary work on various public-service campaigns, important though they are. He said he

had talked to various agency heads and had learned that the costs vary, depending on the project, all the way from \$50,000 a year to more than \$200,000 a year.

Bates' Justin Gerstle renewed the call for universal use of a new standard invoice affidavit form by TV stations (BROADCASTING, March 9, et seq.), and also gave some hints as to the course of further standardization moves. He predicted that committees at work on the question would define the standard broadcast week as Monday through Sunday and the standard broadcast month as to be composed of sometimes four and sometimes five full broadcast weeks.

"For example," he said, "the first two months of a quarter could be each four weeks in length and the third month five weeks. Station invoices would be submitted on this basis. "This is an integral part of invoice checking. Station plan and package rates for spots are on a weekly—not calendar monthly—basis. With standardization of weeks and station-billing months, a spot will no longer rotate out of one billing or

Category	Spot TV*	Network TV	Total TV	Category	Spot TV*	Network TV	Total TV
Household paper products	28,184,800	15,461,000	43,645,800	SMOKING MATERIALS	39,842,400	173,543,900	213,386,300
Insecticides, disinfectants & deodorizers	7,740,700	12,669,700	20,410,400	Cigarettes	37,376,300	164,470,200	201,846,500
Major appliances	7,722,700	16,986,000	24,708,700	Cigars & tobacco	2,246,800	8,702,900	10,949,700
Small appliances & equipment	6,353,500	8,794,900	15,148,400	Misc. smoking materials & accessories	219,300	370,800	590,100
Misc. accessories & supplies	1,230,600	4,937,100	6,167,700	SOAPS, CLEANSERS & POLISHES	96,699,600	153,696,600	250,396,200
HOUSEHOLD FURNISHINGS	7,463,600	19,457,900	26,921,500	Soaps & detergents	39,056,400	66,909,600	105,966,000
Floor covering	2,133,100	8,442,000	10,575,100	Cleansers, polishes & laundry preparations	57,643,200	86,787,000	144,430,200
Furniture	2,130,600	1,677,600	3,808,200	SPORTING GOODS & TOYS	35,084,000	28,742,600	63,826,600
Household fabrics & finishes	3,136,000	6,003,600	9,139,600	Games, toys & hobbycraft	32,819,500	26,428,900	59,248,400
Misc. household furnishings	63,900	3,334,700	3,398,600	Sporting goods	2,264,500	2,313,700	4,578,200
INDUSTRIAL DEVELOPMENT & FREIGHT	552,200	4,445,200	4,997,400	TOILETRIES & TOILET GOODS	136,087,800	275,592,400	411,680,200
INDUSTRIAL MATERIALS	189,800	6,008,400	6,198,200	Cosmetic & beauty aids	24,807,900	32,564,000	57,371,900
INSURANCE	6,585,700	27,838,200	34,423,900	Dental supplies & mouthwashes	25,431,000	68,020,700	93,451,700
JEWELRY, OPTICAL GOODS & CAMERAS	4,542,600	36,730,600	41,273,200	Depilatories & deodorants	15,951,700	32,710,100	48,661,800
Cameras & photographic supplies	3,841,100	21,949,800	25,790,900	Hair dressings & accessories	41,878,300	66,798,000	108,676,300
Jewelry, watches & optical goods	701,500	14,780,800	15,482,300	Shaving goods & men's toiletries	18,962,700	45,638,700	64,601,400
OFFICE EQUIPMENT				Toilet soaps	6,606,700	23,203,300	29,810,000
STATIONERY & WRITING SUPPLIES	4,149,700	16,281,600	20,431,300	Misc. toilet goods	2,449,500	6,657,600	9,107,100
PETS & PET SUPPLIES	23,556,600	25,225,800	48,782,400	TRAVEL, HOTELS & RESORTS	31,146,800	24,697,400	55,844,200
PUBLISHING & MEDIA	13,218,200	3,110,800	16,329,000	Airlines	25,839,000	20,308,100	46,147,100
RADIO, TELEVISION SETS & MUSICAL INSTRUMENTS	23,880,700	20,082,600	43,963,300	Buses	1,876,000	2,042,100	3,918,100
Musical instruments	594,800	135,300	730,100	Car rental	2,768,000	1,621,600	4,389,600
Records & tape recordings	3,901,400	80,700	3,982,100	Resorts & hotels	444,500	714,700	1,159,200
Radios, TV sets, phonographs & recorders	18,919,800	19,143,300	38,063,100	Steamships	9,700	—	9,700
Misc. components & supplies	464,700	723,300	1,188,000	Travel services	209,600	10,900	220,500
				MISCELLANEOUS	4,292,000	18,995,500	23,287,500
				TOTAL	\$1,115,445,000	\$1,697,420,500	\$2,812,865,500

* Spot TV figures for 1969 from BAR not comparable to past spot TV data supplied by LNA.

** Market-by-market motion picture activity classified as "local" by BAR, totaled \$18,232,500 in 1969.

NOTE: Many of the above categories have undergone changes since 1968 and are not comparable to past category data.

Sources: Network TV—BAR; Spot TV—BAR, 75 markets.

plan-rate cycle into another. This will enable the checker to more accurately keep track of rotating spots and their prices, and billing adjustments to you."

If stations submit and agencies pay invoices on a standardized four and five-week basis, he said, advertisers could help by "abandoning calendar-month billing and also accepting the standardized four and five-week definition of billing cycles".

Reconciliation problems could be further minimized, he added, "if media plans and their costs were also developed on the same four and five-week cycles." And for a "giant step" in standardization he proposed that stations submit their invoice/affidavits "on computer tape in a standard layout" for virtually instantaneous checking by computers.

The Bates agency, Mr. Gerstle said, has already prepared for this "giant step" by programming a computer system that will accept affidavit/invoice input in any of several forms—manual, key-punched or tape.

After checking the affidavit/invoice against what was ordered, he said, "the

computer makes out a check to the station for what is correct and a remittance form indicating to the station what it billed for the time period in question, what is being paid, and the reasons for the difference, spot by spot. It even says, for spots billed but not ordered, 'Thank you for the freebie'."

Ogilvy & Mather's Jules Fine suggested that spot-TV buys may be improved through providing adequate "lead time" to execute a purchase; accelerating the use of the single 30's instead of piggybacks and using an on-air monitoring service such as Digisonics. Mr. Fine warned that buying a spot schedule at the last minute can be costly. He noted that it provides scant time to negotiate prices and conditions, increases costs for shipping films by air-express and by hand, and gives stations a reason for refusing a make-good if deliveries arrive late.

A second way to improve spot-TV buys, he said, is to use the solo 30-second announcement, which cuts down substantially on print costs, instead of piggybacks. He added that if a piggyback schedule is decided on for a par-

ticular group of products, other brands should go the 30-second solo route to avoid changing schedules, which can lead to discrepancies.

Timebuying Services President Sam Wyman urged advertisers to insist upon a post-performance analysis of their spot-TV radio messages through electronic data processing in order to achieve the full potential of their buys.

He said a "real evaluation and control of spot expenditures" would involve the checking of invoices on the basis of price, ratings, make-goods, pre-emptions, film or tape numbers. But he stressed that this would require a billing staff solely for spot that would be about three or four times larger than at present.

He demonstrated for the audience a computerized system for data evaluation, and added: "It is my firm belief that a post-performance analysis would virtually guarantee every spot advertiser in this room a saving of at least 10%, and as much as 30%. This is available today and should be insisted upon by every advertiser using spot broadcast."

The warning that in today's climate

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 26, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 26	Total dollars week ended April 26	1970 total minutes	1970 total dollars
	Week ended April 26	Cume Jan. 1-April 26	Week ended April 26	Cume Jan. 1-April 26	Week ended April 26	Cume Jan. 1-April 26				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ ———	\$ 115.3	\$ 2,102.8	\$ 338.7	\$ 5,459.2	95	\$ 454.0	1,421	\$ 7,562.0
Monday-Friday 10 a.m.-6 p.m.	1,739.3	29,630.3	3,026.4	54,073.3	2,028.7	30,911.2	929	6,794.4	13,773	14,614.8
Saturday-Sunday Sign-on-6 p.m.	1,085.7	19,999.3	937.3	26,378.5	817.5	12,246.3	318	2,840.5	4,882	58,624.1
Monday-Saturday 6 p.m.-7:30 p.m.	196.2	4,014.8	732.1	4,495.2	537.6	10,708.5	83	1,465.9	1,273	29,215.5
Sunday 6 p.m.-7:30 p.m.	74.9	2,094.5	232.0	5,329.4	18.0	4,595.1	13	324.9	353	12,019.0
Monday-Sunday 7:30-11 p.m.	4,929.8	95,032.0	5,882.4	126,407.1	6,499.4	125,131.2	421	17,311.6	7,197	346,570.3
Monday-Sunday 11 p.m.-Sign-off	137.7	4,802.3	406.4	5,810.8	790.8	11,278.1	118	1,334.9	1,734	21,891.2
Total	\$8,163.6	\$155,573.2	\$11,331.9	\$234,597.1	\$11,030.7	\$200,326.6	1,967	\$30,526.2	30,633	\$ 590,496.9

"business is a sitting duck for attack much as the university was" came from Murray Hillman of the strategy workshop of the Interpublic Group of Co's. He held out the prospect of seizures, sit-ins and boycotts against business establishments and added: "The patterns of the revolutionaries have been tested and validated. It's not a question of whether it will happen. It is a question of when and what company will be first."

The current climate, Mr. Hillman said, also raises some questions and challenges for television and its users. He said today's rebellion is "against mass everything, mass communication, mass education, mass business, mass government—in short, mass conformity." And the goal, he added, is "individual involvement." He continued: "If the recipient of the messages isn't involved, one couldn't care less about efficiency or cost per thousand. To the extent that the role of mass television is basically a one-to-many communications technique, how does one go about

getting individual involvement when using television? . . . True communication is a dialogue; a dialogue to be successful must be involving in basically a surprise-free world."

Study says advertising may produce monopoly

A Federal Trade Commission staff report released last week said that if a small number of food manufacturers dominate the market for a specific product, they can create a nearly monopolistic market situation by increasing their advertising.

The report, a study of market structure and profits in the food-manufacturing industry, concluded that when market concentration and advertising increase together above a certain point, the barriers to entry of new firms become much greater. What happens then, the study said, is that profits increase significantly—in a way that only monopoly producers would normally be able

to achieve.

The report indicated that once these barriers to entry are established, they are perpetuated by advertising that portrays existing products as unique. Under normal competitive circumstances, it was indicated, new firms would be able to introduce products that could vie for market superiority on their merits. When market concentration is combined with heavy advertising, however, two things happen at once, according to the report: New firms are less likely to enter the market and consumers are less able to evaluate the merits of new products that do appear.

The would-be newcomer to the market not only has to combat the inherent market power of established firms, the report indicated, he must also deal with consumer preferences, created by advertising, that may have more to do with image than with inherent superiority or differences between competing products.

The implied conclusion was that advertising may, in some cases, be as anti-competitive as excessive concentration is frequently said to be. However, the report was an attempt to assemble objective research and it made no policy recommendations. Normally, the FTC commissioners do not explicitly endorse or reject these staff reports, although they may adapt the findings in drawing their own policy conclusions.

Rep appointments:

- WCAR(AM) Detroit; WSUN(AM) Tampa-St. Petersburg, Fla.; Avco Radio Television Sales, New York.
- WEEZ(AM) Chester, Pa.; WSME(AM) Sanford, Me.; WTSB(AM) Brattleboro, Vt.; KCLA(AM) Pine Bluff, Ark.: AAA Representatives, New York.



Lifestyle '70:
a new rep firm that sells
the progressive rock
concept exclusively!

Call collect: (212) 636-0994
Lifestyle '70
443 West 50th Street
New York, N.Y. 10019

Beating a celebrity takes time (on TV)

Metzenbaum's ad campaign is said to have turned the tide in Ohio primary

The problem: You are a millionaire businessman and labor lawyer who has decided to run for the U.S. Senate. Your name is respected among insiders but nearly unknown to the electorate. Your Democratic primary opponent, on the other hand, is nothing less than a national hero—the first man to orbit the earth, a man widely regarded as the very incarnation of American competence and old-fashioned virtue. How do you overcome this staggering handicap, make yourself visible, and win the nomination?

The answer: Since this is a broadcast-industry trade publication, you already know the answer. If you are Howard Metzenbaum, running against former astronaut John Glenn in Ohio, you cook up a massive, statewide campaign of television advertising and turn certain defeat into stunning victory.

The Senate race has been nationwide news since it began, but the big story until recently was the apparent landslide for John Glenn. Last week, just before the primary vote, it was nationwide news of a different sort—because Mr. Metzenbaum was obviously gaining fast on his popular opponent, and because he ran what one observer called "the best media campaign in Ohio history."

It all started last fall, when polls showed that Mr. Glenn was known to 95% of Ohio voters, nearly all of whom had a clear image of him as a man of sincerity, integrity and resourcefulness. The same polls showed that Mr. Metzenbaum's name rang a bell with 10% of the electorate, and many of the 10% had a decidedly fuzzy image of the man.

The advertising campaign attacked that problem head-on. In what has been described as "saturation" of announcements ranging from 20 seconds to five minutes, television viewers almost always saw Mr. Metzenbaum in action on the campaign trail—talking to students, workers, housewives. The spots, which took advantage of Mr. Metzenbaum's acknowledged skill as a person-to-person campaigner, attempted to establish an image of the candidate as a cool, compassionate, committed individual with a wealth of experience and ability.

The Metzenbaum organization took another poll late in March, when Mr. Glenn's relatively light advertising campaign was at its heaviest. According to

Harold Stern, Mr. Metzenbaum's campaign manager, that poll showed that the number of people who knew of Mr. Glenn had not changed appreciably, and that their image of him remained the same. It also showed that well over half the voters now recognized Mr. Metzenbaum's name, and his image had acquired new clarity. The image corresponded closely to what the broadcast advertisements were trying to project, Mr. Stern said.

Last week before the primary, speculation was rampant as to just what had been spent on the Metzenbaum campaign. Mr. Glenn was quoted as saying that if his opponent won the primary, it would prove that "you can buy an election." From the Glenn camp came estimates that Mr. Metzenbaum had spent nearly \$1 million on his advertising. Mr. Stern, declined to give an exact figure last week, but said the cost had been substantially less than half that estimate.

The two candidates' positions on crucial national issues were never regarded as widely divergent. However, Mr. Stern said: "By May 5 the voters were faced with two clearly differing images—so they had a real alternative choice."

Obviously enough, Mr. Metzenbaum's backers regard broadcast adver-

tising as a cornerstone of their candidate's surprising success. And, obviously, they will lean on it again in the race against the Republican nominee, Representative Robert Taft Jr. (R-Ohio), although specific campaign plans are reportedly not formulated.

Less obvious is the fact that they do not feel that advertising would make a comparable difference in just any campaign. Mr. Stern, for one, does not feel that heavier advertising will make a difference to a candidate whose image is firmly established in the voters' minds a candidate like John Glenn.

Nevertheless, the talk across the country last week was that broadcast advertising—other things being constant—can be the crucial factor for a candidate who is running substantially behind.

Bon Ami finds new agency

The Bon Ami division of Chemagro Corp., Kansas City, Mo., has appointed Rockwell, Quinn & Wall, New York, to handle all consumer advertising as of June 16. Once an active broadcast advertiser, the Bon Ami line of household cleaners has dropped off in broadcast activity in recent years, but a spokesman for the new agency said future use of broadcast by Bon Ami seemed likely.

Who is heard in more homes and cars than any other Iowa station?



WHO RADIO

...that's who!

Source: Circulation Pulse 1968

Des Moines, Iowa • 1-A Clear Channel • 50,000 Watts 

BLAIR RADIO National Representatives

It's no time to relax for TV-ad salesmen

CBS affiliates warned replacement is needed for cigarette dollar loss

Ulcers are back in style at the "Black Rock" building in New York that is the headquarters for CBS-TV. Frank M. Smith, vice president for sales for the network made this clear in a talk last week delivered before the 16th annual general conference of CBS-TV affiliates meeting in Los Angeles (see page 38). The economy turning sour, the canceling of cigarette advertising, impending strikes, widespread attacks against television by print media and others, were among the things, he indicated, that are giving the network cause for concern despite its coming out of 1969 "in grand style."

Mr. Smith seemed particularly concerned over the potential impact of cigarette ad dollars leaving television with possibly no replacement. This will be a "real problem," he left no doubt, even to stations that don't carry much cigarette business. "The truth of the matter is," he explained, "that if the network market turns soft, it will affect all television markets."

The solution to the loss of cigarette revenues, he suggested, is to find and bring into television replacement dollars over and beyond normal growth revenues. He stressed the need for cooperation among all television operators and

the immediate necessity for television to be sold by all stations to potentially new advertisers first and foremost as an effective advertising medium with only secondary regard as to which TV outlet receives the specific order. More specifically, what Mr. Smith called on stations to do is:

- Sell television.
- Find companies that are not using television and convince them to buy the medium.
- Go to clients who are underspent in television and convince them to increase their investment.

Ad-lib dance promotion may bring \$2,000 fine

The FCC has notified KISD(AM) Sioux Falls, S. D., of apparent liability for a \$2,000 fine for airing announcements that did not contain sponsorship identification and for not logging them as commercial time.

At the same time, the commission told KISD that its commercial practices in advertising dances sponsored by the station were unfair competition against independent promoters. The commission's action came after investigation of a complaint that KISD was advertising its own promotions of rock-and-roll dances in competition with commercial dance promoters and that station employees were ad-libbing about dances without logging their comments as commercial time. During one three-hour period last year, the station made 39 such announcements, logging only nine as commercial time.

In response to the inquiries, KISD said

station policy was not to log continuity that was primarily ad-lib material. It added that it limits promotion material to pretaped announcements, which are logged as commercial time, and does not use the station to gain competitive advantage over commercial promoters. The licensee also said it accepts advertisements for competing dances and concerts and does not permit employees to produce such events.

The FCC maintained that KISD used the "leverage of its dominant position as a broadcast licensee" to gain competitive advantage over independent dance promoters, and said that information obtained in the inquiry will be considered in the station's upcoming license-renewal application.

The vote was 5-to-0 with Commissioner Kenneth A. Cox not participating and Commissioner Robert T. Bartley absent.

Agency man sees an end to the ad extravaganza

A principal of a small, creative ad agency predicted the demise of the "boutique agencies" last week in a speech before a group of advertising executives in Greenville, S.C.

Addressing the third district of the American Advertising Federation convention, Donald Kurtz, marketing partner of Kurtz Kambanis Symon, New York, said, "the \$100,000 commercial extravaganza went into hiding recently—about the same time that bank interest rates went over 8%, and I predict that they will never return."

They will be replaced, said Mr. Kurtz, by "old fashioned items like professionalism, attention to detail, homework" and the account executive "in a different mode." The account man of the 70's, he went on, will belong "not only to the local country club, but to the art museum as well" and will possess "a knowledge of what advertising is about."

Sorensen hires PKL

A contender for the Democratic nomination to the Senate from New York and a presidential advisor during the Kennedy administration, Theodore C. Sorensen, has appointed Papert Koenig Lois, New York, to handle his campaign advertising. PKL has helped elect two senators from New York, the late Robert Kennedy in 1964 and Jacob Javits in 1968. Television advertising played a key role in both of those campaigns, and is expected to play an important part in Mr. Sorensen's, according to agency managing director, William White. PKL, a division of PKL Co.'s, has also moved to a new address: 488 Madison Avenue, New York.

42-second break: disappearing form?

CBS-TV has reportedly submitted to its affiliates a new plan to eliminate all 42-second station breaks. The plan, unveiled privately to stations at the network's annual affiliates convention, held in Los Angeles (see page 38), calls for either the reduction of 42-second breaks to 32 seconds or their expansion to 62 seconds. In total, however, the amount of station-break time would not change.

The CBS-TV plan was said to have been suggested by affiliates who reported some 85% of their commercials were of either 30-second or 60-second length. There were indications, though, that while the plan is favored by big-market affiliates, small-market stations may not view it with nearly as much favor.

The plan has been offered by CBS-TV for approval by its affiliate associa-

tion. It would become effective next fall, with the start of the 1970-71 season.

ABC and NBC officials, advised of the CBS plan to convert 42-second breaks to 32's and 62's, said they had no plans of their own to follow suit but conceded that the CBS move might precipitate discussions at their respective affiliates meetings this week (ABC-TV) and next (NBC-TV).

An NBC spokesman noted that NBC-TV had already converted 10 42-second nighttime breaks to 60's, effective Jan. 5, as part of the give-and-take in which it cut affiliates' network compensation by 6.5% to help pay for AT&T networking rate increases (BROADCASTING, Nov. 24, 1969). Its remaining prime-time 42-second breaks, numbering about 14 a week, follow half-hour programs.

ABC absorbed all of the AT&T rate increase, at least for the first year, and accordingly made neither compensation reductions nor compensatory changes in break lengths.

New code manual will be published

The National Association of Broadcasters' radio code board was told last week that a new manual for code subscribers is being readied for fall publication. The manual, entitled "Broadcast Self-Regulation Working Manual of the NAB Code Authority," will detail 10 years of guidelines on and interpretations of the codes as well as related rulings from federal agencies.

In a meeting at NAB headquarters in Washington the board also heard that 2,420 stations (40.2% of those licensed), now belong to the code and that 98% of them were found, after monitoring, to be in compliance with the NAB time standards. The board reviewed personal-product advertising standards and declined to make further modifications. But it asked the code authority to continue its study in this area. The board also declined to take up a request that standards on liquor advertising be relaxed to permit advertising of a liqueur (BROADCASTING, May 4).

Cigarettes new look to offset TV ad loss

Liggett & Myers has developed new packaging for its three Chesterfield filter brands in preparation for the forfeiture of the broadcast media by tobacco advertisers the first of next year.

The new cigarette packs and cartons created for Chesterfield filters, menthol filters and 101 Chesterfield were described by a spokesman for the company as "good for visual or print or

outdoor" and "very good for 1971." The color photos of outdoor scenes would not come across well on most black-and-white TV receivers, he added. National distribution of the newly packaged brands is expected by the end of this month.

Attention will be called to the new packaging largely through print advertising. Television advertising through the remainder of the year will consist of existing spots promoting coupons with tags added to alert viewers to the new packaging.

The Chesterfield filters pack will carry a photo washed in red depicting two horseback riders under a spreading tree. The new green package of Chesterfield menthol filters will show two people next to a bubbling stream in a lush forest. The 101 pack carries a yellow photo of a two people sailing a boat before a sunset.

J. Walter Thompson Co., New York, is the advertising agency.

Also in advertising:

TV-radio statistics ■ John Blair & Co. has issued the 1970 edition of *Statistical Trends In Broadcasting*, including information on total advertising and TV-radio expenditures and station revenues on a market basis. Copies may be obtained on letterhead request from Blair, 717 Fifth Avenue, New York 10022.

Available for admen ■ Directors Designers Director/Cameramen Consortium has been opened at 210 East 53rd Street, New York, by Harold Friedman, to provide creative personnel for advertising industry.

Ads are allowed for San Diego CATV systems

San Diego CATV systems, limited in their distribution of Los Angeles TV signals by an FCC order June 26, 1968, can now originate advertising. The commission last week brought the San Diego decision into line with the commission's Oct. 27, 1969 order—requiring program origination by CATV systems with more than 3,500 subscribers and permitting CATV systems to present advertising with each cablecast. It noted that the June 1968 San Diego ruling states that any rules ultimately adopted on a nationwide basis would apply to the San Diego CATV systems.

The commission's San Diego proceeding limited carriage of Los Angeles TV signals by CATV systems operating within the grade A contours of San Diego market TV stations to areas where Los Angeles signals were being distributed on or before Aug. 23, 1966. Unlimited CATV expansion would substantially inhibit potential UHF development in San Diego, the commission said.

Three San Diego area CATV operators, Trans-Video Corp, San Diego; Escondido Community Cable Inc., Escondido, Calif. and Vista Cablevision Inc., Vista, Calif. had asked for relief from the restrictions of the San Diego order. Western Telecasters Inc., licensee of KCST-TV, and Midwest Television Inc., licensee of KFMB-TV, both San Diego, had asked that the petition of the cable firms be held until petitions seeking reconsideration of the first report and order could be decided upon. The commission, however, said it did not believe it "necessary or appropriate" to wait.

Equipment & Engineering

How TV's could use earth stations

Cost and technical requirements are held to be no bar to operation by local TV's

TV stations should build and own their own earth stations if a broadcast domestic satellite system is established, a subcommittee of the CBS-TV Affiliates Association recommended last week.

The committee is the Satellite Transmissions Committee and it reported to the parent group meeting in Los Angeles last week (see page 38).

Satellite ground stations, the committee reported, can be constructed "for approximately the cost of a first-class video-tape recorder, and the main-

tenance of them is fully within the technical capabilities of the personnel at an average station."

The Satellite Transmission Committee further reported that the CBS affiliates board had authorized continued study of all applications for satellite interconnection that may be filed with the FCC. The committee also was authorized to contact the affiliates associations of ABC-TV and NBC-TV, as well as representatives of non-network affiliated stations, in hopes of achieving industry-

wide cooperation from stations in the study of satellite projects.

The committee revealed that it has hired Larry Templeton of the San Francisco firm of Hammett & Edison as a consultant on the technical details of satellite interconnection.

The three television networks previously had announced that they had retained Page Communication Engineers, Washington, to study the communication satellite question, to make recommendations on how satellites can best be used by the networks to interconnect the networks with their affiliates. The Page study is due by or before July 1.

Chairman of the CBS-TV Satellite Transmission Committee is A. James Ebel of KOLN-TV Lincoln, Neb. Also

serving on the committee are William C. Grove, KFBC-TV Cheyenne, Wyo.; August C. Meyer, Midwest Television Inc., Champaign, Ill.; Louis Simon, Westinghouse Broadcasting Co., San Francisco; Robert E. Schmidt, KAYS-TV Hays, Kan., and August C. Hiebert, Northern Television Inc., Anchorage.

Modification permits more zoom with Sony

Availability of a modification that will permit the use of any standard C-mount TV zoom and fixed lenses with the Sony DXC-5000 color camera was announced last week by Videotechniques Inc., Stamford, Conn.

Alexander Autote, Videotechniques president, said that without the modification the camera's zoom capacity is limited to the 6-to-1 zoom lens that is built in as an integral camera part. The modification, he said, makes the camera compatible with any standard broadcast C-mount lenses.

Videotechniques is offering the modification to broadcasters, cable-TV operators and industrial TV users who wish to use the Sony DXC-5000 in remote TV news, mobile origination and industrial applications.

"Since the Sony DXC-5000 has only three operating controls instead of the 30 or so found on other industrial color cameras," Mr. Autote said, "it is the ideal answer to low-cost origination now that standard lenses can be used."

Videotechniques will perform the modification, at a price of about \$2,400 for those who already have Sony DXC-5000's and for companies that are selling the cameras, and will also supply modified cameras with its own cable TV/Catvan mobile color origination vehicles and CATV studio multiplexer systems.

Technical topics:

Low impedance mike ■ Turner Co. has introduced a new directional-type, cardioid microphone, Model 2203, with 150 ohm impedance. Turner is a subsidiary of Conrac Corp.

Golden anniversary ■ The fourth annual Consumer Electronics Show from June 28-July 1 in New York will celebrate broadcasting's 50th anniversary with over 200 manufacturers showing their 1971 TV, radio and other consumer-products lines. In addition to a banquet, a government-industry symposium on consumer issues, audio-components seminar and tape-equipment conference will be held. The show is sponsored by the Consumer Products division of Electronic Industries Association.

Overseas department ■ Gates Radio Co., Quincy, Ill., has established a new International Sales Department in New

TV-set sales continue their downward trend

Sales of TV and radio sets by distributors to dealers for the first three months of the year were still substantially below the same period in 1969, but the rate seems to be slackening, according to the Electronic Industries Association.

For March, EIA noted last week, sales of color TV were still down, by 25.5%, compared to March last year. But this figure is slightly up from the 25.7% decrease in February and the 26.1% decrease in January. The same ratios held for sales of monochrome-TV sets, down 14.2% in March, but up from 16.9% decrease in February and the 16.2% decrease in January.

Total radio sales were down by 24.8% in the first quarter, with the lowest decrease, 17.4% for auto radios.

Sales for the first three months, according to EIA:

Television		
	1970	1969
Color TV	1,134,310	1,528,217
Monochrome TV	1,098,593	1,302,264
Total TV	2,232,903	2,830,481
Radio		
AM	1,152,178	1,551,300
FM	662,024	869,355
Auto	2,252,203	2,852,461
Total Radio	4,026,405	5,273,116

York under the direction of Joseph R. Guerrero. Mr. Guerrero was formerly with Rocke International Corp. and RCA Communications Inc.

EVR: north of the border ■ CBS Electronic Video Recording Ltd. has established a sales office in Canada at 500 Place D'Armes, Montreal 126. Arthur J. Sebesta is director of sales, Canada, for EVR.

Switchers introduced ■ Telemet Co., Amityville, N.Y., has developed two solid-state 12-input vertical interval switchers, models SS-48 and SS-36, for color or monochrome TV broadcasting. The SS-48 is a four-buss switcher with preview, program and mix-effects channels. The SS-36 is a three-buss switcher with program and mix-effects channels and uses an external keying for the effects amplifier. The SS-36 is priced at \$6,500 and the SS-48 at \$7,500.

Two-way for CATV's

General Instrument Corp., New York, reported last week it will introduce at the National Cable Television Association convention in Chicago next month prototype equipment that permits two-way communications between a CATV system and subscribers. Robert H.

Beisswenger, vice president, General Instrument, and chief of General's Jerrold Corp., Philadelphia, a leading producer of CATV equipment, said the two-way equipment would provide for the viewer such services as facsimile reproduction of newspapers, airline reservations, banking transactions and electronic mail delivery.

RCA, Motorola to offer 4-channel stereo tapes

RCA Records Inc. and Motorola Inc., automotive products division, both New York, have announced plans at the International Music Industry Conference, Palma de Mallorca, Spain, to market 4-channel stereo 8 cartridge tapes for home and automotive use. RCA's Quadrasonic stereo 8 and Motorola's Quad-8 will provide up to 25 minutes of music on each of two 4-channel programs. Both systems are compatible with existing stereo 8 cartridges.

Plans are to make home players and "hang-on" automotive units available late in 1970 and installed quad-8 systems optional in 1972 or 1973 model cars—at a slightly higher price than conventional stereo 8 cartridges.

RCA, meanwhile, has announced in New York that it has introduced an FM/AM radio that also plays the audio portion of local VHF and UHF television channels. The new radio, called the Audio Center, features Braillekeyed markings as an aid to the visually handicapped.

NABET announces new deadline for pact

The National Association of Broadcast Employees and Technicians, which called off a scheduled strike at NBC on May 1 at the suggestion of the U.S. Mediation and Conciliation Service (BROADCASTING, May 4), has set a deadline of May 21 for receiving new contract proposals from the network.

NABET originally specified the May 1 strike for 3 p.m., but before the deadline it consented to continue talks on an "hour-to-hour basis." Late that night negotiators for the union and the network agreed to a recess in talks until May 21 to give NBC opportunity to offer improvements in its contract package.

A spokesman for NABET in New York said last Thursday (May 7) that a vital issue is the pension plan. He noted that union employees at NBC are tied into the RCA pension plan and they consider it inadequate. Most NABET technicians earned about \$260 a week under the pact that expired on March 31. NBC has offered a \$55 weekly increase, spread over three years.

Ford gives \$1 million to sell ETV wares

Educational stations handed funds to lure audiences to programs

Educational television has been bitten by the advertising bug and is being treated with \$1 million in Ford Foundation serum.

Quietly but deliberately, the Ford Foundation, recognizing the need for more exposure of ETV to the public—last December allocated the funds. A total of \$300,000 was earmarked for the current period, Dec. 1, 1969 through June 1.

David M. Davis, program officer in charge of the Office of Public Broadcasting of the Ford Foundation, acknowledged last week that we "never had a general allocation in our budget for this purpose." Mr. Davis called it a "major step by the foundation to deal realistically" with the situation. "Unless we have an audience," he observed, "it doesn't matter how good the programs are."

This sentiment was echoed by others in the ETV industry—among them, Fritz Jacobi, director of information services, National Educational Television. "It doesn't do any good to put a program on the air if nobody knows about it," he commented. Until the end of last year, he said, "we had a modest advertising budget which we parceled out to stations." Then, he added, we finally realized this was "costly and ineffective."

Mr. Jacobi explained that now the Ford Foundation has set aside funds for producing agencies—such as NET—to advertise network programming in key areas, mostly in major daily newspapers. He identified the areas as Boston, Chicago, Los Angeles, New York, San Francisco and Washington.

Mr. Jacobi said the ads are prepared

for NET by the Lawrence K. Grossman agency, New York, and placed in one major newspaper in each of the key cities twice a month. Plates are prepared by the agency and air-expressed to the newspapers, although for smaller ads mats are sometimes used and mailed to the publications.

The ad preparations, according to Ron Aigen, account executive working on NET, is the same as for any other client. Noting the relatively small budget NET has, Mr. Aigen commented: "We do try to keep the costs down." NET pays for the ad preparation and newspaper space.

Mr. Jacobi said the \$300,000 budget (out of the \$1 million) for this period, ending June 1, earmarks \$125,000 for NET advertising; \$125,000 for other educational program producers, and \$50,000 for market research.

The new funds—as were the lesser previous funds—Mr. Jacobi said, are generally channeled to the individual stations through NET.

Up to now, most stations have been trying to supplement whatever NET help they got with funds of their own. And, sometimes, as at WNDT(TV) New York, newspaper ads are underwritten by companies interested in certain shows.

"It costs just as much to produce a program for us as it does at NBC," noted Mr. Jacobi.

Some stations already are active beneficiaries of Ford's move to attract greater audiences for ETV.

"We are feeling the effects of it," commented Jeanne Alexander, director of publicity and promotion for KQED-TV San Francisco. "Large ads cause large attention," she added.

Other stations, still awaiting their piece of the added action, are continuing individual efforts. WGBH(TV) Boston, for example, a couple of months ago hired Sylvia Davis as director of promotion. She, in turn, has hired a "\$1-a-year" fund-raiser. "We're trying to do a much more aggressive job of getting to people," explained Miss Davis.

WTF(TV) Hershey, Pa., is one of the stations that hasn't felt the thrust of the paid promotion drive, and is still struggling, according to Mike Greenwald, public relations director, with a "couple of thousand" for promotion. This, he said, helps to supplement NET ads.

"We're spending more than we did," acknowledged William T. J. Lamb, sen-

ior vice president, WNDT. He fixed the expenditures at between \$25,000 and \$50,000. A few years ago, he noted, it was only about \$10,000 a year. WNDT, according to Hudson Stoddard, vice president for development, also depends upon the "few grants that come along with promotional money attached."

Noncommercial WETA-TV Washington, reported Jack Hunter, program director, also manages to squeeze a small percentage from grant budgets for promotion.

Educational television has been relying, as a means of reaching the public, on newspaper program listings plus the periodic NET ads.

But all that seems to be changing for the legendary "poor boy," educational TV. The added effort is new but some observers, noticing the more frequent newspaper ads, are curious. One San Francisco TV columnist asked KQED's Jeanne Alexander: "How'd you become so rich?"

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Radio-TV budgets rise in Canada

P&G Ltd. emulates U.S. counterpart by being number one, billing \$6.5 million

Procter and Gamble of Canada Ltd. is 1969's number one Canadian broadcast advertiser billing almost \$6.5 million into radio and television, according to figures compiled by Elliott Research Corp. Announced jointly last week by the Television Bureau of Canada and the Radio Sales Bureau, both Toronto, broadcast media registered a 13.7% gain in top-100 advertiser expenditures during 1969.

Canada's 100 leading national advertisers invested nearly \$120 million in television and radio last year, an increase of \$15 million over 1968.

Other top broadcast advertisers in 1969 were General

Foods Ltd. with \$4.8 million; General Motors of Canada Ltd., \$4.5 million; Canadian Breweries, \$3.9 million, and Colgate-Palmolive Ltd., \$3.8 million.

The TvB/RSB report shows that three-quarters of the top-100 media advertisers put more than 50% of their budgets into radio and television. Radio-television expenditures accounted for almost two-thirds of the \$179,548,881 which the listed advertisers spent in all forms of commercial communication for space and time.

Production, agency commission and direct mail costs are excluded from these figures:

Advertiser	Total Time and Space All Media	Total Broadcast (TV/Radio)	Advertiser	Total Time and Space All Media	Total Broadcast (TV/Radio)
1. General Motors of Canada Ltd.	\$ 9,477,838	\$ 4,572,041	55. Playtex Ltd.	1,160,960	929,745
2. Procter & Gamble of Canada Ltd.	6,508,138	6,495,635	56. Canadian Kodak Co. Ltd.	1,158,509	815,448
3. Canadian Breweries	5,590,779	3,955,055	57. Irwin Specialties Ltd.	1,140,535	1,139,911
4. General Foods Ltd.	5,452,684	4,879,034	58. Texaco Canada Ltd.	1,135,239	1,046,835
5. Imperial Tobacco Co. of Canada	4,026,068	2,400,742	59. Singer Co. of Canada Ltd.	1,130,920	558,757
6. Colgate-Palmolive Ltd.	3,948,447	3,867,739	60. Canadian Imperial Bank of Commerce	1,099,364	872,766
7. Ford Motor Company of Canada	3,871,330	1,611,751	61. Dominion Stores Ltd.	1,089,856	792,921
8. Lever Bros. Ltd.	3,860,291	3,629,728	62. Hydro-Electric Power Comm. of Ont.	1,068,789	568,170
9. Government of Canada	3,755,385	1,235,734	63. Rowntree Company Ltd.	1,006,314	892,607
10. Bristol-Myers of Canada	3,690,896	2,971,054	64. Toronto-Dominion Bank	1,000,314	784,681
11. Imperial Oil Ltd.	3,656,808	2,558,217	65. Seven-Up Ltd.	991,789	982,600
12. Air Canada	3,636,037	1,162,747	66. Bank of Montreal	959,236	626,588
13. Molson Breweries of Canada	3,509,559	2,419,759	67. Scott Paper Ltd.	946,332	481,964
14. Rothmans of Pall Mall Canada	3,430,793	1,963,813	68. Bombardier Ltd.	932,633	611,894
15. Warner-Lambert Canada	3,426,330	3,371,440	69. Canadian Motors Industries Holdings Ltd.	930,878	431,954
16. Canadian Pacific	3,267,881	981,395	70. Nissan Automobile Co. (Canada) Ltd.	877,282	196,882
17. Kraft Foods Ltd.	3,265,678	2,160,078	71. Chargex Credit Card Plan	873,996	693,016
18. Chrysler Canada Ltd.	3,126,338	1,097,412	72. Montreal, City	859,446	302,843
19. Sterling Drugs Ltd.	3,045,226	2,506,463	73. Vick Chemical Co. Inc.	842,668	839,048
20. American Home Products	2,888,098	2,558,694	74. Thomas J. Lipton Ltd.	834,873	636,003
21. Coca-Cola Ltd.	2,672,390	2,334,427	75. Avon Products of Canada Ltd.	823,956	614,126
22. Kellogg Co. of Canada Ltd.	2,382,095	1,808,312	76. Christie Brown Co. Ltd.	819,177	754,461
23. S. C. Johnson & Son Ltd.	2,374,869	2,374,565	77. Carnation Co. Ltd.	805,493	670,843
24. Gillette of Canada Ltd.	2,326,311	2,264,190	78. Ontario Milk Marketing Board	792,649	667,344
25. Distillers Corp.—Seagrams Ltd.	2,313,672	—	79. Johnson & Johnson Ltd.	789,922	487,028
26. Canadian National Railways	2,296,616	621,576	80. Vic Tanny's Gym & Health Spas	762,951	34,863
27. Standard Brands Ltd.	2,257,166	1,244,176	81. British Overseas Airways Corp.	760,013	196,883
28. Nestle (Canada) Ltd.	2,116,354	1,954,594	82. Trans-Canada Telephone System	756,323	396,222
29. Labatt Breweries of Canada Ltd.	2,081,413	1,426,552	83. Zenith Radio Corp. of Canada Ltd.	748,858	292,156
30. Benson & Hedges (Canada) Ltd.	2,077,688	1,398,710	84. Pfizer	748,644	719,762
31. Shell Canada Ltd.	2,006,601	1,054,487	85. Ogilvie Flour Mills Co. Ltd.	741,999	563,455
32. Gulf Oil Canada Ltd.	1,971,312	1,521,817	86. Canadian Broadcasting Corp.	732,035	—
33. Volkswagen Canada Ltd.	1,741,857	990,543	87. T. Eaton Co. Ltd.	717,091	431,014
34. Campbell Soup Co. Ltd.	1,725,385	1,121,097	88. Sperry-Rand Canada Ltd.	708,136	419,332
35. MacDonald Tobacco Inc.	1,617,247	368,156	89. Massey-Ferguson Industries Ltd.	702,483	112,904
36. Quaker Oats Co. of Canada Ltd.	1,594,332	1,349,314	90. Brooke Bond Canada Ltd.	691,628	597,868
37. Quebec Government	1,582,877	739,408	91. Polaroid Corp. of Canada Ltd.	678,566	510,321
38. American Motors (Canada) Ltd.	1,432,936	485,057	92. Kelly Douglas & Co. Ltd.	675,887	415,346
39. Wm. Wrigley Jr. Co. Ltd.	1,432,619	1,383,884	93. Natural Gas Distributors of Ont.	674,987	674,337
40. Canada Packers Ltd.	1,430,995	1,156,409	94. Canadian Canners Ltd.	668,130	72,090
41. Hiram Walker/Gooderham & Worts Ltd.	1,417,708	—	95. Philips Electronics Industries Ltd.	667,704	511,757
42. Noxzema Chemical Co. of Canada Ltd.	1,338,334	1,338,334	96. General Mills Inc.	667,394	663,265
43. Kimberly-Clark of Canada Ltd.	1,303,512	591,288	97. Eversharp of Canada Ltd.	661,732	614,329
44. Mattel Canada Ltd.	1,296,866	1,181,802	98. N. S. Carters Prod. Inc.—now Carter-Wallace Inc.	656,680	655,542
45. Ontario Government	1,292,809	680,445	99. Salada Foods Ltd.	653,923	327,359
46. Royal Bank of Canada	1,285,842	822,863	100. Block Drug Co. (Canada) Ltd.	646,661	532,614
47. H. Corby Distillers Ltd.	1,283,148	—			
48. Bell Canada	1,259,942	654,564			
49. Pepsi-Cola Canada Ltd.	1,255,818	1,063,997			
50. Canadian International Paper Co.	1,240,475	1,165,222			
51. Beecham Products Ltd.	1,237,335	1,233,470			
52. Alberto-Culver of Canada Ltd.	1,236,730	1,193,412			
53. Gilbey Canada Ltd.	1,222,420	—			
54. Cadbury-Schweppes Ltd.	1,216,648	1,202,607			
			Total	\$179,548,881	\$119,353,643
			Total Excluding Liquor Advertisers (Not permitted to broadcast)	\$173,311,933	\$119,353,643

Source: Elliott Research Corp.

London agency becomes part of KM&G operation

Ketchum, Macleod & Grove, the Pittsburgh-based ad agency, has purchased an 85% interest in David Williams & Partners Ltd., a London-based agency, for approximately \$1.2 million. David Williams & Partners will become part of a newly created organization, Ketchum International Inc., with offices in Pittsburgh and New York.

The new company will also include the London and Tokyo facilities of Botsford Ketchum Inc., with its 23 affiliate agencies throughout the world. Botsford Ketchum Inc. was acquired by Ketchum, MacLeod & Grove last year. Ketchum International is also expected to announce shortly the acquisition of a West German advertising agency.

The Williams agency is said to have a comparable though smaller client roster than Ketchum, MacLeod & Grove, which handles about half consumer, half industrial accounts. David Williams & Partners billed \$7.2 million in 1969, and approximately 16% of that figure was spent in television. Ketchum, MacLeod & Grove billed \$95.2 million last year, and is now billing at an annual rate of \$100 million.

About 20% of that agency's billings are spent in broadcast.

The American agency expects Ketchum International will serve the needs of its clients who are international advertisers, among them Japan Air Lines.

Latest Intelsat bird

The new Intelsat 3 satellite, launched last month, was placed in regular, commercial service over the Atlantic Ocean on May 8 and has been assigned to handle communication services for the National Aeronautics and Space Administration, the International Telecommunications Satellite Consortium announced last week.

The satellite was launched April 22 from Cape Kennedy (BROADCASTING, April 27) and is capable of handling 1,200 voice circuits or four TV channels, or other combinations of voice and TV communications.

Oral session set on U.S. space stance

The FCC last week scheduled an oral argument for May 19 on its inquiry in preparation for a conference on radio

astronomy and space services. The conference, titled the World Administrative Radio Conference of the International Telecommunication Union, is scheduled to be held at Geneva, in June 1971. The argument is actually a preliminary meeting to decide on a U. S. position on international space communications.

Parties participating are: Joint Council on Educational Telecommunications; National Association of Educational Broadcasters; Alaska Educational Broadcasting Commission; National Educational Association of the U. S.; U. S. Office of Education, Department of Health, Education and Welfare; Lister Hill National Center for Biomedical Communication, HEW; Association of Maximum Service Telecasters; CBS TV Network Affiliates Association; Aerospace and Flight Test Radio Coordinating Council; Aeronautical Radio Inc.; Communications Satellite Corp., and AT&T.

The commission asked all parties with similar views to coordinate their presentations and appoint joint spokesmen to make full use of the time available. The commission added that any party may reserve a part of his allotted time for rebuttal purposes.

BookNotes

"The Adversaries: Politics and the Press," 1970, by William L. Rivers. Beacon Press, Boston. 273 pp. \$7.50. Some newsmen and news organizations play the role of "sweetheart." Their ties to business, government or individual news sources are consistently reflected in their news coverage—sometimes consciously, sometimes by reflex. The result may be subtle distortion or omission of pertinent information, clear favoritism or, conversely, a knee-jerk posture of opposition—the "our enemy, the government" syndrome.

William L. Rivers, one of the more respected academic critics of mass communication, dedicates his latest book to the proposition that none of these tendencies which he detects have any proper place in the reporting and writing of news. Instead, he champions the "adversary relationship . . . a subtle balance of tact and antagonism, co-operation and conflict" as the appropriate stance for those who purport to offer honest, probing news coverage.

In *The Adversaries*, Mr. Rivers defines and explores this relationship, with particular reference to press-government relations. He finds that the goal of "adversary" is honored more in the

breach than in the observance—and broadcast news gets the lowest marks.

"There is no hope that commercial broadcasting will ever serve as a proper adversary to society's institutions," he says. "On the few occasions when bold men have attempted to make broadcasting an adversary, they have felt a little pressure and collapsed obligingly—or their superiors have collapsed for them." Mr. Rivers traces some of this timidity to the fact that broadcasters

are licensed by government, but he refuses to accept that fact as an excuse. "Broadcasters," he says, "are not brave. They can teach us little."

Mr. Rivers does not teach adversity as an abstract ideal. He examines in detail the practical difficulties of maintaining this delicate relationship. One problem is the government itself: "In theory," he says, "America's leaders have wanted a free and independent press as a check upon government. In

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practice they have wanted no such thing."

Other difficulties are explored in numerous case studies by Mr. Rivers's present and former graduate students at Stanford University. Several of these suggest ways in which the press itself betrays the ideal of adversarity. For example, reporter James McCartney laments that far too many reporters are "ins" (those who "play along with the news sources, handle it their way, tend to overlook minor indiscretions, and in general, protect their sources") and far too few are "outs" (those who "fight their sources, or at least needle them" and "get the news by insisting on their right to it or by sheer perseverance").

These problems only make it all the more imperative that we establish and even expand the concept of adversarity, Mr. Rivers says. When government is entangled with every other social institution, and when those institutions grow larger every day in their own right, he says, "the question . . . is: Should the press be an adversary to government alone? Must not those elements of the press which have accepted their role as adversary take the next step and range themselves in an adversary position with respect to all the institutions of society? Not belligerently—but questioning, probing, requiring

that society's institutions provide the society with the information which alone can enable us to organize our lives."

"The Information War," by Dale Minor, Hawthorn Books, New York. 212 pp. \$6.95.

Early in this account of conflict between government and the press, Dale Minor, a former newsman for Pacifica Foundation stations, credits his adversary with almost infinite resources. Quoting a 1967 study, he puts federal spending for public information at more than double the combined costs of news-gathering by the two major U.S. wire services, the three TV networks and the 10 largest U.S. newspapers.

A large part of this book is devoted to the war within the war, the information war in Vietnam. And, as seen from the point of view of an opponent of the Vietnam war, government attempts at news management seem doubly repellent. Mr. Minor reviews other recent confrontations closer to home, in the conflict between government and the press and in particular, the broadcast-news organizations: the debacle in Chicago surrounding the 1968 Democratic convention; Senator Pastore's crusade to rid the media of violence and bad taste; Vice President Agnew's criticism of the

media. Mr. Minor pays special attention to the application of the First Amendment to broadcast news and the controversy over anti-Semitic remarks aired on WBAI(FM) New York—a challenge the broadcasting industry met with "thunderous silence," according to Mr. Minor. Also examined are the industry's internal conflicts: multimedia ownership's effect on news coverage, and television's contradictory role as a commercial-entertainment medium and as a news medium.

"Radio, Television and American Politics," 1969, by Edward W. Chester. Sheed and Ward, New York. 342 pp. \$7.50.

The general reader seeking an introduction to the history of political broadcasting will find it here. The author, a history professor at the University of Texas, traces the development of campaigning over the airwaves from the earliest days of radio to the 1968 elections, with separate chapters on broadcast editorializing and problems of censorship. The treatment is historical in a strict sense: objective, detailed, and not highly analytical. For those who want to pursue the subject, Mr. Chester provides what appears to be the most extensive bibliography yet compiled on political broadcasting.

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Computer to be apple of RCA's eye

Company's profits for quarter down; emphasis to be changed, but set-making, broadcasting will continue major roles

Broadcasting "has passed the era of [its] most vigorous expansion," Robert W. Sarnoff, chairman of the board and president of RCA, told the RCA annual stockholders meeting last Tuesday (May 5) in New York.

This was how Mr. Sarnoff informed the stockholders of RCA's increasing emphasis on the computer industry.

He noted that "a decline in consumer buying intent has hit color television and other home instruments very hard." But, he said, "broadcasting and color-television manufacturing should continue to generate substantial volume and profit for years to come. . . ." RCA is the parent of NBC.

Mr. Sarnoff reported a decline in RCA's first-quarter sales for 1970 of 5% and a profit decline of 36%. In 1969, RCA's sales hit new highs (BROADCASTING, March 9).

Mr. Sarnoff would not amplify on his projections for the broadcasting industry or elaborate on just how he believes broadcasting operations might be affected. He made it clear in his talk however, that his projected priorities for RCA resulted from the erratic economy.

"Because of uncertainty about the profit outlook," he said, "advertisers have been cautious about making major broadcasting commitments. Meanwhile all the basic costs of doing business have risen sharply while profits have fallen," he said.

"Until recently," he added, "our business had been largely oriented toward the consumer products market. It derived the most substantial part of its volume and profit from the sale of electronic home entertainment instruments and from radio and television broad-

casting.

"It is our goal—and we are well on our way to its attainment," he continued, "to make RCA a major multinational industrial enterprise doing business principally in computer-based information systems, and diversified consumer and commercial services. While we intend to maintain a leading position in the consumer electronic products market, we expect this activity ultimately to account for a lesser share of RCA's total volume and profit."

Discussion of growing problems of student dissent on college campuses came up at the stockholders' meeting.

In connection with a resolution that RCA limit its support of charitable causes to ones "in direct furtherance of the business interests of this corporation . . ." the terms "hippies," "long hair," and "Black Panthers" were bandied about by stockholders. One share owner suggested that NBC News end coverage of demonstrations as a way to stop the strife shown on TV.

R. Sarnoff reported that in 1969 RCA had contributed \$1.8 million to charitable institutions, much of it to col-

leges in the form of scholarships and grants. The resolution to limit future contributions was defeated.

Another resolution, asking that incentive payments to corporate officers be limited to \$300,000 a year, also was defeated. One participant said Mr. Sarnoff should take a pay cut.

Mr. Sarnoff stressed the need for RCA to continue to diversify its operations and cited several steps taken in that direction:

- Acquisition of the F. M. Stamper Co., St. Louis, producer of frozen Banquet Foods, as a wholly owned RCA subsidiary (BROADCASTING, April 6). Howard A. Stamper, chairman and chief executive officer of Banquet Foods, was elected last week to the RCA board of directors.

- Establishment of a new company, ServiceAmerica to provide nationwide servicing for all brands of TV sets and other home entertainment products.

Mr. Sarnoff also announced plans to acquire and operate the Alaska Communications System as a subsidiary of RCA Global Communications. Besides improving and lessening the cost of telephone service in Alaska, the new firm, RCA Alaska Communications Inc., is expected to provide live transmission via satellite of programing from the U.S.

An earth station is now being built at Talkeetna, near Anchorage, with its operation and management expected to be shared by the Communications Satellite Corp. and RCA Alaska Communications.

RCA officials emphasized that live transmission of programing will be available only if Alaska TV stations are able to pay the freight.

Purchase price of the Alaska Communications System was estimated at \$28 million, with another \$28 million needed to improve and expand Alaskan service under the new setup.

Mr. Sarnoff, also reported that RCA is becoming more active in production of equipment for cable-TV operations.

Two groups end talks

Merger talks between Gannett Co., Rochester, N.Y., group broadcaster and owner of 34 daily newspapers in six states, and Federated Publications Inc., Battle Creek, Mich., publisher of 10 newspapers in four states, have been called off. No reason was given last week for the decision. When first announced in February (BROADCASTING, Feb. 23), value of the stock transaction was placed at more than \$52 million. Gannett operates broadcast stations in six states—New York, New Jersey, Connecticut, Illinois, Florida and California.

Company reports:

Times Mirror Corp., Los Angeles, whose operations include newspapers, magazines and cable television, reported a 30% decline in net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.31	\$0.44
Revenues	83,900,000	79,700,000
Net income	4,000,000	5,700,000

Note: Profit for the 1969 quarter excludes an extraordinary gain from the sale of an investment in the Sun Co., San Bernadino, Calif., amounting to \$4.6 million or 36 cents per share. Earned-per-share figures for both periods reflect inclusion of 88,888 shares which may be issued in 1970 as additional consideration in connection with an acquisition.

Pacific & Southern Broadcasting Co., New York, group broadcaster, reported a 20% increase in gross revenues for first-quarter 1970 while per-share earnings were doubled in comparison with the first three months of 1969.

For the period ended March 31:

	1970	1969
Earned per share	\$0.12	\$0.06
Gross revenues	2,970,306	2,464,644
Net income	187,533	90,727

Average shares outstanding 1,626,000 1,620,000
Note: The 1969 figures are restated to reflect year-end accounting adjustments. The net income per share on a fully diluted basis (based on 1,949,000 shares of common stock in 1970 and of 1,973,000 in 1969) comes to 10 cents in the 1970 quarter and five cents in the 1969 period.

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported increased sales and net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.24	\$0.23
Net sales	75,640,000	68,646,000
Net income	1,569,000	1,539,000

Note: Net income is before extraordinary items. Figures for 1969 are restated to include on a pooling of interests basis businesses acquired in 1969 and 1970 and year-end adjustments applicable to the first quarter of 1969. Extraordinary losses were one cent per share for 1969.

Walt Disney Productions, Burbank, Calif., reported a 25% increase in revenues and related increases in net income and per-share earnings for the first fiscal half. Donn B. Tatum, president of Walt Disney Productions, noted that the company was having a "very good year primarily because of outstanding box office results." He said that all areas of

activity were operating in a highly satisfactory manner.

For the six months ended April 4:

	1970	1969
Earned per share	\$1.45	\$1.02
Revenues	68,719,000	55,043,000
Net income	7,944,000	4,733,000
Shares outstanding	5,488,000	4,640,000

Note: This year's first six months consisted of 27 weeks compared with last year's 26-week period. The additional week fell during Easter and contributed earnings of approximately seven cents per share.

Walter Reade Organization Inc., Oakhurst, N.J., group motion-picture theater owner, distributor of films for theaters and television and permittee of WRTV-TV (ch. 68) Newark, N.J., reported increases in revenues and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.35	\$0.46
Revenues	42,026,990	30,324,000
Net income	3,281,000	1,052,000

Rahall Communications Corp., St. Petersburg, Fla. group-station owner, in its first financial statement since going public in January (BROADCASTING, Jan. 26), reported an increase in revenues and net income for the year ended Dec. 31:

	1969	1968*
Earned per share	\$0.62	\$0.62
Revenues	3,953,548	3,403,430
Net income	524,483	482,814

*Pro-forma figures.

Cypress Communications Corp., Pacific Palisades, Calif., CATV company serving 56,000 subscribers in six states, reported losses for the six-month period ended Dec. 31, 1969, in spite of increased revenues over the previous year (BROADCASTING, May 4).

The earnings report was delayed, according to the company, because of audits undertaken in connection with the firm's announced reorganization and exchange of stock with Harriscop Cable Corp., Los Angeles (BROADCASTING, Jan. 19, et seq.). The pending merger awaits FCC approval of Cypress' plans for the separation of its 60% interest in KTXL-TV Sacramento-Stockton, Calif.—one of the conditions impeding consummation. Resolution of the problem is expected through stock distribution this month to Cypress common-stock shareholders. After the merger occurs, Cypress will serve approximately 120,000

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subscribers in 16 states.

For the six months ended Dec. 31:

	1969 (\$0.01)	1968 (\$0.05)
Earned per share		
Revenues	1,883,052	1,483,805
Net Income	(8,623)	(45,342)
Shares outstanding	879,288	834,797

Note: Earnings for both periods reflect dividend payment of \$47,500 on preferred stock. Income prior to that deduction was \$38,877 in 1969 and \$2,158 in 1968. The 190,000 share block was converted to 208,333 shares of common stock on April 2.

John Blair & Co. reported last week that revenues climbed but net earnings dipped during the three months ended March 31:

	1970	1969
Earned per share	\$0.30	\$0.33
Revenues	12,200,000	10,749,000
Net Income	794,000	857,000

CATV big loser in April slump

But it wasn't only one as market losses touched nearly all issues

BROADCASTING's index of 99 selected stocks took a beating in April as all six categories of issues performed worse than the Standard & Poor's 500-stock index.

The S&P was down 9.4% for the month, but then so was the over-all market. The New York Stock Exchange

headed toward its lowest level in six years; the American Stock Exchange retreated close to a level held two-and-half years ago. BROADCASTING index issues, as expected, followed the trend.

CATV stocks paced the losers with a 26.7% decline followed closely by broadcasting issues, down 26%. The programming group was off 19.4%; broadcasting-with-other-major-interests stocks slumped by 16.5%. Service issues were down 12.7% and the manufacturing category dropped by 10.6%. The total BROADCASTING index decline was 13.5%. The sole gainer in April was Wometco which posted a modest 2.1% increase. Westinghouse registered

The Broadcasting stock index

A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing May 7	Closing April 30	% change Month of April	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	24 3/4	25 1/4	-23.6	39 1/4	23	7,271	185,410
ASI Communications		O	5	5	-13	7	4 1/2	1,789	8,945
Capital Cities	CCB	N	26 3/4	27	-23.4	36 1/4	24 3/4	5,804	156,708
CBS	CBS	N	30 3/4	32 1/4	-26.8	49 1/4	30 1/4	26,512	858,193
Corinthian	CRB	N	22 1/4	22 1/4	-24.7	33 1/4	21 1/4	3,384	76,140
Cox	COX	N	12 1/4	16	-22	24 1/4	12 3/4	5,789	92,624
Gross Telecasting	GGG	A	13 1/4	13 1/4	-10.7	17 1/4	13 1/4	808	10,908
Metromedia	MET	N	15 1/4	15 1/4	-24.1	22 1/4	15 1/4	5,603	88,247
Pacific & Southern		O	10 1/4	13	-10.3	23	10 1/4	1,636	21,268
Reeves Telecom	RBT	A	4 1/4	4 1/4	-28.9	15 1/4	3 1/4	2,163	9,993
Scripps-Howard		O	17 1/4	17 1/4	-21.3	24	17 1/4	2,589	4,531
Sonderling	SDB	A	17 1/4	18 1/4	-28.8	34 1/4	15 1/4	985	17,976
Starr Broadcasting		O	10	10 1/4	-14.3	18	10	461	4,841
Taft	TFB	N	20 1/4	19 1/4	-10.7	29 1/4	18 1/4	3,585	70,804
Total								68,379	\$ 1,606,588
Broadcasting with other major interests									
Avco	AV	N	15 1/4	15 1/4	-30.2	25 1/4	14 1/4	11,469	182,013
Bartell Media	BMC	A	7 1/4	7 1/4	-37	14	6 1/4	2,292	16,617
Boston Herald-Traveler		O	27	28	-20	43	27	574	16,072
Chris-Craft	CCN	N	7 1/4	7 1/4	-17.1	11 1/4	6 1/4	3,500	25,375
Combined Communications		O	8 1/4	9 1/4	-21.3	16 1/4	8 1/4	1,789	16,548
Cowles Communications	CWL	N	5 1/4	6	-26.1	10 1/4	5 1/4	3,969	23,814
Fuqua	FQA	N	11 1/4	13 1/4	-18.4	31 1/4	11	5,541	76,854
Gannett	GCI	N	21 1/4	23	-9.8	29 1/4	22	7,117	163,691
General Tire	GY	N	16 1/4	16 1/4	-14.8	20 1/4	16 1/4	18,434	306,742
Gray Communications		O	5 1/4	5 1/4	-	7 1/4	5 1/4	475	2,613
Lamb Communications		O	2 1/4	3	-33.4	6	2 1/4	2,650	7,950
Lee Enterprises		A	15 1/4	14 1/4	-27.2	20 1/4	13 1/4	1,957	28,122
Liberty Corp.	LC	N	16 1/4	17 1/4	-26.3	21 1/4	16 1/4	6,743	116,317
LIN		O	5 1/4	5 1/4	-29.2	11	5 1/4	2,174	12,501
Meredith Corp.	MDP	N	22 1/4	26	-15.4	44 1/4	22 1/4	2,779	72,254
Outlet Co.	OTU	N	13 1/4	14 1/4	-14.9	17 1/4	13 1/4	1,336	19,038
Plough Inc.	PLO	N	67	69	-12.4	85	63 1/4	6,788	468,381
Post Corp.		O	11 1/4	11 1/4	-17.9	17 1/4	11 1/4	713	8,200
Ridder Publications*			12	*	*	22	12	*	*
Rollins	ROL	N	26 1/4	27 1/4	-15.4	40 1/4	26	8,029	220,798
Rust Craft	RUS	A	21 1/4	20 1/4	-20.1	32 1/4	20 1/4	1,168	23,792
Storer	SBK	N	17 1/4	18 1/4	-23.8	30 1/4	17 1/4	4,221	79,144
Time Inc.	TL	N	28 1/4	30 1/4	-18	43 1/4	27 1/4	7,241	222,661
Trans-National Comm.		O	2 1/4	2 1/4	-25.8	4 1/4	1 1/4	1,000	2,500
Wometco	WOM	N	18 1/4	18 1/4	+ 2.1	20 1/4	17 1/4	5,812	108,975
Total								107,771	\$ 2,220,972
CATV									
Ameco	ACO	A	7 1/4	5 1/4	-40	16	4 1/4	1,200	6,300
American TV & Comm.		O	11 1/4	13	-28.8	22 1/4	11 1/4	1,775	23,075
Cablecom-General	CCG	A	8	8 1/4	-25	23 1/4	7 1/4	1,605	13,241
Cable Information Systems		O	1 1/4	1 1/4	-17.5	2 1/4	1 1/4	955	1,671
Citizens Finance Corp.	CPN	A	10 1/4	11 1/4	-23.7	17 1/4	10 1/4	1,094	12,308
Columbia Cable		O	9 1/4	9 1/4	-32.5	15 1/4	9 1/4	900	8,775
Communications Properties		O	6	7 1/4	-13.7	10 1/4	6	644	4,585
Cox Cable Communications		O	13 1/4	13 1/4	-26.4	24	13 1/4	3,550	47,038
Cypress Communications		O	8	8	-40.7	17 1/4	8	854	6,832
Entron		A	3 1/4	3 1/4	-26.3	8 1/4	3 1/4	1,320	5,108
General Instrument Corp.	GRI	N	32 1/4	15 1/4	-20.6	30 1/4	14 1/4	6,116	97,061
H & B American	HBA	A	15 1/4	16 1/4	-22.9	30 1/4	13 1/4	4,973	83,895
Sterling Communications		O	3 1/4	3	-21.1	7 1/4	3	500	1,500
Telecommunications		O	10 1/4	9 1/4	-26.9	20 1/4	9 1/4	2,704	25,418
Teleprompter	TP	A	60	65	-29.5	133 1/4	54 1/4	1,007	65,455
Television Communications		O	6 1/4	7	-39.1	18 1/4	6 1/4	2,816	19,712
Vikoa	VIK	A	7 1/4	8 1/4	-28.2	27 1/4	7 1/4	2,000	17,240
Total								34,013	\$ 439,204

the least decline with a 1.7%. The overall misery is amply detailed in the tables below.

Two additions to the index this month are Ridder Publications and LaRoche, McCaffrey and McCall. Ridder is a New York-based group newspaper and broadcast owner with interests in WDSM-AM-TV Superior, Wis.-Duluth, Minn.; WCCO-AM-TV Minneapolis-St. Paul; KSDN(AM) Aberdeen, S.D., KSSS(AM) Colorado Springs, and CATV systems in San Jose, Calif., and Rice Lake, Wis. It is traded over the counter and is listed in the index under the broadcasting-with-other-major interests category. LaRoche, McCaffrey and Mc-

Call is a New York advertising agency, trading over the counter. It is listed in the service group.

O&M looks for more advances in income

David Ogilvy, board chairman, Ogilvy & Mather International, last Thursday (May 7) predicted a 15% rise in earnings for 1970, continuing the steady increase O&M has enjoyed the past several years. In 1969, O&M recorded a 15% hike over 1968.

Mr. Ogilvy painted the rosy picture during a 33-minute annual stockholders meeting in New York that included

seven 30-second prize commercials.

Mr. Ogilvy reported that O&M's over-all net income in 1969 reached \$2.3 million, or \$2.08 a share. Billings, he said, increased to \$229.5 million, a 12% hike over 1968 (BROADCASTING, March 16). The year 1969, stockholders were told, was "our most profitable year."

Itemizing the 1969 gains, Mr. Ogilvy reported increased billings by the U.S. operation of \$152.3 million, or 10.1% over 1968, and an increase of 68% for O&M's international operations—in England, Canada, Germany, Australia, Austria, Latin America, Holland and Belgium.

	Stock symbol	Ex- change	Closing May 7	Closing April 30	% change Month of April	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programing									
Columbia Pictures	CPS	N	14 1/4	14 1/4	-37.7	31 1/4	14 1/4	5,942	88,358
Disney	DIS	N	123 1/4	129	-14.2	158	110	5,133	662,157
Filmways	FWY	A	8 1/4	8 3/4	-28.6	18 1/4	8 1/4	1,700	14,875
Four Star International		O	1 1/4	1 1/4	-32	4	1 1/4	666	1,245
Gulf and Western	GW	N	13 3/4	14 1/4	-13.4	20 3/4	13	16,310	236,495
Kinney National	KNS	N	29 1/4	28 1/4	-15.7	36	26 1/4	7,738	223,396
MCA	MCA	N	19 1/4	18 1/4	-20.6	25 1/4	18 1/4	8,297	155,569
MGM	MGM	N	19 1/4	21	-19.2	28 1/4	19 1/4	5,843	122,703
Music Makers Group		O	4 1/4	4 1/4	-25	9	4 1/4	589	2,651
National General	NGC	N	13 1/4	13 3/4	-23.3	20 1/4	12 1/4	4,852	66,084
Transamerica	TA	N	17 1/4	17 1/4	-21.1	26 1/4	16 1/4	61,869	1,098,175
Trans-Lux	TLX	A	14 1/4	13 1/4	-23.7	23 1/4	12 1/4	1,020	13,515
20th Century-Fox	TF	N	12 1/4	12 1/4	-28	20 1/4	11 1/4	8,216	105,740
Walter Reade Organization		O	4 1/4	5	-31	13 1/4	4 1/4	2,342	11,710
Wrather Corp.	WCO	A	6 1/4	6 3/4	-18.2	10 3/4	5 1/4	2,161	14,587
							Total	132,678	\$ 2,817,260
Service									
John Blair	BJ	N	13 1/4	14 1/4	-30.3	23 1/4	13	3,006	43,196
Comsat	CQ	N	32 1/4	35 1/4	- 2.7	57 1/4	31 1/4	10,000	357,500
Creative Management		O	8 1/4	8 1/4	-34	14 1/4	8 1/4	1,029	8,489
Doyle Dane Bernbach		O	16	18	-26.5	24 1/4	16	1,924	34,632
Foote, Cone & Belding	FCB	N	9 1/4	9 3/4	- 6	12 1/4	9 1/4	2,156	21,021
Grey Advertising		O	8 1/4	8 1/4	-34.6	13 1/4	8 1/4	1,140	9,690
LaRoche, McCaffrey & McCall*			13 1/4	*	*	17	13 1/4	*	*
Movielab	MOV	A	4 1/4	4	-25.5	7 1/4	3 1/4	1,407	5,628
MPO Videotronics	MPO	A	6 1/4	6 1/4	-15.4	9 1/4	6 1/4	556	3,820
Nielsen		O	31	32 1/4	-18.4	42	31	5,299	170,893
Ogilvy & Mather		O	18	18 1/4	-17.6	22 1/4	18	1,090	20,438
PKL Co.	PKL	A	4	4 1/4	-41.4	12 1/4	3 1/4	739	3,098
J. Walter Thompson	JWT	N	29	29	- 7.2	36	28	2,778	80,562
Wells, Rich, Greene		O	7 1/4	7 1/4	-38.7	13 1/4	7 1/4	1,601	11,399
							Total	32,725	\$ 770,366
Manufacturing									
Admiral	ADL	N	8 1/4	8 1/4	-23.6	14 1/4	8	5,150	43,775
Ampex	APX	N	20 1/4	22 1/4	-39.8	48 1/4	19 1/4	10,825	243,563
CCA Electronics		O	3 1/4	3 1/4	-25	5	3 1/4	800	3,000
Collins Radio*	CRI	N	18 1/4	20 1/4	-18.4	37 1/4	18 1/4	2,968	60,844
Conrac	CAX	N	15 1/4	16 1/4	-32.7	32 1/4	15	1,250	20,625
General Electric	GE	N	70 1/4	71 1/4	- 4.4	77 1/4	67 1/4	91,025	6,485,531
Harris-Intertype	HI	N	49	50	-25.4	75	48 1/4	6,351	317,550
Magnavox	MAG	N	30 1/4	31 1/4	-14.3	38 1/4	29 1/4	16,485	517,134
3M	MMM	N	93 1/4	93 3/4	-12.1	114 1/4	89 1/4	56,093	5,258,719
Motorola	MOT	N	86 1/4	91	-23.2	141 1/4	84	6,649	605,059
RCA	RCA	N	23 1/4	24 1/4	-19.6	34 1/4	23	62,897	1,532,800
Reeves Industries	RSC	A	3 1/4	3 1/4	-18.7	5 1/4	3	3,443	11,198
Telemation		O	9 1/4	10 1/4	-25.9	24	9 1/4	1,080	11,610
Visual Electronics	VIS	A	4	3 1/4	-11.5	10 1/4	3 1/4	1,357	5,252
Westinghouse	WX	N	66 1/4	65 1/4	- 1.7	68 1/4	53 1/4	39,521	2,583,488
Zenith Radio	ZE	N	29	28 3/4	-17.6	37 1/4	27	19,020	546,825
							Total	324,914	\$18,247,973
Grand total								700,480	\$26,102,363
Standard & Poor Industrial Average			79.83	81.52	- 9.4				

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

Shares outstanding and capitalization as of April 30.
* New addition to index.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

PKL Co.'s suffer poor 1st quarter

Terming it a "poor start," PKL Co.'s last week reported gross billings of \$971,180 in the first quarter of 1970, a drop of \$6.9 million in the \$7.9 million reported for the same period last year.

But Frederic Papert, chairman of the board and chief executive officer, was optimistic about prospects of the advertising-agency division. "It is now operating profitably and we expect the loss to be eliminated by the end of the year," he wrote stockholders.

According to Bernard Dolan, PKL treasurer, the decrease in billings "reflects a drop in clients," particularly National Airlines, Miami, and Warner Lambert Pharmaceutical Co., Morris Plains, N.J. Mr. Dolan, however, said he still anticipates over-all billings by the end of the year of \$5 million to \$6

million.

Loss per share for the first quarter of 1970 was \$0.133. In 1969, PKL reported gross billings of \$20,484,285, or 32 cents a share (BROADCASTING, April 27).

For the three months ended Feb. 28:

	1970	1969
Earned per share	(\$0.133)	\$0.113
Gross billings	971,180	7,953,200
Net income	(99,026)	81,767
Average shares outstanding	742,320	722,930

Financial notes:

- LIN Broadcasting Corp., New York group station owner, reported a net loss of \$6.5 million on net revenues of \$18.2 million for the year ended Dec. 31. This compares with a net loss of \$2.4 million on net revenues of \$12.2 million in 1968. Preliminary figures for the first quarter of 1970, it was reported, show that LIN was profitable compared to the same period of 1969.

- Transamerica Corp., San Francisco,

has declared a 2% stock dividend on common stock, payable June 5 to stockholders of record April 8. The dividend is equivalent to one additional share for each 50 shares held. Transamerica also declared its regular dividend of \$1.12½ per share on 4½% convertible preferred stock, payable June 1 to shareholders of record May 15.

Firm buys Reeves subsidiary

Reeves Telecom Corp. has sold Realtron Corp., its wholly owned subsidiary, to a newly organized corporation for notes aggregating approximately \$2,722,000 and warrants for 150,000 shares in the company. Hazard E. Reeves is board chairman and a substantial stockholder in Reeves Telecom and is also the organizer of and a substantial stockholder in the new corporation. Realtron supplies computerized real-estate information services to the real-estate industry.

Fates & Fortunes

Broadcast advertising

William L. Abrams, Maury Lerman, William H. Maynard Jr., and Ronald Romano, creative directors, Ted Bates & Co. Division, New York, named senior VP's.

George J. Simko, associate director of media management, Benton & Bowles, New York, named senior VP.

J. G. L. (Gordon) Smith, VP-associate creative director, Hoefer, Dieterich & Brown, San Francisco, resigns to form Joint Venture Development Holdings, new firm in Orinda, Calif., which will specialize in product, market and corporate innovation services and market-development on ventures with existing companies. Address: 328 Village Square, Orinda 94563. Telephone: (415) 254-1001.

Eric Bogedal, Norman F. Bierman and Stephen D. Clow, account supervisors, **Stuart Hyatt**, associate creative director, and **Richard E. Snider**, TV supervisor, all with BBDO, named VP's. Mr. Snider is in San Francisco office, others are in New York.

Ronald J. Moss, principal in New York law firm of Blumenthal, Barandes, Moss, Matson & Arnold, joins Kenyon & Eckhardt Inc. there as VP, general counsel and senior administrative officer.

Robert E. Lethbridge, VP, Ogilvy & Mather, New York, joins VPI Services, post-production facility for commercials there, as director of administration. He serves in same capacity with VPI Color Center, post-production service to edu-

cational, industrial and religious audio-visual markets.

Ben Maidenburg, with WAKR-TV Akron, Ohio, appointed sales manager.

Parker Ekren, VP, Doremus & Co., appointed manager of agency's Chicago

office. He succeeds **Charles C. Greene** who retires but will continue as consultant to firm.

Marce Mayhew, executive director, art and television department, Reach, McClinton & Co., New York, elected senior

Nine getting new posts in Metromedia radio



Mr. Duncan

As part of a restructuring of radio operations at Metromedia Inc., **George H. Duncan**, has been named president of new Metromedia Stereo Division, which will include the five progressive-rock stereo FM stations of the company. The appointment was effective last Monday (May 4). Mr. Duncan has been VP and general manager of Metromedia's WNEW-FM New York. A successor to Mr. Duncan will be announced shortly. His area of responsibility will include Metromedia's FM rock outlets—WNEW-FM; WMMR Philadelphia; WMMS Cleveland; KSAN San Francisco and KMET Los Angeles.

David Croninger, president of Metromedia Radio, will continue to have jurisdiction over WASH(FM) Washington,

a contemporary middle-of-the-road outlet, as well as the company's AM stations. Mr. Croninger announced the following changes effective June 1:

Donald Kelly, VP and general manager of WCBM(AM) Baltimore, named VP and general manager of WIP(AM) Philadelphia, succeeding **Richard Carr**, who will assume a new but still to be disclosed post with the company. **Clifford Barrett**, news director of WCBM, becomes general manager of the station.

William Dalton, VP and general manager of WASH, has been named vice president and general manager of KLAC(AM) Los Angeles, succeeding **Richard Janssen**, whose plans will be announced shortly. Succeeding Mr. Dalton will be **Sydney Abel**, currently sales manager at WASH.

Kenneth Gaines, VP and general manager of WHNK(AM) Cleveland, has been named VP and general manager of KNEW(AM) San Francisco-Oakland, replacing **Robert Klein**, who left company several weeks ago to join an Oakland bank. **Richard Bremkamp**, sales manager of WHK, has been designated to succeed Mr. Gaines as general manager.

VP and appointed creative director.

Sheldon Friedman, producer with MPO Videotronics, New York commercial production firm, joins The Communications Group there, engaged in commercial and program production and post-production services, as VP-executive producer.

Charles Wendy, associate creative director, Leo Burnett Co., Chicago, appointed creative director.

Ed Hunt, with Rumrill-Hoyt, appointed copy chief of agency's Philadelphia office.

Kenneth F. Meng, senior art director, Winus-Brandon, St. Louis, named VP.

Irving N. Ivers, national sales manager, KHJ-AM-FM Los Angeles, joins KFRC (AM) San Francisco as general sales manager. Both are RKO General stations.

J. Donald Cena, with KBBQ (AM) Burbank, Calif., joins KGBS-AM-FM Los Angeles as local sales manager.

Gene C. Robinson, with WMBD-TV Peoria, Ill., appointed sales manager.

Eric Kaldor, associate producer, Chuck Barris Productions, Hollywood, joins Abrams-Rubaloff & Associates, Los Angeles.

Barry A. Noll, radio regional sales manager, wsoc-AM-FM Charlotte, N.C., appointed director of sales and assistant manager.

Martin H. Kreston, VP and senior account supervisor, Doyle Dane Bernbach, New York, appointed management supervisor.

Frank J. Kopec and Diane Counter, with Needham, Harper & Steers, Chicago, appointed media supervisor and supervisor of media research, respectively.

Wes Hotchkiss, formerly VP and creative director, Braun and Miller Advertising Agency, Philadelphia, appointed creative supervisor at Lewis & Gilman there.

Al Gates, former operations manager, WROR (FM) Boston, joins WINF (AM) Manchester, Conn., as sales manager.

Roy T. Weber, account supervisor with Conahay & Lyon, New York, joins The Advertising Council there as campaign manager.

Media

Mark Hurd, general sales manager, KFRC (AM) San Francisco, appointed general manager.

Stuart A. Kovar, general manager, WRHL (AM) Rochelle, Ill., joins WCUY (FM) Cleveland Heights, Ohio, as general manager.

Arthur D. Heiny, VP and general manager, Valley Cable TV, Pittsburgh, joins Garden State TV Cable, Vineland, N.J.

as general manager. Garden State TV Cable is service of Reeves Cable Division of Reeves Telecom.

Edwin Goodman, director of economic development, Bedford-Stuyvesant Development and Services Corp., New York, joins noncommercial WBAI (FM) there as general manager.

Roger Kummer, manager, corporate analysis and reporting, International Telephone & Telegraph Corp., New York, joins NBC there as director, financial planning and budgets.

T. Michael Barry, assistant to VP for broadcasting, KING-AM-FM-TV Seattle, joins National Association of Broadcasters, Washington, as member of government affairs staff.

Linda Stern, assistant to sales promotion manager, WCBS (AM) New York, appointed research manager.

Fred Sorrell, regional sales manager, CKLW (AM) Windsor, Ont.-Detroit, appointed general manager of CKLW-AM-FM. He succeeds **Robert Buss** who resigns to pursue private interests.

Programing

Michael Eisner, director of feature and program development, East Coast, ABC-TV, New York, appointed to newly created position of director of program planning and executive assistant to VP in charge of programing. **David Hanson**, agency producer with Leo Burnett Co., New York, joins ABC-TV there as manager of children's programing.

Robert Harper, program director, WSAI (AM) Cincinnati, joins KQV-AM-FM Pittsburgh in same capacity.

Jack A. Thayer, VP programing for ABC Radio, New York, joins Metro-media Program Sales there as north-eastern sales manager.

Dave Gale, special projects manager, Metromedia Program Sales, New York, joins Triangle Television, New York office, as director of special projects. His

main responsibility will be for development of direct sales to advertisers.

Toby Martin, director of television and motion pictures, Aaron Spelling Productions, Los Angeles, joins Hanna-Barbera Productions there in similar capacity.

Arthur Gross, West Coast sales manager, Vikoa Entertainment Corp., New York-based TV sales and production company, wholly owned subsidiary of Vikoa Inc., named VP sales.

Michael Fenton, executive assistant to president, Qualis Productions, Los Angeles, appointed director, literary and business affairs.

George Greaves, director of public affairs, KTVU (TV) Oakland, Calif., joins KRON-TV San Francisco as assistant director of public affairs.

Dick Graham, with WPBS (FM) Philadelphia, appointed director of public affairs.

Jerry Jackson, production manager, KOGO (AM) San Diego, appointed program director. He succeeds **Dick Roberts** who joins WASH (FM) Washington as program director.

Terry Gehrke, with KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, appointed producer.

George C. Patterson, with WAVE-AM-TV Louisville, Ky., for 36 years, retires. During his career, which began as announcer, Mr. Patterson has served as both program director of AM and program manager of TV.

James J. Ridlings, from noncommercial WEKU-FM Richmond, Ky., joins WSAV (AM) Savannah, Ga., as program production manager.

Michael C. Parker, assistant FM operations manager, WMBD-FM Peoria, Ill., appointed program director, WMBD-AM-FM.

Jack Stockton, assistant program director, WBBM (AM) Chicago, appointed program director of WBBM-FM there.

David N. Caldwell, associate director,



NBC-TV Burbank, Calif., joins KPIX-TV San Francisco as producer-director.

B. Robert Nelson, operations manager, WPIX-TV New York, joins KFOG(FM) San Francisco in similar capacity.

Walt Baker, production manager, KHJ-TV Los Angeles appointed program director. **Joe Keane**, producer with Tempo Enterprises there, rejoins KHJ-TV as production manager.

Marsha Kaminsky, associate producer, WOR-TV New York, appointed to newly created position of public affairs coordinator.

James Ashbery, with WBNF(AM) Binghamton, N.Y., appointed program director.

News

Jon Esther, PR manager, John Oster Manufacturing Co., Milwaukee, joins WCCO-TV Minneapolis-St. Paul as reporter-editor.

Robert C. Mayo, VP of Electronic Video Recording Division, CBS-TV New York, appointed to newly created position of director of news programming sales.

Richard C. Floyd, assistant news director, WHEC(AM) Rochester, N.Y., joins KOB(AM) Albuquerque as news director.

Jim Lee, executive TV news producer, KOA-TV Denver, appointed manager-news KOA-AM-FM-TV.

Paul Roberts, newsman, KGNC-AM-FM-TV Amarillo, Tex., also appointed news director for stations.

Joe Croghan, former sports commentator, WBAL(AM) Baltimore, joins WIOD(AM) Miami, as sports director.

John Drury, formerly with WGN-TV Chicago, joins WLS-TV there as newscaster.

Bob Allen, general manager, Milwaukee Bombers boxing team, joins WEMP(AM) and WNUW(FM) as sports programming coordinator for WEMP and account ex-

ecutive for both stations. He also has public affairs responsibilities.

Wayne Thomas former operations director, KTRK-TV Houston, appointed news and public affairs director, WNAC-TV Boston.

Marc Howard, reporter and newscaster, WPIX(TV) New York, resigns, to join staff of Howard Samuels, candidate for Democratic nomination for governor of New York.

Mike Ungersma, WTTV(TV) Indianapolis-Bloomington, Ind., elected president of Indiana AP Radio and Television Association.

Rebecca Bell, from WTOP-TV Washington, joins WRC-TV there as news producer.

Ronald J. Sweig, PR director and coordinator of summer programs at Bishop's School, La Jolla, Calif., joins KOGO-AM-FM San Diego as radio news writer.

Equipment & engineering

Robert W. Kuhl, VP, marketing, Telemation, Salt Lake City TV-equipment manufacturer, appointed manager, broadcast sales for newly established broadcast products marketing division, separate corporate entity. Division will supervise broadcast sales activities of Telemation branch offices and provide direct sales to networks and broadcast accounts not covered by branches. Mr. Kuhl, operating from new headquarters in San Francisco, will also be responsible for establishing broadcast sales offices in other major cities.

Charles Buzzard, chief engineer, WSNS-TV Chicago, joins St. Louis office of Ampex Corp., as sales engineer for video products division in Midwest region, that includes Missouri, Kansas, Nebraska and part of Wisconsin.

Clarence H. Linder, retired (1963) VP and group executive of General Electric and former president of Institute of Electrical and Electronic Engineers, elected president of National Academy of Engineering. He succeeds **Eric A. Walker**, president of Pennsylvania State University. Other NAE officers elected, following mail ballot: **Dr. Chauncey Starr**, VP; **Thomas G. Kavanagh**, treasurer; and **J. H. Mulligan Jr.**, secretary. Last two were re-elected.

James R. Collier, VP of Mobil Chemical Co., Cleveland, joins Zenith Radio Corp., Chicago, as VP, corporate development.

Kenneth Corday, Eastern division industrial sales manager, Rohn Manufacturing Co., Peoria, Ill., named Eastern division sales manager with additional responsibility for supervising representatives in the distribution division.

Bert Wolf, national sales manager with responsibility for sales of home TV

Addenda and corrections to 1970 'Yearbook'

The following are corrections to the 1970 BROADCASTING "Yearbook." They appear by page number in the same order that they are in the "Yearbook."

Page 64, under TV Market Costs Per Gross Rating Point, Insert added line above Los Angeles:

Cost Per Rating Point (based on five fixed-position announcements per week)					
Prime Time (:20) (7:30- 11p.m.)	Day- time (:60) (9a.m.- 5p.m.)	Early Fringe (:60) (5-7 p.m.)	Late News (:60) (11-11:30 p.m.)	Late Fringe (:60) (11:30p.m.- 1a.m.)	
New York	\$240	\$140	\$167	\$268	\$238

Page A-118, Group Ownership, following Minneapolis Star Tribune insert following listing:

Mission Broadcasting Co.—WWOK Miami; WAME Charlotte N.C.; KONO San Antonio, Tex. and KITY-FM San Antonio, Tex. Jack Roth 100% owner. Hqs: Box 2338 San Antonio, Tex. 78206. (512) 225-5111.

Page A-120, under Westinghouse Bcstg Stns, phone number is 983-6500.

Page B-18, area code for Big Bear Lake is 714.

Page B-22, under Los Angeles, KWST(FM) substitute the following listing:

KWST(FM) Dec 20, 1956: 105.9 mc; 72 kw. Ant 770 ft. 8833 Sunset Blvd (90069). 657-6130. KBMS Inc. (acq 9-1-67).

Howard Grafman, pres; Gordon Potter, gen mgr; Charles Salerno, prog dir; Milan Leggett, chief engr.

Page B-29, under Santa Barbara, Calif., insert, following KCSB(FM), listing for KDB: KDB April 1, 1926: 1490 kc; 1 kw-D, 250 w-N. Mar Monte hotel (93103). 966-4131 (acq 9-1-56).

Net: ABC. Rep: Eastman.

L. Menard, pres; Jim Williams, prog dir; Harrison Eagles, VP & gen mgr; Gary Clark, news dir; Doug Allen, chief engr. KDB-FM Oct. 14, 1960: 93.7 mc; 5 kw. Ant minus 1,000 ft. Dup KDB 100%.

Page B-41, under Gainesville, Fla., WGVL(FM) substitute the following listing:

WGVL(FM) May 4, 1970: 105.5 mc; 3 kw. Ant 300 ft. Box 14585, University Station (32601). 378-3806. Gerler Broadcasting Co. Stereo.

Net: ABC. Spec progs: C&W 116 hrs. Irving A. Uram, pres, gen mgr & chief engr;

Sarah K. Uram, coml mgr; Gertrude Koppel, bus mgr.

Page B-46, under Riviera Beach, Fla., change WHEW to WXVI (incorrect call).

Page B-48, below Winter Haven, Fla., name Port St. Joe appears incorrectly, it should be deleted since WXKL(FM), WSIR are both in Winter Haven.

Page B-93, under Baltimore, substitute WMAR-FM for WMAR-TV (incorrect call).

Page B-122, under Great Falls, Mont., delete KFGF, substitute KKGF (incorrect call letter). At end of KKGF listing delete KFBB-TV affil.

Page B-131, under Carlsbad, N.M., change KPBM to KBAD (incorrect call).

Page B-136, under Garden City, N.Y., WLIR(FM) change antenna to 300 ft. (incorrect height).

Page B-171, under Everett, Pa., change call letters WWDS to WSKE (incorrect call).

Page B-211, under Newport News, Va., WTID. Spec. progs: C&W 100%.

Page D-63, C&W Programs, insert WSKE Everett, Pa., 100%.

Page E-22, Research Services, under Mediatist, phone number should be (301) 585-5105 (incorrect number).

Page E-25, under FCC Executives, Office of Hearing Examiners, delete H. Gifford Irion and Elizabeth C. Smith, add Ernest Nash, James F. Tierney and Leonore G. Ehrig.

Page E-30, under Assn of Maximum Service Telecasters, delete Graydon R. Powers Jr., insert Roy W. Easley as assistant executive director.

antennas, reception aids and master antenna TV systems, Jerrold Electronics Corp., Philadelphia, appointed manager of distributor sales division and educational and communication systems division. **Al Kushner**, also with Jerrold Electronics Corp., appointed DSD/ECSD sales manager.

Promotion

Jeffery M. Goldstein, from CBS-TV, New York, joins Ruder & Finn there as director of agency's television-film department. Functions of department includes development of feature material for incorporation into radio and TV news and entertainment programs, PR films, and multi-media presentations.

International

Jack R. Stewart, general manager, CJOR(AM) Vancouver, B.C., also named VP of CJOR and CFRW(AM) Winnipeg, Man., commonly owned stations.

Eugene F. Cassidy, VP and account supervisor, Foote, Cone & Belding, New York, appointed general manager and a director of Foote, Cone & Belding Pty. Ltd., Australia. He will have headquarters in agency's Melbourne office.

Allied fields

Alvin N. Felzamen, director of film production and acting editor-in-chief of Encyclopaedia Britannica Educational Corp., Chicago, named VP, editorial. He will continue to supervise editorial and audiovisual activities. Mr. Felzamen is VP and treasurer of Broadcasting Foundation of America.

Frank Tooke, area VP of KYW-AM-TV Philadelphia appointed adjunct professor of communications at Temple University there.

Deaths

Jerome H. Adler, 55, trustee of Recording Industries Music Performance Trust Funds, was among those missing and presumed dead in crash of Dutch Antilean Airlines plane off St. Croix on May 2. He was responsible for expenditures of funds, acquired through assessments for union performances, which were used to promote live musical performances for public. Survivors include wife, two sons, mother and two brothers, one of whom is Norman A. Adler, VP and general executive, CBS Inc.

James Randolph, 39, national program manager of Tracy Broadcasting Co. and KGJJ(AM) Los Angeles, died May 3 of heart attack in Los Angeles. He is survived by his wife, Lillian, and six children.

Inger Stevens, 36, TV and movie actress, died April 30 in Los Angeles of acute barbiturate intoxication. Miss Stevens was twice nominated for an Emmy award, first in 1961 for her performance in *The Price of Tomatoes* and then in 1963 for *The Farmer's Daughter* series in which she starred. She also was hostess of her own special in 1965 and was scheduled to begin a second series. *The Most Deadly Game* this fall. Miss Stevens is survived by her parents and one brother.

Irwin Johnson, 64, air personality with WBNS-AM-FM Columbus, Ohio, for 35 years before retiring last year, died April 30 there.

Helen King Mitchell, 65, who played Em of *Clara, Lu and Em*, died May 1 at Augustana hospital, Chicago. Program began on WGN Chicago in 1930 and later was on NBC and CBS. Her husband, John, and three children survive.

ForTheRecord®

As compiled by BROADCASTING, April 28 through May 5 and based on filings, authorizations and other FCC actions.

New TV stations

Action on motion

■ Chief, Broadcast Bureau on request of Alpha Broadcasting Corp. extended through May 7 time to file reply comments in matter of amendment of TV table of assignments (Terre Haute, Ind.) (Doc. 18808). Action April 30.

Other action

■ Review board in New York. TV proceeding. Docks. 18711-12, denied petition to delete, enlarge and modify issues, filed Nov. 17, 1969, by WPIX Inc. Action May 4.

Rulemaking action

■ Marquette, Mich.—FCC authorized change in educational TV reservation at Marquette from ch. *19 to ch. *13 (Doc. 18796). Change proposed by Northern Michigan University and supported by National Association of Educational Broadcasters. Action April 29.

Existing TV stations

Final actions

■ Broadcast Bureau rescinded actions of April 1 granting renewal of licenses for WCFT-TV Tuscaloosa and WALA-TV Mobile, both Alabama. Action April 24.

■ *WKMJ(TV) Louisville, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action April 27.

■ KLFY-TV Lafayette, La.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 28. Action April 28.

■ WZZM-TV Grand Rapids, Mich.—FCC denied request of West Michigan Telecasters

Inc. for waiver of mileage separation requirements of rules, and application or change in trans. site and other changes dismissed. Action April 29.

■ KDAL-TV Duluth, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 28. Action April 28.

■ KOMU-TV Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 29. Action April 29.

■ WNYC-TV New York.—Broadcast Bureau granted mod. of license covering reduction in aur. ERP to 2.51 kw; granted license covering auxiliary trans. Action April 28.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceed-

ing, granted petition of NBC for leave to amend application to reflect filing of civil antitrust action by Management Television Systems Inc. against National Football League, a number of companies operating professional football teams, CBS, ABC, NBC and others on condition that facts relating thereto shall be deemed included within ambit of issues in proceeding as provided in review board order January 9, upon further condition that Voice of Los Angeles Inc. shall have right to submit facts relating to such suit for consideration under designated standard comparative issue. (Docs. 18602-3). Action April 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted request of Hampton Roads Television Corp.

	EDWIN TORNBURG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

Summary of broadcasting

Compiled by FCC, April 1, 1970

	On Air				Not		
	Licensed	STA*	CP's	Total On Air	On Air CP's	Total Authorized	
Commercial AM	4,260	2	17	4,280	70	4,351 ¹	
Commercial FM	2,044	0	67	2,111	122	2,233	
Commercial TV-VHF	493	2	15	509	15	524	
Commercial TV-UHF	131	0	49	180	120*	300	
Total commercial TV	624	2	64	689	135	824	
Educational FM	382	0	24	406	49	455	
Educational TV-VHF	75	0	5	80	5	85	
Educational TV-UHF	96	0	12	108	11	119	
Total educational TV	171	0	17	188	16	204	

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

* Includes two licensed UHF's that are not on the air.

and continued prehearing conference to June 5 (Docs. 18791-2). Action April 27.

■ **Hearing Examiner Ernest L. McClenning** in Washington (United Television Inc. [WFAV-TV] et al.). TV-AM proceeding, granted petition by Washington Community Broadcasting Co. and dismissed TV application (Docs. 18559-63). Action April 27.

■ **Hearing Examiner James F. Tierney** in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc.). TV proceeding, granted request by Forum Communications Corp. to have WPIX Inc. produce certain documents; by separate action, granted request by WPIX Inc. for exclusion, under discovery, of excluded portions of documents not produced for Forum Communications Inc. (Docs. 18711-2). Action April 28.

Rulemaking petition

■ **Illinois Association of Deaf Committee**, Chicago—Requests amendment of rules to provide following improvements for benefit of deaf person: emergency weather and news bulletins in writing on TV, so deaf may understand; special programming such as sub titled movies, educational program and whatever else will help to provide entertainment for hearing impaired person. Ann. May 1.

Designated for hearing

■ **WLBT(TV)** Jackson, Miss.—FCC set five mutually exclusive applications for CP for new commercial TV station on ch. 3 at Jackson—facilities now used by WLBT, temporarily operated by Lamar Life Broadcasting Company—for consolidated hearing. Applicants are Lamar Life; Civic Communications Corp.; Dixie National Broadcasting Corp.; Jackson Television Inc.; and Channel 3 Inc., all Jackson. Action April 29.

Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KTVE(TV)** El Dorado, Ark. (KTVE Inc.). Contract dated Feb. 25, 1970, replaces one dated Aug. 24, 1965; effective Feb. 1, 1970, to Oct. 1, 1970. No first call right. Network rate, \$550; compensation paid at unstated percentage (usually 30%), multiplied by 111.111%.

■ **WNHC-TV** New Haven, Conn. (Radio & Television Division of Triangle Publications Inc.). Contract dated March 17, 1970, replaces one dated March 6, 1969; effective July 1, 1970, to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$2,250; compensation paid at 30% prime time.

■ **WQAD-TV** Moline, Ill. (Moline Television Corp.). Contract dated March 10, 1970, replaces one dated Sept. 15, 1967; effective Aug. 2, 1969, to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$950; compensation paid at 30% prime time.

■ **WTVW(TV)** Evansville, Ind. (Evansville Television Inc.). Contract dated March 6, 1968, replaces one dated April 7, 1966; effective Aug. 21, 1968, to Aug. 21, 1970. First call right. Programs delivered to station. Network rate, \$925 (\$950 as of Sept. 1, 1970);

compensation paid at 30% prime time, multiplied by 116.667%.

■ **WLWI(TV)** Indianapolis (Avco Broadcasting Corp.). Contract dated July 11, 1969, replaces one dated Aug. 15, 1967; effective Aug. 15, 1969, to Aug. 15, 1971. First call right. Programs delivered to station. Network rate, \$1,250; compensation paid at 30% prime time.

■ **KTVO(TV)** Ottumwa, Iowa (Post-Iowa Corp.). Contract dated March 12, 1970; replaces one dated Feb. 16, 1968; effective May 1, 1970, to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$500; compensation paid at 30% prime time, multiplied by 133.33%.

■ **KREM-TV** Spokane, Wash. (King Broadcasting Co.). Contract dated Oct. 16, 1967, replaces one dated Sept. 2, 1966; effective Oct. 15, 1967, to Oct. 15, 1969, and renewed subsequent to May 1, 1969. First call right. Programs delivered to station. Network rate, \$650; compensation paid at 30% prime time.

CBS

■ **Formula:** Same as ABC.

■ **WATL-TV** Atlanta (U.S. Communications of Georgia Inc.). Contract dated March 5, 1970; effective Feb. 1, 1970, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$150; compensation paid at 30% prime time.

■ **WMAZ-TV** Macon, Ga. (Multimedia Inc.). Amendment dated March 21, 1970, amends current contract to change network rate from \$561 to \$611 as of Oct. 4, 1970.

■ **KBOI-TV** Boise, Idaho (Boise Valley Broadcasters Inc.). Amendment dated March 30, 1970, amends current contract (not yet filed) to change network rate from \$363 to \$388 as of Oct. 14, 1970.

■ **WIBW-TV** Topeka, Kan. (Stauffer Publications Inc.). Contract dated Nov. 15, 1968; effective Sept. 11, 1966, to March 14, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538 (\$563 as of Oct. 4, 1970); compensation paid at 32% prime time.

■ **WJHL-TV** Johnson City, Tenn. (Roy H. Park Broadcasting of the Tri-Cities Inc.). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to July 31, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$475; compensation paid at 32% prime time.

■ **WBAY-TV** Green Bay, Wis. (Norbertine Fathers). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to March 14, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$795; 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.

■ **KTVE(TV)** El Dorado, Ark. (KTVE Inc.). Contract dated Dec. 15, 1967, replaces one dated May 2, 1962; effective Dec. 15, 1967, to Nov. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Pro-

grams delivered to station with network paying portion of interconnection charges. Network rate, \$550; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **KTVO(TV)** Ottumwa, Iowa (KTVO Inc.). Contract dated April 15, 1970; effective April 1, 1970, for one year. No first call right. Programs delivered to AT&T testboard in Des Moines, Iowa, and picked up by station at its expense. Network rate, \$500; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ **KTEN(TV)** Ada, Okla. (Eastern Oklahoma Television Co.). Contract dated March 30, 1970; effective May 1, 1970, to May 1, 1971. No first call right. Programs delivered to AT&T testboard in Oklahoma City and picked up at station's expense. Network rate, \$250; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ **KGW-TV** Portland, Ore. (King Broadcasting Co.). Contract dated Dec. 1, 1967, replaces one dated Oct. 13, 1958; effective Dec. 1, 1967, to Oct. 14, 1968, and automatically renewed subsequent to May 1, 1969. First call right. Programs delivered to station. Network rate, \$1,225; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WSVA-TV** Harrisonburg, Va. (Gilmore Broadcasting Corp.). Contract dated March 13, 1970; effective April 1, 1970, for two years. No first call right. Programs delivered to WRC-TV Washington and picked up by WSVA-TV at its expense. Network rate, \$500; compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

New AM stations

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.). AM proceeding, granted motion by Clanton Broadcasting Corp. and continued further prehearing conference to May 11 (Docs. 18782-3). Action April 27.

■ **Hearing Examiner Frederick W. Denniston** in Las Cruces, N. M. (Marvin C. Hanz). AM proceeding, ordered findings of memorandum opinion and order released April 24 modified and otherwise affirmed order (Doc. 18714) Action April 28.

■ **Hearing Examiner Frederick W. Denniston** in Las Cruces, N. M. (Marvin C. Hanz). AM proceeding, scheduled informal conference for May 8 to indicate concurrence in, or objection to, fixing of May 15 as date on which applicant and Las Cruces Broadcasting Co. shall exchange direct written testimony with respect to enlarged issues, followed by hearing session on May 25 (Doc. 18714). Action May 1.

■ **Hearing Examiner Millard F. French** in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co. and R-J Co.). AM proceeding, scheduled certain procedural dates and rescheduled hearing for July 21 (Docs. 18526-7). Action April 29.

■ **Hearing Examiner Forest L. McClenning** in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Secland Broadcasting Systems Inc.). AM proceeding, affirmed order denying motion for production of documents filed Aug. 15 by Seaboard Broadcasting, Inc. (Docs. 18549, 18813-4). Action April 24.

■ **Hearing Examiner Ernest Nash** in Inglewood, Calif. (Trans America Broadcasting Corp.). AM-FM proceeding, cancelled time for filing proposed findings specified in order released March 20 and ordered proposed findings filed by May 25 and reply findings by June 8 (Doc. 18616). Action April 28.

Other actions

■ **Waseca, Minn.**—FCC denied petition by The Waseca-Owatonna Broadcasting Co. Waseca, for reconsideration of order released Jan. 30 denying application for review of decision by review board affirming denial of CP for new AM. Action May 5.

■ **Review board** in Youngstown, Ohio. AM proceeding, Docs. 18768-69, granted to extent indicated and denied in all other respects, petition to enlarge issues, filed Jan. 8 by Media Inc. Action May 1.

■ **Review board** in Ponce, P. R., AM proceeding, Docs. 18564 & 18566, granted petition for extension of time, filed April 27 by Radio Antilles Inc. Action April 29.

■ **Review board** in Blacksburg, Va., AM proceeding, Doc. 18445, granted petition for extension of time, filed April 30 by Blue Ridge Broadcasting, Action May 1.

PROFESSIONAL CARDS

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MERL SAXON

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Designated for hearing

■ Buffalo, Minn.—FCC designated for hearing three mutually exclusive applications for CP's for new AM's at Buffalo. Applications filed by Herbert Gross, Wright County Radio Inc. and W. H. Blattner Sr.—are for daytime operation on 1360 kc with 500 w. Action April 29.

Call letter applications

■ Sioux Empire Broadcasting Co., Sioux Falls, S.D. Requests KCHF.
■ New Era Broadcasting Inc., Cedar City, Utah. Requests KBRE.

Call letter action

■ Grayling Broadcasting Co., Grayling, Mich. Granted WGRY.

Existing AM stations

Applications

■ WJLD Homewood, Ala.—Seeks CP to change location to Fairfield, Ala., and change trans. location to Garrison Avenue at 30th Place, Birmingham, Ala. Ann. April 28.
■ KHBT-AM-FM Humboldt, Iowa — Seeks trans. operated by remote control from 617 Sumner Avenue, Humboldt. Ann. May 4.

Final actions

■ *KAWC(AM) Yuma, Ariz.—FCC granted application by Arizona Western College for CP to change ant.-trans. and studio location. Provisions of principal city coverage rules were waived so long as KAWC continues to be licensed to Arizona Western College and continues to be operated in manner prescribed for noncommercial educational FM stations. KAWC, which operates on 1320 kc with 500 w-D, requested rule waiver in order to move trans. equipment to college campus. Action April 29.

■ KFI Los Angeles — Broadcast Bureau granted CP to install new 200 foot auxiliary ant.; granted involuntary transfer of control of licensee corp. from Eugene Overton, trustee to Donald H. Ford, trustee. Action April 29.

■ KGOL Palm Desert, Calif.—Broadcast Bureau granted license covering changes; trans. and studio location redescribed as 43100 Cook Rd. Action April 29.

■ KRAK Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action April 27.

■ WUST Washington — Broadcast Bureau granted license covering use of formerly licensed trans. as auxiliary trans. at new main trans. location. Action April 29.

■ WGMA Hollywood, Fla.—Broadcast Bureau granted license covering changes. Action April 22.

■ WRDW Augusta, Ga.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 27.

■ KLER Orofino, Ida. — Broadcast Bureau granted license covering permit authorizing changes. Action April 29.

■ WEDC Chicago—Broadcast Bureau granted license covering changes. Action April 24.

■ WNMP Evanston, Ill.—Broadcast Bureau granted license covering changes. Action April 29.

■ WCCR Urbana, Ill.—FCC denied requests for waiver of rules filed by Champaign National Bank, licensee of daytimer proposing to continue daytime operation of WCCR on 1580 kc and to add nighttime operation from different site on 1590 kc to provide black programming for Champaign-Urbana area; application returned unacceptable for filing. Action April 29.

■ WTHI Terre Haute, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action April 27.

■ KIKS Sulphur, La. — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 18. Action April 27.

■ WEBC Duluth, Minn.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 29.

■ WGLI Babylon, N. Y.—Broadcast Bureau granted license covering new main night-auxiliary day trans. Action April 29.

■ WGBB Freeport, N. Y.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans.; trans. location redescribed as 408 So. Main. Action April 29.

■ WJRM Troy, N. C.—Broadcast Bureau granted license covering changes. Action April 29.

■ WWWC Wilkesboro, N.C.—Broadcast Bu-

reau granted license covering use of alternate main trans. for auxiliary purposes only; WWWC granted license covering new AM and change location. Action April 29.

■ WHTH Heath, Ohio—Broadcast Bureau granted mod. of CP to change ant.-trans. location to north 40th St., 0.3 miles north of County Rd., 129 intersection, Newark, Ohio; make changes in type trans. Action April 29.

■ KRME Hondo, Tex.—Broadcast Bureau granted license covering new AM; change type trans; trans. location 0.5 mile northeast of Hondo. Action April 29.

■ KENR Houston—Broadcast Bureau granted license covering Permit authorizing new AM; specify type trans.; specify studio location at 3616 Richmond Ave., Houston. Action April 29.

■ KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action April 29.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., Christian Broadcasting Co. and Tim Timothy, Inc. [KBHS]), AM-FM proceeding, ordered record in matter of application of KFPW Broadcasting Co., insofar as it relates to community survey issue reopened, and to remain open until commission has terminated proceedings in Doc. 18774 relating to requirements for adequate community survey; further ordered that except for community survey issue record remains closed (Docs. 18241, 18388 and 18591). Action May 1.

■ Hearing Examiner Charles J. Frederick in Sellinsgrove, Pa. (B & K Broadcasting Co. [WSEW]), AM proceeding, set certain procedural dates and rescheduled hearing to June 3 (Doc. 18810). Action April 28.

Fines

■ WWSD Monticello, Fla.—Broadcast Bureau notified of apparent liability forfeiture of \$100 by failing to file renewal application within time specified. Licensee has 30 days to pay or contest the forfeiture. Action April 29.

■ WHOA Hato Rey, P. R.—FCC reduced \$1,000 forfeiture liability of Continental Broadcasting Corp. to \$750. Action April 29.

■ KISD Sioux Falls, S. D.—FCC notified of apparent liability forfeiture of \$2,000 by airing several announcements which did not contain appropriate sponsorship identification and were not logged as commercial time. Commission advised licensee that commercial practices in advertising dances sponsored by KISD or employees constituted unfair method of competition in that independent promoters were not able to compete on comparatively equal basis, as they might in fair market. Action April 29.

Call letter action

■ KTOO, KTOO Broadcasting Inc., Henderson, Nev. Granted KVOV.

New FM stations

Actions on motions

■ Chief, Office of Opinions and Review in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted petition by Christian Voice of Central Ohio and extended to April 27 time to reply to oppositions to petition for reconsideration (Docs. 18308, 18793). Action April 28.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, denied motion by Accuracy in Media to intervene (Docs. 18634-5). Action April 29.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, Doc. 18773 dismissed appeal from adverse ruling of hearing examiner, filed April 16 by Town and Country Broadcasters Inc. Action May 1.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, denied Broadcast Bureau's request rescheduled conference filed April 28. On or before May 15, 1970, parties shall file statements responsive to matters discussed at informal conference; Broadcast Bureau given until May 25 to file response to any such statements. Action April 30.

■ Review board in Pleasantville, N. J., FM proceeding, Doc. 18005, granted petition for leave to amend to reflect change, filed March

12 by WMID Inc. Action April 29.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted joint petition for approval of agreement, authorization to reimburse expenses and grant of application and dismissal of competing application filed Feb. 4 by Culpeper Communications Inc. and Culpeper Broadcasting Corp.; granted motion for leave to amend for consideration in connection with joint petition for approval of agreement, filed Feb. 26 by Culpeper Broadcasting Corp.; dismissed petition to enlarge issues filed Dec. 15, 1969, by Culpeper Broadcasting Corp. Action April 29.

■ Review board in Sheboygan, Wis., FM proceeding, Doc. 18374, granted petition for extension of time, filed April 29 by WKTS, Inc. Action May 1.

Rulemaking petitions

■ Burnup & Sims Inc. Fort Wayne, Ind.—Requests amendment of rules by assigning ch. 280A to Fort Wayne, Ind. Ann. May 1.

■ WGUY Bangor, Me. —Requests rulemaking to add ch. 293 to Bangor. Ann. May 1.

■ Ray G. Smith, Ord, Neb.—Requests rules to allocate ch. 245 to Seward, Neb. Ann. May 1.

■ Kinston, N. C.—Requests rulemaking to move ch. 249A from Washington, N. C., to Kinston, N. C. Ann. May 1.

■ Ron Ricord, Ada, Okla.—Requests amendment of rules to add ch. 265A to Sulphur, Okla. Ann. May 1.

■ KFAD-FM Cleburne, Tex.—Requests rulemaking to move ch. 235 from Cleburne, Tex., to Arlington, Tex. Ann. May 1.

Rulemaking decision

■ FCC amended section 1.519(a) of rules and regulations to allow applicant for FM channel denied in comparative hearing, to reapply for another channel immediately. Procedure now applies to TV applicants. Under Section 1.519(a) FM applicant whose application for new or modified facilities had been denied or dismissed with prejudice was barred from reapplying within 12 months of effective date of action. New amendment becomes effective May 8. Action April 29.

Call letter applications

■ Thomasville Broadcasting Co., Thomasville, Ga. Requests WRTG(FM).

■ Copiah-Lincoln Junior College, Wesson, Miss. Requests *WWCL(FM).

■ Xavier University, Cincinnati. Requests *WVXU-FM.

Call letter actions

■ Alfred Dienert & Walter F. Bennett, Waverly, Ohio. Granted WIBO(FM).

■ Bowle County Broadcasting Inc., New Boston, Tex. Granted KNBO-FM.

Existing FM stations

Application

■ WGMR-FM Tyrone, Pa.—Seeks trans. operated by remote control from Hotel State College, 100 West College Avenue, State College, Pa. Ann. May 4.

Final actions

■ Broadcast Bureau granted licenses covering following new FM's: KKWB(FM) Breckenridge, Minn.; KMTY-FM Clovis, N. M.; WGNR(FM) Oneonta, N. Y.; WUPR-FM Utuado, P. R.; KSIX-FM Corpus Christi, Tex.; *KPWN(FM) Parowan, Utah. Actions April 27.

■ Broadcast Bureau granted licenses covering changes in following: WAAF(FM) Worcester, Mass.; KWQA-FM Worthington, Minn.; WKNE-FM Keene, N. H.; KRSN-FM Los Alamos, N. M.; WDVR(FM) Philadelphia; WGCR-FM Wellsboro, Pa.; KWAM-FM Memphis; WBCL-FM Williamsburg, Va.; WRIG-FM Wausau, Wis. Actions April 27.

■ WWAG(FM) Carrollton, Ala. — Broadcast Bureau granted license covering new FM: ERP 30 kw; ant. height 360 ft. Action April 27.

■ KPEN(FM) Los Altos, Calif.—Broadcast Bureau granted license covering changes; ant. height minus 175 ft.; ERP 3 kw; trans. location redescribed as 662 University Ave. Action April 27.

(Continued on page 75)

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RADIO

Help Wanted Management

Unusual opportunity for general manager with proven sales background for suburban New Jersey station. Send complete details to Box E-110, BROADCASTING.

N.E. suburban chain wants to buy more stations. Need hard working selling manager who should be trained in company operations. (Person selected will receive stock in station he manages). Box E-127, BROADCASTING.

Need manager for new Southeastern market station. Prefer applicant with first class license or capable of air work. Want person ready to establish in small community. Box E-135, BROADCASTING.

N.C. small market station near metro market needs a good all around manager. Sell, air work, production, keep books, and get community involved. We want someone that wants a job not just a position. Must have a good past record and furnish references. Apply Box E-172, BROADCASTING.

Sales

Muzak is ripe and valuable. Clean, booming, eastern area needs self starter. Great opportunity. Box D-188, BROADCASTING.

Somewhere there's a sales manager and a salesman for our small market chain of stations. Must have management potential. Send full information with first reply to Box E-44, BROADCASTING.

Looking for man that wants to grow in radio sales. Salaried position, seven thousand plus business car and Blue Cross paid. Do sports for another \$500.00. Could train you in sports. People with us do well. Most had experience in very small markets and wanted to do better. You can with us. This AM-FM station in community of 12 thousand. Pleasant year round climate. If you are a small market salesman and want to move into an opportunity write a detailed letter to Box E-113, BROADCASTING. I'll phone you and arrange for a personal interview.

St. Louis. Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box E-142, BROADCASTING.

Wanted: Experienced radio salesman for south central Pennsylvania AM-FM station. Prefer man with proven track record but all applicants considered. Station offers exceptional compensation plus insurance, medical and retirement plan. All replies confidential. Box E-155, BROADCASTING.

Top notch first phone salesman-announcer or announcer desirous of learning sales. Short air-show. Excellent opportunity at Oklahoma's top small market station. Good salary plus commission plus fringe benefits. Send tape and resume to Jack Brewer, KWCO Radio, P.O. Box 770, Chickasha, Okla. 73018.

Salesmen—with grass roots experience, come to the city. New station has openings for four salesmen to sell and service IM plus market. Get in on the ground floor of these new account lists. Contact: Bill MacIver, General Sales Manager, WELA, Elizabeth, New Jersey. 201-965-1530.

Marvelous opportunity at modern country/western station, St. Louis area. Write Larry Wade, WGNU, Granite City, Ill.

Madison, Wisc.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up, strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis. A Mid-West Family station.

New York northeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravo Sales Incorporated, Station Plaza East, Great Neck, N.Y. phone 516-487-1311. All replies confidential.

Sales continued

Sales—Manufacturer Reps.—CCA Electronics has several choice territories available which are required as a result of our substantial expansion. Please provide our sales manager, Mr. Robert Sidwell with a full resume, as well as the territory in which you have an interest in covering. CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030.

Announcers

Experienced announcer in top 50 market, Northeast. MOR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Announcer-salesman for upper New England network station. Excellent opportunity. Box D-147, BROADCASTING.

East coast small market announcer, some sales. Send tape, photo and resume. Box D-264, BROADCASTING.

Top 40 personality with 1st class ticket. Must know today's trends in singles and albums. Very little engineering required. Insurance, profit sharing, vacations. Good salary. Excellent opportunity. Box E-109, BROADCASTING.

DJ and/or newsman, 1st class ticket, up tempo MOR, major New England market, salary open depending on quality and experience. Rush tape and resume. Box E-119, BROADCASTING.

New Jersey MOR seeks experienced announcer who can write local news. Salary commensurate with ability. Send tape, resume to Box E-130, BROADCASTING.

Is there an ambitious dedicated first phone top 40 jock who'd like to join one of the midwest's top rated medium market stations? We offer top pay and fringe benefits. We're also in the market for a top-rated news man to join our expanding news team. Send photo, tape and resume to Box E-139, BROADCASTING.

NE, top rated, bright MOR station seeks pd/dj or experienced dj ready for pd. Full fringe benefits, good working conditions. Send tape, resume, picture, starting salary requirements. Box E-174, BROADCASTING.

Farm Director with some experience wanted at KOLT, Scottsbluff, Nebraska. High school and some college necessary. Good salary. KOLT is a 5 kilowatt CBS affiliate.

Immediate opening, top wages to experienced top announcer. Send tape, picture and resume to Box 1300, KOLY, Moberg, So. Dak.

Phoenix, Arizona is America's most beautiful city and KOY, Arizona's number 1 station is looking for a good voiced top 40 or up-tempo MOR jock for the allnight show. We are number 1 in one of the Nation's fastest growing cities (one million market). We offer top pay, stability, 3-week vacation, free life insurance, free medical insurance, and the finest profit sharing plan in broadcasting. All talented jocks considered. Send tape and resume to: Jim Heath, KOY, Phoenix, 85004.

Houston is America's sixth largest city and KTHT, Houston is on a talent hunt. We are an aggressive, contemporary, MOR station (one of the nation's finest facilities.) You qualify if you have a good voice, something to say (briefly), and enthusiasm, top 40 or contemporary MOR experience necessary. Excellent salary and many company benefits. Housing in an action city—You can get here by sending a tape and resume to Nat Stevens, KTHT, 2100 Travis, Houston 77002 (all tapes will be heard).

Los Angeles area. Country KWOW wants a pro who can move a morning show with humor. Send resume, references and aircheck to Arlin Miller, KWOW Radio, Pomona, Calif. 91766.

We must add one man to a strong and stable staff of responsible broadcasters. If you can do MOR music, news and production well, your future can be part of ours. Salary open. Call: WAAC, Terre Haute, Indiana (812) 234-3791. Real opportunities are rare.

Announcers continued

Professional announcer, desiring employment in excellent AM-FM operation located in fine small community. You must be good air man to handle sign-on with several years experience. Preferably family man, desiring good community with excellent school system. Strong base salary, regular raises, bonus and paid insurance. Truly quality middle-of-road operation. Send tape and resume. WAWK, Kendallville, Indiana 46755.

Join the Saginaw Valley's leading MOR, 10-2 time slot opening soon. Good pay, good benefits. Writing experience helpful, on air experience a must. Send tape and resume to Jack Loehr, Program director, WBCM AM-FM, 8th Adams, Bay City, Mich.

Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin.

Immediate opening, rock jock, first phone, #1 station Midwest market. Send resume, air check, photo. Manager, WITY, Danville, Illinois.

Salesman-announcer, experienced for good medium market AM-FM operation. Excellent working conditions, fringe benefits and salary. Send audition tape, snap shot and personal data in confidence. J. A. Gallimore, WSNW, Seneca, S.C.

Michigan Skw MOR daytime has immediate opening for experienced first phone announcer. Salary to fit ability, hospitalization, vacation plan. WTHM Lapeer in the heart of summer-winter wonderland. 313-664-8555.

Looking for bright and personable top 40 jock; 25ish with medium market experience who is ready to move up in desirable part of southern California. Resumes to: P.O. Box 5193, San Diego, California 92105.

Need two announcers immediately, both heavy in production. One needs first class ticket. Send tape and resume to: Bob Thorburn, P.O. Box 569, Carrollton, Georgia.

Technical

Chief engineer needed, experienced AM/FM stereo directional. References required. Box C-408, BROADCASTING.

Openings for first-class ticketholders for transmitter-studio maintenance. Excellent salary. Modern equipment. AM and FM. Send name and phone number to Box D-140, BROADCASTING.

Combination directional AM and full power stereo FM in Northeast needs transmitter technician. Opportunity for beginner with first class ticket to learn all aspects of radio engineering. Send information and salary requirements to Box E-19, BROADCASTING.

Staff technician: Needed at once for an aggressive growing, top 40 radio station. Great Mid-Western city, number one station. Must have first phone, no announcing. Reply to Box E-67, BROADCASTING.

First class engineer wanted for low pressure, northeast, 1kw operation. Totally adult working atmosphere. Please apply only if confident you can handle all normal broadcast engineering problems. Box E-134, BROADCASTING.

Chief Engineer for well established non-directional AM-FM stereo station in progressive midwest city of 30,000. Good pay and working conditions with fringe benefits. Must be thoroughly experienced in studio and transmitter maintenance and operation. No air work. This is a permanent position. Send resume to Box E-149, BROADCASTING.

Jackson, Miss. 50kw directional has opening for first class ticket holder. Maintenance experience not necessary, no announcing required. Contact Bill Gabbert, chief engineer, WOKJ Radio, 601-866-2292.

Wanted—Experienced radio chief engineer/announcer for MOR format. Combo scale starts at \$9360. Engineer only from \$7280.00. Announcer only from \$7280.00. Send full particulars to: Scott Ellis, KVOZ, Laredo.

Technical continued

A.B.C. Radio Network, New York needs immediately available tape editors with tight board experience. First phone preferred. Contact Harry Curtis—212-LT 1-7777.

Chief engineer AM/FM Princeton-Trenton, N. J., midway N. Y.-Philadelphia. 5,000 watt full-time DA-2, 50,000 horizontal-vertical stereo, SCA. 4 man engineering staff, excellent growth opportunity, benefits, no air work. Call Dan Shields, 609-924-3600. Immediate opening. Salary open.

Technical—Transmitter test and field service—CCA Electronics requires a number of trained technical people familiar with broadcast transmitters and studio equipment, who enjoy working both in the test area of our factory as well as occasionally providing field service. Please submit resume to Mr. Robert Sidwell, Sales Manager, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030. Salary commensurate with ability.

NEWS

#1 contemporary, medium market, looking for experienced news director. Strong on local, net affiliate, good fringe benefits—an excellent family town and a friendly professional staff. Send resume, photo and tape to Box E-38, BROADCASTING.

Need immediately an aggressive, experienced, enterprising, news director. Must be able to direct two other news men. Ability to write news specials, documentaries and assist management with editorials a must. Professionals only for this challenging position. Top salary and many fringe benefits. Want a man who wants to settle down and dedicate himself to this community of 60,000. Send picture, tape and resume or call Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

News director for AM-FM small market affiliated with ABC. Include resume and 7½ tape with reply. WVSC, Somerset, Pa.

Programing, Production, Others

Need Ratings? Continental Consultants. Box E-123, BROADCASTING.

Need Demographics? Continental Consultants. Box E-124, BROADCASTING.

Situations Wanted Management

Studio manager for 5 years, 29, proven sales, 1st class, sportscasting plus have experienced, personable wife to assist. Box E-103, BROADCASTING.

Station being sold, must relocate. Outstanding sales record with accounting and administrative background. Enthusiastic and creative pro can build big profits for you too. Family, degree, 33. Available immediately. Box E-104, BROADCASTING.

As general manager can give you profitable station and one of which you can be proud. Good record. Small to medium market. Midwest or southwest. Write Box E-168, BROADCASTING.

Young 42 year old with successful sales/sales management experience who enjoys challenge with potential. Seeking growth opportunity with aggressive operation. Comprehensive MOR and contemporary background. Full details and references upon request. Box E-173, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2350.

Announcers

Dentist, experienced, tight board, MOR, third endorsed, creative, versatile, broad background dentistry, medicine, psychology, authoritative newscaster, writes selling copy. Available for fillers, spots, public service, science specials, etc. Manhattan, and N.J. area. Box D-127, BROADCASTING.

Beginner/3rd endorsed, BA, young married, some experience at college station. Want jock show at small north or southeast station. Special interest and knowledge of early jazz and blues, but will be happy with any type format. Box D-213, BROADCASTING.

Radio announcer, mature experienced. Needs work in Norfolk-Suffolk, Virginia area. Available June 1. Box D-215, BROADCASTING.

Now #1, medium market MOR. Experience, strong production, college grad, 3rd endorsed. Available June 8 as jock or program director. Box D-216, BROADCASTING.

Square at liberty. Good carriage-trade talker, copywriter. 3rd endorsed. Phone code 408, 805, 415 locales preferred. Call 408-758-3097. Box D-232, BROADCASTING.

Announcers continued

Personality, first phone. Looking for top 40 or FM rocker. Box D-249, BROADCASTING.

Beginner. Trained, but no experience. Determined and eager. Third endorsed. Can run tight board. Box E-13, BROADCASTING.

Young announcer seeking position with rhythm and blues or FM station that programs the same. Available immediately. Box E-39, BROADCASTING.

Announcer, twenty-six, nine years experience, military completed. Desire to settle in Western United States. Will send tape, resume. Box E-51, BROADCASTING.

DJ-contemporary format, 8 years experience, third, draft free, 27. Box E-78, BROADCASTING.

Top 40 personality, heavy voice, solid production, tight board, strong news. Third, married. Prefer East Coast. Consider all. Box E-79, BROADCASTING.

Experienced, three months. Professionally trained. Tight board, good news. Anywhere. 3rd. 213-463-7540. Box E-81, BROADCASTING.

West coast PD sick and tired of shoestring operations. Does great radio, and good TV, on no money at all. Think what a budget might mean! Young, intellectual, experienced all phases good music, MOR, progressive, G top 40, live and automated. Ex-newsman, worked US & overseas, documentaries. Forget the fact that this is also a first-phone morning man, and we can talk creative radio in five figures. Small, dull, and schlock operators, go fly a kite. Serious pros write to Box E-96, BROADCASTING.

Professionally trained announcer: 1 yr. air experience, 5 years ad agency experience. Married w/ family. Will relocate. Box E-105, BROADCASTING.

Married announcer, 28, experienced, willing, eager to learn. Resume and references upon request. Box E-107, BROADCASTING.

Beginner 3rd endorsed, 22 yrs old, single, military completed. One semester college. Willing to do show with professional announcer for 1 wk, also willing to train in sales. Advise what's needed on tape. Will relocate. Career minded. Box E-111, BROADCASTING.

Professionally trained black male announcer, can dig soul or rock show. Will consider. Easy. Five year musical background. Will relocate. Willing to work hard. Box E-115, BROADCASTING.

Announcer, professionally trained. Three years college electronics engineering major. Box E-116, BROADCASTING.

First phone combo seeks California MOR. Prefers newscasting. 3 years experience in small midwest station. Vet, 31, married, 3 harmonics. College grad plus 2 years at Pasadena Playhouse. Box E-117, BROADCASTING.

Top 40 personality. Three years experience. Permanent or summer . . . immediately. Box E-121, BROADCASTING.

Professionally trained announcer. Third endorsed. Draft exempt. Box E-129, BROADCASTING.

Experienced CW, MOR, PD, potential trained. Like production. Handicapped—have wheel chair—will travel. Try me. Box E-133, BROADCASTING.

Contemp MOR. First phone, 38, happy, tight. Formerly rock. Prefer evenings. \$175.00. Box E-141, BROADCASTING.

Midwest 3rd endorsed, some experience. Two years of college. New ideas, good knowledge of all music. Box E-143, BROADCASTING.

1st phone, announcer/salesman. Aggressive. 10 years experience. Married. Dependable. Box E-145, BROADCASTING.

Professionally trained announcer. Professional musician, singer, emcee. Played in marching 6 yrs. Will relocate. Box E-146, BROADCASTING.

Veteran announcer. 1st ticket. Good anchorman. Average salary. Any area. Smith, 712-758-3122. Write Box E-151, BROADCASTING.

Soul DJ experienced in 26th market. 3rd endorsed. Box E-158, BROADCASTING.

After two years in the making "Johnnie Mackay" Scanlan is coming to radio. Available Aug. 1. (who?) Watch this space. Box E-159, BROADCASTING.

Rock jock with three years experience is anxious to get into progressive or underground music. Willing to move anywhere. Box E-160, BROADCASTING.

Announcers continued

Announcer sportscaster/newscaster; fully experienced all play-by-play; some TV. Locate anywhere. Tape available. Box E-164, BROADCASTING.

Experienced, young, single, MOR/rock announcer is looking. Prefer mid-day slot. Currently living on East Coast. Box E-165, BROADCASTING.

DJ limited experience, can relocate, college grad, Bill Wade Grad, draft exempt, third phone, tight board. Box E-167, BROADCASTING.

Contemporary or MOR up-tempo, 3rd endorsed. Experienced, military completed, college grad, ambitious. Knowledge of pop music dating back to 1955. Available immediately. Box E-169, BROADCASTING.

Experienced announcer for fine arts station, M.A. degree in German. Box E-171, BROADCASTING.

Want back into sports. Experienced all play-by-play. Willing worker. 219-287-0842.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

AFRTS trained, looking to settle in northeast Ohio with family. Also worked in stereo FM. Third phone. CMR#1, Box 1438, APO Seattle 98742.

Announcer-copywriter. Needs summer replacement work in small to medium market station. Good boardman. Good copy. Veteran. Single. Happy to consider your area. Third phone endorsed. Call Davies—206-524-8057.

Top 40. Young man, 21, draft free, seeks chance at rocker. Broadcasting school graduate, 3rd endorsed. Will relocate. Call collect. Ken Albert, 313-234-0111. Flint, Michigan.

20 yrs. Broadcasting, seasoned professional, all phases including sales. MOR, references available immediately. Leeds Scofield, 218½ Sunset Lane, Pueblo, Colorado 81005. 303-545-0604.

1st phone, talented, humorous announcer with 6 months experience wants to express himself on a top 40 station in Texas, Louisiana. Jim Pennell, 713-462-1375.

Top 25 markets! Young, seven year radio pro available. Heavy voice and ratings too. Got blue-eyed soul. Ready to sock it to em. AM rock or FM progressive. Phone 515-858-2579.

First phone, recent broadcast school graduate, will relocate. A.C. 714-279-2969.

Mature broadcaster, 15 years all formats, authoritative news. Brown's graduate, third endorsed, references, start immediately. 406-252-3956.

Black DJ/announcer/news/sales, broadcast school graduate, some experience, very entertaining, third endorsed. Musical background, college, veteran, dependable, no drifter. Available immediately. Will relocate anywhere. Call 312-225-4039, mornings or write Ed Robinson, 500 E. 33rd St. 1708, Chicago, Ill. 60616.

Announcer, D.J., news, broadcast school graduate, 3rd endorsed, single, draft exempt. Tape and resume on request. Byron Rader, 5661 Florence Avenue, Philadelphia, Pa. 19143. Phone (215) SA 6-3850.

Nine year veteran seeks anncr. or PD position with secure station in West or mid-west. Prefer top 40 or country western operation. Strong production and news. If you're looking for a hard worker, call Bill Scott at 503-855-1619.

Announcing school graduate third endorsed, tight board, draft exempt, single. Wants start in radio, rock or MOR format. Contact Don Drew, 223 Jones Drive, Bridgeville, Pa. 15017.

Ambitious, young journalism graduate seeks broadcasting career anywhere. Announcing, news experience, first phone. David Silverbrand, P.O. Box 181, Putnam, Ct. 06260.

Attention: GMs and PDs. Ineed your help. Inexperienced broadcast school grad. looking for MOR/contemporary MOR/good music station for his start in radio. Prefers Pacific coast—will consider elsewhere. Third endorsed; married; mature; warm-sincere delivery. If you can help—Thank you—write: Chuck Matthes, 6522 Anthony Avenue, Garden Grove, California 92641. If you can't help—Thanks anyway.

Starting announcer wants job. Leaving Vietnam and Army, available July 1st. Some experience 31st market. 3rd phone endorsed. Married, 25. M.R. or religious preferred. Tape and resume available. Edward Wright, 232 Bassett Ave., Lexington, Ky. 40502.

Technical

Seattle area-native wishes to return. Eight years experience, first phone combo, heavy maintenance. Five years as chief. Prefer technical position: light announcing if needed. 25, family, draft deferred. Write: Box E-100, BROADCASTING.

Combo 1st phone and telegraph with experience all powers wants something in Southeast only, directional or non directional, some announcing preferred. Box E-102, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box E-120, BROADCASTING.

Available: Good maintenance engineer. Currently chief at medium market station. Need a decent salary plus chance to work with professional chief at a larger station. Box E-147, BROADCASTING.

Chief engineer-announcer. Negotiation by telephone, verification. 1-215-748-8640.

News

Attention South, Southwest, West Coast majors: newsmen 12 years experience—dependable—college degree wants air shift or writer-editor slot. Box D-197, BROADCASTING.

I know how to write, edit, produce and deliver a creative, professional newscast. Now producing and anchoring major market #1 rated news show. If your station needs a news director-anchorman, write now. Box D-231, BROADCASTING.

College graduate with major market station seeks position in news or programing (R or TV). Available immediately. Box E-1, BROADCASTING.

First phone wants news, sports, DJ, prefers California, Arizona, New Mexico. Box E-86, BROADCASTING.

News director, small station, college graduate. For challenging news assignment. Box E-106, BROADCASTING.

Attention news directors: Are you looking for a news writer/announcer who will not reach his level of incompetence (see, The Peter Principle) in your organization? Hear what \$200 down and \$200 per week will buy. Available: Mid-July or later; Northeast, Ohio, or California only. Box E-114, BROADCASTING.

Broadcast journalist. 6 years experience. Ready for major market. Polished performer: indepth analytical reporter-interviewer: writer-editor. (With 1st phone). Box E-140, BROADCASTING.

Twelve years radio. Last three solid news. Available now. 717-755-2743 or Box E-156, BROADCASTING.

Radio news, commentary and talk pro will leave top ten market for right news director or program director spot. Complete take charge only. Box E-166, BROADCASTING.

Newsman, sportscaster, community-oriented programmer, Texas and New England news award winner, desires news or programing post West of Mississippi. 15 years experience. Available immediately. John Callarman, 15 York Ave., Watertown, Mass. 02172. 617-926-2677.

Newscaster-announcer seeking experience. College grad in speech, Broadcasting School grad, prior military service. William Lenox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Programing, Production, Others

Male copywriter wishes relocate Connecticut. Request resume, samples. 203-658-6196 or Box D-250, BROADCASTING.

Music director; Presently with outstandingly successful FM, seeks wider horizons. Has absolute faith in well-programed FM stations. Box E-33, BROADCASTING.

Read the excellent article, "Looking Ahead to Radio in '70's", Broadcasting, April 13. I have a format incorporating the "Musts", expressed by those experts. Metropolitan South. Box E-34, BROADCASTING.

Are you a manager who needs a programmer? For 13 years I have been music director, production director, and talent for major groups and stations in the number 15 thru the number 2 market. Now I'm interested in a PD or other managerial oriented position in a top 50 city. MOR or rock. A1 reputation, record, references. Stable, mature, career minded. Personal interview. Inquiries kept confidential. Box E-98, BROADCASTING.

Programing, Production, Others

continued

Talk show personality. Low keyed. Own show 3 years 50kw. Background announcing. Steady and reliable. Available immediately. Consider summer replacement. (703) 428-7025, ext. 309 or Box E-99, BROADCASTING.

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, BROADCASTING.

Progressive? Underground? Not any more. Album rock is today's popular music. Experienced PD, offers sensible format tailored to "psychographically young." Major market FMs write Box E-170, BROADCASTING.

Program director—now leading #1 contemporary in large medium market. Seek challenge. All replies considered in strict confidence. Will travel. Box E-176, BROADCASTING.

Program director and morning announcer. 18 years, top record. Desire either position, or both. 100,000 market or larger. Need \$10,000. Call 816-232-8265.

Rating problems? Experienced professional broadcaster in top 10 market looking for program director-operations manager position in a large market. If you want big numbers and are willing to pay for top talent with a first phone let me hear from you. 413-442-1283.

Manager of public radio and university instructor seeks creative public affairs position, producer and/or director or talent. Mike Opiola, 418 13th Ave., Brookings, So. Dakota.

Television Help Wanted

Sales

Wanted: Young, aggressive professional TV salesman for VHF affiliate in top 35 markets—must be able to produce results and have management potential—15-18,000 first year. Understanding of production techniques helpful. Write Box E-101, BROADCASTING.

Announcers

Opportunity open with progressive TV station in a top 30 mid-south market for youthful experienced on-camera announcer. Preferably with some weather reporting experience. Send resume and tape to Box D-242, BROADCASTING.

Technical

Two first class engineers for radio-TV operation in medium Wisconsin market. Experience desirable. Good salary and fringe benefits. Send resume and phone number. Box D-240, BROADCASTING.

Immediate opening for several experienced TV studio maintenance engineers. Grow with expanding southeastern VHF station. Excellent benefits. Box E-128, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

New south Florida Public/TV station building engineering staff. First class engineers familiar with all phases studio and VHF transmitter operation. Excellent pay and benefits. Send complete resume to George Dooley, G.M., WPBT, 1410 N.E. 2nd Ave., Miami, Fla. 33132.

Studio maintenance supervisor for New York City UHF station. Must be thoroughly familiar with Ampex 1200 VTR's and Color Terminal equipment. Union scale with salary commensurate with experience. Send resume to: Fred M. Samuel, Chief Engineer, WXTV Channel 41, 641 Main St., Patterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

Television Engineer—Progressive Junior College needs CCTV engineer starting July 1, 1970. Two-year electronics certificate/equivalent and broadcast experience required. Will assume maintenance and operation of new production facility. Knowledge of 1" format, vidicons, all phases of TV production, and willing to learn more. Ground floor opportunity, advancement, benefits. Starting salary \$10,500. Increments to \$15,000. Write or contact The Junior College District, St. Louis, St. Louis County, Missouri, 7508 Forsyth Boulevard, St. Louis, Missouri 63105. A.C. 314-726-4686.

Technical continued

New AM directional needs top flight engineer to grow with growing group. Future has corporate possibilities. Call Jack O. Lantern, 717-243-4918 days or 717-243-1741 evenings.

NEWS

Need TV news and weatherman with personality plus for Southeastern states VHF. Prefer college graduate, but experience considered. Starting salary \$6,500 and up. Excellent fringe benefits. Box E-108, BROADCASTING.

Come to California and join a great news team as co-host for noon news. Cal we are looking for is attractive, knowledgeable, good interviewer, fine reader, out going and friendly. She will join a top 25 market CBS affiliate that's moving up. Call collect. Cal Bollwinkel, program manager, 916-441-4041.

Programing, Production, Others

PD for KOMU-5. Will consider radio man ready for big jump to TV. Need new ideas, no yes-man. Write station manager, Columbia, Mo.

Producer-director for Midwestern Award Winning public television station to start July 1, 1970. Must have television and film production background and be capable in studio and remote assignments. Salary to \$9300 with a twelve month contract depending on experience. Masters degree necessary. University fringe benefits. No teaching. Send letter and resume or requests for additional information to: Gregory K. Schubert, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402.

Producer/director experienced in switching fast paced news block. Send resume and salary requirements to production manager, W-TEN/TV, P.O. Box 10, Albany, New York, or phone area code 518-436-4841.

Television

Situations Wanted Management

Heavyweight. Local/regional/retail sales. Mature, personable, professional broadcaster. No place to grow in present top 50 market seeks change. Box E-11, BROADCASTING.

Program manager-producer-director. Age 35, major market experience in setting up programing-producing news, public affairs. UHF/VHF will consider CATV programing slot in West. Box E-60, BROADCASTING.

Operations manager in medium market area wants advancement opportunity. 10 years experience. All phases of programing, promotion, production. Box E-65, BROADCASTING.

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production. Box E-125, BROADCASTING.

Aggressive general manager strong on local and national sales. An up through the ranks professional with extensive experience in programing, film buying, promotion, production, and on-camera. College degree. Excellent industry references. Box E-144, BROADCASTING.

Announcers

May college graduate. Experience on school FM, TV and newspaper. Looking for job in sports, radio or TV. Good knowledge and initiative to develop programing. Play-by-play experience. Political science major so can help with news. Box E-112, BROADCASTING.

Triple treat. Announcer-writer-on-air-man. Young experienced, great voice, college, draft free. Northeast/Florida. Let's talk. 814-238-3648.

Technical

N.Y.C. trained, FCC 1st class licensed technician available now. Will relocate. Prefer TV station. Box E-131, BROADCASTING.

Experienced engineering manager desires challenge. Sober, mature family man 17 years AM-FM-TV, group operations. Can relocate mid-summer. Prefer West. Box E-136, BROADCASTING.

NEWS

Still photographer, 8 years experience (all phases still photography) desires starting position as TV newsreel photographer. Available July when military complete. Resume. Box E-62, BROADCASTING.

Experienced female newsmen-reporter. MOC-SOF-features. College graduate. Presently employed—seek larger market. Box E-82, BROADCASTING.

Television continued

Situations Wanted News

Prize-winning news editor, reporter, TV broadcaster, 40 seeks challenge in TV and/or newspaper reporting. Wife a leading columnist, East Coast paper. We'll relocate, prefer Northeast, Southwest, or VTR, clips available. Phone 203-529-3969 or write Box E-138, BROADCASTING.

Top ten market radio pro wants TV. Versatile news, commentary, public affairs and talk. Radio-TV spot considered. Box E-153, BROADCASTING.

Network quality. Sports, weather, director, talk show. Major markets only. Box E-157, BROADCASTING.

Former NBC staff cameraman in Vietnam seeks position in news or documentary field. John Coates, 703--22nd St., Santa Monica, Calif. 90402.

3 years news, 10 years meteorology experience. Leaving service June 1st. Bill Pollock, 419 Janell Drive, Orange Park, Fla. 32073.

News producer-reporter. Now in top 10 market. Young, aggressive, experienced. Master's degree. Ed Romanoff, 519 West St., Pittsburgh, Pa. 15221. 412-242-2742. or 412-321-8700.

Programing, Production, Others

College television administrator desires association with developing community college, university or junior college television department. Commercial television and academic teaching experience in all facets of TV, management, sales, programing, news, public affairs and production. Box E-97, BROADCASTING.

Production, assistant or other television position wanted. Summer or permanent. Box E-122, BROADCASTING.

Operations manager/production director-ETV or commercial. B.S., TV production. First phone. One year commercial maintenance experience. Under 30, married, veteran. Available June 15th. Resume and reference upon request. Box E-152, BROADCASTING.

Young enthusiastic director with experience seeking staff or senior producer-director position. B.S. degree in broadcasting from major Midwestern university. Well versed in all phases of tele-production. Family man; military completed. Salary requirements open, resume and samples of work available on request. Box E-154, BROADCASTING.

Candidate for MA in R-TV seeks employment opportunity in production-direction area. Formerly radio-TV news director. Single. BA in business. Available June. 317-285-7130.

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

16" Transcriptions. Want to buy Sonny Dunham/MacGregor 1166, 2444 and 2491. Also interested in odd lots or complete libraries of Langworth, Capitol, Associated, World, Standard, Thesaurus and AFRS, and their catalogues/indexes, with or without their libraries. Want also 16" acetate airchecks of dance band remotes, network radio shows, etc., back to 1930. Call collect Wally Heider, 213-465-8000 or write to 6373 Selma Ave., Hollywood, California 90028.

Wanted to buy: Used tower—self supporting, 300-400 ft. Mobile unit, BGW. Box E-92, BROADCASTING.

Need a Nems Clarke or Wilkinson field strength meter. Call 415-685-1480.

Used 150-200' Blawnox tower. Contact Jack DuShane, Gazette-News, P.O. Box 621, Texarkana, Texas 75501. 214-793-3151.

Stereo compressor \$150. Contemporary Productions, 1647 W. 72 St., Indianapolis.

New England college looking for 250 watt FM transmitter and remote-control system in good operating condition. Box E-148, BROADCASTING.

FOR SALE

Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

FOR SALE

Equipment continued

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and other supplies. Can be seen in operation for a few days yet. Phone 803-246-2112 for appointment.

CATV & ETV operations. Packard Bell model 9200 TV camera. All solid state circuitry. Vidicon with 4:1 electric zoom lens. Operated about 150 hours. Best offer accepted. D-267, BROADCASTING.

ITA type RC-1A remote control system: Complete with 20 position studio and transmitter units. Used in FM operation four (4) years. You need it, we got it, make us an offer. Box D-268, BROADCASTING.

H J 7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed RG 319 MIL SPEC 12,000 feet available 6-2000' reels—perfect surplus—test reports available. 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, 312-235-2830.

For sale. A pair of Schafer Model SA-100 spot locators equipped with Ampex 351 record and playback. Make offer, Frank Carman, KLUZ, Salt Lake City.

10—Conrac CKC-17R BGW 17" monitors w/3-pos switcher. Excellent. Little usage. \$200 ea. \$1700 all. 305-667-2767 or RM, 4350 SW 60 Pl., Miami, 33155.

Immediately available, large quantity 3M 399 or Memorex 78V used tape. Low passes, 27 minutes usable tape per reel, price includes metal reel and shipping case. \$37.50 per reel in quantities of 10 reels or more, quantity discount over 50 reels. Many other bargains in used television equipment. Write, wire or phone Ed Ries and Associates, 414 No. Alfred St., Los Angeles 90048. (213) 651-5080.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P. O. Box 984, Tallahassee, Fla. 32301.

Schafer SA 100 random access spot locator electronics, new with remote control assembly. Write Box E-150, BROADCASTING. Call 1-216-923-1774.

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.

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, call collect 312-944-3700.

Music wanted. The music library of the "International Broadcasters Society" wishes to collect a comprehensive selection of American instrumental recordings ranging from jazz, country & western, MOR contemporary, and ever-greens to classical and semi-classical. The budget of the society is too limited to allow the purchase of new recordings, therefore the appeal is being made to American radio stations for second hand LPs and 45s in reasonably good condition. The IBS is not seeking charity, but regrets it can only offer nominal payment for these records. Preference will be given to large collections, such as complete or near complete music libraries from radio stations. Please submit your offer, with asking price, to the New York office of the International Broadcasters Society, 22 East 42nd Street, New York 10017—c/o Mr. Eugent Bernald. The Secretary General of the IBS will be flying to New York from Europe in mid-May to make final selections and arrange transfer to the Secretariat in Holland.

"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.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Indianapolis 500, audio, film, same day coverage on film, five radio broadcasts. Contemporary Productions 1647 W. 72 St. Indpls. Call collect today 317-255-9928.

Miscellaneous continued

Contemporary Comedy now in 9 out of the top 10 markets—it's got to be good. Check or M.O. for \$3.50 brings this month's jam-packed issue. Contemporary Comedy, 726 Chestnut Street, Suite B, Philadelphia, Pa. 19106.

Current Comedy—60-65 original, topical one-liners, each issue, twice a month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D. C. 20003.

Coverage maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and costs write Ed Felker, Box 141, Ambler, Pa. 19002.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared... let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools*. Write, or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans* and accredited member of NATTS*. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***

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 July 8 & Oct. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home school: 4444 Geary Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

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 May 25, June 29 & Aug. 3. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

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INSTRUCTIONS continued

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.

'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.

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.

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 four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

A.I.R. In Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. In Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida.

Portland F.C.C. First Class License. 5 weeks with Ron Bailie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

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If you're looking for an announcer, time salesman, disc jockey, newsmen, first phone, let MIKE KLEIN help you find a qualified broadcaster.

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Sales

OUTSTANDING

NATIONAL BUSINESS PUBLICATION

has immediate opening for two space salesmen for Mid-west and South. Knowledge of broadcast business essential.

Salary and commission. Pension plan. Health benefits. Rush complete resume, picture, references to:

Box E-71, Broadcasting.

Salt Lake City F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 206/682-3696.

Spokane F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 509/624-6878.

Phila. & N.Y.C. Your FCC first phone in five weeks. Announcing courses also available. The American Academy of Broadcasting of Philadelphia, 726 Chestnut Street, 19106. (215) WA 2-0605.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you to obtaining your 1st phone, but it provides you with good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins June 15, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Are you interested in a professional announcing career in radio? Graduate with 3 months of actual broadcast training as KSPV-AM and KSPV-FM stereo radio stations in Artesia, New Mexico. Most modern studios and finest equipment. School of broadcast training is approved by the New Mexico state board of education, and is New Mexico's only broadcast school. Room and board available and placement assistance after graduation. Learn by actual doing at KSPV-AM and FM stereo. Get the facts today Write for information to: Dave Button, Manager 317 West Quay, Artesia, New Mexico 88210.

Help Wanted

Sales continued

SALES MANAGER

For N.Y. metro classical format, heavy N.Y. agency and local sales experience.

Box E-48, Broadcasting.

Help Wanted

News

NEED IMMEDIATELY

Several newsmen to do news and documentaries both radio and TV. Will consider all applicants although degree in Journalism preferred. Good pay, good benefits, good company to work for. Call Collect:

Mitch Stanley, WFMJ Broadcasting, Youngstown, Ohio. 216-744-8611. We are an equal opportunity employer.

NEWS DIRECTOR

who edits with contemporary sound. Top station in a top market is looking for management material. Top pay, excellent insurance benefits, retirement, profit sharing, possibilities for advancement. Send tape, picture and resume in complete confidence.

Box E-163, Broadcasting.

Help Wanted

Programing, Production, Others

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Play-by-play man

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(Continued from page 68)

■ KRKD-FM Los Angeles—Broadcast Bureau granted CP to install new trans.; change type ant.; ant. height 480 ft. Action April 30.

■ KHOF(FM) Los Angeles—Broadcast Bureau granted license covering changes. Action April 27.

■ KBBL(FM) Riverside, Calif.—Broadcast Bureau granted license covering changes; ERP 49 kw; change type trans. Action April 27.

■ *KLLU(FM) Riverside, Calif.—Broadcast Bureau granted license covering new educational FM; trans. location approximately 500' northwest of 11735 Campus Dr., Riverside; ERP 1.40 kw; ant. height 73 ft. Action April 27.

■ WKTZ-FM Jacksonville, Fla.—Broadcast Bureau granted license covering changes. Action April 27.

■ WBUS(FM) Miami Beach—Broadcast Bureau granted license covering changes; ERP 45 kw; ant. height 170 ft. Action April 27.

■ WLCY-FM Tampa, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action April 27.

■ WVTM(FM) Monticello, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 135 ft. Action April 27.

■ *KBJC(FM) Great Bend, Kan.—Broadcast Bureau granted license covering new educational FM. Action April 27.

■ WHIC-FM Hardinsburg, Ky.—FCC granted application of Breckinridge Broadcasting Inc., permittee, to change trans. site to location of WHIC(AM) about 1.75 miles southeast of center of Hardinsburg, and to decrease ant. height from 300 to 290 ft. Action April 29.

■ WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action April 27.

■ WCOF-FM Boston—Broadcast Bureau granted license covering changes; ant. height 500 ft. Action April 27.

■ WJON-FM St. Cloud, Minn.—Broadcast Bureau granted request for SCA on 67 kc. Action April 30.

■ KFMU(FM) Kansas City, Mo.—Broadcast Bureau granted license covering use of former main as auxiliary ant.; ERP 77 kw; ant. height 390 ft. Action April 27.

■ WJAG-FM Norfolk, Neb.—Broadcast Bureau granted request for SCA on 67 kc. Action April 30.

■ WKBR-FM Manchester, N. H.—Broadcast Bureau granted license covering changes; ERP 10.5 kw; ant. height 930 ft. Action April 27.

■ *WRPI(FM) Troy, N. Y.—Broadcast Bureau granted license covering permit for changes; specify type trans.; ERP 10 kw; ant. height 370 ft. Action April 30.

■ KHEN-FM Henryetta, Okla.—Broadcast Bureau granted CP to change ERP to 28.5 kw. Action April 30.

■ KBYE-FM Oklahoma City—Broadcast Bureau granted request for SCA on 67 kc. Action April 29.

■ WPRP-FM Ponce, P. R.—Broadcast Bureau granted license covering new FM; change type trans. Action April 29.

■ WPRM-FM San Juan, P. R.—Broadcast Bureau granted CP to change trans. location to 0.2 mile south southeast of Cerro La Santa (2.3 miles south southwest of La Plaza) near La Plaza, in Barrio De Farallon, Puerto Rico; studio location to Main and North 24th Street, Caguas Norte-Dev. 2, Caguas, P. R.; operate by remote control from proposed studio location; change type trans. and ant.; make changes in ant. system; ERP 25 kw; ant. height 1,800 ft. Action April 27.

■ WLBG-FM Laurens, S. C.—Broadcast Bureau granted CP to install auxiliary ant.; change ERP to 3.2 kw; ant. height 320 ft.; remote control permitted. Action April 29.

■ WRVC(FM) Norfolk, Va.—Broadcast Bureau granted CP to change ERP to 14.5 kw. Action April 30.

■ KACA(FM) Prosser, Wash.—Broadcast Bureau granted license covering CP to change ant.; ant. height minus 275 ft. Action April 29.

■ KUOW(FM) Seattle—Broadcast Bureau granted request for SCA on 41 kc and 67 kc. Action April 27.

■ WLVE(FM) Baraboo, Wis.—Broadcast Bu-

reau granted CP to operate by remote control from WIBU(AM) studio, 2 miles south of Poynette, on WIBU Road, Arlington township, Wis.; change type trans. and ant.; ERP 37 kw; ant. height 1,300 ft.; remote control permitted. Action April 29.

Other actions

■ Following FM's notified FCC of stereophonic operation: KING-FM Seattle; KMRC-FM Morgan City, La.; KNEU(FM) El Centro, Calif.; KRCH(FM) St. Louis; *WETA-FM Washington; WGLF-FM Tallahassee, Fla.; WGSY(FM) Peru, Ill.; WKYV(FM) Vicksburg and WLSM-FM Louisville, both Mississippi; WMIX(FM) Mount Vernon, Ill.; WOCB-FM West Yarmouth, Mass.; WSJC-FM Magee, Miss.; *WTSC-FM Potsdam, N. Y.; WWEL(FM) Chicago. Ann. May 4.

Fine

■ WXKL(FM) Winter Haven, Fla.—Broadcast Bureau notified of apparent liability forfeiture of \$200 by failing to file renewal application within time specified. Action April 29.

Rulemaking decision

■ KLFM(FM) Ames, Iowa—FCC denied petition for rulemaking filed by Lunde Corp. to permit renewal of provisional certificate for radiotelephone third class operator permit, with broadcast endorsement. Action April 29.

Call letter applications

■ KTRH-FM, Rusk Corp., Houston. Requests KLOL-FM.

■ KCOR-FM, Inter-American Radio Inc., San Antonio, Tex. Requests KFFR(FM).

Call letter action

■ *KCBF-FM, University of Northern Colorado, Greeley, Colo. Granted *KUNC-FM.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KXLW Clayton, Mo., to July 1; KBTC-FM Houston, Mo., to Oct. 15; KCRL Reno to Oct. 1; WEEP Pittsburgh to July 15; WUNO Rio Piedras, P. R., to July 1; KLIF Dallas to July 20; WYAH-TV Portsmouth, Va., to October 27. Action April 27.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their corresponding auxiliaries: WABA Aguadilla, P.R.; WACL and WAYX both Waycross, Ga.; WCOS-AM-FM Columbia, S. C.; WEUP Huntsville and WHHY-AM-FM Montgomery, all Alabama; WIYN Rome, Ga.; WJHO Opelika, Ala.; WJJC Commerce, and WKEU-AM-FM Griffin, both Georgia; WROS Scottsboro, Ala.; WSGC Elberton, WULF Alma, and WVMG Cochran, all Georgia; WVEZ Vineland, N. J.; WVVVF Fayette, Ala.; WBAF Barnesville and WBBT Lyons, both Georgia; WHMA-AM-FM Anniston, Ala.; WLOR Thomasville, Ga.; WOOF-FM Dothan, Ala. Action April 28.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF translators: K11DV Upper Rosebud, Mont.; K73AR, K77AK and K80BA all The Dalles, Ore., and Glendale, Wash.; K08FS and K10FC both Dobson and Wagner, both Montana; K09BX Saco and Hinsdale and rural area, all Montana; K11IH Malta, Strater, Wagner, rural area northeast & northwest of Malta, all Montana; K12FB Saco, Hinsdale rural area, west rural area (of ant. site), and north rural area (of ant. site), all Montana; K11GX and K13DU Wynott, White-water, Lovejoy and Loring, all Montana; K13GP rural area northeast of Malta, Malta & Strater, Wagner, and rural area northwest of Malta, all Montana; K75AW Malta, Mont.; K79AY and K82BL both Phillips county, Mont. Action April 27.

■ Broadcast Bureau granted renewal of licenses for following: WACA Camden, S. C.; WBLA Elizabethtown, N. C.; WBUD Trenton, N. J.; WFBS Spring Lake, N. C.; WGOV-FM Valdosta, Ga.; WIPC Lake Wales, Fla.; WMDD Fairport, P. R.; *WRPI(FM) Troy, N. Y.; WUFF Eastman, Ga. Action April 30.

■ Hearing Examiner Herbert Sharfman in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted motions by Broadcast Bureau to extent that by May 6, midwest will furnish data;

ruling on necessity to furnish data was deferred until after action on merits of Midwest's petition for reconsideration; rescheduled hearing to June 29 (Doc. 18499). Action April 29.

■ **WCCO-AM-TV Minneapolis**—FCC referred petition by Midwest Radio-Television Inc. for reconsideration and grant without hearing of renewal applications for WCCO-AM-TV to Hearing Examiner Herbert Sharfman, presiding in proceeding, for preparation of recommended report analyzing data submitted; commission said it would hold in abeyance petition by Midwest for oral argument and related filings. Action April 28.

■ **Broadcast Bureau** granted renewal of licenses for following VHF translators: K09DL Seward, Alaska; K08FQ, K10FO and K12FT all resort area, South shore of Lake Chelan, Wash.; K11FX Big Elk Valley, Lebo Valley & Two Dot, all Montana. Action April 30.

Other actions, all services

■ **FCC** revised seven day rule implementing Section 315 of Communications Act (equal opportunity) to require political candidate for specific office to request time for equal opportunity within one week from day when first candidate for that office appeared on air. Candidates who join race late must submit their requests for equal opportunity within one week after first appearance by another candidate, following official entry into race (Doc. 18781). Action April 29.

Translator actions

■ **California**—FCC granted application of Malibu Communications Corp., as Malibu Translator Co., for transfer of control to Cypress Communications Corp., Pacific Palisades, Calif., and similar application of Harriscope Cable Corp. to transfer control of H&B Translator Corp. to Cypress, subject to certain conditions set by commission to assure that five TV translators involved continue to be operated in competitive manner with respect to CATV systems owned and operated by licensees, and subject also to outcome of proceedings in Doc. 18397 relating to cross-ownership of CATV systems and broadcast facilities. Action April 29.

■ **Review board** in Glendive, Montana, TV translator proceeding, Docs. 18737-38, granted petition for extension of time, filed May 1 by Harriscope Broadcasting Corp. Action May 5.

■ **Lincoln, Neb.**—FCC granted applications by Cornhusker Television Corp., licensee of KOLN-TV Lincoln, Neb., for new 100-w UHF translators to serve Neligh and O'Neill, both Nebraska, by rebroadcasting KOLN-TV. Action April 29.

■ **Williamsport, Pa.**—FCC set aside January 28 action which granted without hearing application of WGAL Television Inc., licensee of WGAL-TV Lancaster, Pa., for new UHF translator to serve Williamsport by rebroadcasting WGAL-TV; grant vacated and application designated for hearing. Action April 29.

■ **Nashville**—FCC granted applications by WSM Inc., licensee of WSM-TV and WLAC-TV Inc., licensee of WLAC-TV, both Nashville, for CP's for new 1-w VHF translator to serve Bowling Green, Ky., on ch. 10 and ch. 11, respectively, using specially designed common ant. Requests for waiver of rules which provides that adjacent channel assignments will not be made to translators intended to serve all or part of same area also granted. Action April 29.

CATV

Applications

■ **C & H Video Cable Corp.**—Seeks distant signals of WTTV(TV) and WTV(TV) both Bloomington, Ind., to Howard County, Ind., to Kokomo, Ind. (Indianapolis, Ind., ARB 18). Ann. May 1.

■ **Valley Cablevision Corp.**—Seeks distant signals of WSNS-TV Chicago and WTTV(TV) Bloomington, Ind., to Rochester, Ind. (South Bend-Elkhart, Ind. ARB 87). Ann. May 1.

■ **Capitol Cablevision**—Seeks distant signals of WABG-TV Greenwood-Greenville, Miss., to Jackson, Miss. (Jackson, Miss. ARB 78). Ann. May 1.

■ **Bartlesville Video Inc.**—Seeks distant signals of KUHI-TV and KODE-TV both Joplin, Mo.; KOAM-TV Pittsburg, Kansas-Joplin, Mo.; KOCO-TV, KWT(TV) and WKY-TV all Oklahoma City; KLPB-TV and KCEB(TV) both Tulsa, Okla.; KGTO-TV

Fayetteville, Ark.; KCIT-TV Kansas City, Mo.; KFWT(TV) and KTVT Fort Worth, Tex., to Bartlesville, Okla. (Tulsa, Okla. ARB 56). Ann. May 1.

Final actions

■ **Bulan, Ky.**—FCC denied request by Duane T.V. Relay Inc., CATV system, for waiver of carriage provisions. Action April 29.

■ **Ohio**—FCC granted petition by Shardo Cablevision Inc., Delphos, St. Marys, Wapakoneta and Ft. Shawnee, Ohio, to carry, off-the-air, distant signal of *WGTE-TV Toledo, Ohio, on systems. Action April 29.

Action on motion

■ **Chief Hearing Examiner Arthur A. Gladstone** in Newport News, Va. (Hampton Roads Cablevision Co.). CATV proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; and scheduled prehearing conference for June 8 and hearing for July 8 (Doc. 18841). Action April 27.

Ownership changes

Applications

■ **WLPR(FM)** Mobile, Ala.—Seeks assignment of license from Mobile Broadcast Service to Sound Broadcast Corp. for \$96,500. Sellers: E. Howard Smith and Howard L. Smith. Sellers own applicant for new AM at Mobile. Buyers: Nicholas C. Panayiotou, president, W. Maurice Tonsmeire, treasurer (each 40%). Herbert P. Feibelman Jr., vice president, and John L. Harris Jr., secretary (each 10%). Mr. Panayiotou is co-owner of restaurant. Mr. Tonsmeire owns real estate and insurance agency. Mr. Feibelman is attorney. Mr. Harris is operations manager for WKRG-AM-FM-TV Mobile. Ann. April 30.

■ **KRLN(AM)** Canon City, Colo.—Seeks transfer of control of KRLN Inc. from Joel H. Wiens (50% before, none after) to Norton E. Warner (50% before, 100% after). Consideration: \$67,000. Principals: Mr. Warner owns 50% of KIMB(AM) Kimball, Neb., 60% of KABI-AM-FM Abilene, Kan., and has interest in KKAN(AM) Phillipsburg, Kan. Ann. May 1.

■ **WLOV-AM-FM** Washington, Ga., and WCKM(AM) Winnsboro, S. C.—Seek transfers of control of Better Broadcasting Inc. from Mrs. Otis McDonald Braselton (50% before, none after) to B. L. Williamson (43% before, 93% after). Consideration: \$14,000. Ann. April 30.

■ **WAFT(AM)** Grand Rapids, Mich.—Seeks assignment of license from Mill-Meadowcroft Inc. to Great Lakes Broadcasting Corp. for \$110,000. Sellers: Dr. Edward Hill, president, et al. Buyers: James J. Gaskin, president, Daniel S. Follis, vice president (each 42½%), et al. Messrs. Gaskin and Follis are sales executives for WXYZ(AM) Detroit and John Blair Co., respectively. Ann. April 30.

■ **KYRO(AM)** Potosi, Mo.—Seeks assignment of license from Franklin County Broadcasting Inc. to Mid-Central Broadcasting Inc. for \$70,000. Sellers: Leslie P. Ware, president, et al. Sellers own KLPW-AM-FM Union, Mo. Buyer: James W. Crismon, sole owner. Mr. Crismon owns more than 50% of Irondale (Mo.) Bank and owns majority of investment firm. Ann. May 1.

■ **KOZN(AM)** and **KOWN(FM)** Omaha—Seek assignment of licenses from The Starr Broadcasting Group Inc. to Reconciliation Inc. for purpose of corporate reorganization. No consideration involved. Ann. May 1.

■ **WABY(AM)** Albany, N. Y.—Seeks assignment of license from Eastern New York Broadcasting Corp. to WABY Inc. for \$400,000. Sellers: Toni Brady, president (38%), Edward L. Trudeau, executive vice president-secretary (37%), and David A. Kyle, chairman of board (25%). Mr. Kyle owns stock in WPDM(AM) Potsdam, N. Y. Buyers: CCA Electronics Corp., 100%, Bernard Wise, president of CCA and WABY Inc., votes stock for CCA. Ann. May 1.

■ **KBYG(AM)** Big Spring, Tex.—Seeks assignment of license from Howard County Broadcasting Inc. for \$150,000. Sellers: Howard Barrett and William J. Wallace (jointly 70%), et al. Mr. Wallace owns 8% of KEYE(AM) Perrytown, Tex. Buyers: John H. Hicks III, president, Rodger B. Watkins, executive vice-president, and Thomas O. Hicks (each 33½%). J. H. Hicks is executive vice president, yet holds no interest in KLVI(AM) and KBPO(FM) Beaumont and WTAU-AM-FM College Station, all Texas. Mr. Watkins owns 25% of WTAU-AM-FM. T. O. Hicks is marketing management trainee. Ann. May 1.

Actions

■ **WUHF-TV** Hartford, Conn.—FCC granted assignment of CP from Kappa Television Corp. to Evans Broadcasting Corp. for \$48,821.20. Sellers: Albert G. Hartigan, president et al. Sellers have controlling interests in permittees of WBAU-TV Buffalo, N. Y.; WNTU-TV Norfolk, Va., and WORU-TV Orlando, Fla. Application to sell WBAU-TV is pending FCC approval. Buyer: Thomas M. Evans, sole owner. Mr. Evans is permittee of KDNL-TV St. Louis and owns KMEC-TV Dallas. He also has agreed to purchase WJZB-TV Worcester, Mass., and WENS(TV) Pittsburgh. Action April 24.

■ **KCTX(AM)** Childress, Tex.—Broadcast Bureau granted transfer of control of Golden West Broadcasting Co. from Fanny Hagan, executrix of estate of Malone Hagan, deceased (50% before, none after), to George Morey (50% before, 100% after). Consideration: \$42,100. Action April 24.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through May 5. 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*.

■ **Wynne, Ark.**—Wynne Cable TV Co. has been awarded a franchise. Charges for use of the system will be a \$10 installation fee and \$5.50 per month. The franchise was granted for a period of 20 years and the company is to pay the city \$100 per year, plus 2½ percent of gross revenues.

■ **Madeira Beach, Fla.**—Peninsula Cablevision Corp., St. Petersburg, Fla. (multiple-CATV owner) has been awarded a franchise. The rates are \$4.95 per month plus an unannounced installation fee. The corporation guaranteed a return to the city of at least \$1,500 for the first five years of the 15-year contract.

■ **Wendell, Idaho**—Idaho Video Inc., Jerome, Idaho (multiple-CATV owner) has applied for a franchise.

■ **Revere, Mass.**—Cablevision Corp. of America, Boston (multiple-CATV owner) has applied for a franchise.

■ **Webster, Mass.**—Webster Cable TV Inc., Webster, Mass., has applied for a franchise.

■ **New Madrid, Mo.**—See-Mor Cable TV Inc., Sikeston, Mo., has been awarded a franchise. The monthly charge to customers would be \$5, and the company would pay a \$3 pole rental to the city plus approximately \$1,400 a year.

■ **Southern Pines, N.C.**—Sandhills Community Antenna Corp. of Southern Pines, N.C. has been awarded a franchise. The proposed monthly cost to the subscriber would be \$5.50 and the proposed tax return to the town was given as two percent of the gross revenue up to 1,500 subscribers, then 5 percent from 1,500 to 3,000.

■ **Frenchtown, N.J.**—D. J. Cable Co., Nazareth, N.J., has been granted a franchise. None of the financial aspects were announced.

■ **Black Brook, N.Y.**—Au Sable Communications Inc., Au Sable Forks, N.Y., has been granted a franchise. None of the financial particulars have been announced.

■ **Kulpmont, Pa.**—Kar-Mel CATV Systems Inc., Mount Carmel, Pa. (multiple-CATV owner) has been awarded a franchise. The monthly rate for customers will be \$3.95 and no installation fee. The company agreed to pay the municipality three percent of the revenues after the first 350 customers.

■ **Red Lion, Pa.**—Garden Spot CATV, Lancaster, Pa. (multiple-CATV owner) has been granted a franchise. A \$15 installation fee will be charged plus a monthly fee of \$5. The municipality will realize a four percent commission annually from the firm.

■ **Harker Heights, Tex.**—Killeen-Beilton-Copperas Cove Corp. has been awarded a franchise. No other details are available.

■ **Strasburg, Va.**—Luray Trans-Video, Luray, Va., has been granted a franchise. Terms of the contract call for a \$10 installation fee, a monthly charge of \$5 per subscription and an additional rental charge of \$1 for each additional connection. The company will pay the municipality \$100 immediately upon award of the contract as well as three percent of its annual gross revenues.

Speed won a track scholarship for Tom Judge nearly 30 years ago. Since then, he has continued to run hard—and continued to win in just about every field of endeavour. This particularly includes TV sales, about which he says: "You give me the name of a town with a television station and I can tell you the best way into town from the airport and the best hotel," he says.

And his 20-odd years in TV sales has not lessened Tom Judge's energetic approach. He smokes slim cigars and litters ashtrays with the plastic wrappers. He wears a weighted belt to stay slim — lest the tennis, touch football, water skiing and snorkeling not be enough.

Not long ago he gave up his short-cropped hair for a longer, more fashionable style, but he is not sure he made the right move.

The vice president and general manager of RKO Television Representatives is an opportunist in the positive sense of the word. He has been watching the spot market soften, rate cards cave in, agencies put the heat on. And, while he won't tell you that the ratings of RKO stations have given them the edge, he will tell you updated programing and 18-to-49 demographics have saved them: "If we were where we were a year and a half ago, we'd be down the tube like everybody else."

As co-chairman of the sales advisory committee of the Television Bureau of Advertising, Mr. Judge puts great stock in TVB's work. "Advertisers are beginning to understand spot for the first time—largely because of the efforts of the Television Advertising Bureau."

Competitive is the word that best characterizes Tom Judge—and that quality surfaced early. Mr. Judge won a track scholarship to Indiana University in Bloomington, at the age of 16. He ran for two years, winning the National Amateur Athletic Union Junior 1,500-meter championship in his freshman year, and qualifying for the All-American Cross-Country Team.

In 1943, after two years at Indiana, he joined the Marine Corps, which sent him to Purdue University to train as a naval aviator. His training completed, he served as a flight instructor in Pensacola, Fla.

After his discharge, he returned to Indiana University, where "they wanted me to change my major so I could qualify for a couple years of track." As luck would have it, Mr. Judge came down with one of the first diagnosed cases of mononucleosis—that scourge of the student—in medical history. His college sports career was sharply curtailed. One more lecture course gave him his degree.

He went into the war-surplus business and "did very well" for a time. In 1949 he went to New York to look

In TV sales the early bird has to be fast too

around at advertising. He discovered "that's the business I wanted to work in." *Life* Magazine made him retail representative ("greatest education I ever had") working in Kentucky and Indiana.

Although "I'd never been inside a station before," he landed a sales job with WBZ-TV Boston in 1950. A year later, he was talking with a "guy I didn't even know" about a job with

Week's Profile



Tom William Judge—VP and general manager, RKO Television Representatives, New York; b. Aug. 19, 1925, Binghamton, N.Y.; attended Indiana University, Bloomington, 1942-43; U.S. Navy, 1943-45; BS, Indiana University, 1947; war surplus business, Bloomington, 1948-49; retail representative, Life Magazine, 1949-50; joined WBZ-TV Boston as salesman 1950; joined CBS Television Spot Sales as account executive, 1952; promoted to midwest manager, CBS Television Spot Sales, Chicago, 1956; named eastern manager and transferred to New York, 1957; joined Westinghouse Broadcasting as national television sales manager, 1958; attended Columbia University Graduate School of Business Administration, New York 1960; joined sales department of WCBS-TV New York, 1960; named director and general manager of CBS Television Production Sales, 1960; returned to CBS Television Spot Sales, 1963; co-founder and president, National Television Sales Inc., 1964; assumed present post, 1968; m. Betty Louise Stevens of Louisville, Ky., April 19, 1947; children—Clark Stevens, 21; Tom S., 19; William Wade, 14; Lisa Hald, 8.

CBS-TV sales in New York. He was impressed with the salary, which later proved to be mere "cigarette money" compared to commissions, he recalls.

Tom Judge became part of an elite group of men being groomed for succession at CBS—Frank Shakespeare, and John Schneider among them. From 1952 to 1956, Mr. Judge and his young colleagues rode the crest of a wave. The doting corporate parent set grand plans and fat paychecks before its minions.

But Mr. Judge was transferred to Chicago as midwestern sales manager, and eventually the elite CBS fraternity dissolved. Mr. Judge returned to CBS in New York after a year. In 1958 he joined Westinghouse, where he helped establish Television Advertising Representatives (TVAR).

Two years later Mr. Judge was drawn back to CBS. He became director and general manager of CBS TV Production Sales, where the plan was to "sell unused production facilities to non-CBS customers." If there was a flaw in the plan, it was that CBS had hired too good a salesman; the facilities were oversold and the enterprise became bogged down in "fantastic overtime problems" and other labor difficulties.

Mr. Judge is proud of some of his sales accomplishments, and in conversation he holds them up for view like track and field trophies. He remembers persuading a skeptical Department of Defense that CBS could best produce a film on Communism for showing to the armed forces. "I knew these military guys," he says confidently. The film, "The Road to the Wall," was later nominated for an Oscar.

While at CBS, Mr. Judge and several associates "in a very hush-hush way" formed National Television Sales "to attempt to introduce into independent representation some of the things that make the group-owned representatives superior." That superiority, Mr. Judge says, is grounded in an "intensely, highly concentrated effort." In one year's time at National Television Sales, he flew every scheduled airline in the U.S., Mr. Judge recalls. NTS was a noble effort, but underfinanced, he says in retrospect. Thus it happened that in 1968, he threw in with RKO.

Mr. Judge met his wife Betty at Indiana, where she was a beauty queen (elected by his fraternity—he counted the votes).

His two youngest children, Bill and Lisa, are still at home in Greenwich, Conn., while his two oldest boys are at college. Clark is at Indiana University, majoring in history. He has his eye on Republican politics. Tom S. Judge is at Wesleyan University, Middletown, Conn., where he plays lacrosse and was a quarterback on the freshman football team.

Editorials

Center ring

The little band of lion tamers that have made careers out of the FCC's network study, which has been going on since, oh, 1950-something, have at last cornered the beasts. They have persuaded a majority of FCC members to vote out regulations cutting the television networks back in prime-time programming and all but out of program syndication.

The result, according to word from the cage, will be a profusion of uplift in television programing everywhere. It remains to be seen.

All the signs we can see point toward a shifting of local news programs into early prime time in the major markets, and a groping for affordable syndication product to play in early prime time in the markets too small to supply an hour or more of local news every day.

If enlargement of the supply of quality programing is the FCC's objective, this provides little promise of attainment. The commission is right to say the subject merits review.

Do it now

An agonizing war goes on, stirring violence on college campuses, and the economy sags. But government and business must carry on as close to "as usual" as they can.

This isn't the ideal climate in which to raise questions about the FCC, which, some 16 months since the change in administration, is still dominated by four Democrats and an executive staff that has remained almost intact. Two new Republican appointments made by President Nixon are outstanding, but they have failed to shift the political balance or the hard line on regulation.

It is becoming an open secret now that the White House has a plan. As far back as last July names were being named to deliver a fourth Republican to the FCC, but because a Democratic vacancy doesn't occur until next June 30, there has been no formal move.

There is nothing to prevent an announcement now of the President's intentions. With the term of Commissioner Kenneth Cox expiring on June 30, the White House could say that incumbent Commissioner Robert Wells, the broadcaster from Kansas who has made such a hit, will be asked to accept a full seven-year term to succeed Mr. Cox. That, whether or not Mr. Wells chose to stay that long, would be a vote of confidence by the administration. It would leave a vacancy for the unexpired portion of the Wells term, which runs until June 30, 1971.

To implement the rest of the FCC plan would entail nomination of someone to fill the one-year tenure to be vacated by Mr. Wells. Under consideration for some months has been George S. Smith, chief of the FCC's Broadcast Bureau. This would be a merit promotion for a 69-year-old attorney, who had been in private communications practice. Mr. Smith would be prepared to retire June 30, 1971, or earlier if it suited the convenience of the President.

President Nixon is on record in favor of appointment of women to high public office. Last July (BROADCASTING, July 7, 1969) Representative Charlotte R. Reid (R-Ill.) was first mentioned as a likely appointee to the FCC, but it was discovered that under the Constitution she could not be named during this (the 91st) term of Congress, which voted the FCC a pay raise. She will be eligible next year, however, after this Congress expires.

When this plan, now in the hands of Peter Flanigan, the

Nixon administration's top talent scout, is implemented, FCC Chairman Dean Burch will be in a position to resolve his "balance of power" problems, which extend also to hold-over staff heads. An announcement of the President's plans should not be unduly delayed.

The squeeze

A showdown may be in the making over the FCC's authority—and disposition—to second-guess broadcasters in their news judgments. To the credit of its news department and of all broadcast journalists, NBC has refused to roll over at a recent command of the FCC staff.

The NBC resistance came in response to a ruling last month that the Huntley-Brinkley program had been unfair to private aviation in five pieces it did on the larger subject of air safety. William B. Ray, the FCC's chief of complaints and compliance, pointedly implied that NBC could make things right by doing something nice for the private fliers. As reported here a week ago, NBC answered with a 21-page defense of its—and all of broadcast journalism's—rights to independence of choice in news matter and presentation. The network indicated it would carry its appeal as far as necessary.

It will be interesting to see whether the FCC staff or the FCC itself is willing to go to the mat on this. Here it has been challenged by an enterprise that is big enough to fight back. It has not won as easily as it did in another case that Mr. Ray got into at about the same time. In that one Mr. Ray asked KWTX(AM) Moberly, Mo., to justify its announced policy of suppressing news about "kooks and radicals." As we commented at the time, no broadcast interest is too small to escape the FCC's relentless editing.

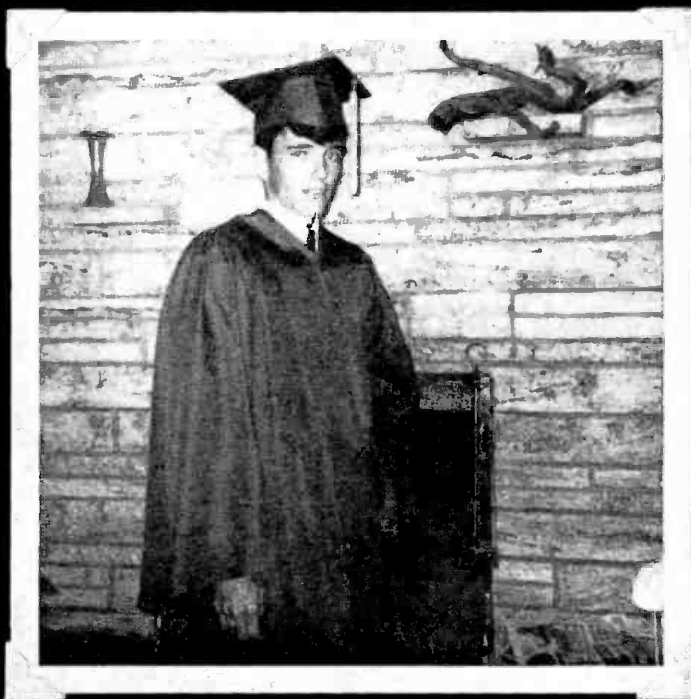
Well, it turns out that KWTX did the politic thing. It advised Mr. Ray that it had changed its policy and would present stories of dissent if they were of "true national importance." That was good enough for Mr. Ray who, as a story elsewhere in this issue recounts, has given the Moberly station his bureaucratic blessing.

The KWTX exchange of correspondence is graphic refutation of the argument that the government has no wish to influence the editorial content of broadcast journalism.



Drawn for BROADCASTING by Sidney Harris
"The trouble is, by the time television gets around to depicting nudity, everyone will be sick and tired of it."

Dexter Gardner is dead, a drug induced suicide at 19.



Metromedia Television is telling his story in the hope of preventing other teenage tragedies.

Before young Dexter took his life, he narrated a tape recording which voices the chilling despair of a drug addict. His parents want his story to be told in the hope that it will deter other young people from experimenting with drugs... or persuade users to seek the help they need to stop.

KTTV and Metromedia Television have created a series of powerful public service spot announcements showing pictures of Dexter, with his own words... "tell-

ing it like it is." These announcements are now being aired on Metromedia Television stations across the country.

Because the problem of drug addiction among youngsters seems to be everywhere, Metromedia Television is also making these announcements available to any station in the country.

Hitting hard at the roots of the drug problem through innovative concepts of communication is typical of Metromedia

Television's active and totally dedicated involvement in the communities we serve.

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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 SALE

How do you pick up sound without noise?

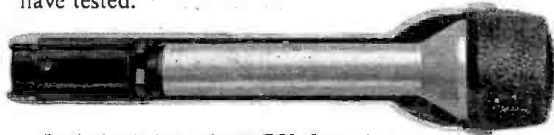
Pick up the new RE50 and the new RE85 quiet microphones.



Model RE50 omnidirectional dynamic \$120 list. Model RE85 lavalier dynamic \$133 list. Less normal trade discounts.

E-V Introducing two microphones that aren't "microphonic". That are unexcelled for hearing air-borne sounds, but shrug off contact noises. The new hand or stand RE50 and the lavalier RE85 dynamics.

Small, light, and just barely larger than the smallest microphones of their type. Yet both use a unique double-wall construction that is more effective in reducing microphone noise than any other we have tested.



Let's look into the RE50 first. A cut-away shows that inside each RE50 nestles the familiar 635A, case and all. It's shock-mounted at top and bottom to the outer case. Even the connector is isolated from the actual microphone. And the problems

of mass and resonance have been worked out (with the aid of our computer) so that contact noises and cable rustling never reach the Acoustalloy* diaphragm.

The result is remarkable isolation from all but air-borne sound, even in hand-held applications where microphone movement is uncontrolled. And when you add the extra protection of the built-in Acoustifoam* blast and pop filter, this is one of the quietest omnidirectional microphones you can find. Yet response, output level, and polar pattern are essentially the same as the 635A (one of the most popular professional microphones of all time).

But if noise can be a problem with hand-held and stand microphones, it is a plague to lavalier types. Clothing rustle, cord noise, and accidental contact with hard surfaces are common troubles. Ex-

cept with the new RE85. Again, we have created a microphone within a microphone. But we've gone even farther. A special low-noise grille, for instance. And even the hard, smooth paint finish was chosen to reduce small rubbing noises.

The result is virtually noise-free operation even with inexperienced performers. And at no expense to sound quality. Like all E-V lavaliers, output of the RE85 is peak-free and natural. Each RE85 comes complete with neck cord, tie clip, and a belt clip to help control the cable. The RE50 is supplied with a Model 300 stand clamp.

Both the RE50 and the RE85 are now available at your E-V microphone headquarters. In this noisy world, it's a relief to know that help has quietly arrived.

*E-V Trade Mark

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