



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

In sight: stiffest battle yet over cable television. p21  
Democrats want changes in political advertising rules. p28  
NBC-TV affiliates pledge fight on prime-time change. p38  
FCC unveils plan for land-mobile bite out of U band. p62

## ...IN THE NAME OF THE LAW.

The law enforcement problem is now a critical one. And very complicated.

In order to effectively reveal and examine its causal parts, KPRC-TV in Houston conducted a deliberate, systematic probe into the crisis . . . with all inquiries coming from one directing source . . . our News Editor, Ray Miller.

In a series of three prime-time programs on consecutive nights, titled "The Crisis in Law Enforcement," Ray talked with the people who really know . . . the people who enforce the law.

First was "Police Manpower," with the Houston Chief of Police discussing problems of police recruiting, manpower shortage and usage, and police procedure . . . among other topics.

The next evening, "Criminal Procedures": again relying on the people with the first-hand knowledge . . . like the District Attorney, a leading defense lawyer and a Criminal Courts judge.

Finally, on the last night, Ray talked with the director of the Texas Department of Corrections about "Imprisonment and Rehabilitation," and explored the shortcomings of our antiquated penal system.

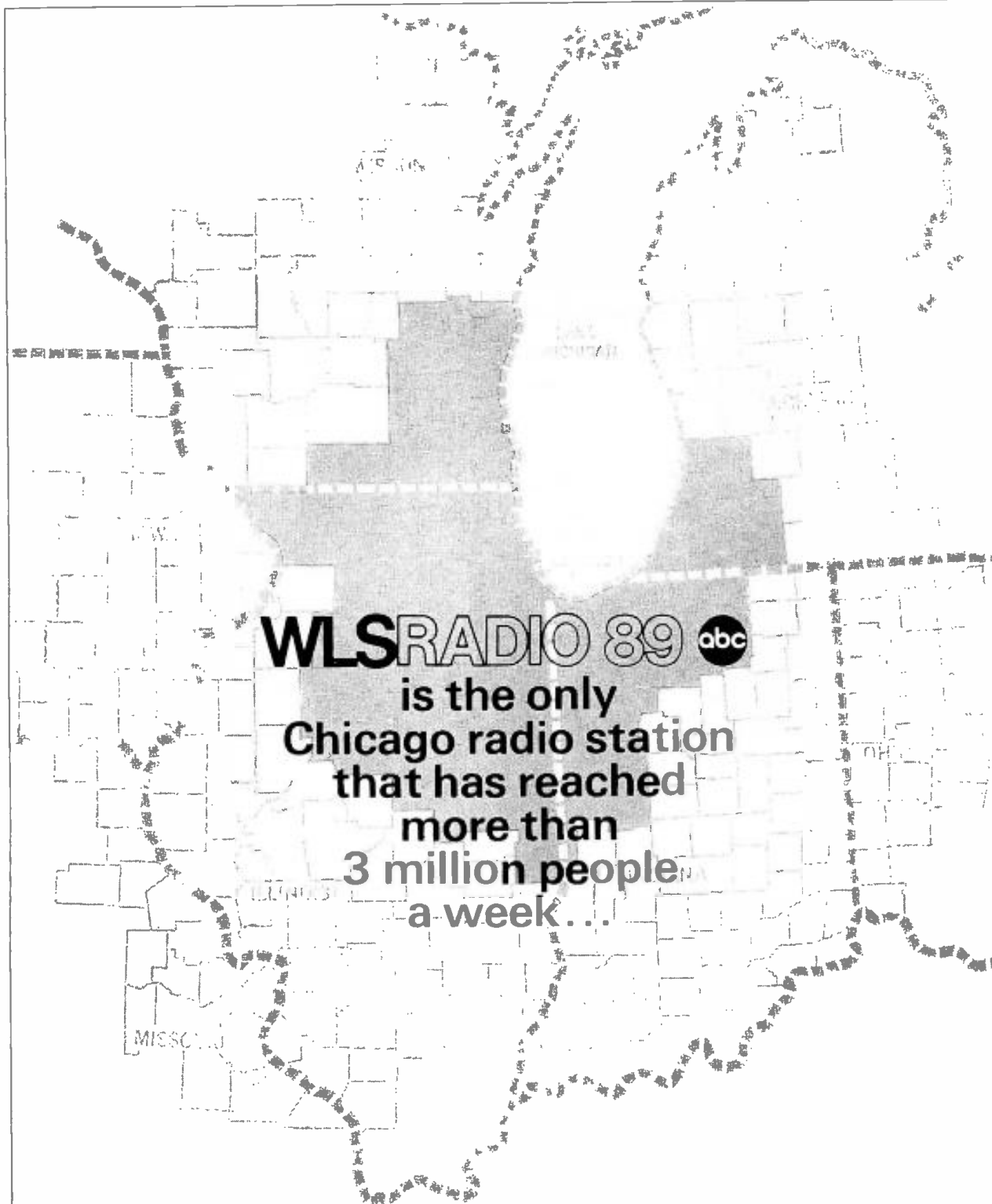
In our opinion, the most logical place to begin to solve vital public issues . . . is with the public.

So KPRC-TV took the initiative and devoted prime time to a critical problem . . . in the name of the law.

# KPRC-TV

NBC in Houston  
Edward Petry & Co., National Representatives

R2X01 J0HNS JC5498+RAC MAY/71  
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R2X01  
JY



**WLSRADIO 89** 

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Chicago radio station  
that has reached  
more than  
3 million people  
a week...**

**And still does!**

Audience estimates based on January-February 1970 ARB Chicago reports for the Total Survey Area, Cumulative Total Persons 12+, 6AM/12MD, Monday-Sunday; subject to qualifications available upon request.



AMERICAN CONTEMPORARY RADIO NETWORK / REPRESENTED NATIONALLY BY BLAIR RADIO

# Merlin, where are you now that we need you?

We've tried everything to eliminate the Sun. And everything we've tried flopped.

But we've got another idea brewing. Sorcery!

You see, for years we were the undisputed leader in South Florida. With a 76% daily penetration of the Florida Gold Coast, we thought we had the best coverage.

We thought we had all competition beaten cold.

But media buyers knew better. The word was out, "Only the Sunshine covers South Florida better than WTVJ."

The Sun! The Hotshot!

Well, we haven't given up the fight, But America, we need your help.

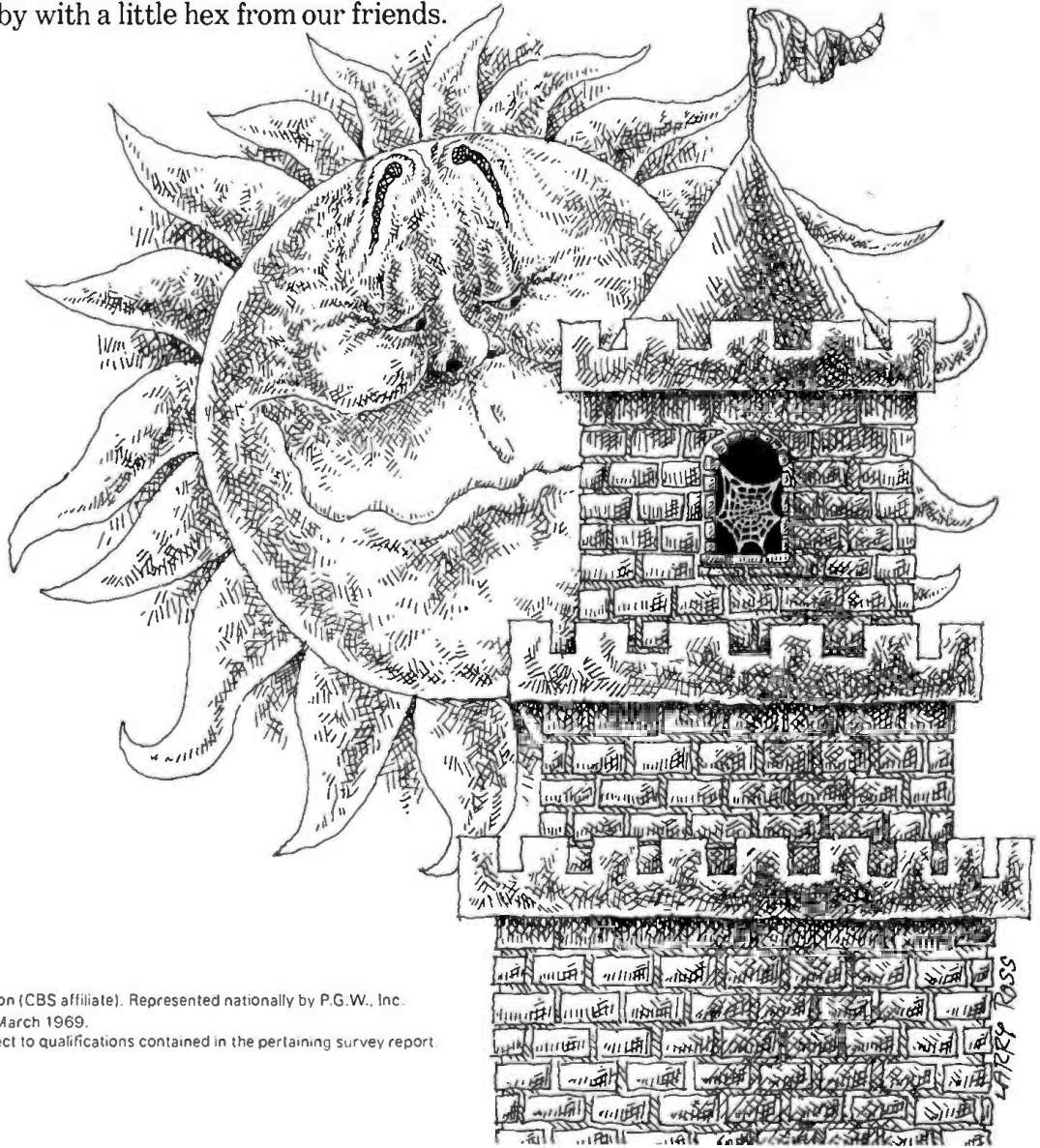
Try a little magic. Conjure up a moon spirit. Eat green cheese.

Make sun dolls and push pins for progress. Voodoo for Victory!

And if you hear a loud groan in the sky, you'll know why.

## WTVJ Miami

Only the Sunshine covers South Florida better than WTVJ.  
But we'll get by with a little hex from our friends.



**TO MAKE  
MANY  
WHOLE**



## ...another community service documentary by WGAL-TV

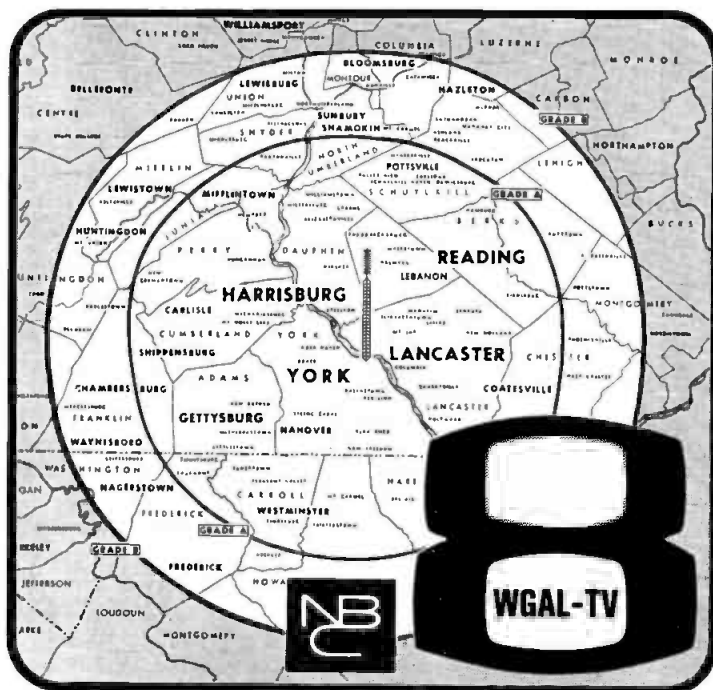
To herald the dramatic physical and psychological rehabilitative work of the world-renowned Lancaster Cleft Palate Clinic, WGAL-TV writers and cameramen covered the entire treatment process for a typical patient. Their work produced a sensitive, informative and encouraging documentary for showing in prime time. This is just one in a continuing series of special programs prepared by WGAL-TV as part of its good citizenship commitments to the communities it serves.

# WGAL-TV

## Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco



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

## Popular subject

Revolutionary proposal to open door to major CATV expansion (see page 21) wasn't only CATV item under consideration at FCC last week. Proposed rule banning crossownership of CATV with television, radio or newspaper in same localities, and prohibiting networks from owning CATV systems anywhere, was on agenda. So was proposed notice of rulemaking aimed at limiting number of systems one party could own (figure of 50 is talked about). Commission did not act on either item, and may not until major rulemaking that would shift commission's position on CATV is ready for consideration, probably early next month.

Meanwhile, FCC officials late last week were still expressing wonder over one aspect of May 15 meeting at which commission tentatively decided to make that shift. General Counsel Henry Geller and Cable Television Bureau Chief Sol Schildhouse, who are usually on opposite sides of CATV issues, were in rare harmony in urging commission to take course that it did.

## Sky pilot

Insiders are guessing that Joseph H. McConnell, president of Reynolds Metals Co., Richmond, Va., who has been named interim chairman of Communications Satellite Corp. (BROADCASTING, May 4), will become Comsat's permanent chairman year from now. He reaches Reynolds mandatory retirement age of 65 on May 13, 1971, and might want to move to Washington to head \$200-million quasi-public corporation which is pioneering world of satellite communications. Outgoing chairman, James McCormack, who asked to be relieved because of health, drew salary of \$130,000.

## Teaming up

Strategy for battle against FCC's proposed divestiture of multimedia holdings in individual markets was explored by station executives just before NBC-TV affiliates' convention in New York last week. Meeting was called by Douglas L. Manship, WBRZ(TV) Baton Rouge, La., and necessarily involved NBC-TV affiliates primarily—about 60 in all. Vincent T. Wasilewski, president of National Association of Broadcasters, and Stanford Smith, manager of American Newspaper Publishers Association, who had met earlier on same issue ("Closed Circuit," May 11), also participated. Stress was said to have been put on need to find outstanding "chief

of staff" to lead fight. NAB reportedly is prepared to commit up to \$100,000 to project but feels anything beyond that will require special assessments.

Whether NAB and ANPA join forces or work in liaison remains to be decided, but ANPA has already begun setting up special task force—headed by Grover Cobb of Gannett stations, immediate past chairman of NAB—which will meet June 12 in Washington to discuss strategy, funding and question of hiring special counsel. Presumably there will be another, but more broadly based, meeting of broadcasters and selection of committee counterpart to ANPA's to pursue plans.

## Slight clue

Record of 91st Congress will apparently contain one, and only one, judgment on question of media ownership—and it will give no comfort to foes of media combinations. Senate-passed Newspaper Preservation Bill, which would exempt joint operating agreements in 22 cities from antitrust laws, is on agenda of House Judiciary Committee this week and passage is expected there and in House. Bill came out of subcommittee last week.

One argument used against bill has been that newspapers with broadcast properties use radio-TV profits to further anticompetitive practices while claiming "failing newspaper" status, but most legislators have not found this persuasive. Other bills to break up media holdings have been introduced but have gone nowhere and will not get through this Congress.

## Specialist

Growing trend of advertiser purchase of syndicated series for placement on station in return for free commercial time has spurred establishment of new company called Media Syndication Services, New York, which has been operating quietly for some time and is set to announce its service officially soon. Company is headed by Larry O'Daly, former advertising manager of Ideal Toy Corp. It chooses and clears markets for advertisers and serves as liaison with producers on syndicated program development. It already has had assignments from American Dairy Association and Quaker Oats.

## Clean-up notice

NBC-TV is said to be putting into effect policy of supering "edited for television" on TV screens to identify network-censored movies. Phrase will

appear on lower third of screen for five seconds as early in telecast as possible. Broadcast standards executives in New York are currently making trial runs by closed circuit from Burbank, Calif., where network's features are physically prepared for origination. "Edited" label will be used for all movies that "have additions or deletions for standards or program reasons." First network use is set for June 1 in rerun of "The Smugglers"—ironically produced especially for TV and shown originally as "world premier" movie. Subsequent tightening of standards made editing necessary.

## Separatist talk

Agitation for separate association for radio broadcasters, periodic plague of National Association of Broadcasters, is being heard again in advance of June 23-26 NAB board meeting in Washington. Suggestions have been made to Victor C. Diehm, president of Mutual Broadcasting System, that he head such a group, but he declined as he had last December (BROADCASTING, Jan. 19). Mr. Diehm was approached at Mutual Affiliates Advisory Council meeting in Las Vegas May 13-15.

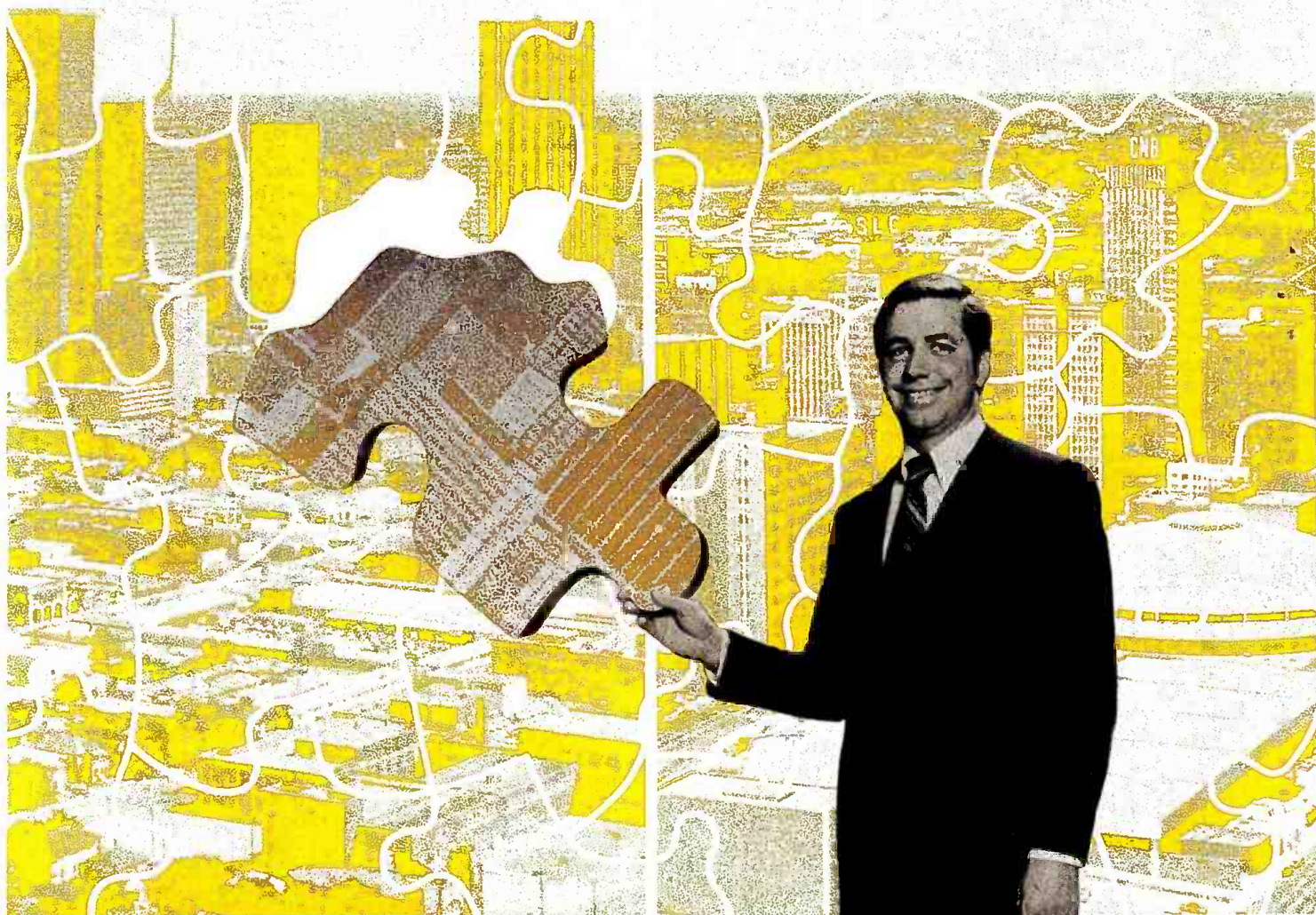
NAB board at last January meeting in Hawaii thought issue was laid to rest after unanimously passing resolutions praising present NAB structure. Mr. Diehm observed last week, however, that many small-market radio broadcasters feel NAB is dominated by large-market TV.

## Long, long form

Success this season of "World Premiere" movies made for TV on NBC-TV and of *Movie of the Week* on ABC-TV is tempting two major studios to consider making even longer pictures for 1970-71 play. Universal, source of "World Premiere" films, and Screen Gems, which produced several ABC-TV pictures, are both investigating properties for four-hour presentation. Pictures could be divided and played on two nights or presented intact as special specials (before FCC rules limiting networks to three hours of prime time take effect in 1971-72 season, as now projected).

## Campaign seen

Bill to provide cut rates in political broadcasting began to shake loose in House last week after House Democratic caucus decided to recommend go-ahead in Communications Subcommittee. Democrats have yet to adopt detailed position on bill.



*When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.*

**WFAA-TV DALLAS-FORT WORTH**

ABC, Channel 8. Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

Opposition is lining up against FCC's radical, but tentative policy unshackling CATV. Plan is drawing ire of broadcasters, including representatives of UHF's. Some copyright owners see it as '100% pro-CATV.' See . . .

## In sight: stiffest fight yet over cable . . . 21

FCC considers request for declaratory ruling by Democratic National Committee that broadcasters violate First Amendment, Communications Act when they 'refuse to sell time to responsible entities . . .' See . . .

## Freer public access to medium sought . . . 28

At 11th annual American Television and Radio Commercials Festival last week, Alka-Seltzer and Talon Zippers cop top honors for 'best over-all campaign.' Special award is bestowed on NET's 'Sesame Street.' See . . .

## TV Clios presented in New York . . . 30

At opening session of NBC-TV affiliates convention in New York, affiliates turn thumbs down on FCC's curtailing prime-time network TV programing. Strategy is to oppose it in letters and petitions to commission. See . . .

## United front forged against FCC rule . . . 38

NBC, CBS garner most Emmys last week for news and documentary programs with National Educational Television and Metromedia Producers Corp. only other TV groups cited by academy. See . . .

## NBC, CBS dominate Emmys . . . 42

CBS News accuses White House of 'underground attempt to discredit its news coverage' following columnists' reports of memo citing 'highly questionable activities,' including faked Vietnam atrocity stories. See . . .

## White House memo draws CBS retort . . . 44

Frosty minority report on pay television emerges from House Commerce Committee, charging that committee's pay-TV bill is 'mischievous legislation dictated by powerful interest groups . . .' See . . .

## Minority calls it a kill pay-TV bill . . . 48

Stockholders of both Teleprompter Corp. and H&B American Corp. approve merger of CATV operators. Hurdles remaining are FCC, Securities and Exchange Commission and Justice Department. See . . .

## Teleprompter, H&B merger nearer . . . 60

FCC unveils plans to provide spectrum relief for land-mobile radio—allocation of space in lower seven UHF channels and in 900 mc band. Commission will review developments and make 'appropriate' adjustments. See . . .

## Land mobile moves into the UHF band . . . 62

CBS Television Network Affiliates Association and Association of Maximum Service Telecasters voice opposition to FCC on proposal to use UHF television band for satellite-to-home reception of TV. See . . .

## Bird-to-home TV scored . . . 63

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### Broadcasting

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## It'll take more than a stroll through the ghetto to convince people that 200 years of ghetto living are over.

Sunday strolling, baby kissing, and hand shaking are slowly becoming the politics of the past.

Because today more and more people are concerned with voting for a man instead of a party.

And because they are, there's a new breed of politician.

He's independent of the political organization. But not independent from

political problems.

Our new special, "New Politics or the Same Old...?" concentrates on one of the new breed politicians. Mayor Peter Flaherty of Pittsburgh. You'll see everything he has to face. You'll find out how he feels about the new politics and how the old politicians feel about him.

"New Politics or the Same Old..." was produced

by Group W's Urban America Unit. And it's just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

We produced it because the new politics just doesn't affect the people running for office. It affects the country.

### GROUP



WBZ-TV BOSTON - WINS NEW YORK  
KYYW-TV PHILADELPHIA - WJZ-TV BALTIMORE  
KDKA-TV PITTSBURGH - WOWO-TV WAYNE  
WIND CHICAGO - KPX SAN FRANCISCO - KFWB LOS ANGELES  
WESTINGHOUSE BROADCASTING COMPANY

## Hiring rules adopted

FCC has adopted rules aimed at strengthening its policy of promoting equal-employment opportunities in broadcasting industry.

New rules require broadcasters to adopt and report to commission on detailed equal-employment opportunity programs. They also require nonbroadcasters to fill annual statistical reports on their employment, which would provide commission with industrywide picture of minority-group participation in broadcasting.

Forms will not be issued until they have received necessary Budget Bureau clearance.

Action, announced Friday (May 22), is followup to commission order adopted in June 1969 barring discrimination in employment on grounds of race and requiring broadcasters to establish equal-employment opportunity program (BROADCASTING, June 9, 1969).

Commission said every application for construction permit, assignment, transfer or renewal of license is to contain equal-employment opportunity program on commission-supplied form.

Once initial report is filed, broadcasters are to file annual employment report by April 1 for period ending preceding Dec. 31.

Commission originally proposed adoption of nondiscrimination program aimed at Negroes, Orientals, American Indians and Americans with Spanish surnames. Commission last week said new rules also bar discrimination against women. But it said its major efforts will be directed to development of programs relating to problems of racial harmony.

New rules were adopted by vote of 4-to-1, with Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee in majority, and Commissioner Robert T. Bartley concurring in part and dissenting in part. Commissioner Robert Wells was lone dissenter.

## Maximum fines proposed

FCC has levied heavy fines against two stations for technical violations.

As announced Friday (May 22), commission issued notice of apparent liability for \$10,000 fine—maximum penalty it can impose—to WWOM(AM) New Orleans and KKK(AM) Pasadena, Tex.

WWOM was cited for numerous technical violations and unauthorized pre-sunrise operation. KKK was cited for

operating prior to sunrise for over 21 years without commission authorization, causing interference with WSM(AM) Nashville.

Vote on KKK and WWOM actions was unanimous.

## Accord is reached

NBC and National Association of Broadcast Employees and Technicians reached agreement early Friday (May 22) on new three-year contract, subject to ratification by NABET membership.

Negotiators met in Washington from 11 a.m. Thursday (May 21) until 3:30 a.m. Friday and after marathon session. NABET said NBC had offered "real improvements" in pension and medical insurance plan, which were two critical items.

Though terms were not disclosed, it was understood that union had agreed to wage formula offered by NBC several weeks ago, granting \$55 per week wage increase spread over three years. In addition, NBC is said to have granted improvements in work scheduling and overtime compensation. Old pact expired last March 31 and on two occasions NABET threatened to strike. Contract covers about 1,350 workers throughout country. Union said agreement does not include air conditioning employees in New York and Los Angeles, whose pact will be worked out later.

## 315 applies to advocates

Program produced by educational stations WGBH-TV Boston and KCET(TV) Los Angeles, is not exempt from equal opportunities provision of Section 315 of Communications Act, FCC ruled Friday (May 22).

Program, *The Advocates*, has trial-type format with participants including "advocates," "witnesses" and "men faced with choice" who makes decisions based on presentations.

Counsel for program—which is aired by some 180 educational stations—contended in request for ruling it was news-type show designed to promote free flow of ideas on public issues and should be exempt from 315 requirements when political candidates participated.

However, commission found program did not fall under categories of bona fide news programs which Congress exempted from 315 provisions in 1959. Commission added it felt program was closer to debate-type show with each side presenting viewpoint.

## Returns to attack

Vice President Spiro T. Agnew renewed attacks on news media in speech prepared for delivery at Houston fund-raising dinner Friday (May 22). He took aim at *Washington Post* and *New York Times* ("the Washington-New York axis") and several of the columnists, *Atlanta Constitution*, *New Republic*, *Life's* White House reporter, Hugh Sidey, and other print journals and journalists, and he quoted from published criticisms of him and President Nixon.

He called it "wild, hot rhetoric" that "goes on daily in the editorial pages of some very large, very reputable newspapers in this country—not all of them in the East by a long shot. And it pours out of the television set and the radio in a daily torrent."

He said he knew he had "left out many who are in the business of second-guessing the President" but hoped to "get around to them later." Included in this omitted group, he said, were "electronic news media."

First Amendment, said Mr. Agnew, guarantees his freedom of speech as it guarantees journalism's freedom of press. He said he had no intention to "cool it" until news media cooled it too.

## Riding the upbeat

NBC-TV was portrayed Friday (May 22) as preparing for fall season on momentum of current leadership in programming and in demographics.

Business and broadcast policy problems were set aside for extensive presentation by NBC-TV network president, Don Durgin, at closing day of NBC-TV affiliates convention in New York (see page 38).

Mr. Durgin told delegates and representative group of advertising executives during his two-hour color-slide and film presentation that NBC was in forefront in nighttime periods, gaining rapidly on CBS-TV in daytime (now 4% behind CBS in average ratings compared to 21% behind last fall) and maintaining its position as leader in sports and in specials. Mr. Durgin also said that *Huntley-Brinkley Evening News*, whose average audience he acknowledged had slipped behind Walter Cronkite's on CBS earlier this year, has regained its lead in average audience.

In addition to describing particular appeal of NBC prime-time programs to urban centers (70 markets covered by Nielsen's Multi-Network Area reports) and to young adults, ages 18-to-49, Mr. Durgin emphasized NBC's station clear-

## Week's Headliners



Mr. Marsh



Mr. MacDonald



Mr. Rohrbach

**Howard Marsh**, president of Television Advertising Representatives, New York, named VP-sales, Westinghouse Broadcasting Co., New York, newly created position entailing responsibility for policy and direction in sales for group's 12 radio and TV stations. **Kenneth T. MacDonald**, WBC VP and general manager, KYW-TV Phil-

adelphia, succeeds Mr. Marsh as TVAR president. **John M. Rohrbach Jr.**, general manager of WJZ-TV Baltimore, succeeds Mr. MacDonald in Philadelphia. **Herbert G. Cahan**, WBC's area VP for Baltimore and Washington, assumes additional duties as WJZ-TV general manager until successor is appointed.

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

ances in nighttime this past season—highest, he said, in network history (11 top-rated shows with clearances ranging from 201 upward to 221 stations).

Scenes from NBC's six new shows being prepared for fall season highlighted film presentation, which stressed also NBC's plans for continuing wide range of specials and sports events in 1970-71.

### Media buying for all

Ogilvy & Mather plans to offer to non-clients media planning and buying services for fee, placing agency into direct competition with independent media organizations.

Spokesman said Friday (May 22) that agency is discussing its offer with several prospective clients. He added that O&M will handle either advertisers or other agencies that may require its expertise.

It will not assume assignments for products that are competitive with those of O&M's current clients. Ogilvy's domestic billing is more than \$150 million.

### Claims charges false

"Totally false." That was reaction of CBS News President Richard S. Salant late last week to charges—reportedly contained in White House memo—that CBS has faked Vietnam atrocities and other stories (see page 44).

Mr. Salant said he did not question existence of document. However, he added, fact that it was leaked to newspaper columnists "tells a lot more about

the government's media practices than it does about ours."

Meanwhile, Pentagon said it is conducting investigation into atrocity aired by CBS. CBS News, through anchorman Walter Cronkite, said last week that government is conducting "undercover campaign to discredit" network's coverage by alleging that story was faked, but Pentagon spokesman insisted there was no attempt to "challenge in any way the integrity of CBS News."

Spokesman said Pentagon had asked CBS News for help in investigation, but network refused to release out-takes and other information. Mr. Cronkite said same thing on broadcast last week.

### Ex-chairman at NCTA

Two former FCC chairman are on panel on CATV regulation at next month's convention of National Cable TV Association in Chicago.

Announced Friday (May 22) were participation of Newton N. Minow, now Chicago lawyer, and Frederick W. Ford, now Washington lawyer and more recently president of NCTA. Others on program with them are Bruce E. Lovett, past NCTA general counsel now with multiple CATV owner American Television & Communications Corp., and Sol Schildhouse, chief of FCC's CATV Bureau.

Scheduled also is session on broadcasters' viewpoint, including John B. Summers, chief counsel of National Association of Broadcasters; Martin E. Firestone, general counsel, All Channel

TV Society; E. Stratford Smith and Harry M. Plotkin, Washington lawyers. Mr. Smith is former NCTA general counsel.

Other panels will cover labor unions, utilities and cablecasting.

### Rehearing to be asked

South Dakota Supreme Court, which held earlier this month that CATV is public utility, will be asked for rehearing, it was reported Friday (May 22). Plan for reconsideration will be filed by Aberdeen (S.D.) Cable TV Service Inc., principally owned by Mid-Continent Broadcasting Co., group broadcaster that owns CATV systems in north central states.

State court also found that city ordinance, granting franchise to cable company, was not in force, since it had not been approved by vote of citizens as required by South Dakota law. Actually, 1968 franchise had been defeated in city referendum but lower state court had ruled ordinance did not require approval of voters.

Aberdeen system is in partial operation, with less than 100 subscribers.

### Cable monopoly study

Period of experimentation on CATV regulation has been recommended by former antitrust lawyer with Department of Justice, now law professor at University of Chicago.

Report, second in Ford Foundation-underwritten, Rand Corp. CATV study, is by Richard A. Posner and is entitled: "Cable Television: The Problem of Local Monopoly" ("Closed Circuit," May 11).

After exposition of various alternatives of regulation (including none at all), Mr. Posner suggests that FCC, other government agencies, plus state and local authorities explore and experiment to learn "the magnitude of the local monopoly problem and the effects of various methods of coping with it." He warns, however, that attempting to find national solution would be premature at this stage of CATV development.

First Rand Corp. CATV report was by Leland Johnson and recommended that FCC restrictions on CATV be liberalized and that all cable firms pay royalties (BROADCASTING, Feb. 2).

### TVC files for Chicago

Experience and leadership count, Television Communications Corp., New York, group cable TV system operator, said in franchise application filed for all or part of Chicago. Bid is fourteenth now on file there. TVC proposed 20-channel system for Chicago.

**KOVR STOCKTON/SACRAMENTO...**  
**highest color TV penetration of**  
**the nation's top 25 TV markets**



**Leading the way with 51% color TV penetration.**

Stockton/Sacramento is a big colorful market. Over 262,900 estimated color TV households makes it the nation's 15th color TV market. □ And over 1.7 million total TV homes, over \$5.4 billion in effective buying income, and \$3.2 billion in retail sales makes it a TV market you can't afford to miss. □ Stockton/Sacramento — very big on color — very big on McClatchy Broadcasting's KOVR.

Data Sources: Broadcasting 2-2-70 (Carl Ally Projections) Color TV Est. Households  
 Television Factbook 1969-1970, Sales Management — June 1969

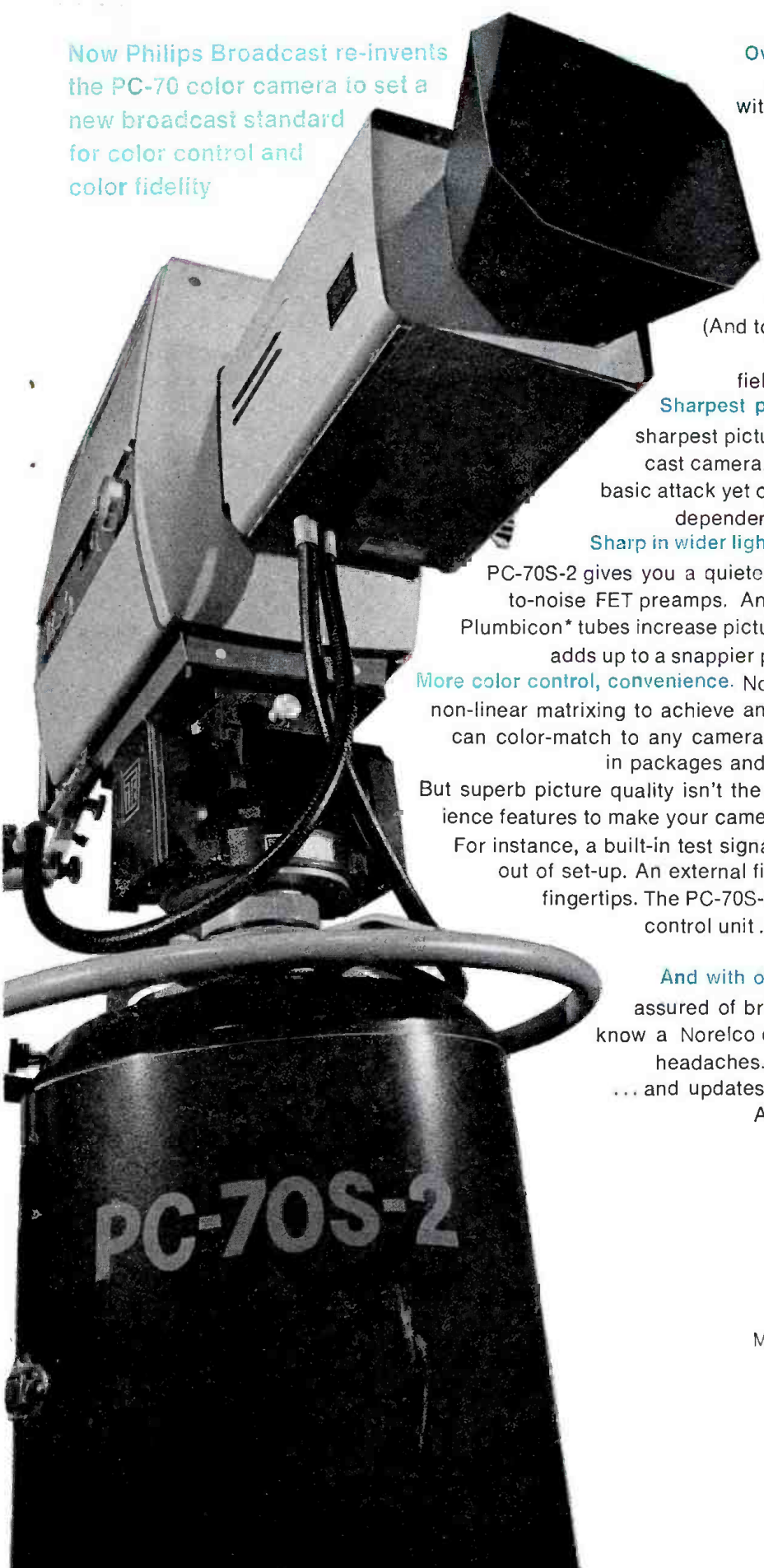
**McCLATCHY BROADCASTING**  
 REPRESENTED NATIONALLY BY KATZ TELEVISION



The Innovators Introduce:

# “Son of PC-70”

The Norelco PC-70S-2



Now Philips Broadcast re-invents  
the PC-70 color camera to set a  
new broadcast standard  
for color control and  
color fidelity

Over 1,000 3-Plumbicon\* cameras have  
been delivered throughout the world,  
with more than 600 serving broadcasters  
and production companies in the  
United States. It is the standard other  
cameras try to match.

That was tough before. Now it's  
tougher. Because today the Inno-  
vators are introducing the PC-70S-2,  
with an important list of new features.  
(And to prove you are always state-of-the-art  
with Norelco, they're available as  
field update kits for older PC-70 models.)

**Sharpest picture yet.** Our key innovation is the  
sharpest picture detail you have seen from a broad-  
cast camera. A new technique introduces the most  
basic attack yet on picture-degrading "noise" . . . level-  
dependent comb-filtered contour enhancement.

**Sharp in wider light range.** In low-light situations, too, the  
PC-70S-2 gives you a quieter picture. We've added 48-db signal-  
to-noise FET preamps. And at all light levels, separate-mesh  
Plumbicon\* tubes increase picture resolution and dynamic range. It all  
adds up to a snappier picture in every area from light to dark.

**More color control, convenience.** Now the PC-70S-2 is also available with  
non-linear matrixing to achieve an infinite range of tints and hues. You  
can color-match to any camera you own. Even those problem colors  
in packages and costumes snap into true-to-life color.  
But superb picture quality isn't the whole story. There are many conven-  
ience features to make your cameraman more expert, more productive.  
For instance, a built-in test signal generator that takes the guesswork  
out of set-up. An external filter wheel control at the cameraman's  
fingertips. The PC-70S-2 ranges far and free from the camera  
control unit . . . up to 3,000 feet with standard cable,

or 1,000 feet with mini-cable.  
**And with over 1,000 cameras delivered,** you are  
assured of broadcaster-proved dependability. You  
know a Norelco camera will deliver performance, not  
headaches. You know Norelco delivers service  
. . . and updates to keep you abreast of innovations.  
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\*Reg. T.M. N.V. Philips of Holland

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You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

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Francisco, Chicago, Atlanta.

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## Datebook®

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

■ Indicates first or revised listing.

### May

May 25—One in series of public lectures in spring symposium on "Television Today" sponsored by *Northwestern University* and *Chicago chapter of National Academy of Television Arts and Sciences*. Speaker is Bob Lewine, president of National Academy of Television Arts and Sciences, Hollywood. Technological Institute auditorium, Northwestern University, Evanston, Ill.

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 26-27—Meeting of *Television Code Review Board of National Association of Broadcasters* in Washington.

May 27 — Annual stockholders meeting, *Kaytheon 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—Annual stockholders meeting, *MCA Inc.* Sheraton-Blackstone hotel, Chicago.

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 9—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Philadelphia.

■ June 9—Annual stockholders meeting, *National General Corp.* Fox Wilshire Theatre, Beverly Hills, Calif.

■ June 10—*Radio Advertising Bureau* region-

*Television Bureau of Advertising* regional sales clinics

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

May 28—Merchants & Manufacturers club, Chicago.

al sales clinic. Sheraton hotel, Rochester, N.Y.

■ June 11—*Radio Advertising Bureau* regional sales clinic. Sheraton-Boston, Boston.

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.

June 14-16—TV programing conference. Hilton Inn, Oklahoma City.

July 13—FCC hearing on competing CP applications for ch. 11 Jackson, Miss. facilities now occupied by WLBT(TV).

June 15-20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festfilm London W.I. Deadlines: Film entries must be received in Venice by May 11 and delegation registrations must be made by May 16.

June 16—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

June 17-20—First gathering of *Alternative Media Project*. Goddard College, Plainfield, Vt.

■ June 16 — Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Rust Craft Park, Dedham, Mass.

June 17-19—Meeting of *Virginia Association of Broadcasters*. The Mariner, Virginia Beach.

■ June 18-19—Meeting of *Indiana Broadcasters Association*. Indianapolis Hilton.

June 21-24—Convention of *Rocky Mountain Association of Broadcasters*. Featured speakers include FCC Chairman Dean Burch and NAB President Vincent T. Wasilewski. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

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

June 23-26—*National Association of Broadcasters* board of directors meeting, Washington.

■ June 23-26—Meeting of *National Association of Broadcasters* boards of directors in Washington.

June 25—Eighth annual Canadian Television

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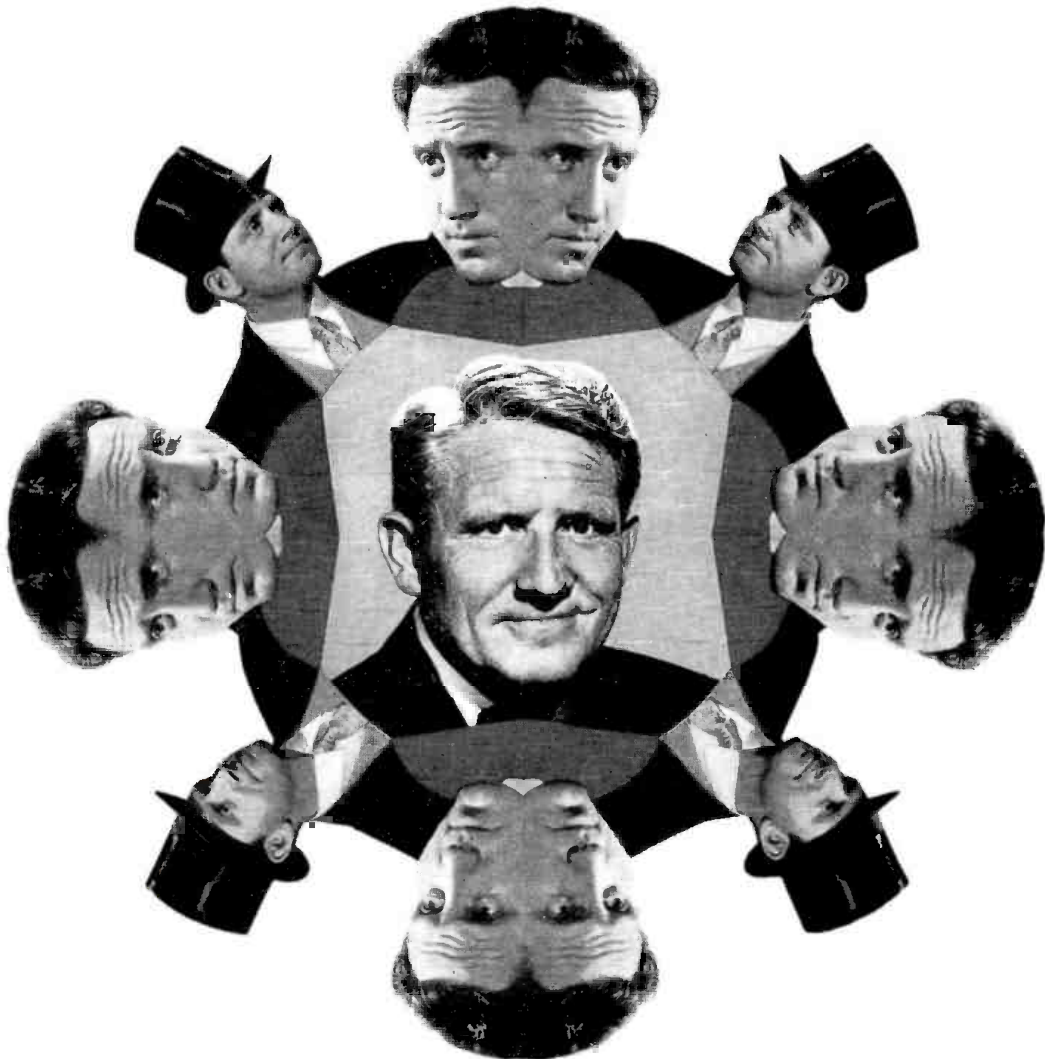
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Meetings will begin at 9 a.m. in all locations.

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He tackled the Northwest Passage and spent 30 Seconds Over Tokyo. He was Father Flanagan and a Guy Named Joe. A real Jekyll and Hyde.

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Commercials Festival sponsored by the Broadcast Executives' Society and the Television Bureau of Canada. Inn on the Park, Toronto.

June 25-28 — Annual spring meeting of Maryland-District of Columbia-Delaware Association of Broadcasters. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

■ June 29—State Department's National Foreign Policy Conference for editors and

broadcasters, Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

### July

■ July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.

## OpenMike®

### Stirred some old friends

EDITOR: I appreciated the opportunity to contribute to "Monday Memo" (BROADCASTING, May 4), which has brought many responses from people I hadn't heard from in a long time.—  
*Sean X. Ward, Ward Associates, Washington.*

### Closing an information gap

EDITOR: One of the federal government's top enforcement agencies, the Wage and Hour Division of the Department of Labor, has increased its effectiveness through the use of public-service spot announcements. Last year a sizable communications gap existed between our division and the public. Although Congress enacted a number of wage-and-hour laws to protect the paychecks and job rights of 46-million American workers, hundreds of thousands of them were unaware of these rights and, as a result, were being deprived of their appropriate wages as well as other employment benefits. We found that most of the violations committed were due to the employer's lack of understanding or unawareness of the laws.

In an effort to close the information gap, the Wage and Hour Division embarked on a national public-information campaign which was directed to all news media. Much of the success of this program to date can be attributed to radio and television public-service spots—a method rarely used by us in the past.

Wage and Hour's radio publicity consisted of four 30-second spots produced last spring. These spots were hand-delivered by field personnel to approximately 1,500 stations. Later, five-minute scripts were provided. In February 1970 a new set of spots was distributed.

We have had equal success if not more with our television spots. Four 30-second color spots were produced last fall and distributed to the networks and to major stations throughout the country by our field people. The networks ran them on many of their largest audience programs.

Now, a year later, after reviewing

our enforcement program, I can say that the radio and television spots have shown remarkable results. Numerous inquiries have been received about the laws. Many have led to investigations and employee back-wage discoveries which have enabled thousands of working people to receive wage and employment benefits previously denied them. Others have resulted in employers changing their past practices which were not in compliance with the laws. This has helped their employees as well as avoiding possible future penalties for themselves.

This is one instance where the public interest has truly been served through the excellent cooperation of radio and television. — *Robert D. Moran, administrator, Wage and Hour Division, U. S. Department of Labor, Washington.*

### UHF gains in Philadelphia

EDITOR: I think you have performed a real service in providing the rundown on UHF penetration in active UHF markets (BROADCASTING, May 4). The penetration factor, of course, has been steadily increasing in all of the U.S. Communications' markets, and I believe that all of our stations have been demonstrating the ability to build steadily increasing audiences from this expanding area of circulation.

However, I would like to point out to you that the penetration figure given for Philadelphia, which is generally considered the most advanced UHF market in the country, as shown in the November 1969 column, is woefully lacking. The American Research Bureau did not include a set penetration in the November book and the 48 shown is actually the percentage of multiset TV homes in the Philadelphia Area of Dominant Influence. The most recent figure available, the February/March 1970 report, shows the penetration to be 86%, an increase of eight percentage points over the same report in 1969.—  
*Robert McGredy, president, U.S. Communications Corp., Philadelphia.*

(Mr. McGredy is entirely right; the 86% figure is correctly reported in the May 18 issue. The mistake in the May 4 issue was made by BROADCASTING's analyst.

# We reproduce this letter as a service for all members who do not yet carry AP Newsbreak with Morgan Beatty



RADIO STATION KBON Division of Blaustein Industries, Inc.

TELEPHONE 342-8282 - OMAHA, NEBRASKA 68102

511 SOUTH 17th STREET

Mr. Robert Eunson  
ASSOCIATED PRESS  
50 Rockefeller Plaza  
New York, N.Y. 10020

Dear Bob:

I am very pleased to report to you that we have sold out Morgan Beatty on a basis of 10 broadcasts per week and at our top, "AA" ratecard price of \$15 per spot. Each contract is on a 13-week basis, one sponsor took 5 shows per week, another took 3, and another took 2.

We have spotted the program at 7:35 A.M. and at 5:35 P.M. on a rotation basis that assures a different Beatty program in the morning and afternoon each day.

I can't tell you how pleased and, quite frankly, slightly amazed we were with sponsor reaction to the program. After only two days in the hands of our salesmen we had nearly a dozen sponsors actively interested and literally racing for a share of the sponsorship. However, as you know some sponsors need to clear with their national offices, advertising agencies, high officials in the company, etc. Those who had this problem were shut out at the wire by the ones who got their contracts in first. By spotting Beatty in the morning between Paul Harvey news commentary and Howard Cosell sports commentary we have put together a solid 15-minutes of diversified comment and several of those sponsors who were unable to get into the Beatty show itself are considering buying adjacency announcements between Harvey and Beatty or between Beatty and Cosell. So, in all truth, the value of Morgan Beatty on KBON could become considerably more to us than the current \$150 now under contract. Especially when you consider that we are also selling the adjacency spots at our top "AA" rate.

So thanks to you and the AP for providing us with a great program which is enhancing KBON's news and information image in the Omaha market.

Sincerely,

FRANK SCOTT  
General Manager

FS/dlb

PS: By the way, Bob, we are so sold on Morgan Beatty that we have purchased newspaper ads which include his picture to advertise his return to radio on KBON!

KBON PEOPLE KNOW WHAT'S GOING ON!

## Long-term sponsorship can be the best buy

Two cars, headed homeward on Carnegie Avenue, one of Cleveland's arteries leading to the suburbs, stopped at a traffic light. Said the occupant of the Volkswagen to the driver of the Pontiac: "How do you think it will come out?"

The man in the Pontiac shook his head. "I say the plaintiff will have to pay."

By the time the two cars reached the next stop light, the men had their answer. The plaintiff did have to pay.

And what was it that occupied these men as they picked their way home, through the red and green lights? Were they two attorneys in the same courtroom? Two friends reading the same mystery?

Neither. They were two strangers tuned to the same station, Cleveland's WGAR(AM), and the program they were hearing was the program that the city has been listening to in record numbers for 15 years—*Point of Law*.

It's kind of interesting that in this day of changing formats, formula radio, and listener call-ins, the one program in Cleveland that has been able to cut across transitory tastes is a five-minute show in which facts involved in a legal case are presented. Then, while the program is interrupted for a commercial, listeners are invited to guess the outcome. Following the commercial comes the result.

Sound simple?

It is. It is such a simple idea that it has worked well for the program's sole sponsor, Cleveland's Land Title & Guarantee Trust Co., since *Law's* inception.

Dan Crane, president of Land Title, says: "When we first decided to sponsor the program, I didn't expect to stay with it year after year; but I believe that when you have something good, you don't change. *Point of Law* is something good. In the first place, it gives us a really strong identification with the legal community. All the attorneys in town listen to the program. We broadcast the programs at drive-time, and we know we get the audience we want. WGAR has been our station all these years. It's been a perfect blending of audience, message, programing, and sponsor."

As the agency that put all this together, we of Wyse Advertising are equally pleased about this 15-year-old decision. It isn't often that an agency does not change its media recommenda-

tion in 15 years, but let's face it . . . Land Title is not a big-spending client. However, by concentrating Land Title's ad dollars and recommending a program with which it can be identified, the agency feels Land Title is making more impact than it would buying radio spots and playing the numbers game. We are buying an audience of intelligent, interested businessmen who are able to understand the commercials, who appreciate the programing. That is more important than reaching X-number of people who will never specify a title company.

*Point of Law*, syndicated by Signal Productions Inc., Hollywood, is broadcast Monday through Friday at 5:55 p.m. The producer has made enough tapes to play two years without repetition.

Land Title has now repeated each show seven times, but *Point of Law*, like *I Love Lucy*, seems to get more flavorful with each rerun.

By sponsoring *Point of Law*, Land Title believed it could fulfill its own advertising purposes in addition to helping its relations among members of the legal profession and the general public.

Land Title had a second reason in mind too, when we signed the contract for the radio show.

In addition to selling Land Title services specifically, it was felt that the program could support the legal profession indirectly by encouraging listeners to consult their lawyers on all legal problems. And this has happened. Listeners have recognized their problems in the various programs and have sought counsel as a result.

Officers of Land Title are now accustomed to hearing people say, "Land

Title? Oh, you're the company that sponsors *Point of Law*." The show has made the title company's name a generic term for title insurance. Land Title is the Kleenex of the title business in Cleveland.

Almost every week Land Title or WGAR receive favorable comments on the program from attorneys, teachers, and the general audience.

When we first recommended *Point of Law*, program sponsorship was commonplace in radio. Over the years we have found it far more practical to buy spots for such clients as Smucker's, Lawson's, The Higbee Co., and other retail and manufacturing clients. The service business, however, seems to weather all trends in time-buying, for a service-oriented program weds well with a service-oriented business.

I have thought about this often. And this is the conclusion that I have reached:

When an audience to be reached is a fairly limited one, when the budget is equally limited, it is far better to concentrate budget and beam steadily at the small audience. I honestly believe that we have better cost-per-year-per-thousand by this program buy than we ever would have achieved in the typical CPM buy.

The Land Title-*Point of Law* marriage proved to me a long time ago that the numbers game in media buying is for people who don't have the imagination to buy audiences. The real advertising buying is made selectively, not numerically.

That's kind of nice to remember in this age when people still work better than computers.



Marc A. Wyse is president of Wyse Advertising Inc., Cleveland. The \$10-million agency bills 60% in broadcast media (35% radio, 25% TV) and was one of the first agencies in the U.S. to make effective use of broadcast media for a major retail advertiser, The Higbee Co. in Cleveland. This past year Mr. Wyse has been a frequent speaker for the Radio Advertising Bureau in connection with his agency's campaign for the J. M. Smucker Co. ("With a name like Smucker's, it has to be good.").

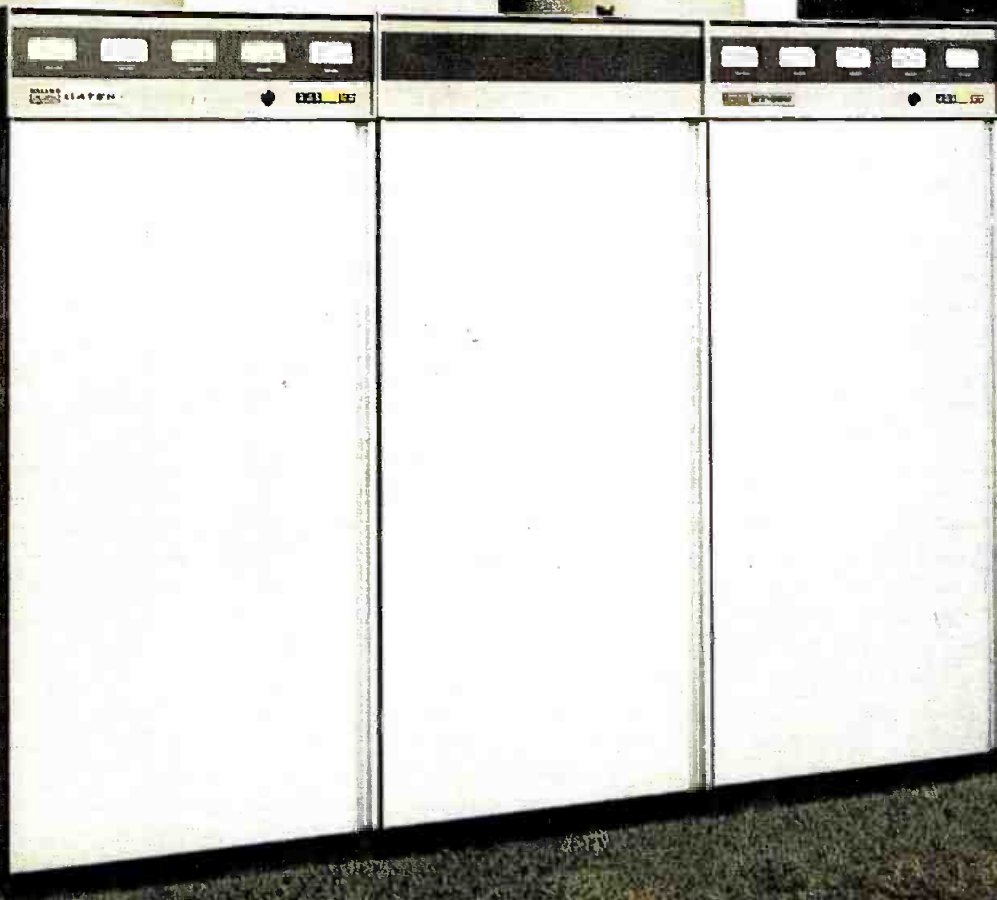
# And now from Gates a new kind of 55 kW UHF TV transmitter

*Featuring IF MODULATION for better hue and saturation.*

- 55 kW Model FCC Type Accepted!
- Solid-State visual and aural exciters!
- Five-cavity internal klystron vapor cooled!
- Remote control provisions built-in!
- Modulation capability to 3% with precise linearity!
- Power range up to 110 kW!
- Equalization of envelope delay is continuously variable!
- Less floor space, yet easy to maintain!

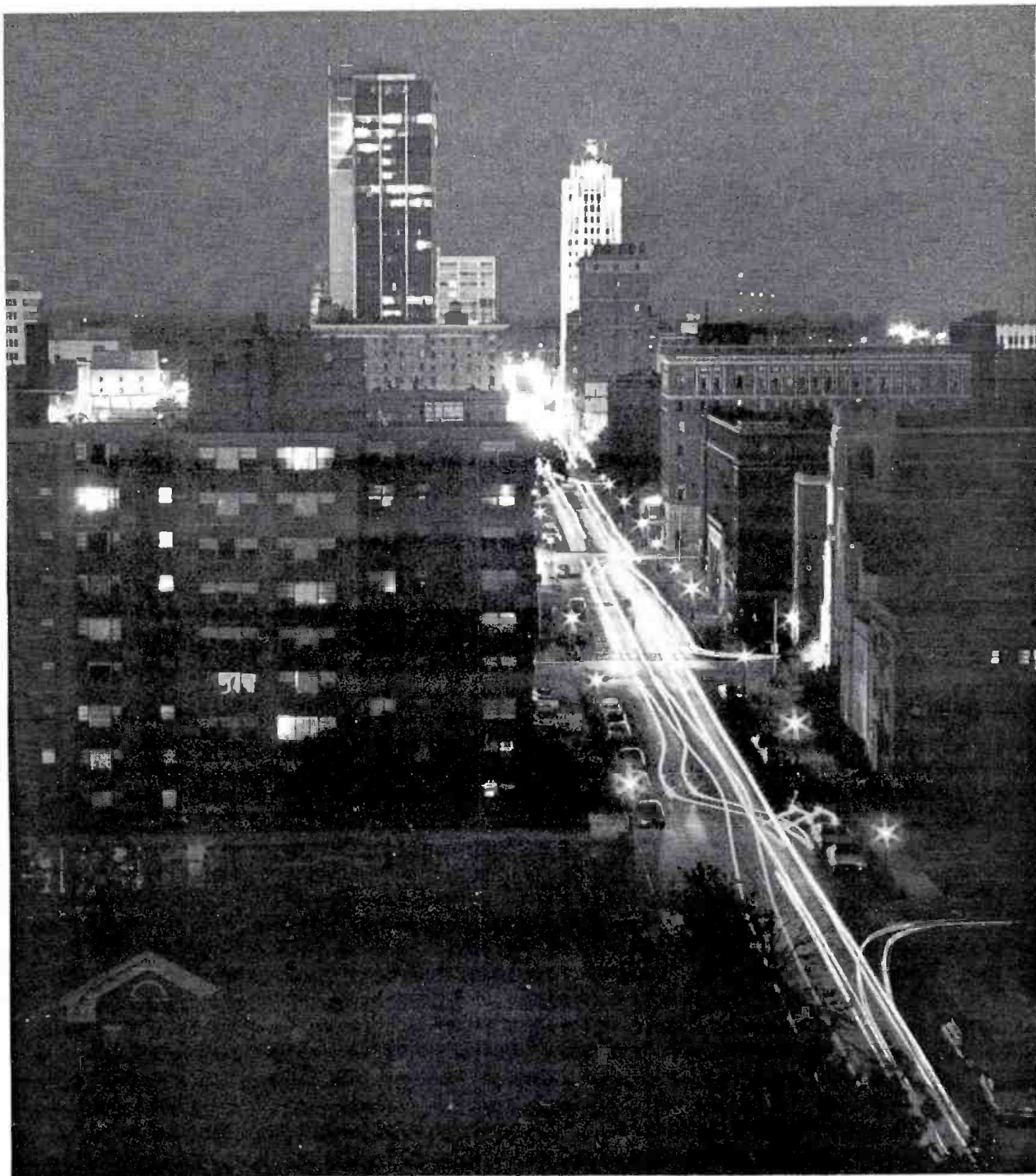
Find out for yourself why the BT-55U is way ahead of all others. Write Gates, Quincy, Illinois, 62301

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**WKJG, Indiana.** A nice place for your commercial to visit.

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 Hilliard Gates, Vice President and General Manager  
 Fort Wayne, Indiana

MEMBER STATIONS OF THE COMMUNICANA GROUP

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 JOHN F. DILLE, JR., PRESIDENT



## In sight: stiffest fight yet over cable

**FCC's sudden lurch toward liberation of CATV draws swift protests from threatened broadcasters**

For almost 18 months, the FCC was bogged down in indecision over basic CATV policy. Now, temporarily at least, it has shaken loose with a tentative decision to move away from past policies and toward radical new solutions.

But with the plan still just that—a plan not yet prepared in the form of a rulemaking—it is already stirring controversy, as details have poured instead of leaking from the special commission meeting May 15, at which it was tentatively approved.

The plan as drafted would open major markets to CATV systems, permit UHF stations to sell time in imported programs, limit the fees that local communities could extract for CATV franchises and, in a pot sweetener, provide for a permanent subsidy to educational television. (For details see page 22.)

Chairman Dean Burch conceived the plan as one that would turn CATV loose without hurting VHF television. It has won the warm endorsement of some CATV operators, generally the larger ones. Broadcasters, including representatives of UHF stations, are beginning to line up in opposition. Copyright owners—a relatively recent entry into the CATV-broadcaster feud—are grumbling also.

On Capitol Hill, the plan was received with some warmth. It was regarded as eliminating the need for most of a CATV section of a copyright bill now mired in the Senate. Because the commission plan provides for copyright payments by CATV systems, congressional action is essential.

However, the 4-to-3 majority by which the commission tentatively approved the plan may fall apart before Congress can act. Commissioner Robert E. Lee, the commission's staunchest supporter of UHF, was in the majority, partly because Chairman Burch actively solicited his vote, partly because of the plan's promise to benefit UHF. If the

negative reaction of UHF forces solidifies, Mr. Lee might change his mind.

On the other hand, Commissioner Kenneth A. Cox, an implacable opponent of any action that would permit free expansion of CATV, is scheduled to leave the commission at the end of his term on June 30. The Republican named to succeed him might be persuaded to follow Chairman Burch's lead in the controversial matter.

Joining Chairman Burch and Commissioner Robert E. Lee in the majority were Commissioners Nicholas Johnson, who sees the plan as permitting CATV to realize more of its technological potential, and H. Rex Lee, who is intrigued by the special benefits the plan promises educational television.

Commissioner Cox was joined in opposition by Commissioners Robert T.

Bartley, who normally supports measures easing restrictions on CATV but who presumably feels CATV would do better under the pending copyright bill, and Robert Wells, a former broadcast-company executive.

The first test of strength on the proposal came on a vote to instruct the staff to convert the plan into a further notice of proposed rulemaking. The next test will come on the vote to issue the notice for comment. That could come early next month; the staff was directed to complete the proposed notice within three weeks.

The commission acted, on May 15, under the urging of Chairman Burch, on the basis of an exceedingly informal memorandum ("a think piece in brief outline form," as one official described it) prepared by General Counsel Henry Geller and distributed to the commissioners only two days previously.

The chairman has long been eager to get the commission CATV policy off dead center, where it has rested most of the time since Dec. 13, 1968, when the commission issued a notice of proposed rulemaking aimed at overhauling its CATV rules. The only major development in that period was the rule adopted in October requiring CATV systems with more than 3,500 subscribers to originate programming.

Providing an additional spur to the chairman was the existence of the copyright bill which was approved by the Senate Subcommittee on Patents, Trademarks and Copyrights. The commission does not like the bill, and has said so, because it believes it is too detailed in prescribing commission authority in regulating CATV.

The commission has suggested legislation, which Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has introduced, that would provide the commission with broad guidelines under which it would be free to develop policy as it saw fit. The notice of rulemaking now



*Authorship of the new FCC approach to CATV regulation is being credited to Henry Geller (l), general counsel of the agency, and Dean Burch, chairman, who are shown here during an earlier conference on other matters.*

# How FCC proposes to unleash CATV

**Keys to fast build-up: distant signals, pay TV, low fees for franchises**

The so-called "CATV Public Dividend Plan," which is the FCC's latest, if still tentative, approach to the establishment of basic CATV policy, was presented to the commission in the form of a loosely drawn memorandum. A more precise picture of the commission's intentions will be available when the staff completes its assignment of translating the memorandum into a notice of proposed rulemaking. But enough is known of the memorandum's contents to indicate the direction of the commission majority's aims, and the rationale behind them.

The major provisions follow:

**All CATV's:** Systems would be required to carry all local stations and accord same-day protection against the duplication of programs, as now. But no other form of exclusivity would be required. Protection of stations against the importation of signals from overlapping markets (Washington against Baltimore, for example) would be abandoned.

**Major-market CATV's:** Systems in the 100 biggest markets would be permitted to import at least four nonnetwork-station signals (more, if experience warranted a loosening of the rule) and whatever affiliated-station signals were needed to provide full network service.

However, the CATV's would be required to delete all commercials from the imported signals and to permit the vacated positions to be sold to advertisers by local UHF stations (or in some cases VHF), according to a system of rotation (see details below).

The CATV's would also be required to make copyright payments of seven-

tenths of one percent of their gross revenue for each commercial signal they imported. Additionally they would pay a total of seventh-tenths of one percent of gross for any number of educational-television signals imported. Presumably these payments would be made to a copyright-owners' pool, although that is not mentioned in the memorandum.

Existing systems would be grandfathered to continue present operations, although they would be required to make copyright payments if applicable. If they extended their trunk lines, they would have to meet all of the new regulatory conditions.

**Smaller-market CATV's:** Existing systems in markets below the top 100 would be grandfathered to continue present operations and to expand with present signals, subject to the payment of copyright fees to be determined by Congress. The memorandum suggests that a flat payment of perhaps one percent of a CATV's gross for all local signals might be imposed. Individually owned systems with 2,000 subscribers or fewer would be exempt from copyright payment.

New cable systems or old systems wishing to add signals could import any missing network service and four other signals. In such cases of new importation, the substitution of commercials would be in effect.

**Leapfrogging:** All cable systems would be required to take network signals and at least two independent signals from stations within their state (if such stations existed) before going out of state for importation. In-state signals, it is argued, will contain political broadcasting and public-affairs programming of local interest.

**Commercial substitution:** It is a complicated formula that the FCC is considering to insert locally sold commercials in the schedules of imported stations.

In intermixed UHF-VHF markets containing one or more independent U's on the air the commercial time

would be divided equitably among the independent U's. Network-affiliated U's could participate upon the showing of a special need.

In intermixed markets lacking a UHF independent, the UHF network affiliates would divide the commercial time on distant signals.

In nonintermixed markets, the commercial time on distant signals would be divided equitably among all local stations if no independent UHF went on the air within two years after the CATV started importing the distant signals.

If all eligible stations could agree in writing on a formula to split the distant-signal commercial time, the FCC would accept it. If not, the following FCC formula would apply:

The distant signals would be divided equally among eligible stations, and the stations would choose which signals to sell in ascending order of their own advertising rates. (The local station with the lowest rate would get first choice, etc.)

A year later all stations would shift. The station that originally had second choice would be given first choice of distant signal to sell; the third-choice station would move up to second, etc. That system of rotation would then continue indefinitely at annual rearrangements. The memorandum points out that if not enough distant signals were being brought in to provide one channel of substitution for each local station that was eligible, some other kind of arrangement, such as rotation on a daily schedule, could be improvised.

Under the FCC plan, the distant station would be required to transmit 10 seconds before each commercial break an electronic "key" announcing the break and its duration. The key, which the memorandum likens to that proposed by International Digisonics, which recently won FCC acceptance of a system of commercial monitoring, would trigger the following line-up of equipment on the cable system in which

being drafted would constitute the commission's answer to a congressional query as to how the agency would use authority sought in the Pastore bill.

Because the plan requires congressional authorization, Chairman Burch is understood to have kept Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, and Senator Pastore informed of progress being made in developing it. Sources say the three men met twice on the matter.

And initial Hill reaction was favorable. The general counsel of the Copy-

right Subcommittee, Tom Brennan, was "encouraged" by the commission's action. He said the plan would permit scrapping from the copyright bill of most of the cable-television provisions. "In some respects, it [the commission plan] is even more liberal toward cable" than the subcommittee bill, he said.

The principal difference that remains to be resolved is the amount of copyright fees to be charged CATV systems. The commission plan calls for quarterly payments of seven-tenths of one percent of gross subscription charges for each distant signal the

CATV carries. The subcommittee bill would provide a sliding scale of quarterly payments on gross revenues from subscriptions—one percent of gross revenues up to \$40,000; two percent of revenues between \$40,000 and \$80,000; three percent of revenues between \$80,000 and \$120,000; four percent of revenues between \$120,000 and \$160,000, and five percent of revenues in excess of \$160,000.

However, a footnote in the Geller paper indicates a readiness to modify the FCC's proposed copyright payment in accord with congressional wishes. It

the "benefitting" local station was substituting its commercials for those on the distant station:

A computer-switcher, which the FCC memorandum estimates would cost \$50,000, and at least three helical-scan video-tape recorders, which the memorandum says would cost \$20,000 each. The computer-switcher would read the "key" and turn on the appropriate recorder or combination of recorders (each loaded with commercials of different lengths).

The expenses of equipment, maintenance and selling of commercial substitutions would be borne by the local station.

**Carriage of educational stations:** CATV's anywhere could carry any number of distant signals of noncommercial, educational stations, provided local ETV stations did not object. The memorandum suggests that even if local stations objected, the importation of at least one distant ETV might be considered to provide viewers with a choice.

If local ETV's requested it, a CATV carrying distant ETV signals would be required to delete, at its own expense, any appeals for funds by the distant station and substitute appeals provided by a local station that was operating or a local holder of an ETV construction permit.

**Tithing to ETV:** The FCC proposes to require all cable systems to pay five percent of their gross subscription charges to the Corp. for Public Broadcasting, whether the CATV carries any ETV signals or not.

The payments to CPB would be made quarterly. Figuring an average gross of \$60 a year (\$5 a month) per subscriber, the FCC staff estimates that CPB would collect \$30 million for every 10 million CATV connections and thus escape at least some of its current dependence on government funding. (There are now an estimated four million CATV subscribers.)

As an alternative, the FCC staff has suggested that the CATV payments to

noncommercial television might be divided half to the national Corp. for Public Broadcasting and half to local noncommercial stations.

**Compulsory copyright license:** The memorandum notes that the scale of CATV copyright payments, as presumably to be provided by law, would override all exclusive agreements held by copyright owners. The cable systems would, however, be required to observe sports blackouts invoked by teams under the federal law permitting such denials of local broadcast exposure.

The memorandum says that the owners of syndicated television programs, music and other copyrighted material purchased by television stations are now taking total annual revenues of \$2.46 per television home in the markets ranked between 31 and 100, where, according to the staff, most cable expansion is expected. These calculations reportedly were made from the confidential financial reports of stations in those 31-100 markets.

If under the proposed plan CATV's were to carry the maximum of distant signals (four commercials at seven-tenths of one percent of CATV gross each and any number of ETV's at a total of seven-tenths of one percent), they would be contributing 3.5% of subscriber revenue to the copyright pool. According to the FCC staff calculations, that would deliver an additional \$2.10 per subscriber home to copyright owners. The net gain to the copyright owners might be reduced by a probable reduction in prices paid by broadcast stations once CATV's were established, the staff admits, but a total yield of \$4 per CATV home is forecast.

The staff memorandum proposes that CATV copyright payments be made quarterly.

**Pay television:** CATV's would be permitted to use an unspecified number of channels for subscription programing, whether extra charges were made per program or for an entire service. The same programing restrictions as those pertaining to on-the-air pay TV would

apply. For example, sports events recently carried on free television and movies more than two years old would be barred from the pay channels.

On the CATV pay-TV channels no commercials would be permitted. The FCC staff reasons that pay-TV operations could be self sustaining because of the basic audience created by the conventional CATV service, especially with the attraction of distant TV signals.

**Federal pre-emption:** The FCC would limit payments by CATV to local franchising authorities to two percent of gross revenues, including all fees paid in advance of system installations.

The memorandum says that local franchising authorities are charging an average of seven to nine percent of gross subscription revenues, and in some cases are requiring large cash payments in advance of installations. Some larger cable systems, it is said, are being charged as much as 11% of their revenues.

**Channels of origination:** New cable systems would be required to deliver a minimum capacity of 20 channels. The staff recommends that the rulemaking explore ways of establishing two-way communication in the future.

One channel would be used for news, public affairs, local-live originations and free political broadcasts during election campaigns. On cable systems with more than 10,000 subscribers this channel would be programed at least 21 hours per week in prime time, by FCC rule.

Additionally it is suggested that one or more channels might be dedicated to civic purposes such as schools, reports of municipal officials, or poverty programs. (Cable systems would be required to make connections, at nominal or no charge, to schools or other public institutions that requested service.)

In a common-carrier function, CATV operators could lease vacant channels for such services as burglar or fire alarms, library services, shopping services or computer terminals.

notes that an across-the-board payment patterned after the provisions in the subcommittee bill could be imposed on local signals and whatever distant signals are needed to provide the programing of the three networks, one independent station and one educational outlet; the seven-tenths-of-one-percent charge could be imposed for every additional signal.

Mr. Geller is understood to have drafted the proposal on the basis of policy aims laid down by the commission chairman. And the plan does reflect Mr. Burch's frequently expressed

view that CATV represents the prospect of program diversification.

But the plan, if adopted, would eliminate an earlier Geller suggestion—the retransmission-consent rule proposed in the Dec. 13, 1968, notice of rulemaking. That would require major-market CATV systems to obtain consent of distant stations before importing their signals.

The plan was originally offered as a way of equalizing competition among CATV systems and stations for programing. However, it is now being denounced by officials not always friendly

to CATV as "a phony." They point out that stations do not have the right to grant retransmission permission for programs they do not own and that the systems would be obliged to seek out the copyright owners. And copyright owners, the officials say, would not deal with cable systems at the expense of stations with which they normally do business.

Thus, according to this analysis, while the retransmission rule was to be substituted for the present rule which bars the importation of distant signals into major markets, it was not designed

to facilitate such entry.

The new plan's sharpest break with the past is in doing just that. In large markets and small, CATV systems would be permitted to import up to four independent commercial signals and additional ETV signals, as well as whatever network programming is needed to provide a full network service.

What's more, CATV systems, which would be required to build plants of 20-channel capacity, would be permitted to use "channels" for pay programs—a provision sure to increase broadcaster opposition to the over-all plan. However, the systems would also be required to set aside channels for strictly local service and to help the community fulfill its civic goals.

As for the UHF independents, for whose protection the barriers to CATV access to major markets had long been maintained, the plan contains what many observers regard as an "ingenious" if not necessarily practical mechanism to assure their survival: They would be allowed to substitute their commercials for those in the imported programs of the distant station. However, they would be required to bear the expense of such substitution, and it would be considerable—as much as \$110,000 for equipment alone, not to mention extra costs for a strengthened sales force.

The Geller paper describes the plan as being fair to copyright owners. It contains figures (see separate story) indicating that, if the copyright pay-

ment per distant independent channel were adopted, copyright owners would earn more than \$4 per CATV home in markets ranked 31-100, where most CATV expansion is expected. The copyright owners are now said to earn \$2.46 per television home in those markets.

The proposal to tap CATV as a source of funds for educational television is among the principal surprises to emerge from the commission's closed-door considerations. The plan would require CATV systems to make quarterly payments of five percent of their gross subscription charges to the Corp. for Public Broadcasting.

The subsidy—which would amount to an estimated \$30 million annually when the total number of CATV subscribers reached 10 million (it is now four million)—would answer the troublesome question of permanent financing for CPB that Congress has been unable to resolve.

A spokesman for CPB was guarded when asked for comment. He called the reported proposal "very interesting," and said it "will be studied very closely."

The proposal to pre-empt authority now exercised by state and local governments and impose a two-percent limit on gross revenues as the fee that local government may impose on CATV systems is seen, in the Geller paper, as a means of advancing national policy. The paper notes that CATV fees average seven to nine percent—up to eleven percent in the case of large installations

—and often are in addition to substantial cash payments. Such costs, the paper indicates, would interfere with federal policy to promote a viable CATV industry, healthy UHF television stations, and a prosperous ETV system.

Thus, a typical CATV system carrying four independent commercial signals and at least one distant ETV signal would pay ten and a half percent of its gross to do business—two percent for its franchise, five percent for CPB and three and a half percent in copyright payments.

Given the benefits for CATV, ETV and copyright owners described by Mr. Geller, as well as those of diversified programming and better color and UHF pictures that CATV would presumably provide for subscribers, Mr. Geller told the commission the plan merits the tag, "CATV Public Dividend Plan," which has been given it.

But not everyone benefits. The Geller paper notes that networks will lose audience as CATV extends the signals of independent stations into more markets. Independent VHF stations will lose audience too—6.3% reduction, if a CATV system achieves 25% saturation; a 12.5% reduction if saturation reaches 50%. In addition, the VHF stations will not be protected against the importation of programs for which they have the "exclusive" rights in their markets. Nor will they receive the offsetting benefits of selling commercials in the imported programs.

But the view expressed in the Geller paper is that the networks and the VHF stations are in sufficiently good financial condition to absorb the adverse impact. Indeed, some commission officials and members reportedly discussed losses the networks and VHF stations would incur as a kind of indirect support of educational television—for it will be the CATV systems that cut into their audiences that will provide the CPB subsidy.

In the battle lines forming over the new plan, CATV industry reaction ranged from cautious through exuberant to negative. Donald V. Taverner, president of the National Community Television Association was cautious. He expressed pleasure that the commission "intends to reverse its traditional, restrictive CATV policy," while at the same time stating he continued to support the copyright legislation pending in the Senate.

Irving G. Kahn, president-chairman of Teleprompter Corp., was exuberant. Mr. Kahn hailed word of the commission's action as presaging "an historic move forward . . . thrusting CATV into the broader role of a broadband communications system."

The implications for the future were cited also by Monroe M. Rifkin, presi-

## Cable network to cover 300-square-mile area

The image of cable TV as an individual, small-town service, as most CATV's still are, is on the verge of being erased completely. A new cable-TV concept was introduced last week to 200 officials of 18 central Florida communities.

The plan, presented Friday (May 22) by American Television & Communications Corp., envisages linking 18 communities in Orange, Seminole and Osceola counties into a single, 1,000-mile, two-way, 32-channel CATV complex at an estimated cost of from \$7 to \$10 million.

The bi-directional system, ATC said, would permit the televising of local or regional special events into selected communities or throughout the entire system.

ATC holds CATV franchises for three of the 18 municipalities: Orlando, Kissimmee and Belle Isle. Other communities in the chain are Winter Park, Winter Garden, Maitland, Apopka, Ocoee, Eatonville, Oakland, Windermere, Edgewood, Casselberry, Alta-

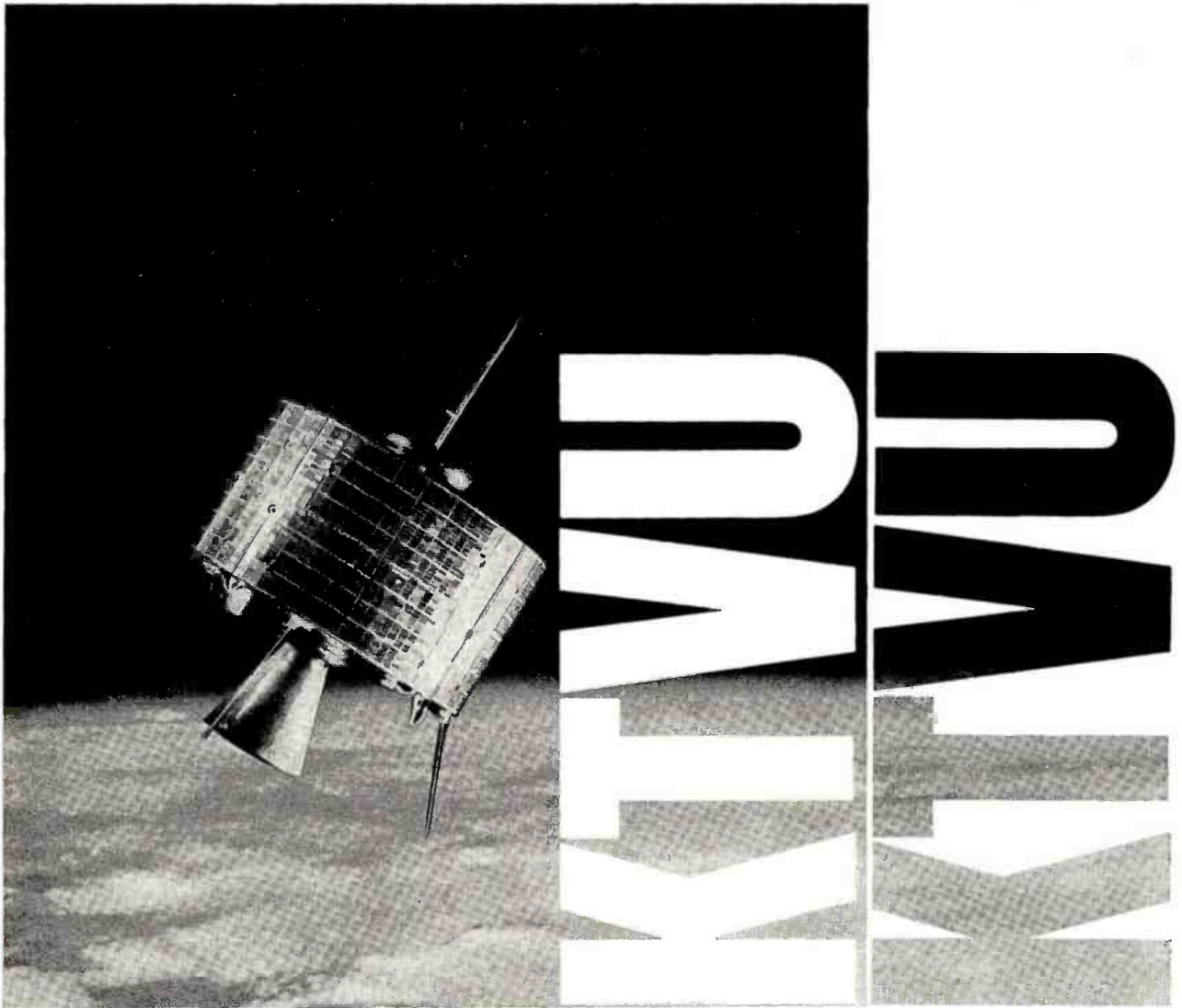
monte Springs, Oviedo, Longwood, North Orlando and Seaford.

This 300-square mile area currently has a population of 500,000 and about 150,000 homes. It is also the site of the new Disneyworld, under construction near Orlando.

The network, as ATC calls it, would provide subscribers not only with the three local commercial and one non-commercial, educational stations, but also independent commercial stations as well as additional educational stations from Tampa, Miami and Jacksonville, all in Florida, and Atlanta if the FCC permits. The local stations are WDBO-TV (ch. 6), WESH-TV (ch. 2), WFTV-TV (ch. 9) and \*WMFE-TV (ch. 24).

From a commercial standpoint, Monroe M. Rifkin, ATC president, said: "Our 'total television' plan will provide local businesses an economic means to advertise locally and regionally."

ATC was incorporated in 1968 as a public firm. It owns more than 40 cable-TV systems, serving 120,000 subscribers in 17 states. Through partially-owned systems, it serves another 39,000 customers. It has its headquarters in Denver.



## Reflecting a spectacular baseball triple play: from Tokyo Stadium to Satellite to Bay Area Screens

KTVU, the nation's most independent station, made television history on the evening of Friday, March 20th, while, at the same time making a vast audience of sports-minded U.S. viewers witness to an international event never before seen live here. Via satellite, KTVU telecast the opening exhibition baseball game between the San Francisco Giants and the Tokyo Giants, direct from Japan, live and in color.

"The Battle of the Giants" set many precedents. It initiated the beginning of a 9 game series that marked the first time a major league team has ever toured Japan in the spring. It was the first time a live telecast was received directly on the west coast by

satellite. And it was also the first time an independent station ever contracted to use a satellite to serve its own market.

A spectacular achievement, but not entirely surprising to Bay Area audiences. They have come to know that KTVU serves the San Francisco-Oakland community with spectacular achievement and performance.

A reflection of  
San Francisco-Oakland  
**KTVU Television**

 A Communications Service of  
Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: KTVU San Francisco-Oakland, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM-TV Miami, WIIC TV Pittsburgh,

dent of American Television & Communications Corp. He said the plan, if adopted, could "pave the way for completely revolutionizing and modernizing the country's communications system."

But not all CATV industry members were ecstatic. M. William Adler, of Weston, W. Va., chairman of NCTA, said he was "encouraged" by the commission's action but expressed doubt that every CATV system could afford to pay over 10% of its revenues as envisioned in the plan.

George Barco, who operates a cable system in Meadville, Pa., and is a member of the NCTA board, was negative. He too was concerned over the costs CATV would be required to bear, particularly in view of the costs they now face in beginning program origination in January, as required by the commission. As for proposed requirements that cable systems make channels available to local government, he said, "Why, that's socialism in its rawest form."

None of the broadcasters commenting were that exercised. However, one high-level broadcast executive said the commission plan "is so ridiculous it will unite the entire industry against it." Another executive said he could not take the plan seriously because "it's so fundamentally impractical."

The National Association of Broadcasters issued a mildly worded state-

ment asserting that the proposed rules "would seriously damage local television service" and result in the conversion of free over-the-air television into "a wired pay-television system." The NAB said it would "actively oppose" the plan if it were put forward in the form of a rulemaking. But it expects the commission members to see its "serious deficiencies" and abandon it.

The Association of Maximum Service Telecasters, long a foe of what it calls "CATV unlimited," appeared to be cranking up for a new battle. Lester Lindow, executive director of AMST, said in a statement that "even if the scheme were feasible, the station inserting the commercials on the cable would have a strong incentive *not* to provide costly high-quality programing on its own broadcast channel." The public, he added, would be the loser.

He also felt the plan is not feasible. The technical difficulties involved in implementing the plan, he said "are insurmountable." Feasibility aside, a number of those commenting questioned the legality of providing for substitutions of commercials in imported programs.

Strong criticism was voiced also by a representative of UHF stations. Martin Firestone, counsel for the All Channel Television Society, comprising UHF stations, deplored any action opening markets to CATV activity.

He sees no help in UHF stations

selling time on the imported signals; the costs would outweigh the gain, he feels; advertisers could not reach enough viewers on the cable to make the costs worthwhile, he said. "I can't agree that this would be helpful to UHF."

And he feels the plan is doomed if its aim is to provide diversification of programing. Studies made by ACTS, he said, show that most of the syndicated programs of the New York independents duplicate the programs of Philadelphia independents. "The movie libraries of the stations involved are the same also," he said.

Some copyright owners sourly described the plan, as they understood it, as "100% pro-CATV." And some claim that the money that would be diverted to CPB is really "our money." They also feel that the proposed copyright fee is "very, very low."

Presumably, opposition to the plan would emerge first in connection with congressional action to enact copyright legislation. But a successful effort to block enactment of the bill would not leave the commission stripped of ideas. Mr. Geller told the commission in his paper that the staff "has a fall-back plan" aimed, like the one tentatively approved, at helping CATV, UHF and ETV. It's understood the staff is preparing alternative ideas which will be submitted to the commission along with the notice of proposed rulemaking.

## A different version of CATV-UHF plan

### Rand Corp. consultants claim their approach would help both services

A plan to substitute local advertising for commercials in distant TV programs imported by CATV systems—with the proceeds going to copyright owners—is one of the suggestions made by two former Rand Corp. CATV consultants in an article due to be published in the June issue of the *Howard Law Review*.

The idea of substitution, similar in form but not precisely the same as the concept under consideration by the FCC (see page 21), is one of several proposals propounded by Leonard Chazen, a lawyer and Ph.D. candidate in economics at Yale University, and Leonard Ross, research associate at Harvard Law School, also a lawyer.

Both were employed in the Rand Corp.'s cable-TV project (BROADCASTING, Feb. 2). The authors note, however, that although some of their research took place while they were employed at Rand, funds for the current report were provided by Yale Univer-

sity, the National Science Foundation and the Brookings Institution.

In the belief that the FCC's current approach constricting CATV in order to protect UHF television is erroneous, the authors suggest new regulatory proposals that, they say, will aid in the development of CATV and UHF. They principally recommend that the FCC ban exclusivity for TV programs, entirely or after one or two runs. In this way, they say, the program would be sold to all who offered a given price per thousand audience obtained. In this way, they say, good programs would become available to CATV systems or UHF TV stations at reasonable prices. They agree, however, that a more detailed, and costly, ratings system would have to be provided.

Variations on exclusivity regulation are also mentioned, from forbidding copyright owners to keep their product off the market for more than a few months at a time to limiting exclusives to specific time periods in the day.

As an alternative to action on exclusivity, the authors suggest a subsidy to UHF stations to be paid by CATV systems. They estimate this might come to about \$4 per subscriber per year, although the specific amount for each UHF would have to be cal-

culated to determine how many CATV viewers are lost to each UHF station. Another plan would be to estimate the number of viewers lost to a copyright owner because his program is imported into a market (thus lessening the price he might realize from selling his program in that market), and have the CATV system indemnify the copyright licensee. Again, they agree, this would require some method of computing the number of lost viewers. Or, the authors say, the CATV system could delete the commercials of the distant signals that are imported, and sell that time to local advertisers. The net revenues from this move, they say, could be turned over to a copyright organization for distribution to program owners.

Much of the advertising carried on TV signals that are imported into a CATV market is wasted, the authors say, since the messages are generally local.

Taking the San Diego cable TV with its 35,000 subscribers as an example, the authors calculate that such local advertising might yield \$441,000 in revenues, with expenses of less than \$40,000 plus a loss in broadcaster payments to copyright owners of \$283,500, leaving program owners with a net gain of \$77,500.

## WHAT IS AVCO BROADCASTING?

Avco Broadcasting is corporate and individual involvement.

Dear Fellow Employee,

Within the next few days you will attend a station meeting. The agenda: Involvement. Ghettos. Minority. Frustrations. Environment. Commitment. Violence. Pollution. Poverty. Familiar words? Yes! And most of them represent problems which will continue to fester in the '70's. Unless concerned people and companies do something about them.

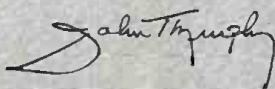
Avco Broadcasting recognizes the urgency of the problems. That is why we are launching a greatly intensified program of community involvement. We need your help. Our entire staff must be concerned with recognizing a community problem or potential program the station can undertake.

We have no confining blueprint for specific programs. The ways we can act effectively will vary. But I want to be explicit about our goal... to bring about action on community problems.

Sometimes we may use our air facilities to help solve a community frustration. But, if that doesn't get the job done, we'll go further to seek a solution. We won't stop until we "make something happen."

We recognize that even with the best of intentions, problems will still be with us. But with your help, we can whittle some of them down to a workable size, and perhaps even solve them. It's a worthy goal, but its success depends on your help.

Sincerely,



President



## Freer public access to medium sought

**Democrats can't buy time for fund appeals  
so they want new FCC rules on political advertising**

The FCC is considering a request for a declaratory ruling that would limit the broadcasters' right to deny use of their facilities to those seeking access to them, whether by purchases or by requests for free time.

The request was made by the debt-ridden Democratic National Committee last week, after CBS rejected its request to buy a half hour of time to take issue with the Nixon administration and to make an appeal for funds. CBS said it had a general policy against selling time for political purposes except during an election campaign.

The committee, noting that other networks and stations have policies that might bar it from buying time, said: "There is a critical question of public policy, as well as constitutional law, involved here: Are the public airwaves—the most powerful communications media in our democracy—to be used to

solicit funds for soap, brassieres, deodorants and mouthwashes and not to solicit funds to enhance the exchange of ideas?"

The committee asked the commission to rule that broadcasters violate the First Amendment of the Constitution and the Communications Act when they "refuse to sell time to responsible entities, such as the DNC [Democratic National Committee], for the solicitation of funds and for comment on public issues, because of the broadcasters' 'general policies' against selling time for such purposes. . . ."

As an alternative, the committee asked the commission to make it a policy, in considering a broadcaster's license-renewal application, to evaluate "in a manner adverse to the broadcaster" a refusal to sell time to the DNC.

The committee stressed its willingness to purchase time at regular commercial

rates. However, it also said that the networks and individual stations "have a legal and moral responsibility to make significantly more free time available to responsible groups for public-issue programming."

FCC Chairman Dean Burch, in an unusual acknowledgement of a petition, promptly wrote Democratic National Committee Chairman Lawrence F. O'Brien, asserting that the commission staff had been instructed "to immediately consider the matters raised" in the petition and to submit their findings "as quickly as possible."

The petition raises new and critical questions. The commission does not now require broadcasters to make time available to specific individuals except in equal-time cases, when one candidate has used a station's facilities, or in cases in which a station has personally attacked an individual.

However, commission officials suggested the commission might be prepared to impose new requirements. "A station's policy cannot be inconsistent with the public interest," said one official. He noted that the commission has ruled that stations cannot follow policies of excluding all political broadcasting.

Another expressed the view that the petition has opened up "a whole new ball game." He noted that the DNC was not simply requesting time for the presentation of views on a controversial issue, as in a fairness-doctrine case, but was advancing public-interest considerations in urging the commission to outlaw broadcaster policies like CBS's that would ban the Democrats from buying time to solicit funds.

The officials, who had not yet seen the Democrats' petition, made it clear they were not attempting to pass judgment on it. They also said that even though the DNC had not filed a formal complaint, the commission would probably request the views of CBS, and possibly other licensees who have similar policies, before acting.

The network did not wait to be asked before issuing its comment in a news release shortly after the DNC filed its petition. That petition, CBS said, "challenges the basic philosophy of the FCC's

## MBS worries about what comes after ad ban law

Spearheading an attack on the new law banning cigarette advertising on television and radio, Victor Diehm, president of Mutual Broadcasting System, last week at a Washington news conference said plans for legal action to prevent implementation of the law are moving forward. Mutual's Affiliates Advisory Council earlier had approved a resolution calling for the action (BROADCASTING, May 18). The law, signed by President Nixon April 2, takes effect Jan. 2, 1971. Mr. Diehm said Mutual's concern was primarily with the implications of such legislation . . . what other products might become targets of legislative action.

He said the law was discriminatory in that it did not effect tobacco ads in other media and noted that MBS had the least to lose of any network from the anticigarette law. He said he would confer with the other networks this week and expected the National Association of Broadcasters to take up the issue at its June board meeting. He said it was doubtful that Mutual on its



Mr. Diehm

own would institute the proposed litigation seeking an injunction against the law, which Mutual contends is unconstitutional.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 10, 1970  
(net time and talent charges in thousands of dollars)

| Day parts                        | ABC               |                    | CBS               |                    | NBC               |                    | Total minutes week ended May 10 | Total dollars week ended May 10 | 1970 total minutes | 1970 total dollars  |
|----------------------------------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|---------------------------------|---------------------------------|--------------------|---------------------|
|                                  | Week ended May 10 | Cume Jan. 1-May 10 | Week ended May 10 | Cume Jan. 1-May 10 | Week ended May 10 | Cume Jan. 1-May 10 |                                 |                                 |                    |                     |
| Monday-Friday Sign-on-10 a.m.    | \$ ———            | \$ ———             | \$ 116.4          | \$ 2,395.0         | \$ 328.0          | \$ 6,126.2         | 86                              | \$ 444.4                        | 1,595              | \$ 8,521.2          |
| Monday-Friday 10 a.m.-6 p.m.     | 1,748.4           | 33,185.2           | 3,026.3           | 60,179.4           | 1,893.1           | 34,862.5           | 974                             | 6,667.8                         | 15,718             | 128,227.1           |
| Saturday-Sunday Sign-on-6 p.m.   | 1,189.9           | 21,876.9           | 865.9             | 28,727.5           | 700.0             | 13,623.4           | 319                             | 2,755.8                         | 5,507              | 64,227.8            |
| Monday-Saturday 6 p.m.-7:30 p.m. | 215.2             | 4,428.8            | 731.7             | 15,958.9           | 547.2             | 11,810.2           | 83                              | 1,494.1                         | 1,439              | 32,197.9            |
| Sunday 6 p.m.-7:30 p.m.          | 234.0             | 2,544.5            | 200.4             | 5,603.8            | 181.9             | 4,974.9            | 28                              | 616.3                           | 409                | 13,123.2            |
| Monday-Sunday 7:30-11 p.m.       | 4,942.5           | 104,894.2          | 5,814.6           | 138,099.3          | 5,974.3           | 137,412.0          | 421                             | 16,731.4                        | 8,055              | 380,405.5           |
| Monday-Sunday 11 p.m.-Sign-off   | 505.7             | 5,853.7            | 580.6             | 7,014.3            | 799.8             | 12,766.5           | 142                             | 1,886.1                         | 2,018              | 25,634.5            |
| <b>Total</b>                     | <b>\$8,835.7</b>  | <b>\$172,783.3</b> | <b>\$11,335.9</b> | <b>\$257,978.2</b> | <b>\$10,424.3</b> | <b>\$221,575.7</b> | <b>2,053</b>                    | <b>\$30,595.9</b>               | <b>34,741</b>      | <b>\$ 652,337.2</b> |

fairness doctrine" which allows a broadcaster "to 'make reasonable judgments in good faith'" as to his responsibilities in the light of each situation.

"The ability of a broadcast licensee to conform to the fairness doctrine in dealing with controversial issues of public importance would be frustrated if there were imposed upon him an obligation—in the nature of a common carrier—to sell time to partisans," CBS added.

CBS said it adheres to the belief that its policy of refusing to sell time for the presentation of views on controversial issues—except to permit candidates and ballot-issue partisans to comment during political campaigns—is correct. "Only by pursuing such a policy can we present controversial issues with fairness and balance and with access to those of differing viewpoints who may be unable to command financial resources required for the purchase of time."

The committee's petition, signed by Joseph A. Califano, committee general counsel and a White House aide under President Lyndon Johnson, cites the importance of broad-based support of political parties in general and the "several million dollars"—reportedly \$8 million—of long overdue committee debts in particular in requesting the ruling.

The committee noted that political campaign costs are soaring dramatically, while both political parties have become dependent on fewer contributors "to whom they are forced to turn for higher and higher percentages of continually increasing campaign costs."

It also said that "television and radio—whose expense has been the major cause of this dangerous political situation—may also be its cure." The com-

mittee said that in 1964 the Republican National Committee chairman "harvested at least 100,000 contributions in amounts of less than \$100" in a number of television appearances. The Republican chairman was the present chairman of the FCC, Dean Burch.

The committee plans to make an all-out campaign on radio and television to raise funds to retire its debts. But, it told the commission, it is reluctant to spend money developing its campaign materials unless it is certain it will be able to obtain access to the broadcast media.

Like the commission two weeks ago in proposing to tighten up its fairness-doctrine requirements—to require broadcasters to seek out spokesmen for contrasting views (BROADCASTING, May 18)—the Democratic National Committee cited the Supreme Court's decision last year upholding the fairness doctrine.

The committee noted the court, in a unanimous decision, said: "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount." The court also used language extending to members of the public the right of access to broadcast facilities. The committee said: "... the licensee has no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens."

That decision, the committee said, expanded the public's right to access to broadcast facilities beyond what it had been when the commission issued fairness-doctrine rulings asserting that the selection and presentation of broadcast material are the individual licensee's responsibilities.

Furthermore, the committee said, the commission need not rule that a broad-

caster must present particular programs offered by particular individuals. But the commission must rule, it added, "that to establish arbitrary barriers to access on the part of responsible groups, such as DNC, is contrary to the First Amendment and to the Communications Act as construed [in the Supreme Court's fairness-doctrine decision], that such barriers . . . are, per se, contrary to the public interest."

At a news conference last week, Mr. Califano was asked whether the Red Lion decision might be of limited relevance in the DNC case, since the ruling dealt only with a broadcaster's inherent obligation to provide free air time and reasonable coverage of all viewpoints. (The Supreme Court made no mention of any limitation on the broadcaster's right as a businessman to sell time to buyers of his own choosing.)

Mr. Califano replied that if the principles set forth in Red Lion are applicable to free time, they should apply with even more force when a responsible organization is willing to buy the time.

### Synthesizer for spots

Interest in the Moog synthesizer for providing the musical background to commercials and programs has resulted in the formation of Patch Cord Productions by composer-arranger Mort Garson and Dave Williams. The Los Angeles firm has supplied music for network specials on both CBS and NBC and advertising interpretations for sponsors such as American Express and Time-Life Broadcasting. Patch Cord productions has also announced its involvement in the creation of customized jingle packages for radio and television stations.

# TV Clios presented in New York

Among 57 honors for commercials, Alka-Seltzer, Talon zippers and Doyle Dane were standouts

Homage was paid the commercial muse last week as 57 Clio Awards were bestowed on outstanding TV-radio commercials and their creators.

The 11th annual American Television and Radio Commercials Festival, culminating in the final TV award ceremonies May 20 in Philharmonic Hall, Lincoln Center, New York, saw a tie for top honors, as two statuettes were given out for "best over-all campaign." Alka-Seltzer and Talon Zippers both won that award. Alka-Seltzer also won two Clios in the pharmaceuticals category and a "new commercial classics" award, and Talon Zippers also won a Clio in the apparel category.

Winners of radio awards will be an-

nounced June 2 at the Radio Advertising Bureau/Association of National Advertisers radio workshop in New York.

Perennial winners in the product categories proved to be Alka-Seltzer, Cracker Jack, Virginia Slims, Kellogg's, Volkswagen, Savarin, Eastman Kodak and Pepsi-Cola.

In addition to the expected awards for advertising achievement, a special citation was presented to *Sesame Street*, the children's Television Workshop series, which makes use of a commercial approach to educate preschool youngsters.

Special citations for "relevance and involvement with the times in which we live" went to Eastman Kodak and J.

Walter Thompson Co. for a spot titled "The Green Green Grass of Home" and Nationwide Insurance and its agency, Ogilvy & Mather, for "Friend of Yours." Public-service Clios went to the New York Urban Coalition and its volunteer agency, Young & Rubicam, and to the National Urban Coalition and Ketchum, MacLeod & Grove.

Among the agencies carting off multiple awards were Doyle Dane Bernbach, with seven product awards and four technique citations; BBDO, five product awards and four technique citations, and Young & Rubicam, five product awards.

A total of 23 citations for technical excellence were presented at a luncheon



*Alka-Seltzer (over-all)*



*Talon zippers (over-all)*



*Volkswagen*



*Love's Lemon Cleanser*



*Sylvania Color TV*



*Sears Carpets*



*Prince Spaghetti*



*Kimberly-Clark Teri Towels*



*Alcoa Wrap*

earlier on Wednesday, also at Philharmonic Hall. Alka-Seltzer also took one of the afternoon's top awards—for best film direction.

Another Clio award winner for technique was "Joe Higgins," the much criticized sheriff and spokesman for Dodge. BBDO and "Higgins," who has been scored by policemen for giving law enforcement a bad image, were given an award for the best use of a "spokesman."

The technique awards luncheon featured a salute to Bob Gage, a founding member of Doyle Dane Bernbach. Mr. Gage also was the recipient of the best direction award for Alka-Seltzer's "Groom's First Meal." Awards for Alka-Seltzer spots went to two agencies, Jack Tinker & Partners which lost the Miles Laboratory account during 1969, and Doyle Dane Bernbach, which acquired it.

The chairman of the festival's board of judges this year was Victor G. Bloede, president and chief executive officer of Benton & Bowles, New York.

The board selected these winners from a total of 1,803 entries.

The list of winners:

Overall Campaign: Alka-Seltzer — "Special Sauce", "Unfinished Lunch", "Politician"; Agency: Jack Tinker & Partners, New York; piggyback, N. Lee Lacy, Gomes Loew.

Overall Campaign: Talon Zippers—"Wedding", "Star", "Escapo"; Agency: DKG, New York; Production: Dick Miller(1), Wylde Films (2, 3).

Apparel: Talon Invisible Zipper—"The Great Ocolo"; Agency: DKG, New York; Production: Howard Zieff, New York.

Automobiles: Volkswagen Sedan—"Funeral"; Agency: Doyle Dane Bernbach, New York; Production: Howard Zieff, New York.

Automobiles: Volvo — "You Americans"; Agency: Scali, McCabe, Sloves, New York; Production: Harold Becker, New York.

Auto Accessories: Firestone Tires—"Glass Rocks"; Agency: J. Walter Thompson, New York; Production:

Rita & Eddie's Prof'l Movie Co., New York.

Auto Accessories: Zerex Anti-Freeze—"Can Stabbing"; Agency: BBDO, New York; Production: Directors Group, New York.

Baked Goods & Snacks: Cracker Jack—"Attic"; Agency: Doyné Dane Bernbach, New York; Production: Rose-Magwood, New York.

Banks & Financial: BankAmericard—"Birthday Present"; Agency: D'Arcy, San Francisco; Production: Peter Cooper, New York.

Bath Products: Active Deodorant—"Active People"; Agency: Carl Ally, New York; Production: Alton/Melsky, New York.

Beers & Wines: Schaefer—"Ella Fitzgerald"; Agency: BBDO, New York; Production: Wylde Films, New York.

Beers & Wines: Schaefer—"Willie Mosconi"; Agency: BBDO, New York; Production: Wylde Films, New York.

Cereals: Kellogg's Rice Krispies—"Vesti" (Opera at Breakfast Series); Agency: Leo Burnett, Chicago; Produc-



Kellogg's



Hallmark



Crest



Metropolitan Life



Merv Griffin Show



Mennen Tonik



Remington Shaver



Gaines Gravy Train



Alka-Seltzer

tion: Screen Gems, Hollywood

Cigarettes: Virginia Slims—"Plaza"; Agency: Leo Burnett, Chicago; Production: Wylde Films, New York.

Cigars: White Owl—"Theirs/Ours"; Agency: Young & Rubicam, New York; Production: Dick Stone, New York.

Coffee & Tea: Savarin Coffee—"Father El Exigente"; Agency: Foote, Cone & Belding, New York; Production: Pelican, New York.

Corporate: DuPont "Nomex/Mario Andretti"; Agency: BBDO, New York; Production: Len Mandelbaum, New York.

Corporate: Hallmark Cards—"What A Day"; Agency: Foote, Cone & Belding, Chicago; Production: Topel Films, Chicago.

Cosmetics & Toiletries: Lovesticks—"My Girl's Lips"; Agency: Wells, Rich, Greene, New York; Production: DVI, New York.

Cosmetics & Toiletries: Love's Lemon Cleanser—"Garden of Love"; Agency: Wells, Rich, Greene, New York; Production: DVI, New York.

Dairy Products: Carnation Slender—"Zipper"; Agency: Jack Tinker & Partners, New York; Production: Gomes Loew, New York.

Dentifrices: Crest—"Big Family"; Agency: Benton & Bowles, New York; Production: Van Praag; Audio Lex, New York.

Home Appliances: Sylvania TV—"Race, Color, Creed"; Agency: Doyle Dane Bernbach, New York; Production: Len Steckler, New York.

Home Furnishings: Alexander Smith Carpets—"Water"; Agency: Smith/

Greenland, New York; Production: Kaleidoscope, Hollywood.

Home Furnishings: Sears, Roebuck Carpeting—"Windsong"; Agency: Ogilvy & Mather, New York; Production: Televideo, New York.

Home Maintenance: Glamorene Rug Cleaner—"Girl On Rug"; Agency: J. Walter Thompson, New York; Production: MPO Videotronics, New York.

Home Maintenance: Super Kem-Tone Paint—"Open Cans"; Agency: Griswold-Eshelman, Cleveland; Production: Stallion Films, New York.

Insurance: Metropolitan Life—"Overeating"; Agency: Young & Rubicam, New York; Production: Horn/Griner, New York.

Laundry Soaps/Detergents: Javex Bleach—"Hockey Game"; Agency: MacLaren Advtg, Toronto; Production: Rose-Magwood, Toronto.

Media Promotion: Merv Griffin Show—"Memories"; Agency: Carl Ally, New York; Production: Mike Cuesta, New York.

Media Promotion: WABC-TV Eyewitness News; "Senator", "Hot Dog", "Football"; Agency: Lampert, New York; Production: Audio, New York.

Men's Toiletries: Mennen Tonik—"Swedish Film"; Agency: Grey Advtg, New York; Production: East/West Films, New York.

Office Equipment: IBM Magnetic Card Selectric Typewriter; "Only Human"; Agency: Carl Ally, New York; Production: Gomes Loew, New York.

Cooking Oils & Dressings: Heinz Spaghetti Sauce—"Italian Lady"; Agency: Grey Advtg, New York; Produc-

tion: Stan Lang, New York.

Packaged Foods: Prince Spaghetti—"Boy Running"; Agency: Venet Advtg, New York; Production: PGL, N. Y.

Paper Products, Foils: Kimberly-Clark Teri Towels—"Boiled Egg"; Agency: Needham, Harper & Steers, New York; Production: Wylde Films, New York.

Paper Products, Foils: Alcoa Wrap—"Wrap Up"; Agency: Ketchum, MacLeod & Grove, New York;

Personal & Gift Items: Remington Shaver—"Father & Son"; Agency: DKG, New York; Production: Howard Zieff, New York.

Pet Products: Gaines Gravy Train—"Tom Sawyer"; Agency: Benton & Bowles, New York; Production: Televideo, New York.

Pet Products: Purina Cat Chow—"Fashion Show"; Agency: Gardner, St. Louis; Production: Directors Center, Hollywood.

Pharmaceuticals: Alka-Seltzer—"Groom's First Meal"; Agency: Doyle Dane Bernbach, New York; Production: Directors Studio Inc., New York.

Pharmaceuticals: Alka-Seltzer—"Unfinished Prison Lunch"; Agency: Jack Tinker & Partners, New York; Production: N. Lee Lacy, Hollywood.

Public Service Campaign: New York Urban Coalition; Agency: Young & Rubicam, New York; Production: Horn/Griner, New York.

Public Service Single Entry: New York Urban Coalition—"Funeral"; Agency: Young & Rubicam, New York; Production: Horn/Griner, New York.

Special Citation: Public Service: Na-



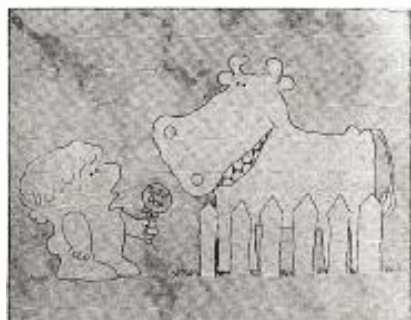
N.Y. Urban Coalition



Lindsay campaign



TWA



Tootsie Pop



Talon Zippers



Zerex

tional Urban Coalition—"Love . . . In All Colors"; Agency: Ketchum, MacLeod & Grove, Pittsburgh, New York; Production: MPO Videotronics, New York.

Political Campaign: Lindsay Mayoral Campaign in New York State; Agency: Young & Rubicam, New York; Production: Dick Miller, Stan Lang, Liberty, Video, Editors, all New York.

Recreation Equipment: Kodak Instamatic Camera—"Jennifer McShane"; Agency: J. Walter Thompson, New York; Production: Motion Associates, New York.

Recreation Equipment: Sylvania Flashcubes—"Nice Old Ladies"; Agency: Doyle Dane Bernbach, New York; Production: Wylde Films, New York.

Soft Drinks: Pepsi-Cola—"Portrait of America"; Agency: BBDO, New York; Production: BFB Films, Libra Prodn, New York.

Travel & Transportation: TransWorld Airlines—"Cymbals"; Agency: Wells, Rich, Greene, New York; Production: Howard Zieff, New York.

Utilities: Con Edison of New York—"Stop A Thief, Light A Light"; Agency: Dancer-Fitzgerald-Sample; Production: MPO Videotronics, New York.

Utilities: C&P Telephone—"Poles . . . Saw"; Agency: Cargill, Wilson & Acree, Richmond; Production: Provence Films, Atlanta.

20 Second Length: VW Karmann Ghia—"Paper Barrier"; Agency: Doyle Dane Bernbach, New York; Production: East/West Films, New York.

8-10 Second ID: Dubonnet—"Ice Cube", "Gendarme", etc.; Agency: Gil-

bert Advtg, New York; Production: Televideo, New York.

Special Citation: Children's Audience: Food & Drink; Tootsie Pops—"Mr. Cow"; Agency: W. B. Doner, Detroit; Production: Murakami-Wolf, Hollywood.

Special Citation: Children's Audience: Toys, Games, Sporting Equipment; AMF Roadmaster Bicycles—"The Chase"; Agency: Neifeld, Paley & Kuhn, Chicago; Production: Josef Sedelmaier, Chicago.

Special Citation: Children's Audience: Toys, Games, Sporting Equipment; Keds Sneakers—"Tiger Paws"; Agency: Doyle Dane Bernbach, New York; Production: Harold Becker, New York.

New Commercial Classics: Alka-Seltzer—"Tummies"; Agency: Jack Tinker & Partners, New York; Production: Televideo, New York; First Telecast: October 11, 1964.

Coffee of Colombia—"Juan Valdez"; Agency: Doyle Dane Bernbach, New York; Production: Arco Films, New York; First Telecast: Feb. 1, 1962.

Goodyear Tires—"No Man Around"; Agency: Young & Rubicam, New York; Production: FilmFair, California; First Telecast: Sept. 20, 1964.

New Commercial Classics: Pepsi-Cola—"Come Alive . . . Pepsi Generation"; Agency: BBDO, New York; Production: Televideo, New York.

Volkswagen—"Snow Plow"; Agency: Doyle Dane Bernbach, New York; Production: Film Contracts, London.

Xerox 914 Copier—"Chimp"; Agency: Papert, Koenig, Lois, New York;

Production: EUE/Screen Gems, New York.

Special Citation to "Sesame Street".

Special Citations—for Relevance and Involvement with the Times in Which We Live.

Eastman Kodak—"The Green Grass of Home"; Agency: J. Walter Thompson, New York; Production: Reagan Associates/MPO, New York.

Nationwide Insurance—"Friend of Yours"; Agency: Ogilvy & Mather, New York; Production: MPO Videotronics, New York.

*Special citations for technique.*

Film Direction: Alka-Seltzer—"Groom's First Meal"; Agency: Doyle Dane Bernbach, New York; Production: Directors Studio, Inc., New York; Director: Bob Gage.

Production Design, Effects: Super Kem-Tone Paint—"22,000 Open Cans"; Agency: Griswold-Eshleman, Cleveland; Production: Stallion Films, New York.

Production Design, Effects: Alexander Smith Carpets—"Duck . . . Water"; Agency: Smith/Greenland, New York; Production: Kaleidoscope, Hollywood; Designer: Norman Houle.

Production Design, Effects: Kellogg's Corn Flakes—"Help"; Agency: Leo Burnett, Chicago; Production: Cascade of California; Special Effects: Phil Kel-lison.

The Eastman Kodak Award-Cinematography: Sylvania TV—"CBS Playhouse"; Agency: Doyle Dane Bernbach, New York; Production: Wylde Films, New York; Dir/Cameraman: Fred Levinson.

Film Editing: Pepsi-Cola "After



Pepsi-Cola



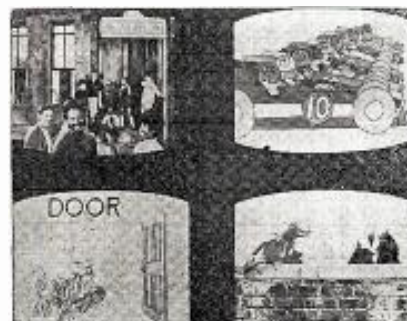
Con Edison



Jim Higgins for Dodge



Equitable Savings



Sesame Street



Dubonnet

Dark"; Agency: BBDO, New York; Production: BFB, New York; Editor: Ed Friedman, DJM.

Film Editing: AMF Roadmaster Bikes—"The Chase"; Agency: Neifeld, Paley, Kuhn, Chicago; Production: Josef Sedelmayer, Chicago; Editor: Peggy DeLay.

Optical Effects: Coca-Cola—"Graphics"; Agency: McCann-Erickson, New York; Production: Wydle Films, New York; Editor: Sonny Mele.

Optical Effects: State of Georgia—"Industry"; Agency: Cargill, Wilson & Acree, Atlanta; Production: Storer Studios, Atlanta.

Use of Color: Sears, Roebuck Carpeting—"Windsong"; Agency: Ogilvy & Mather, New York; Production: Tele-video, New York.

The 3M Company Award for Creative Use of Video Tape-electrography: Ultra Sheen Hair Care—"Beach"; Agency: Neifeld, Paley & Kuhn, Chicago; Production: Hollywood Video Center.

Demonstration: Firestone Tires —

"Glass Rocks"; Agency: J. Walter Thompson, New York; Production: Rita & Eddie's Prof'l Movie Co., New York.

Animation Design: Equitable Savings—"Builds Dollars"; Agency: Chiat/Day, Los Angeles; Production: Klein/Barzman/Hecht, Hollywood; Design: Carm Goode, Richard Williams

Animation Design: Stevens-Utica Sheets—"Wrinkled Man"; Agency: LaRoche, McCaffrey, McCall, New York; Production: Summer Star, New York; Design: Mardi Gerstein.

Graphics: Sears, Roebuck Anniversary; "It All Started in 1886"; Agency: J. Walter Thompson, Chicago; Production: Morton Goldsholl, Northfield, Ill.

Music Scoring: Kodak Cameras—"Everyone"; Agency: J. Walter Thompson, New York; Music Director & Composer: Henry Mancini.

Music Scoring: Equitable Savings—"Builds Dollars" Agency: Chiat/Day, Los Angeles; Production: Klein/Barzman/Hecht, Los Angeles; Composer: Bob Bain; Sound: Bell Sound Studios,

Hollywood.

Music With Lyrics: Pepsi-Cola—"You've Got A Lot To Live"; Agency: BBDO, New York; Music Producer: Musical Sciences, New York; Composer: Joe Brooks.

Spokesman: Joe Higgins as the Sheriff for Dodge; Agency: BBDO, New York; Production: VPI, New York.

Personality Performance: Ella Fitzgerald for Schaefer Beer; Agency: BBDO, New York; Production: Wydle Films, New York.

Performances: Alice Playten and Terry Kaiser for Alka-Seltzer—"Groom's First Meal"; Agency: Doyle Dane Bernbach, New York; Production: Directors Studio Inc., New York; Director: Bob Gage.

Casting: Active Deodorant—"Active People"; Agency: Carl Ally, New York; Production: Alton/Melsky, New York.

Voice Over: James O'Neill for Volkswagen—"Funeral"; Agency: Doyle Dane Bernbach, New York; Production: Howard Zieff, New York.

Special citation to Bob Gage of DDB.

## New fraudulent-billing rules laid down

### FCC makes clear what it considers to be misrepresentations to advertisers

Licensees were specifically prohibited by the FCC last week from presenting advertisers with a bill or any other document which misrepresents the advertising actually broadcast.

The commission said it was augmenting the existing fraudulent-billing rule "to make completely clear" the prohibition against outright false billing or the knowing rendition of any bill or other document which misrepresents the number of announcements run, their character, their length, or the date and time of their broadcast.

Rules and examples adopted after the 1965 fraudulent-billing rulemaking proceeding to a large extent read in terms of the specific practice—"double-billing"—they were designed to prevent, the commission noted. (Double-billing involves a station acting in collusion with a local advertiser, billing him a larger amount than that actually due or paid so that the advertiser can claim greater reimbursement from a cooperating manufacturer or distributor who pays part of the local store's advertising costs.)

Star Stations of Indiana Inc., licensee of WIFE-AM-FM Indianapolis, in a 1966 petition requested the addition of new rules essentially identical to those adopted last week. Star, which last year received a controversial short-term renew-

al for various infractions including fraudulent billing (BROADCASTING, Oct. 6, 1969 et seq.), contended the existing fraudulent-billing rule did not cover the specific practices it was charged with.

Two new examples were added by the commission to a 1965 public notice, "Applicability of Fraudulent Billing Rule," to illustrate the new rules. They read:

"9. A licensee knowingly issues a bill or invoice to a local or national advertiser which shows broadcast of commercial announcements one minute in length, whereas in fact some of the announcements were only 30 seconds in length.

"Interpretation: This is fraudulent billing, since it misrepresents the length of the commercials, a highly important element of the price charged for them.

"10. A licensee knowingly issues a bill or invoice to a local or national advertiser which sets forth the time of day or date on which commercial announcements were broadcast, whereas in fact they were presented at a different time or on a different day, or were not broadcast at all.

"Interpretation: This is fraudulent billing, since time of broadcast [of advertising] is often highly important in its value and the price charged for it. Charging for advertising not broadcast

is clearly fraudulent."

The commission noted that its list of examples should not be considered all-inclusive and emphasized that licensees are directed by the rules to use reasonable diligence in seeing that their employees do not engage in fraudulent-billing practices.

#### Agency appointments:

■ The Milk Foundation Inc., Chicago, has appointed Campbell-Mithun Inc., Minneapolis office, to handle its "Every Body Needs Milk" campaign. Three month promotion on radio and in print, beginning June 15, bills at \$350,000. Former agency was Compton Advertising, Chicago.

■ Liggett & Myers tobacco is moving its L&M cigarettes from Young & Rubican to J. Walter Thompson Co., where it joins Chesterfield and Lark. Advertising for L&M reportedly is in the area of \$6 million to \$7 million annually. After Jan. 1, 1971, none of it will be in broadcast, which will become off limits for all cigarette advertising.

■ General Mills, Minneapolis, has named Knox Reeves Advertising there to handle consumer advertising for its new food service and protein products division. Various new vegetable protein products are to be marketed.

**Our gimmick  
is no gimmick.**

**WBAL Radio 11  
Baltimore**

**We talk to you like a person.**

NBC Affiliate. \*\*Call 301-467-3000 or contact McGraw-Hill PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario

## TV code board eyes problem of clutter

### Other thorny questions facing NAB review are film ads, toys, drugs

The Television Code Review Board of the National Association of Broadcasters, meeting this week in Washington, takes up a number of persistent problems including: clutter of commercials, advertising of adult movies, personal product advertising, proprietary drug advertising and the advertising of toys.

The problem of commercial clutter, a concern to many broadcasters, results largely from the piggyback practice that fragments spots rather from an actual increase in commercial time, Stockton Helffrich, director of the NAB Code Authority, said last week. A subcommittee, appointed last December by TV Code Review Board Chairman Robert W. Ferguson, WTRF-TV Wheeling, W. Va., will meet today, Monday (May 25), to study the issue and report to the board which meets Tuesday and Wednesday.

Members of the subcommittee are: Max Bice, KTNV-TV Tacoma, Wash.; Thad M. Sandstrom, WIBW-TV Topeka, Kan.; Mike Shapiro, WFAA-TV Dallas; Al Schneider, ABC and Morton Cohn, WLOS-TV Asheville, N. C.

Mr. Helffrich will report to the board on current practices in feature film advertising. The issue primarily involves

local advertising of films using trailers and the authority stresses the need for accommodating such material to standards of taste, particularly the standards of the community.

The code has been concerned with personal product advertising trends and Mr. Helffrich noted that several spots found unacceptable had been altered by the advertising agency concerned to make them accord with code practices. He observed that public tastes are constantly changing and new ground rules on the subject may be needed.

Concerning the advertising of proprietary drugs, he said the code authority has been reviewing material now on the air with the idea of determining if there might be causal relations to drug abuse.

Senator Frank E. Moss (D-Utah) has introduced a resolution in the Senate that would direct the Federal Trade Commission to study the question.

A major interest of the code authority is in the advertising of toys on children's programs. A study of various practices that might be questionable is under way. Examples are: the use of stock film footage of Apollo blastoffs intercut with pictures of model rockets to imply the model performs like the real thing and a come-on approach to sell toys in segments, encouraging children to buy one, then another and another before a complete toy can be assembled. Both are frowned upon by the Code Authority.

The authority also is concerned with the safety of toys advertised and goes to great effort to evaluate the potential danger in advertised products.

## FTC seeks more rigid rule on sweetener ads

The Federal Trade Commission, moving steadily toward a more activist role in consumer affairs, last week proposed a rule that would require health warnings in all advertising for artificial sweeteners containing cyclamates.

If adopted, the rule would apply to liquid, powder or tablet sweeteners used as a non-prescription sugar substitute by diabetics, weight-watchers, and others who need to regulate their sugar intake. It would stipulate that advertising for such products must contain a "clear and conspicuous" statement that says the sweeteners may be dangerous to health if taken in large doses, and that they should only be used for calorie-controlled diets under strict medical supervision.

The FTC noted that the Food and Drug Administration has warned of the dangers of indiscriminate cyclamate

consumption and has required health warnings on product labels.

A public hearing on the proposed rules has been scheduled for July 21.

Meanwhile, Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) has asked the FTC to require disclosure of the possible dangerous effects of saccharin, which has been added to some low-calorie soft drinks following the imposition of government restrictions on cyclamates.

Senator Magnuson said there is "increasing evidence that saccharin, just as cyclamates, may be related to cancer." Noting that the Department of Health, Education and Welfare is studying the matter, the senator said "responsible government action requires at least full disclosure in advertising" until HEW decides whether to impose restrictions on saccharin use.

A University of Wisconsin study earlier this year found that saccharin caused cancer in animals when administered in pellet form.

## FTC names hill aide to top policy post

### Lawrence Meyer picked for long-vacant job, given new designation

The Federal Trade Commission, in another major step toward overhaul of its top-level staff, last week announced the appointment of Lawrence G. Meyer as director of its office of policy planning and evaluation.

Mr. Meyer, a 29-year-old attorney, has been legislative assistant to Senator Robert P. Griffin (R-Mich.) since 1968 and has also worked in the antitrust division of the Department of Justice.

The new appointee will assume a position that has been vacant for many months, and one that is regarded by Chairman Caspar W. Weinberger as a key FTC post. Its title was formerly designated "program review officer."

Mr. Meyer will apparently play a large role in combating the conditions that have led outside observers to criticize the FTC's lack of priorities and its tendency to bog down in trivia. In commenting on the appointment last week, Chairman Weinberger said the new policy director will "assist the commission to determine priorities and adopt new procedures. . . . It is essential that the FTC devote its resources to those tasks, and try those cases, that can advance us most quickly to our goals of improved consumer protection and maintaining fair and free competition."

The new appointment is seen as another step in Chairman Weinberger's plans to revitalize the FTC through across-the-board staff overhaul ("Closed Circuit," April 20). Earlier this month, the chairman named San Francisco lawyer Joseph Martin Jr. to be FTC general counsel effective August 1, succeeding John V. Buffington, who is retiring (BROADCASTING, May 4).

Mr. Meyer's appointment is effective July 1.

## CBS introduces admen to potential of EVR

A representative group of TV advertising practitioners was invited last week to counsel with CBS on the potential of EVR (electronic video recording) as a new advertising medium (BROADCASTING, May 11).

It was reported that an advertising agency group was being formed, under CBS auspices, to study and "evaluate" EVR in this context.

Host of the luncheon meeting in New York, with more than 100 admen in attendance, was Robert E. Brockway,

**Announcing**  
exclusively for radio

**exciting computerized  
horoscope entertainment!**

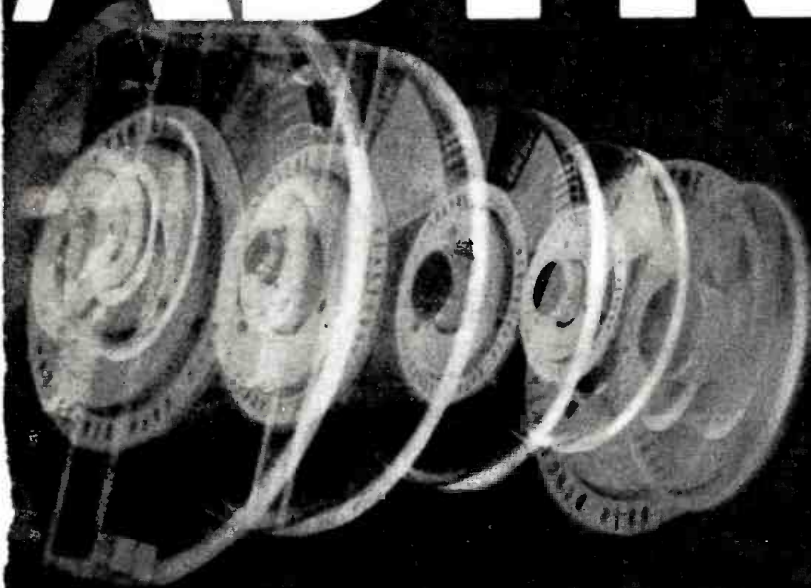
**ASTRO/70** computer "voice" reports  
365-seventy second daily horoscopes.

Produced by The Chicago Radio Syndicate, Inc.  
Distributed by Cine-Vox Productions, Inc.

Call Collect  
Chicago (312) 944-7724 / New York (212) 889-2180

the radio feature for the age of aquarius...

# ASTRO/70



The ASTRO/70 Computer Horoscope Center in Chicago

president of CBS Electronic Video Recording Division, who demonstrated the color EVR system. Moderator of the session was William A. Walker, president of the Ross Roy of New York Inc. advertising agency.

Mr. Brockway touched on various areas in which EVR's potential was being realized, including cable television. He disclosed that various cable operators had shown interest in EVR, noting that among others, "Time Inc. . . . is exploring our EVR system as the origination facility for its own CATV systems."

He said that advertising people had provided "the foresight, imagination, enthusiasm and salesmanship" to television, making it the "major industry it is today." In TV's early years, he said: "You cajoled clients into experimental budgets to 'cut and try' the medium. And how magnificently this has paid off for the advertiser, the agency and the public."

Now with EVR, he said: "Once again we hope we can encourage and excite the advertising industry to study it, to see how it advances the marketing, sales and informational programs they are developing for their clients."

Also last week EVR announced that the EVR Partnership of London during the previous week had held a series of private demonstrations of the system in Tokyo for top communications executives there.

#### **Business briefly:**

**General Foods Corp.**, White Plains, N. Y., Kool-Aid division, through Benton & Bowles, New York, is introducing

Chills & Thrills, new carbonated soda-concentrate into Houston, Phoenix, Denver and Buffalo, N. Y., test markets. A television, radio and print campaign is planned.

**Maxwell House Division of General Foods Corp.**, White Plains, N.Y., through Benton & Bowles, New York, is introducing Brim coffee into test markets using spot TV, spot radio and print. **GF's Kool-Aid Division**, through Grey Advertising, New York, will begin advertising for Instant Replay, powdered beverage mix, through a night-time network, sports program and print campaign.

**Eastman Kodak Co.**, Rochester, N.Y., through J. Walter Thompson, New York, will sponsor an NBC special with Dick Van Dyke and Bill Cosby as co-stars in *Dick Van Dyke Meets Bill Cosby*, Sunday, Dec. 6 from 9-10 p.m. NYT. Show will pre-empt *Bonanza*.

**Pendleton Woolen Mills**, Portland, Ore., through Cunningham & Walsh, New York, will advertise on NBC-TV's *Today* program.

**Corning Glass Works**, Corning, N.Y., optical-products department, through Rumrill-Hoyt Inc., New York, will advertise Photogray eyeglasses in spot TV with 30-second commercials, and in spot radio with 30 and 60-second commercials and in print.

**Naomi Inc.**, New York, has been formed by Naomi Sims, black fashion model, and Cadwell Davis Co., New York advertising firm specializing in female-oriented products. The new cosmetic company will begin promoting the firm's beauty needs for black women

in radio and TV campaigns in approximately nine months. Miss Sims is president. Package design is being handled by Cadwell's Hal Davis, executive vice president.

#### **New Chiquita on TV**

TV advertising is expected to play a major part in the national introduction of a new line of processed fruit products from Chiquita Brands Inc. The products, still under development, have been assigned to Young & Rubicam, New York, which has handled Chiquita banana and lettuce advertising in various European countries since 1966. BBDO is the agency responsible for the handling of Chiquita produce in the U.S. Chiquita Brands Inc., Boston, is a subsidiary of United Fruit Co.

#### **Video Center expands**

Hollywood Video Center is substantially expanding its taped programing production and development activities while continuing its role as a supplier of facilities to outside firms and as a producer of taped commercials.

HVC is a division of Western Video Industries Inc., Hollywood. As part of its new programing thrust, the organization is producing the new *This Is Your Life* series and has in development a new daytime series starring the King Sisters and a group of documentary programs. They are all aimed for syndication via the advertiser route. *This Is Your Life* already has been bought by Lever Bros. for a minimum line-up of 70 stations, starting in early 1971.

## **Programing**

# **United front forged against FCC rule**

## **NBC-TV affiliates pledge write-in campaigns to demonstrate economic consequences of prime-time ban**

NBC-TV affiliates voted overwhelmingly against the FCC's curtailing prime-time network TV programing last week, then devised a strategy calling for them to attack it individually, in letters and petitions to the commission.

The actions came in two closed sessions Thursday (May 21), opening day of the NBC-TV affiliates convention in New York (see page 41).

At the first session, held during the morning with an estimated 300 affiliate representatives present, "only three or four" were reported as supporting the

FCC action in a show-of-hands vote on the issue. The strategy was developed in a second closed session that afternoon.

The program-cutback issue was one of several dealt with in the morning session, which was held with no network officials present and ran more than 30 minutes over its scheduled 60 (partly, participants said, because only one microphone was working and anyone who wanted to be heard had to walk to the front of the room). Other issues reportedly included:

▪ An airing of complaints about alleged "bias" in network news coverage. The extent and intensity of the charge were both subject to widely conflicting reports by participants, however. Some said it was a stronger protest than usual with a show-of-hands tally in which anywhere from 50% to 60% and possibly more of the affiliates—estimates varied from one participant to another—indicating belief that news coverage is too often "slanted" or "sensationalized." Others contended with equal certainty that it was all "inconclusive" and



Pete Maiden



Frank Stubblefield



Eduardo Natera



Geree Ware



Bill Allison



Tom Curtis



Terri Jackson

# television reporters available

For the past six months, WHA-TV has been broadcasting its Ford Foundation funded SIX30 news project. Seven non-professionals from Madison's "disadvantaged" community were recruited and trained in the tools and techniques of television news reporting for this project. Although their primary function has been as on-air reporters and news cameramen (using Rover videotape units), they have also developed a general familiarity with public television studio practices, use of 16mm film and interviewing techniques.

This approach has provided a short-term intensive orientation to television, and though their abilities and interests vary, they are now prepared to accept jobs in the broadcast industry in which further on-the-job training will be available in a day-to-day work schedule.

The interesting approaches and points of view they have brought to their positions with SIX30 may find an important place at your station. Their background experiences have a definite impact on their approach to news stories.

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Top NBC executives greeted affiliates at a reception last Wednesday night in New York. In foreground Julian Goodman (l), NBC president, welcomes A. Louis Read, WDSU-TV New Orleans, one-time chairman of the NBC-TV affiliates board. In background between Messrs. Goodman and Read are Walter D. Scott (l), NBC chairman, and Don Durgin, NBC-TV president.

"no more than the sort of talk we always have, and any network always has, when broadcasters from all over the country get together with their different views about how things should be done."

■ **Clutter.** The affiliates again expressed concern over "clutter" and decided to confer again with NBC officials about what might be done to cut down promos and similar material at the end of programs.

■ **Satellite costs.** They decided to join CBS and ABC affiliates in seeking approval for the licensing of broadcasters to operate satellite ground stations if domestic-satellite operation is authorized (see page 63).

The strategy of individual opposition to the FCC's move to limit network-evening programming to three hours between 7 and 11 p.m. eastern time was developed in a meeting that explored a number of possible approaches. Network officials were on hand, at the affiliates' request, to answer questions about the rule and how NBC-TV would operate under it.

Those network officials, led by Executive Vice President Thomas E. Ervin and Donald E. Mercer, station-relations vice president, said NBC would oppose the rule as forcefully as it could, but had reached no firm decisions about how it might operate under it.

They did indicate that, if forced to cut back, NBC would program either from 7:30 to 10:30 p.m. or from 8 to 11 p.m., rather than go black in the middle of the evening. But it might program 7:30-10:30 some nights and 8-11 others, they said.

The decision for affiliates to oppose

the rule individually rather than as a single body apparently stemmed from a belief that the FCC would be more impressed with the station-by-station approach.

Harold Grams of KSD-TV St. Louis, chairman of the affiliates board, said the individual approach would also permit stations to point up different effects the rule would have on different markets. He said the plan was for stations to either file petitions for rehearing or write letters to the commission incorporating their views.

It was overwhelmingly agreed, he said, that the rule would have particularly "serious economic effects" on stations in secondary markets both by reducing their network compensation—which he said represents a major share of revenues for many such stations—by a half-hour a day and by creating an additional expense by forcing them to buy or produce an extra half-hour of programming daily.

The compensation loss and extra program costs actually would amount to eight half-hours a week rather than seven, he noted, because the cut-back in network time would be a full hour on Sundays. Between the loss in compensation and the extra program expense, affiliates said during the meeting, the rule could mean the difference between profit and loss for many stations.

In addition, many affiliates feared that much of the relatively little spot-advertising money now going in to smaller markets would be diverted into time being opened up in bigger markets.

Beyond that, many feared that CATV competitors, some of them with up to

50% penetration now, would be able to draw audiences away from their local broadcast offerings, especially in the important lead-in periods.

Availability of programming was another question. "I just don't see how stations in these secondary markets can program eight half-hours a week," one broadcaster said. He noted that many communities lack the resources for local programming, while others may have some but not enough for eight hours a week.

As for syndication, a number of affiliates said nothing in their experience with it in the past could justify belief that syndicators will deliver enough quality programming to fill the holes the rule will create on large or small stations.

Lawrence H. Rogers II of the Taft Stations was quoted as telling the meeting that as a syndicator as well as the operator of a large-market UHF and a large-market VHF, he considered the rule impossible.

Jack Harris of KPRC-TV Houston cited failures of broadcasters' past efforts to underwrite new program production as evidence that new programming of prime-time quality is not apt to be forthcoming to fill the needs the FCC rule creates.

Among alternatives said to have been considered and discarded in favor of a station-by-station approach to the FCC were various approaches to Congress and a suggestion that broadcasters "get public opinion behind us" by systematically blacking out four hours of programming a week—the equivalent of the FCC ordained cut-back—"and forwarding all letters on to the FCC."

The convention, which was scheduled to wind up with an NBC-TV presentation and luncheon Friday, drew the largest attendance—reported as close to 500 delegates and wives representing most of the network's 217 affiliates—in NBC-TV convention history.

## CPB funds help put new programs on radio

The Corp. for Public Broadcasting announced last week the availability of \$100,000 for four grants to that many noncommercial, educational radio stations for the development of new programs. Two are specified, one aimed at high school and college-age listeners, and the other local news.

In making the announcement, John W. Macy, CPB president, said: "It is a well known fact that youth in general spend more time listening to radio than watching television. They are not, however, listening to public radio." Two of the grants will be for national programs; two for local programs.

# An end to the ratings war?

## NBC's Goodman holds out olive branch, calls for halt in 'publicity jockeying' over fractions of audience points

Broadcasters "can be certain that we will continue to come under closer and closer scrutiny in everything we do [and] will continue to hear from our critics in government, in the press and among our audiences."

That caution was given by NBC President Julian Goodman to a record assembly of NBC-TV affiliates last Thursday morning (May 21) as they opened their two-day annual convention in New York.

"We can face such criticism, and we can learn from it when it bears on ways we can improve our service," Mr. Goodman said. But, he asserted: "We have an obligation to inform the public of what is happening in the world. We cannot always guarantee it will be pleasing, but we can guarantee it will be as close to the truth as we can humanly make it. . . . NBC will, in all circumstances, continue to broadcast what we feel the nation should know."

Mr. Goodman's remarks followed, by coincidence, a closed session in which the affiliates, meeting alone, reportedly aired charges of "bias" in network-news coverage, although participants' reports on the extent and intensity of concern with the issue varied widely (see page 38).

Mr. Goodman's speech came at a session that also featured a panel discussion of domestic satellites for TV, followed by newsman Chet Huntley's farewell address to the affiliates at the Thursday luncheon.

Mr. Goodman ranged across areas as diverse as ratings and government regulation, reviewed the 1969-70 season as "the most successful" in NBC-TV history and assured the affiliates that NBC intends to "step up the pace" with a program investment next season that "will be the heaviest we have ever made . . . despite the economic climate that has produced a soft advertising market and has adversely affected network, spot and local sales."

In an obvious allusion to CBS-TV officials' claims that they won the 1969-70 ratings race by a fraction of a point—and perhaps also to counter-claims by NBC-TV authorities—Mr. Goodman said he was "opposed to exploiting fractional rating differences for narrow promotional purposes. I am against helping our detractors claim that television is only a scramble for meaningless numbers."

Ratings, he said, are guides to trends "professional tools for professional use," and will continue to be used as such by

NBC. But "publicity jockeying over fractions of rating averages" is not "productive competition." It amounts, he said, to a kind of shadowboxing that can divert us from competing in substance and ought to be stopped "because the substance of television is far more important than a numbers game."

He also criticized the present form of local rating sweeps, covering a single month and taken two or three times a year, as capable of distorting station values. "One sweep period is never comparable to another," he said. "A month is not representative of a season. And the effects of unusual programming can always distort the picture." Developing "a more reliable and representative approach" will not be easy, Mr. Goodman said, "but it is something we owe ourselves as broadcasters."

"Measurements over longer periods

would offer greater stability and meaning. New methodologies and techniques, including the use of computers, should make this possible at reasonable costs. The research capacity that the broadcast industry and the rating services command should take on this problem for full and serious exploration. If that is done—and NBC stands ready to help in the effort—I am confident that a broader and more reliable measurement of station audiences can be developed."

(Other sources indicated that extending each sweep period to cover at least two months—preferably three, though they were not sure that length would be deemed practical—was one of the developments NBC envisioned. They thought two such sweeps a year would be enough, but that agencies would probably insist on a third.)

Mr. Goodman said NBC was stepping up its program investments despite the soft economy because "we are convinced that such a climate places a special premium on leadership and gives the leading network and its affiliates special benefits in difficult times. We expect the 1970-71 schedule to keep us

## West Coast view of current media woes

The specter of government censorship of television has been challenged by Thomas W. Sarnoff. In a speech before the Burbank, Calif., chamber of commerce last week, the NBC West Coast staff executive vice president said that despite repeated denials by government spokesmen, who have expressed dissatisfaction with TV news reporting, "the specter of censorship has clearly been raised."

Mr. Sarnoff said that some people, "spurred on by official attacks on the broadcast press—such as the ones [delivered] recently by Vice President Agnew and FCC Commissioner Nicholas Johnson, have embraced the theory that those concerned with the dissemination of television news should be made responsible to some higher authority. I confess that I know of no higher authority in our country than the people themselves," Mr. Sarnoff said.

"The truth is that we welcome constructive criticism, but we do not welcome—nor must we allow ourselves to succumb to—intimidation," he added. Mr. Sarnoff noted that it is proper for government officials to disagree with the news media over reporting and analysis of government policy, and that government has an obligation to defend and explain the policies it has created. "It is no longer proper, however, when governmental disagreement becomes

governmental pressure—direct or indirect—on a federally licensed medium of news." Mr. Sarnoff said that it was not the mission of television journalism to support government policy without question, nor to champion the views of the majority on controversial matters. "Its mission is to probe, to report, and to analyze what underlies the controversy, and to aid the issues so the public can make its own judgments."

Mr. Sarnoff took the FCC to task on another issue—the cutback in prime-time hours available for network programming. He disputed those in government who feel making a profit is to be considered evil. Mr. Sarnoff noted that much of the network's revenue is reinvested in program experimentation, only a small percentage of which he said is successful.

"It is naive to assume that the general quality of television programming will be improved by reducing more of it to the level of local or syndicated budgets and production values," the NBC vice president said. "It is equally unrealistic to expect the networks to expand their public-service offerings while simultaneously reducing their revenue opportunities. The ultimate result of the new rules will be the opposite of what was intended," Mr. Sarnoff predicted. "The losers will not be only the networks and the stations, but the public as well. Let us hope that when the full impact of these rulings is finally felt by the public, it will not be too late to rectify the situation."

out in front as the network and the stations with the most attractive and diversified services.

"These qualities—diversity, innovation, relevance—are the ones a network should strive for and be judged by." He described the past year as one of "incredible contrasts" in which "we were everybody's favorite on the Sea of Tranquility, but we have had mixed reviews on the Potomac. . . . Since it is our job to cover the dark side of the earth, as well as the bright side of the moon, our motives have been questioned, our policies attacked and the integrity of our newsmen assaulted.

"I think we know by now that such attacks involve us all, stations as well as networks, the print media as well as broadcasting. They threaten the basis of our function as newsmen and broadcasters. And we can stand against them only if we stand together."

Though broadcasters can face criticism, he said, "we should not be expected to embrace government action that grows from abstractions rather than realities; that threatens to damage the structure of television, and that will not even come near achieving the results the government assumes."

He cited as an example the FCC's rule to limit prime-time network programming (see page 38).

## NBC, CBS dominate TV Emmy awards

### News, documentaries win honors for NET, Metromedia Producers

The list of Emmy-winning news and documentary programs announced last week by the National Academy of Television Arts and Sciences ranged over several earth-bound and spatial topics.

NBC and CBS prevailed in the winners' circle with National Educational Television and Metromedia Producers Corp. the only other TV organizations cited. There was no award listed for ABC News. ABC, whose TV network will telecast the June 7 Emmy show, was host at receptions held in New York and Los Angeles last week to announce the winners.

The news and documentary category receives treatment apart from the entertainment awards to permit the inclusion of excerpts from the winning programs on the Emmy awards telecast.

The winners were:

- For outstanding achievement with regularly scheduled news programs:

"An Investigation of Teen-age Drug Addiction—Odyssey House," Wallace Westfeldt, executive producer; Les Crystal, producer, aired on *The Huntley-Brinkley Report* (NBC).

"Can the World Be Saved?" Ronald Bonn, producer, on *CBS Evening News with Walter Cronkite*.

- For outstanding achievement in magazine-type programming:

*Black Journal*, William Greaves, executive producer, NET.

Tom Pettitt, reporter-writer, for "Some Footnotes to 25 Nuclear Years," on *First Tuesday* (NBC).

- For outstanding achievement in coverage of special events:

Apollo: *A Journey to the Moon* (Missions 10-12), James W. Kitchell, executive producer, on NBC.

*Solar Eclipse: A Darkness at Noon*, Robert Northshield, executive producer, Walter Kravetz, producer, on NBC.

Walter Cronkite, reporter, for *Man on the Moon: The Epic Journey of Apollo 11* (CBS).

- For outstanding achievement in news documentary programming:

"Hospital," Frederick Wiseman, producer, on *NET Journal* (NET).

Frederick Wiseman, director, for above program.

*The Making of the President, 1968*, M. J. Rifkin, executive producer, Mel Stuart, producer, on CBS (Metromedia Producers Corp.).

- For outstanding achievement in

cultural documentary programming:

Arthur Rubinstein, George A. Vicas, producer, on NBC.

Arthur Rubinstein, commentator, for above program.

"The Japanese," Perry Wolff, executive producer, Igor Oganessoff, producer, on *CBS News Hour*.

Edwin O. Reischauer, commentator, for above program.

"Fathers and Sons," Ernest Leiser, executive producer; Harry Morgan, producer, on *CBS News Hour*.

## TV may have helped smokers quit habit

One out of every 10 smokers who viewed the National Educational Television series *Why You Smoke* in March has quit the cigarette habit, according to a study released last week by the American Cancer Society.

Announcing the results of that study at an ACS public information committee meeting Wednesday (May 20) in Atlanta, William B. Lewis, cancer society board chairman, said: "It appears that television can be remarkably effective in helping cigarette smokers kick their habit."

The series of five half-hour programs, produced under a grant from the American Cancer Society, offered case histories of smokers attempting to give up cigarettes.

The follow-up study was conducted for the cancer society by Lieberman Research, New York. Telephone surveys in 11 cities disclosed that 12% of the respondents saw one or more of the programs in the series. Of these, 44% were smokers before the series was aired and 39% were still smoking after the series, a decline of 10%.

The telephone survey was conducted from March 13-19 in Atlanta, Boston, Chicago, Cincinnati, Cleveland, Pittsburgh, Rochester, N.Y., San Francisco, Seattle, Tampa, Fla., and Wilmington, Del. *Why You Smoke* was aired March 2-6 in those cities. A second follow-up study was conducted six weeks after the series, but the findings have not yet been released. A final study is to be conducted this fall, six months after the broadcasts. A total of 7,177 people were contacted in the initial study, and their smoking habits were compared with those of a control group of an equal number of persons who did not see the telecasts.

In addition to the smokers who quit outright, it was claimed that a number of viewers altered their smoking habits substantially. Viewers who smoked in excess of a pack a day declined from 30% to 24%. The average number of cigarettes smoked daily among viewers dropped from 18.1 to 15.1, an almost 17% decrease.

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# Cox urges parley on rule

## Commissioner calls prime-time move correct, but suggests FCC require more local reporting

FCC Commissioner Kenneth A. Cox has suggested a "high-level conference" of broadcasters and government officials to ascertain what should be a proper balance between network and local programming.

He made the proposal after appearing on a panel on May 16 at the 64th annual meeting of the American Jewish Committee in New York. The panel topic was, "The First Amendment: Freedom for Whom—the Media, the Government, the People?"

Commissioner Cox, during the panel discussion, also suggested that the FCC should require local stations to provide a certain amount of time for more investigative reporting. He said the recently adopted rule limiting network programming in prime time (BROADCASTING, May 11) was a step in the right direction.

"If there is more time to fill," observed the commissioner, "they'll [the stations] have to fill it . . . and it could mean more documentaries."

Mr. Cox did not amplify his call for a conference, except to recall a similar proposal by Donald H. McGannon, president of Westinghouse Broadcasting Co. Mr. McGannon, calling TV programming "not relevant to our times" (BROADCASTING, March 16), urged the FCC to establish a group of educators, social scientists, broadcasters and others to pinpoint broadcasting goals and objectives and to try to improve programming.

The commissioner found a panel ally in his call for more in-depth reporting. Elie Abel, former NBC newsman and now dean of Columbia University's Graduate School of Journalism, echoed sentiments he voiced earlier about his disenchantment with TV's de-emphasis of documentary programming (BROADCASTING, Dec. 29, 1969).

"News broadcasting," Mr. Abel said, "is an appendage to all the rest [of programming]. They [news broadcasters] are never prime movers." To illustrate, he recalled several TV documentaries aired on summer afternoons "when no one was home to watch them."

And, Mr. Abel added, "impediments to a free flow of information exist not only on the side of government secrecy, but on the side of a timidity and lack of skepticism by the working press."

On the subject of "truth" in news broadcasting, Commissioner Cox defined the FCC's role as "limited." The commission, he said, "does not sit as a

judge of truth or commentary. Our policies are designed to insure only that the other side is heard." He praised the FCC's fairness doctrine as expressed in the Red Lion case, as an "added dimension to the First Amendment."

(The commission earlier in the week had acted to tighten broadcasters' obligations under the doctrine, proposing that licensees be required to invite contrasting views following series or editorials on controversial subjects [BROADCASTING, May 18]).

Mr. Abel criticized the fairness doctrine, claiming "it is too often applied in a very narrow context. The notion that there are only two sides [to an issue] is unsophisticated." The theory of an "answer for an answer" is "primitive," he added.

"Truth," Mr. Abel said, is "hard to grasp; it shifts. What we need are more voices, more diversity, more media. We need more coverage, not less; more reporting, not less."

As far as the third panelist, Robert Lewis Shayon, TV-radio editor of the *Saturday Review* and professor of communications at the University of Pennsylvania, was concerned, there is only one solution to the problem of TV programming, balance and truth: cable television.

"The combination of big business and big media," said Mr. Shayon, is "limiting access to the media by the public." He hailed CATV as a "return to the 18th-century notion where the

public was dominant" and urged formation of a presidential commission to study the concept of the "wired city." If this is not done, he said, "there will be ambiguous results for freedom of discussion."

"Our only hope lies in making TV a common carrier." Now, he observed, "truth or objectivity is just a romantic illusion."

Commissioner Cox disagreed that CATV is the solution to programming ills, asserting that it performs a "very limited function." The public, he said would be "inundated with material."

Although observing later that a "high-level conference" to study programming might be the answer, Commissioner Cox, whose FCC term expires in June, held out little hope of his being able to press for such a conference. "With 40 days to go?" he asked rhetorically.

The other panelist on May 16 was Mary Perot Nichols, city editor of the *Village Voice*. Moderator was R. Peter Straus, president, Straus Broadcasting Group.

The AJC also presented citations for outstanding religious programming to Pamela Ilott, director of religious broadcasts for CBS News and producer of *Lamp Unto My Feet* on CBS-TV; Frank Goerg, executive editor for WINS(AM) New York, producer of CBS Radio's *World of Religion*, and Richard Hughes, vice president of WPIX(TV) New York, for the *Jewish Dimension* program, produced in cooperation with the American Jewish Committee.



FCC Commissioner Kenneth A. Cox (left) and Elie Abel, dean, Columbia University Graduate School of Journalism.

# White House memo draws CBS fire

**Newsmen reject allegations Viet Nam atrocity was faked, charge attempt to discredit reporting**

Television viewers across the country last week heard CBS News accuse the White House of an "undercover attempt to discredit" its news coverage. The charge came as syndicated columnists reported that the administration is ready to ask the FCC to investigate "irresponsibility" in the network's news coverage.

Columnists Richard Wilson and Jack Anderson have said that a confidential White House memo says CBS has engaged in "highly questionable activity," citing specific instances. The White House, they said, charges the network faked stories showing atrocities in Vietnam on at least three occasions; "staged incidents of police brutality" during the 1968 Democratic convention; planned a "staged invasion" of Haiti—never broadcast—and arranged the filming of a pot party for broadcast on CBS-owned WBBM-TV Chicago.

The columnists reported that the ad-

ministration wants to ask the FCC to investigate, but fears that the request would look like an attempt to intimidate CBS—because, as Mr. Anderson stated it: "Since Vice President Agnew's attack upon the TV networks, CBS has been the boldest about continuing its criticism of the Nixon administration."

Three of these charges have already been investigated by the government. Both the FCC and the House Investigations Subcommittee investigated convention coverage and the "pot party" incident; the subcommittee issued a harsh report on the party and a more moderate one on the general subject of convention coverage, while the FCC made no charges in either case, although it criticized some aspects of the pot-party film. The Investigations Subcommittee has investigated the Haitian incident and expects to issue a report within a week or two.

The Vietnam atrocity charges, on the

other hand, were new. They were described in some detail in the columns. And they were reviewed in still more detail last Thursday by Walter Cronkite in a 15-minute segment of CBS *Evening News*.

Mr. Cronkite, who said the administration's "undercover campaign" has been conducted "by prompting receptive reporters and columnists to publish White House and Pentagon suspicions," noted that the principal story in question involved a combat assault in which a North Vietnamese prisoner was shown being stabbed while lying on the ground.

Then Don Webster, who narrated the original story but was not on the scene when the atrocity occurred, took over the account.

Mr. Webster replied to Pentagon charges that the story was a fraud. Contrary to government reports, he said, a South Vietnamese soldier in combat killed a prisoner, in the presence of

## Free press-fair trial crops up in Chicago

**Grand jury raps all media for competitive coverage in Black Panther case**

The mass media of Chicago, including broadcasting, have been sharply criticized in an extensive federal grand-jury report concerning the police raid of Dec. 4, 1969, upon a local Black Panther Party apartment.

Two television programs were explicitly denounced in a report that condemned all local news media for sensationalism in coverage of the Panther raid.

In the raid two party leaders, Fred Hampton and Mark Clark, were killed and four of seven survivors were wounded. Two policemen were hurt. The seven surviving Panthers, who had been accused of criminal assault, were exonerated in the grand jury's report.

Although the grand jury report focused particularly on shortcomings of the Cook county state's attorney's office, the police and the office of coroner, the document also cited various problems of competitive mass coverage. These included the broad issues of prejudicial pretrial publicity and the spe-

cific incidence of the state's attorney's re-enactment of the raid on television one week later, a program aired by CBS-owned WBBM-TV Chicago—after the vehicle was turned down by others, supposedly because of conditions that it not be cut.

Leon Drew, who recently was named vice president and general manager of WBBM-TV, last week reserved comment on the grand-jury report pending further study. He indicated only that apparently the station had accepted the state attorney's re-enactment in a sincere effort to help cool the inflamed passions at that time.

In its findings concerning pretrial publicity, the federal grand-jury report said: "While the grand jury fully accepts and appreciates the public's legitimate right to know through the media what is happening in its community, that right cannot be allowed to prevent a fair trial. In the view of the grand jury, improper and grossly exaggerated stories were reported almost daily in the Chicago media.

"It seemed to become a kind of publicity contest with everyone involved releasing more and more to newspapers and other media who published anything and everything. Thus, the smoke had hardly cleared before Panther spokesmen claimed murder and their claims were published."

The report observed that "while we can understand the state's attorney's position—that he felt obliged to respond to widely published charges made by Panther spokesmen [that police used excessive force in conducting the raid]—the jurors cannot accept this as justifying the extraordinary television show. . . . The grand jury does not understand how the right to a fair trial can ever be guaranteed when the major prosecution witnesses all give a detailed testimonial re-enactment."

In the days following Black Panther charges, the TV re-enactment evolved. The report noted: "On the evening of Dec. 11, a unique exposure of this detailed account [policemen's version of raid] occurred. Using a mock-up of the apartment built in the state's attorney's office, a 28-minute televised re-enactment was presented on WBBM-TV. In the re-enactment each officer acted out and described his part in the raid."

A footnote in the report at this point explained: "The grand jury has viewed both the televised re-enactment and film not shown and concludes that the re-enactment was carefully staged and rehearsed."

Elsewhere in the report, in a section relating details of the special blue-ribbon coronor's inquest, another television incident is mentioned. The report cited that on Jan. 18 special coroner

Americans, and mutilated his body. Mr. Webster interviewed the soldier—Sergeant Nguyen Van Mot—who said, through an interpreter, that he killed the prisoner in self-defense because he was reaching for a rifle.

"That may be true," Mr. Webster said later, "although we did not know of that possibility when we first broadcast the story last fall, and the Pentagon—despite its own investigation—has not alleged that as a fact."

Mr. Webster said the Pentagon alleged that the prisoner was killed in the presence of Australian advisers. Closer inspection of an insignia on a helicopter, he said, reveals the advisers were American.

"The Pentagon may wish to believe this story never happened," Mr. Webster said. "But it did."

Mr. Cronkite concluded the account. "After the original broadcast," he said, "CBS News furnished the text to the Pentagon, which had made its own video-tape recording of the story. But in keeping with CBS News policy, we declined a request for outtakes . . . and refused to name the Vietnamese cameraman on grounds his life could be endangered by private reprisals. CBS News further felt the army had ample resources to investigate this incident

Martin S. Gerber was interviewed on WLS-TV Chicago "and suggested the verdict the 'blue ribbon' jury would reach. The following day the jurors publicly admonished Gerber for making such statements, specifically asking the special coroner ' . . . not to allow [himself] to be interviewed by television people or other media'."

The federal grand jury contended that "The media must accept responsibility for part of the problem of pretrial publicity. Especially where the public is intensely interested in a case, the journalists must recognize their duty to accurate and balanced reporting."

The report continued: "In a competitive press, sensational headlines reporting unproved and unchecked allegations undoubtedly attract readership, but, if in error, they also publicize misinformation, sow mistrust among citizens and may even prejudice the interests of justice."

The federal grand jury said that in its opinion "the proper balance between the public's right to know and the interest of the public in a fair trial is set forth in the American Bar Association's approved draft of standards for pretrial publicity. . . . It is recommended that in the future these rules be studied and followed by members of the bar, the press and the prosecutors."

without reliance on an independent news agency as informer.

"What followed was the campaign to discredit the report.

"We broadcast the original story in the belief it told something about the nature of the war in Vietnam. What has happened since then tells something about the government and its relations with news media which carry stories the government finds disagreeable."

## Chicago judge balks on outtakes plea

The news media's fight to overcome the current rash of court subpoenas for reporters' notes, films and tapes won a round in a local court in Chicago last week.

Judge Louis Garippo, circuit court of Cook county, criminal division, ruled Wednesday that a defense attorney's request for subpoenas for private newspaper files would not be granted on constitutional grounds. The attorney wanted the material in a case of a dozen women defendants who had been arrested last fall in connection with disturbances there by the Weatherman faction of the Students for a Democratic Society.

Judge Garippo said his ruling also applied to subpoenas pending for the private files of WMAQ-TV and WGN-TV, both Chicago.

Don Reuben, attorney for the *Chicago Tribune*, who argued the joint presentation of all the local newspapers against the subpoenas, said the court's ruling was "the most far-reaching decision on this subject anywhere in the country."

A similar case is pending in a federal court in Chicago, in which CBS is seeking to block a subpoena for all of its films of interviews with former President Lyndon Johnson (BROADCASTING, May 18). A ruling is not expected until next month.

Judge Garippo explained that in his view certain Illinois state statutes on subpoenas "have a chilling effect" on the First Amendment rights of a free press. He indicated editors or reporters should not be expected to think about whether the material they are gathering will become evidence in some future court case.

The court, however, explained that such subpoenas would be appropriate if it could be proved in a hearing that the information sought was specifically relevant, could not be obtained elsewhere and would cause a miscarriage of justice if not produced.

The defense attorney, Ronald Clark, said Thursday he plans to seek a mandamus from a higher state court to direct the circuit court to approve the subpoenas involved.

## Huntley finds judgment is critics' real target

Chet Huntley, addressing the International Radio and Television Society last Wednesday (May 20) for the last time as an NBC newsman first looked back nostalgically at his broadcasting career. Then he looked at the nation today, torn with turmoil, and ahead to 1976, the U.S. bicentennial year.

Mr. Huntley asked the IRTS members, gathered in New York to honor him as "broadcaster of the year," to take the lead in protecting "these freedoms of ours, so fought for and so miraculously won. . . ."

"In these years between the present and 1976," he suggested, "radio and television might apply their undeniable talents and geniuses to a shoring-up of our free institutions, to a re-baptism of free people." And, in an obvious allusion to governmental critics of the press, Mr. Huntley said, "I think we might demonstrate the danger which lies in our over-heated language coming from high places. This is no time to tolerate a kind of language and diction which appeals to the lowest common denominator of all of us."

Mr. Huntley stressed the use of "judgment" as a journalist's most significant responsibility. But, he noted, "it is, of course, this exercise of judgment which sometimes annoys those in high places who are candidates for immortality."

Mr. Huntley, after 16 years, is leaving NBC in August to develop a resort-recreation project in Montana.

At the meeting last week, Richard A. R. Pinkham, senior vice president in charge of media and programs, Ted Bates & Co., New York, was re-elected to a one-year term as IRTS president.



NBC newsman Chet Huntley, (l.), who will retire Aug. 1 from the NBC-TV Huntley-Brinkley Report, receives the IRTS plaque from Richard A. R. Pinkham, IRTS president.

## Vintage films get new TV treatment

Charlie Chaplin in yellow tints? Rudolph Valentino in rose? Georgia Hale in blue? Georgia Hale?

Familiar names to film audiences in the 1920's and to silent-film buffs ever since, they may yet become household words to TV viewers in the 70's. Paul Killiam, president of his New York-based firm, Killiam Shows Inc., is preparing a TV series of classic silent features in their original length and with their original titles with modern piano or organ accompaniment in a package called *Festival of Film Classics*. Mr. Killiam, reputed to be the largest non-institutional collector of early films, numbers 5,000 titles in his collection, including those made by Edison, Biograph and D. W. Griffith. About a dozen films are in the *Festival* package; among them are "Intolerance," "America," "Birth of a Nation," "The Gold Rush," "Sally of the Sawdust," "Orphans of the Storm," "The General" with Buster Keaton, "Hunchback of Notre Dame" with Lon Chaney and "Blood and Sand" with Rudolph Valentino.

One unusual aspect of the package is that all features have been preserved or restored to their original colors.



In the 1925 Charlie Chaplin film, "The Gold Rush," which was premiered last week on WTOP-TV Washington, the exterior scenes were in blue and green, the interiors in yellow with dream sequences in a rose tint.

Mr. Killiam has placed his silent-film product on TV before in several black-and-white formats: a 175 quarter-hour series, *Movie Museum*, and the half-hour series, *Silents Please!* and *History of the Motion Picture*.

## Program notes:

**Cartoons and corporations** ■ CBS-TV has added four new cartoon series to its 1970-71 Saturday-morning schedule premiering Sept. 12: *The Harlem Globetrotters*, *Josie and the Pussycats*, both created by William Hanna and Joseph Barbera, *Sabrina and the Groovie Goolies* and *Archie's Fun House Featuring the Giant Jukebox*. In addition, a series of two-minute informational-educational broadcasts, *In the Know*, produced by CBS News, will be presented five times each Saturday at hourly intervals. In addition, CBS-TV will be premiering *Where's Huddles?* another H-B creation, as a night-time cartoon series Wednesday, July 1 (7:30-8 p.m. EDT). The program concerns two married professional football players. Hanna-Barbera Enterprises Inc., a new Los Angeles-based subsidiary of Hanna-Barbera Productions, has been formed to handle world-wide licensing operations of the cartoon makers. R. W. Clark, former vice president and director of sales at Weston Merchandising Corp., has been named to direct the new subdivision.

**Off-network cartoons** ■ ABC Films has placed into domestic distribution three animated series: *Milton The Monster*, *George of the Jungle* and *The New Casper The Friendly Ghost Cartoons*,

which have been shown on ABC-TV. *Casper* and *Milton* are available as 26 half-hours or 78 separate cartoons and *George* as 17 half-hours or 51 cartoons.

**Free from WBC** ■ Westinghouse Broadcasting Co., New York, is offering free of charge a 90-minute television drama, *The Man Nobody Saw*, which depicts the struggle of the black man to survive in a white society. Twenty-one stations so far are scheduled to pick up the program which was made available in April.

**Another writer added** ■ Warner Bros. Television has signed A. J. Carothers, writer of numerous TV series and motion pictures, to a property-development arrangement. In the past six months, Warner Bros. TV has entered into similar agreements with other writers and writers-producers including Paul Monash; Rod Amateau; Bill Idelson and Harvey Miller; Saul Turteltaub and Bernie Orenstein; Jerry Gardner and Dee Caruso, and Hal Kanter.

**On tour with Tricia** ■ Tricia Nixon, daughter of the President and Mrs. Nixon, will take viewers on a tour of the family living quarters on the second floor of the White House in a segment of *60 Minutes* to be carried on CBS-TV on May 26 (10-11 p.m.). Miss Nixon is joined by CBS News correspondents Harry Reasoner and Mike Wallace in

a tour that includes many rooms never before seen on TV.

**Convention feed** ■ The Baptist Radio and Television Commission is offering free of charge a one-minute capsule of each day's events at the 125th anniversary of the Southern Baptist Convention, June 1-4. To receive the feed phone (303)255-3418 in Denver during any afternoon of the four-day convention.

**Sing-along with the NBA** ■ When the expanded National Basketball Association takes to television next season, it will do so to the strains of its own theme song. Carthay Music, a subsidiary of National General Corp., Los Angeles, has reached an agreement with NBA Commissioner Walter Kennedy to write, produce and publish an NBA theme song. Al Kasha, vice president, music operations at NGC, and Joel Hirshhorn will write the song which will be used at all telecasts and broadcasts of league games.

**Where is she?** ■ The 50th Miss America Pageant will be telecast live on NBC-TV, Saturday, Sept. 12 (10-12 p.m. NYT). This marks the fifth consecutive year NBC has carried the event.

**Goldie special** ■ Goldie Hawn, *Laugh-In* regular, will star in a series of one-hour specials under an exclusive long-term contract with NBC-TV. The first program, to be aired during the 1970-71 season, will be packaged by KMA Productions Inc., in association with NBC-TV. Art Simon, Miss Hawn's manager and partner in KMA, is executive producer, and Bill Persky and Sam Denoff will produce and write the show.

**'500' parade** ■ The National Tape Network is offering a one-hour condensed version of the Indianapolis 500 festival parade to be held Thursday, May 28. The tape will be aired Saturday, May 30, 10:30-11:30 EDT, the hour prior to the nationwide broadcast of the race. WFN(AM) Franklin, Ind. will be originating the network broadcast. Charge is \$15 and line charges from the Indianapolis test board of Indiana Bell must be ordered and paid for by interested stations. Phone: Robert L. Carroll, (317) 241-2501, ext. 200.

## Allen switches producers

A new 90-minute *Steve Allen Show* will be distributed next fall by Vikoa Entertainment Corp. The show, co-produced by Golden West Broadcasters and Meadowlane Enterprises Inc., Hollywood, will be devised so it also can be offered as separate 30 or 60 minute programs, according to Steve Krantz, Vikoa president. Mr. Allen has just secured his release from Filmways, which had produced his show for the past two years; the show is now in syndication.

# Extras.

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for "General Excellence of Individual Reporting"  
(Rod Hansen)  
for "Spot News" (coverage of New Bethel shooting incident)

**Two First Place Detroit Press Club Foundation Awards:**  
for "Distinguished Reporting of an Event under Immediate Deadline" (WJR News Staff for New Bethel incident)  
for "Distinguished Presentation of Documentary Material written and produced by Station Personnel" (WJR News Editor Oscar Frenette for "Who Will Listen")

**The Robert F. Kennedy Journalism Award:**  
for "Outstanding Coverage of the Problems of Poverty and Discrimination" (WJR News Editor Phil Jones for documentary—"I Am Not Alone," the problem of race relations among policemen)

**The Freedoms Foundation George Washington Honor Medal Award:**  
for "Portrait of Time and Man" (Mike Whorf's Kaleidoscope program based on the presidency of Abraham Lincoln)

**The San Francisco State College Broadcast Media Award—  
and The Catholic Broadcasters Association Gabriel Award:**  
for "Excellence in Local Programming" ("Quest for Mystique," series about problems of youth in an age of new mores, drugs and changing religions—produced and narrated by Oscar Frenette)



## Minority calls it a kill pay-TV bill

**Dissenters label legislation hypocritical, subterfuge under guise of regulation**

A stinging minority report on pay television came out of the House Commerce Committee last week, charging that the committee's pay-TV bill is "mischievous legislation dictated by powerful interest groups—the broadcasters and theater owners."

The dissenting statement, signed by nine congressmen and endorsed by a tenth, accompanied the committee report on H. R. 16418, the latest attempt to set legislative restrictions on pay-TV operation.

The bill, proposed by Representative John D. Dingell (D-Mich.) and approved by the committee late last month (BROADCASTING, May 4), is a departure from past efforts to ban pay TV outright. Instead, it sets restrictions so severe that prospective subscription operators would have practical difficulty getting their stations off the ground.

The dissenters, led by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) and five of his subcommittee colleagues, hit hard on this point in their statement. "The hypocrisy of the legislation is obvious on its face," they said. "As introduced, the bill would have prohibited STV—as completely revised and reported, it purports to provide for the regulation of STV. In truth, it would kill any possibility of STV, and that is what the proponents of the Dingell bill intended. . . . Why the subterfuge of 'regulation of subscription television in the public interest' was deemed to be necessary is indeed a mystery, since those voting for the Dingell amendment clearly understood that it would kill this new industry aborning."

The majority report made no mention of these charges. "Your committee believes that the authorization of STV must be accompanied by adequate safeguards to protect the public interest," it said. "The guidelines now offered for STV are the most effective means for ensuring that the programing now offered on conventional television will remain available to the viewing public without charge."

The report sets the stage for the first congressional floor debate ever held on pay TV, and the bill's fate is therefore uncertain. The majority noted in its report that the House has never considered the subject, and added that

"major determinations of public policy, such as the authorization of a nationwide system of subscription television, which are not specifically entrusted to an administrative tribunal should not be made by an administrative tribunal. . . . The guidelines for STV, and particularly the safeguards preventing the siphoning of conventional television programing should have the force of law."

If adopted, the bill would thus supersede FCC rules. The Communications Subcommittee had proposed a resolution that would have endorsed the FCC's rules and recommended tougher restrictions to prevent siphoning of sports broadcasts, but the full committee rejected that approach in the belief that Congress ought to work its will by passing a law.

When faced with the question of what law to recommend, the committee initially had two choices: a bill to ban pay TV, introduced by Mr. Dingell, and a proposal to transform the subcommittee's resolution into a bill, brought before the committee by Representative Bob Eckhardt (D-Tex.).

When it became apparent that an outright ban would never get through Congress, opponents of pay TV settled on the new strategy embodied in the restrictive bill approved by the committee ("Closed Circuit," March 30; BROADCASTING, April 6).

The committee's bill goes far beyond FCC restrictions. Among its provisions: (1) a ban on commercials, which would force subscription operators to make their money entirely from fees;

(2) a prohibition of feature films more than one year old; (3) a requirement that feature films and sports could be aired in only 45% of any broadcast day or 60% of prime time; (4) prohibition of series or programs that are "related in content," such as variety shows—with rare exceptions in the latter case; (5) a stipulation that stations licensed prior to enactment of the bill could not move into pay TV, unless the FCC granted a waiver.

In attacking these limitations, the minority said the restrictions on films were "unrealistic," since "the average motion-picture film has at least a two-year theater release before being released to conventional television." It charged that the 45% limitation on films and sports "would effectively limit subscription television from carrying the very programs for which there is the strongest demand by the public. Moreover, there simply are not enough other kinds of programing to make up the remaining 55%."

And, the minority argued, the prohibition against pay-TV operation by existing licensees "would effectively prohibit subscription television," since no channels remain in most of the major markets where pay TV is expected to operate.

The report added: "The Dingell substitute provides the commission might waive this restriction in certain cases. If such waivers are granted in the majority of markets, as would be necessary if STV is to exist, the restriction lacks meaning. Conversely, if such waivers are not granted, subscription television cannot proceed. Finally, no reason appears why none of the 94% of authorized UHF stations that are on the air but losing money [1968 figure] should not be eligible to supplement their income by engaging in subscription operations."

The minority rejected traditional arguments against pay TV. It said siphoning is unlikely under the FCC rules, and rejected arguments purporting to show injury to low-income or special-interest groups.

The dissenting members also objected to what they regarded as slippery work by the majority in passing the bill. They charged that the Dingell proposal was brought up without adequate notice while Mr. Macdonald and others were absent. "The reported bill was thrown together in the last few weeks by those who did not attend the [subcommittee] hearings on subscription television . . . and who, if they read those hearings, did not understand them," the minority



*Representative Macdonald*



## ***She did something about the weather.***

Winter and hard snows are a logical topic of conversation on the Fetzer TV stations in Nebraska. One interview involved a young lady named Cyndi who had prepared a "Blizzard Kit" as a 4-H project. Audience response was overwhelming. The program was repeated several times and a brochure was published called "Cyndi's Blizzard Kit." It received wide distribution among interested viewers. There's a saying that everyone talks about the weather, but no one can do anything about it. Cyndi did. And through community communications, the Fetzer TV stations in Nebraska were able to help many viewers do something, too.



## *The Fetzer Stations*

|                          |                                    |                             |                                |                              |
|--------------------------|------------------------------------|-----------------------------|--------------------------------|------------------------------|
| <b>WKZO</b><br>Kalamazoo | <b>WKZO-TV</b><br>Kalamazoo        | <b>KOLN-TV</b><br>Lincoln   | <b>KGIN-TV</b><br>Grand Island | <b>WJEF</b><br>Grand Rapids  |
| <b>WWTW</b><br>Cadillac  | <b>WWUP-TV</b><br>Sault Ste. Marie | <b>WJFM</b><br>Grand Rapids | <b>WWTV-FM</b><br>Cadillac     | <b>WWAM</b><br>Cadillac      |
|                          |                                    |                             |                                | <b>KMEG-TV</b><br>Sioux City |

charged.

"Is it any wonder," the dissenters said, "that our youth are cynical about our values when the very committee which reported the Fair Packaging and Labeling Act now is trying to flim-flam the House of Representatives with a bill which, according to its label, regulates STV, when each and every member of this committee knows that that legislation is intended to destroy any possibility of STV."

The minority acknowledged that pay TV might flop in the marketplace, but urged that it be given the chance to stand or fall on its appeal to the public. If it fails, they said, "only its entrepreneur will lose their investment"; if it succeeds, "a very useful supplement to the existing system of television will have been developed. . . ."

Signing the minority report were Representatives Macdonald, Lionel Van Deerlin (D-Calif.), Fred B. Rooney (D-Pa.), Richard L. Ottinger (D-N. Y.), Robert O. Tiernan (D-Mass.) and Clarence J. Brown (R-Ohio), all of the Communications Subcommittee; and Representatives Eckhardt, Samuel N. Friedel (D-Md.) and W. S. Stuckey (D-Ga.). Representative Brock Adams (D-Wash.) endorsed the minority report but did not sign it because he did not participate in subcommittee consideration of pay TV.

## Capcities sells its AM in Huntington, W.Va.

The sale of WSAZ(AM) Huntington, W. Va., by Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for \$900,000 was approved last week by the FCC.

Stoner Broadcasting is owned by Stoner System Inc., licensee of KSO(AM) Des Moines, Iowa. Stoner System is 96.7%-owned by The Stoner McCray System, which in turn is owned by several trusts. The trustees include Thomas H. Stoner, who is president of Stoner Broadcasting.

In addition to KSO, the Stoner companies own outdoor advertising companies in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. Their other interests include correspondence schools in Dallas and Washington, and real estate.

Originally, Capcities had agreed to sell WSAZ last year (BROADCASTING, Sept. 22, 1969) after it had agreed to buy Rust Craft Broadcasting's WRCP-AM-FM Philadelphia for an estimated \$1 million. Capcities owns six AM's, five FM's and six TV's and would have had to sell one AM to comply with the commission's rule limiting to seven the number of AM stations under common ownership. However, Capcities cancelled

its agreement to acquire the WCRP stations when it made a deal to buy Triangle Publications' AM-FM-TV combinations in Philadelphia; New Haven-Hartford, Conn., and Fresno, Calif., for \$110 million with Triangle's syndications division (BROADCASTING, Feb. 16, et seq.). It is spinning off the Triangle radio stations, and selling two of its own TV stations (WSAZ-TV Huntington, W. Va., and WTEN-TV Albany, N. Y.)—again to keep within FCC station ownership rules.

The vote on the WSAZ sale was 6-to-0 with Commissioner Kenneth A. Cox abstaining. The station is full time on 930 kc with 5 kw day and 1 kw night.

## New Orleans stations to trade channels

In an unusual move, WVUE(TV), a station owned by Screen Gems of Louisiana, and WYES-TV, an educational station, both in New Orleans, will switch channels on June 8. Thereafter, WVUE will operate on channel 8 and WYES-TV on channel 12.

Douglas J. Ellison, vice president and general manager of WVUE, said in an interview in New York last week that on channel 12 the station's signal is restricted by the FCC to a power output of 34.41 kw ERP in a north-south direction for a 126 kw power output over-all. He added that when it moves to channel 8, its signal will be a full 316 kw output in all directions.

WYES-TV will move to the channel 12 tower in St. Bernard parish in Chalmette, La., giving it a 600-foot increase in tower height from its present location. Since the station telecasts to a five-parish area, its move to channel 12 will provide a stronger signal and eliminate many of the blind spots caused by interference from high city buildings in its present location, according to Mr. Ellison.

The switch of channels was approved last fall by the FCC. WVUE will herald the move with an extensive advertising and promotion campaign, using spots on radio stations in New Orleans, billboards and advertisements in newspapers and trade publications.

## MIDWEST FM \$65,000

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## Changing Hands

### Announced:

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

■ WCTU-TV Charlotte, N. C.: Sold through bankruptcy by Dr. Harold W. Twisdale, David L. Steel and others, to R. E. Turner and Milton Ledet for assumption of about \$1,225,000 in lia-

bilities. Messrs Twisdale and Steel own WATU-TV (ch. 26) Augusta, Ga., and hold construction permit for WMTU-TV (ch. 30) Memphis. Mr. Turner has substantial interest in the Turner Communications stations—WJRJ-TV Atlanta; WGOW(AM) Chattanooga; WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM Charleston, S. C. Mr. Ledet is sales manager of WJRJ-TV. WCTU-TV is an independent on channel 36 with 1,330 kw visual.

▪ WCOY(AM) Columbia, Pa.: Sold by Ronald Krancer to Ernest Tannen and Charles Stewart for \$160,000. Mr. Tannen owns WEEZ(AM) Chester, Pa.; has 50% interest in WYRE(AM) Annapolis, Md., and in WSPV(AM) West Warwick, R. I., and owns 90% of WDMV(AM) Pocomoke City, Md. He also owns Mediamerica, Silver Spring, Md.—a farm network and broadcast sales promotion and consulting company. Mr. Stewart, general manager of WDMV, owns 10% of that station. Wcoy is a daytimer on 1580 kc with 500 w. Broker: Blackburn & Co.

▪ WRHL(AM) Rochelle, Ill.: Sold by John W. Tilton to Theodore Vlahos and others for \$130,000. Mr. Vlahos is a Kewanee, Ill., businessman. WRHL is a daytime station on 1060 kc with 250 w. Broker: Hamilton-Landis & Associates.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 68).

▪ WSAZ(M) Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for \$900,000 (see page 50).

### Issues grow in hearing on WOOK's renewal

Three issues were added last week by the FCC's review board to a hearing on the renewal application of United Broadcasting Co. for its WOOK(AM) Washington for hearing which was ordered last June.

The issues, which were requested by the commission's Broadcast Bureau, are to determine all the facts and circumstances of the operation of the station under United's management for alleged violation of the commission's rules; whether United engaged in conduct which reflects "such negligence, carelessness, ineptness or disregard of the rules that the commission cannot rely on it to fulfill the duties and responsibilities of a licensee;" and whether United Broadcasting possesses the necessary qualifications to continue as a licensee.

One of the principal charges facing United is whether WOOK(AM) broadcast

illegal lottery tips "in the guise of religion" (BROADCASTING, June 30, Nov. 10, 1969).

Washington Community Broadcasting Co. is also participating in the WOOK(AM) hearing as a competing applicant for the Washington station's facilities.

### Hearing go-ahead given prior to 'primer' action

Broadcast applicants faced with a community survey issue may have their proceedings go forward on that issue with the understanding that their showings may not be amended even if survey requirements are subsequently altered, the FCC announced last week.

The commission's action was in the form of a revision of an interim procedure adopted March 26. Originally the commission said it would stay proceedings involving the survey issue pending a final resolution of the "primer" proceeding, in which comments were invited on a question-and-answer exposition of the commission's proposed survey requirements (BROADCASTING, March 30).

The commission, instituting the procedure to "conserve expenditure of funds, time and effort" by applicants in preparing their surveys, noted it had

received a number of waiver requests from applicants who said they were willing to proceed with hearings on the survey issue prior to final action in the primer proceeding.

(Commissioners Nicholas Johnson and Robert T. Bartley objected to the adoption of the interim procedure, contending it amounted to a "virtual freeze" on broadcast applications except those for renewal.)

Applicants wishing to proceed with hearings on the survey issue, the commission emphasized, should realize that "they are acting at their peril, that any final determination in their respective cases will be with prejudice, and that no further opportunity to amend their showings will be afforded even if the community survey requirements should prove to be different after the final determination of the primer inquiry proceeding. . . ."

The revision was announced in conjunction with the grant of a waiver of the interim procedure to Mace Broadcasting Co., applicant for a new AM in Globe, Ariz. The commission ordered that a hearing on Mace's application be permitted on a community survey issue, "consistent with the existing commitments of the hearing examiner and the counsel for the parties to the hearing. . . ."

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## Hill holdings get clean bill of health

### Lawyer group finds no undue conflicts in TV-radio ownership

Congressional ownership of broadcast properties has created no harmful conflicts of interest, has had no adverse effect on communications policymaking, and has generally received "undue attention from congressional critics," according to a new study of ethics on Capitol Hill.

A special committee established by the New York City Bar Association made these findings in a report entitled *Congress and the Public Trust*, released in book form last week. The committee, consisting of 11 attorneys with Louis M. Loeb as chairman and James M. Kirby as executive director, was formed in 1967 under a grant from the Ford Foundation.

The report, citing studies of congressional ownership by *BROADCASTING* and *Congressional Quarterly*, notes that such ownership is rare. (The most recent *BROADCASTING* survey found 16 senators and congressmen with broadcast interests, and most of the interests were minor ones [*BROADCASTING*, Dec. 15, 1969].)

As for the qualitative effect of broad-

cast ownership on policymaking, the bar committee has this to say:

"Some Washington observers, usually after exaggerating the extent of congressional broadcasting interests, go on to say that this contributes to an assumed congressional 'softness' toward the industry. We doubt this, and some reliable sources contradict it. They may feel that the broadcasting industry is somewhat overprotected and under-regulated, both by Congress and the FCC, but the best-reasoned analysis attributes this to the dependence of congressmen upon broadcasters for publicity and free radio and television time."

Following this line of reasoning, the committee recommends legislation that would reduce the cost of political broadcasting.

(The report was written before passage by the Senate of a bill that would repeal Section 315 in presidential and vice presidential elections, permit national candidates to buy time at a station's lowest rate, and limit spending on radio and television.)

Generally, the report found that most senators and congressmen maintain high ethical standards. Among its proposals for improvement are laws establishing public subsidies for general elections and prohibiting federal law practice by partners of Hill members; voluntary abstention from all practice of law by members, and voluntary avoidance of financial interests in areas of committee responsibility.

financial, technical and character) of each applicant would be examined.

(2) The only comparative issue which should be applied to those applicants who meet the basic qualifications standards should be which of the applicants will make the most effective use of the spectrum space. . . . If one applicant proposes technical facilities that will serve a significantly greater portion of the public than another that applicant should be selected.

(3) If the applicants' technical proposals are essentially the same, an award to the first applicant or by lot or by a system of bidding could be appropriately adopted.

An amendment to the Communications Act would be an essential prerequisite to the elimination of evidentiary comparative hearings, the firm said. However, it added that "this fact should not in any way deter the commission from making a search for better procedures. . . . It should be possible for the commission, with the support of the broadcast industry, to obtain the necessary amendments from Congress permitting the adoption of such improved procedures."

Commenting on the committee's proposal to establish a system of comparative priorities to grade applicants, the firm said such an approach would be "futile." One defect, the firm observed, would be that any applicant selected on the basis of such a system would be free to transfer his station in the future to someone with a "lower" comparative priority.

The procedural review committee, composed of five commission staffers, was set up last January in line with FCC Chairman Dean Burch's suggestion that commission procedures could use some streamlining (*BROADCASTING*, Jan. 26, et seq.).

## AT&T would trim its tab to radio

Broadcast-industry representatives and AT&T appear close to an agreement under which the telephone company would cut back substantially the amount it proposes to boost interconnection charges for radio.

AT&T last week indicated the company would consider reducing by at least \$2 million the \$4.8 million it has proposed to raise rates in tariffs that are scheduled to go into effect July 1.

The disclosure was made in one of a series of informal conferences that broadcast industry counsel and AT&T officials have been holding on AT&T tariffs providing for higher rates for television and radio broadcasters.

The reductions would come off proposed raises for station connection

## Frequencies to go to highest bidder?

### Law firm suggests system, criticizes comparative process, priority proposal

A proposal that grants of broadcast facilities could be made to the highest bidder as well as on a basis of first filing or by lot has been advanced by a Washington communications law firm.

Selecting the successful applicant by these means would involve "no greater matter of chance" than that existing in the present use of "so-called" comparative criteria, the firm said last week.

A bidding system for the few remaining channels and frequencies available for future application by newcomers could provide a means for raising funds for such public uses as educational broadcasting, the firm said.

Commenting on proposals advanced earlier this month by the FCC's procedural review committee (*BROADCAST-*

*ING*, May 11), the firm of Pierson, Ball & Dowd suggested to the committee that it scrap "the present vague and subjective criteria in their entirety since they are based on distinctions which are largely artificial and offer the commission no substantial basis as a matter of public policy for selecting among competing applicants."

Contending that the only significant commission policy in a comparative case is the ultimate act of putting a qualified applicant on the air, the firm asserted that "all the so-called comparative criteria used in the past are irrelevant. We know of no evidence which would indicate that the application of the present criteria has served to produce the 'best' applicant in terms of which applicant will broadcast programs most responsive to the public's wants and needs."

The firm, claiming that the comparative process has conferred few if any benefits upon either the participating parties or the public, proposed a three-step method of deciding cases involving mutually exclusive applications:

(1) The basic qualifications (legal,

charges—the item in the new tariff that has given small-station radio licensees the most concern. In addition, AT&T officials, led by F. Mark Garlinghouse, vice president, said the company would consider other changes requested by broadcasters.

One would eliminate higher rates for Saturday and Sunday nights by equalizing the revenue requirements over the week. Another would permit radio broadcasters who contract for one hour of service to use up to five minutes of additional time if necessary, without charge. A similar provision has been written into the new television tariff, which is in effect, although still under challenge by broadcasters.

The proposed reductions were the result of negotiations extending over a period of several weeks in which Douglas Anello, as special counsel for the National Association of Broadcasters, played a leading role.

However, it was not certain that the hearing no radio tariffs could be avoided. AT&T officials made it clear that the company would cut back its proposed increase only if all the broadcasting-industry parties involved, including networks and stations, as well as NAB, agreed not to challenge them.

And the company was not prepared last week to provide figures which would detail how the benefits of the proposed reduction would be apportioned among its broadcast customers—although the small-station owner would benefit the most. Thus, it may develop that some parties will remain dissatisfied.

The company has agreed to prepare the necessary figures and deliver them to the parties this week. The next meeting of the broadcast and AT&T officials is scheduled for June 5, when, presumably, the broadcasters will give their response.

## FCC looks again at ex parte in KCST case

Action on a pending application of Western Telecasters Inc. to make changes in the facilities of KCST(TV) San Diego will be deferred until a question of alleged ex-parte activity by the station is resolved, the FCC announced last week.

The commission, granting a petition filed by XETV(TV) Tijuana, agreed to reconsider its dismissal of an earlier motion by the Mexican station calling for denial of KCST(TV)'s application.

XETV(TV) alleges that a question exists as to Western's fitness as a licensee in view of its purported ex-parte presentations relating to a proceeding involving ABC's renewal application for authority to deliver network programs to XETV(TV). Western has opposed the

## Burch says protests won't halt new fees

### Chairman tells Senate group fee hikes will go into effect by July 1

By July 1, the FCC will impose vastly higher filing fees on the industries it regulates, despite "almost unanimous resistance." The prediction came from a reliable source: FCC Chairman Dean Burch.

In testimony last week before the Senate Appropriations Subcommittee on Independent Offices, Chairman Burch said the commission still must deal with the complaints of those who feel the commission's proposed fee hikes fall disproportionately upon the shoulders of a particular industry. However, he added: "I feel sure" the rules will be adopted within six weeks, over all protests.

"I don't expect it [the new fee schedule] ever to be popular," he said. "I don't expect it to be perfect. . . . But we'll have a new fee schedule."

The chairman testified on a House-passed appropriations bill that would give the FCC \$24,725,000, a slight cut from the \$24.9 million proposed in the budget. He told the subcommittee that the relatively mild House pruning job is more damaging than it appears, be-

cause the funds will have to come out of the \$900,000 earmarked for land-mobile regional spectrum-management centers.

application in the hope that ABC will affiliate with KCST(TV). XETV(TV)'s charge is based on a letter sent to the commission by a California state senator discussing the affiliation proceeding. The station alleges that KCST(TV) requested the sending of the letter in hopes of influencing the proceeding. Western replied that it had requested letters from a number of community leaders as to the comparative merits of ABC's affiliation with KCST(TV) or KETV(TV), for possible use in the proceeding or for hearing or exhibit use. But it said that while it asked for the letters to be addressed to the FCC, it instructed those contacted not to mail the letters but to forward them to KCST(TV) (BROADCASTING, March 23).

Last January the commission found that, contrary to XETV(TV)'s claims, Western had not misrepresented its service proposal for KCST(TV) and that its efforts to secure an ABC affiliation were not "inconsistent with its original proposal to provide programing designed to meet the local needs and interests of the San Diego market."

However, in view of the "serious

cause the funds will have to come out of the \$900,000 earmarked for land-mobile regional spectrum-management centers.

In commenting on Mr. Burch's testimony, subcommittee Chairman John O. Pastore (D-R. I.) had kind words for the proposed fee schedule, but Senator Roman Hruska (R-Neb.) said some station owners have told him that they are encountering financial problems. "All is not rosy in the broadcasting business," he warned.

"You ought to see some of the profits these broadcasters make," Senator Pastore responded. "You get yourself a VHF license in New York or Chicago and you'll give up your seat in the Senate. . . . The time has come when you shouldn't impose on the taxpayers to regulate the most lucrative industry in the country."

On the subject of the FCC's new cable television activity (see page 21), Senator Pastore expressed concern that CATV might end up siphoning programs from conventional television under the commission's proposals. Chairman Burch countered that no cable network or major-market CATV operators are ready to mount that kind of challenge to the broadcasting establishment. He said the commission has to observe expanded cable operations before it can promulgate rules to regulate them. He did promise that "neither pay TV nor CATV will be permitted to replace what we now call free TV."

matter" of possible violations of its ex-parte restrictions, the commission agreed last week to defer action on Western's application "until the question of alleged ex-parte presentations has been resolved."

Two weeks ago the commission's review board denied XETV(TV)'s petition that issues in the ABC proceeding be enlarged to include the ex-parte question (BROADCASTING, May 18). The board accepted Western's assertion that any ex-parte activity on its part was "wholly inadvertent."

## Senate ties string to CPB authorization

Noncommercial stations would be required to keep audio records of their news and public-affairs programs and submit them to the FCC on request, under a bill passed by the Senate last week.

The proposal was tacked on a bill to provide three-year authorization for the Corp. for Public Broadcasting. The bill was passed by voice vote.

The amendment was fashioned in the

Senate Commerce Committee, where members wanted new procedures to establish a tangible record in cases where the integrity of a noncommercial station is questioned.

A CPB spokesman said educational broadcasters have no objection to the amendment. So far, there have been no ripples one way or the other in the House, where concurrent consideration of CPB authorization has been under way in the Communications Subcommittee.

The Senate committee said in its report that it wants noncommercial stations to keep the audio records for a "reasonable length of time"—at least three months—so that members of the public who question a broadcast may request audio copies of the material. The station would deliver them to the FCC, which could turn them over to the requesting party. Whoever asked for the tape would be responsible to the station for costs involved in reproducing and delivering it.

The committee said it passed the amendment to insure that noncommercial stations be "completely free of any outside influence, governmental or otherwise."

The Senate-passed bill contained no specific monetary authorization. It embodied the President's recommendation calling for a three-year CPB authorization rather than the old one-year extension, and authorized "such sums as may be necessary" for 1971-73. Later, a specific sum will be proposed for 1971.

## Former ABC employe admits Kittyhawk bribe

Thomas G. Sullivan, former ABC employe accused of receiving a bribe in connection with the awarding of a network affiliation to WKTR-TV Dayton, Ohio, pleaded guilty to a charge of criminal bribery Thursday (May 21) in New York's Manhattan Criminal Court. Sentencing was scheduled for July 22.

Mr. Sullivan, waiving his right to a trial, pleaded guilty to accepting \$20,000 in November 1969 from a representative of Kittyhawk Television Corp. in return for recommending WKTR-TV to the network for affiliation. The maximum sentence for commercial bribery is 90 days in jail and a fine of no more than double the amount of the bribe.

Mr. Sullivan was dismissed by ABC as station-relations regional manager Feb. 20, when criminal charges were brought against him by Robert Kaufman, ABC vice president and general attorney (BROADCASTING, March 2). The FCC has since launched a general investigation into network affiliation agreements.

## Grams picked again

Harold Grams, KSD-TV St. Louis, was re-elected last week to a fourth term as chairman of the NBC-TV board of delegates during the affiliates' annual convention in New York (see page 38).

H. Ray McGuire, WALA-TV Mobile, Ala., and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., were elected to the board, filling vacancies left by Harold P. See, KRON-TV San Francisco, and Howard H. Fry, KFDX-TV Wichita Falls, Tex., who are retiring as board members.

Continuing on the board are: Walter Bartlett, Avco Broadcasting; Harold Froelich, WTVQ(TV) Rockford, Ill.; Frank Gaither, Cox Broadcasting; M. E. Greiner Jr., WMC-TV Memphis; Stanley S. Hubbard, KSTP-TV Minneapolis-St. Paul; Robert E. Kelly, KCRA-TV Sacramento, Calif.; Douglas L. Manship, WBRZ(TV) Baton Rouge, and William R. Roberson Jr., WITN-TV Washington (Greenville), N.C.

## Stanton says EVR can upgrade musical tastes

The cultural and educational opportunities that new audio-visual home-entertainment systems can provide in the years ahead were outlined last Thursday (May 21) by Dr. Frank Stanton, president of CBS Inc., in the keynote speech of the annual meeting of the National Music Council in New York.

Dr. Stanton focused on the CBS EVR (electronic video recording) system to make his point and briefly described the way the system would operate in the home. He suggested that through EVR, many people will be exposed to the musical works of great symphonic orchestras, to leading opera companies and to world-famous instrumentalists. On an educational level, he continued, students can listen and observe at their own pace while outstanding musicians perform.

He indicated that EVR and similar systems will build new audiences for music and perhaps contribute to new sounds.

In reply to a question from the audience, he agreed that audio-visual home systems will contribute toward fragmenting the TV audience but voiced the belief that both forms can co-exist.

Norman Racusin, president of RCA Records, painted a gloomy picture of the classical music recording field. He pointed out that while production costs continue to rise, sales of classical records have remained relatively low. He said a crucial factor was the failure of the music industry to interest young

people or new audiences in classical music.

The National Music Council is a non-profit membership organization, chartered by Congress in 1957. It includes representatives of musical associations throughout the U.S.

## Durgin wants capital P put in public service

Don Durgin, president of NBC-TV urged in a talk last week increased cooperation among the media, business community and public "to make public service more effective."

Mr. Durgin addressed the Silver Medal Awards luncheon of the New York Public Relations Society in New York, during which media in that city were cited for outstanding coverage of subjects in the public interest. His speech was titled, "Up Whose Organization?"

"If the broadcasting media are an especially potent means of channeling community awareness," Mr. Durgin commented, "they can be harnessed in new ways and with new ideas." He cited efforts by one company—presumably Avco Corp.—that has announced plans to turn over broadcast commercial time to man-in-the-street interviews (BROADCASTING, May 4).

"Media's responsibility is to sense the concern and give it circulation," Mr. Durgin said. He told the public-relations men their job is not to provide a "buffer zone between a supposedly hostile press and public and the private affairs of the company," but "to let the outside world into your company. Today's business is the business of society," he said. He suggested more companies "utilize some of their commercial time to get across their public-service involvements and contributions."

## AFTRA members to vote on new network contract

The American Federation of Television and Radio Artists has agreed to submit a contract package from the TV-radio networks to AFTRA's national board and membership, starting this week.

The union and the networks have been negotiating since last fall to replace a three-year contract that expired last Nov. 15.

Union negotiators, it is reported, have endorsed the package with two reservations. The networks have turned down their demands for a clause that would prohibit the use during an AFTRA strike of recorded material made under its jurisdiction, and another clause that would give members the right to respect the picket lines of other unions.

The package was scheduled to be

voted upon by the Eastern section of the national board in New York last Friday (May 22). Similar action will be taken by the Western section and by the Hollywood membership tomorrow (May 26); by members in Washington on Wednesday (May 27); by union members in New York on Thursday (May 28), and by the Central section of the board and by members in Chicago on June 3.

## Shapp is Democratic choice for governor

Milton J. Shapp of Philadelphia, who has a major interest in CATV systems in Pennsylvania has for the second time won the Democratic nomination for governor of Pennsylvania.

Mr. Shapp is the former head of Jerrold Electronics Corp., Philadelphia, which he developed into a large CATV group owner and equipment manufacturer.

He sold his interest in Jerrold when he ran for the Pennsylvania governorship in 1966, a race which he lost to Governor Raymond P. Shafer. Mr. Shapp owns interests in CATV systems in Williamsport, Reading, Coraopolis and Greensburg, all in Pennsylvania. His Republican opponent in the general election is Lieutenant Governor Raymond J. Broderick.

## Walbridge looks to church to free men's minds

Freedoms of the public are synonymous with the freedoms of broadcasting and "broadcasters are ready to stand or fall" on the side of freedom, Willard E. Walbridge, board chairman of the National Association of Broadcasters has told the radio-TV commission of a major religious organization.

Mr. Walbridge, who is senior vice president for corporate affairs of Capital Cities Broadcasting Corp., Houston, also stressed the need for "a great spiritual and moral reawakening in this land" in a speech honoring the radio and television commission of the Southern Baptist convention in Nashville May 15.

He warned that "the spirit of destructive revolution is all about us and broadcasting is a battleground."

"Only the church—one man to another—can penetrate all of the closed minds and open them," he said. "Only the church, with its acknowledged stewardship over the spiritual life of mankind, can succeed where philosophers and politicians and social scientists have failed." He declared: "Broadcasters everywhere stand ready to help . . . we are in this together, with common objectives."

## ABC adds nine new affiliates

Nine stations have affiliated with the ABC Radio network, it was announced last week. Signing with the American Contemporary Radio Network was WGMF(AM) Watkins Glen, N. Y. Now with the American Entertainment Radio Network are KSVN(AM) Ogden, Utah; WBAW-AM-FM Barnwell, S. C., and WMRI(AM) Marion, Ind. WHNY(AM) McComb, Miss., joined the American Information Radio Network. Additions to the American FM Radio Network are WLLH-FM Lowell, Mass.; WFNY(FM) Racine, Wis.; KRXL(FM) Kirksville, Mo., and WHSY-FM Hattiesburg, Miss.

## Media notes:

**Cooling it** ■ Vice President Spiro Agnew was interviewed late last week on Metromedia's WASH(FM) and WTTG-TV, both Washington, on *Profile*. Taped in advance for radio and TV broadcast May 17, the interview was conducted by Dan Blackburn, national editor for Metromedia Radio News. Speaking about those who have helped to make his name a household word, the Vice President said he thinks it would be desirable to have some cooling of the rhetoric on today's issues "and the first place it should begin is on the editorial pages of some of the Eastern newspapers." He did not identify the newspapers.

**Honor for Stanton** ■ Industry should emphasize good design and an esthetic environment because it can "enhance business" and not because it is an expression of civic responsibility, CBS President Frank Stanton said last week in New York as he accepted the Tiffany design award for "outstanding leadership in the field of American design." He urged that business pay more attention to the entire problem of environment, of which design is only one dimension. The award to Dr. Stanton was the third given by Tiffany & Co., New York jewelry firm, since 1963.

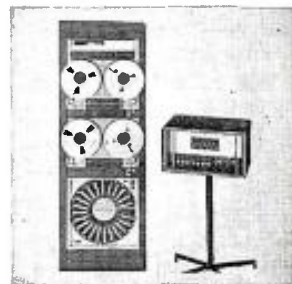
**Media law firm moves** ■ Cohen & Berfield, Washington communications law firm, has moved to 1129 20th Street, N.W., suite 506. New telephone number is (202) 466-8565.

**Agency appointed** ■ KSTP-AM-FM-TV St. Paul-Minneapolis have appointed Peterson-Morris, St. Paul, as advertising agency. Agency's services will include areas of program research and promotion. KSTP-AM-FM-TV are NBC affiliates.

**NBC donation** ■ NBC has donated two RCA RT-11 audio tape machines to the Lake Side School at Indiana State Prison, Michigan City, Ind. The machines will help the school establish its closed-circuit radio station, WISP.

# Situation Wanted

**Board man would like position in smaller radio market area. Familiar with any format. Punctual to the second. Require a salary of as little as 6.00 per day (that's a 24 hour day). No vacations needed. No overtime charged. No medical, retirement or pensions necessary. Let me tell you how to save money and have a more efficient operation. It costs nothing to find out the details. (If you're a large market broadcaster, my big brother is looking for a job.)**



Applicant

**WRITE:**

**SPARTA  
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Calif. 95828**

**1-916-383-5353**

## ABC foresees first-half gains

**But longer outlook is called uncertain;  
stockholders question news about dissent**

ABC Inc. held a relatively quiet annual meeting in New York last Tuesday (May 19), enlivened to a degree by several stockholders who questioned the amount of exposure provided on news and documentary programs to persons they considered militant and radical.

Three shareholders told the meeting that they felt that television, including ABC-TV, devoted a disproportionate amount of time to spokesmen for militant and left-wing positions and was neglecting the moderate viewpoint. Two of the stockholders suggested that some time be allocated to individuals holding right-wing views.

Leonard H. Goldenson, president of ABC, replied that ABC News attempts to "be objective" and to provide all types of views on issues.

He advised stockholders that second-quarter earnings are expected to show "some improvement" over the corresponding period of last year. He pointed out that first-quarter earnings, previously announced, had exceeded the like period of 1969 by 15%. He said he could not make a prediction for the balance of the year because "the economic climate is too uncertain."

Mr. Goldenson reported that both ABC-TV and ABC Radio were making progress in sales, but acknowledged that both still were not operating at a profit.



Mr. Goldenson

He said that the five ABC-owned TV stations had "an excellent year" in 1969 with record sales, which continued into the first quarter of 1970. He added that the seven ABC-owned AM radio stations are "one of the country's most respected and successful groups in terms of sales, programing and community

service."

Incumbent directors of ABC Inc. were elected for another one-year term. All management proposals were approved. They included an amendment to the corporation's certificate of incorporation to increase the authorized shares of common stock from 10 million to 20 million shares; a resolution on the ABC Stock Investment Plan and a proposal to continue the Key Employees Incentive Compensation Plan.

A stockholder's proposal to make a full transcript of the annual meeting available to shareholders was defeated.

### Company reports:

**Kinney National Service Inc.**, New York, parent company of Warner Brothers, reported a decline in revenues but record net income, for the six months ended March 31:

|                  | 1970        | 1969        |
|------------------|-------------|-------------|
| Earned per share | \$1.02      | \$0.88      |
| Revenues         | 244,291,000 | 246,880,000 |
| Net income       | 17,730,000  | 14,892,000  |

**Wrather Corp.**, Beverly Hills, Calif., diversified entertainment and communications company, reported increases in revenues and net income for the first quarter of 1970. Also announced was the organization of Wrather Vacationland Inc., to operate a deluxe recreational vehicle park under construction

## Who traded stock during March

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for March (all common stock unless otherwise indicated):

- ABC—Franklin Feinstein exercised option to buy 384 shares, giving him a total of 880.
- Ameco Inc.—Bruce Merrill sold 2,000 shares, leaving 695,345 held personally and 40,755 held as trustee.
- Ampex Corp.—D. F. Flanagan sold 400 shares, leaving 920.
- Avco Corp.—G. L. Hogeman bought 100 shares, giving him a total of 140.
- Cablecom General Inc.—W. A. Kempf sold 100 shares, leaving none. Mr. Kempf's son sold 100 shares, leaving none.

- Capital Cities Broadcasting Corp.—J. P. Dougherty exercised option to buy 6,000 shares, giving him a total of 29,940. J. B. Fairchild bought 10,000 shares and sold 4,400 shares, giving him a total of 14,486. Mr. Fairchild sold 5,000 50-cent cumulative convertible preferred shares, leaving 29,835 50-cent cumulative convertible preferred shares held personally and 18,206 50-cent cumulative convertible preferred shares held as custodian. R. W. Gelles sold 300 shares, leaving 1,500. James H. Quello sold 300 shares, leaving 300.
- Cohu Electronics Inc.—E. T. Clare sold 400 shares, leaving 3,296. W. S. Ivans sold 10,000 shares, leaving 10,000. P. B. MacCready Jr. sold 11,500 shares, leaving 22,671.
- Columbia Pictures Industries—M. Klein sold 300 shares, leaving 225 held personally and 340 held in retirement fund. M. B. Rosenhaus received as bonus 15,000 shares.
- Cowles Communications—J. H. Fischer bought 100 shares. A. L. Lee sold 1,000 shares, leaving 3,400.
- Cox Cable Communications Inc.—T. C. Dowden sold 370 shares, leaving 1. H. W. Harris sold 600 shares, leaving none.
- Creative Management Associates Inc.—L. M. Rosenthal through trading account bought 15,520 shares and sold 24,550 shares, leaving 1,304 held through that trading account, 2,550 held through two other trading accounts and none held personally.

- Walt Disney Productions—M. L. Bagnall sold 250 shares, leaving 260. Mr. Bagnall through pension trust fund bought 5,666 shares, giving him a total of 95,128 held through pension trust fund. Mr. Bagnall through pension trust fund sold \$5.1 million of convertible subordinated debentures, leaving none.
- Doyle Dane Bernbach—Leonard Strowitz sold 8,000 shares, leaving 6,700 held personally, 100 held by wife and 200 held by children.
- Four Star International Inc.—D. B. Charney bought 13,000 shares, giving him a total of 152,500 held personally and 61,206 held through corporation. A. J. Kraft sold 3,000 shares, leaving 7,000.
- Fuqua Industries Inc.—Nelson Strawbridge bought 1,000 shares, giving him a total of 65,566 held personally and 1,111 held by wife and children.
- Grey Advertising Inc.—J. M. Young sold 144 shares, leaving 3,397. R. S. Zimmern sold 1,000 shares, leaving 10,572.
- Lamb Communications—E. H. Lamb bought 100 shares, giving him a total of 875 held personally and 2,035,021 held through company. Robert T. Guyton sold 2,000 shares, leaving 67,300 held personally, 200 held jointly with wife, 642 held by wife and 2,035,036 held through Lamb Enterprises.
- LIN Broadcasting Corp.—Richard W. Kislik bought 500 shares.
- MCA Inc.—A. A. Dorskind sold 3,200

in Anaheim, Calif. For the three months ended March 31:

|                    | 1970      | 1969      |
|--------------------|-----------|-----------|
| Earned per share   | \$0.12    | \$0.14    |
| Revenues           | 6,026,587 | 5,040,594 |
| Net income         | 267,178   | 254,648   |
| Shares outstanding | 2,210,612 | 1,832,285 |

**Columbia Pictures Industries**, parent company of Screen Gems Inc., reported that both sales and earnings increased for the nine months ended March 28:

|                  | 1970        | 1969        |
|------------------|-------------|-------------|
| Earned per share | \$0.90      | \$0.83      |
| Revenues         | 182,800,000 | 155,296,000 |
| Net income       | 5,345,000   | 4,721,000   |

**Adams-Russell Co.**, Waltham, Mass., parent of group CATV operator Aurovideo Inc. (which is buying WYTV-TV) Youngstown, Ohio), reported declines in net sales and net income for the six months ended March 29:

|                            | 1970      | 1969      |
|----------------------------|-----------|-----------|
| Earned per share           | (\$0.18)  | \$0.33    |
| Net sales                  | 3,136,000 | 4,349,000 |
| Net income                 | (156,000) | 278,000   |
| Average shares outstanding | 882,000   | 846,000   |

Notes: All figures adjusted to reflect pooling of Parisl Associates Inc., acquired Jan. 30. Figures for 1970 include Adams-Russell's share of Aurovideo results, from the respective dates of Adams-Russell's acquisition of Aurovideo equity (30% from Feb. 24, 1969, to Dec. 31, 1969; 47.5% from Jan. 1, 1970, to Jan. 15 and 100% from Jan. 16 to March 29).

**Columbia Cable Systems Inc.**, Westport, Conn., group CATV operator, reported increased revenues and net income for the six months ended March 31:

|                            | 1970      | 1969      |
|----------------------------|-----------|-----------|
| Earned per share           | \$0.17    | (\$0.03)  |
| Revenues                   | 1,637,000 | 1,433,000 |
| Cash flow                  | 598,000   | 514,000   |
| Net income                 | 164,000   | (31,000)  |
| Average shares outstanding | 951,226   | 902,977   |

Notes: Net income for 1969 includes non-cash, non-recurring charge of \$157,000 or 17 cents per share, for write-off of plants in Florida and in Ballinger, Tex. Figures for 1969 have been restated to reflect results of acquired companies on pooling-of-interests basis.

**F&B/Ceco Industries**, Carlstadt, N.J., reported a decline in net income and a slight gain in sales for the first fiscal half. The company is in professional motion picture and TV equipment (SOS Photo-Cine-Optics) and has a new film studio for motion pictures and TV com-

mercials in North Miami, Fla. For the six months ended Nov. 30:

|                    | 1969      | 1968      |
|--------------------|-----------|-----------|
| Earned per share   | \$0.21    | \$0.46    |
| Sales              | 4,172,000 | 4,007,000 |
| Net income         | 177,300   | 374,500   |
| Shares outstanding | 844,282   | 802,142   |

**MCA Inc.**, New York and Universal City, Calif., producer of motion pictures and TV programs, reported increased revenues but a decline in net income for the three months ended March 31:

|                    | 1970       | 1969       |
|--------------------|------------|------------|
| Earned per share   | \$0.37     | \$0.57     |
| Revenues           | 72,814,000 | 66,631,000 |
| Net income         | 3,021,000  | 4,533,000  |
| Shares outstanding | 8,184,067  | 7,951,869  |

**Cox Cable Communications Inc.**, Atlanta-based group CATV systems operator, reported a 10% increase in revenues and a slight gain in net income for the three months ended March 31:

|                    | 1970      | 1969      |
|--------------------|-----------|-----------|
| Earned per share   | \$0.10    | \$0.10    |
| Revenues           | 2,508,683 | 2,283,907 |
| Net income         | 364,969   | 354,439   |
| Shares outstanding | 3,550,625 | 3,550,000 |

Note: Results for both years include operations of TeleSystems on a pooling-of-interests basis.

## TV bright spot despite decline at Chris-Craft

Chris-Craft Industries Inc., New York, announced last week that revenues from the firm's three broadcasting properties for the first half of 1970 "showed a substantial increase" and "remain excellent." The properties are KCOP-TV Los Angeles, WTCN-TV Minneapolis-St. Paul and KPVT-TV Portland, Ore. The company's six-months report is not yet available but Chris-Craft said over-all earnings declined from last year.

Chris-Craft also noted that Tele-Rep Inc., newly created subsidiary, has become national spot sales representative for the five Cox Broadcasting TV stations and said it "is expected to contribute significantly to earnings in fiscal 1971."

## 20th Century trims sails on low profit

**Zanuck unhappy at '69 loss, reports sharp cutback in employment, ad budget**

"The report I have to make is short but not sweet." That was how Richard D. Zanuck, president of 20th Century-Fox Corp., opened the firm's annual meeting in Los Angeles last week.

He said he was not happy with the company's performance last year, when it reported a net loss of \$25.2 million. "Too often, we follow yesterday's successful formulas and produce today's failures," Mr. Zanuck said. He then announced several steps the company has taken to cut its expenses.

Reductions in worldwide employment by 40% were announced by Mr. Zanuck. In addition, 20th Century-Fox was cutting back on its advertising budget by \$5 million and closed six branch offices which would save another \$1.5 million.

"We have, by design, reduced the number of television shows to eliminate the potential risks involved," Mr. Zanuck said. He noted that 20th Century was not in the numbers game but would continue to develop what Mr. Zanuck termed the highly profitable daytime group of shows. Of seven shows the studio had on network TV during the past season, four have been canceled, leaving only *Julia*, *Bracken's World* and *Room 222* as the holdovers.

An expected contest was reduced to a word duel between Daryl F. Zanuck, chairman of the board of 20th Century-Fox, and Broadway producer David Merrick, who had been expected to seek control of the company. The ver-

shares, leaving 36,775 held personally and 450 held by family. D. L. Ritchie sold 5,250 shares, leaving 30,000. Stock investment plan bought 1,885 shares, giving it a total of 7,944.

■ **Memorex Corp.**—C. A. Anderson sold 100 shares, leaving 750. P. C. Hale through wife sold 2,400 shares and through trust sold 700 shares, leaving 2,100 held personally, none held by wife, 800 held through trust, 2,100 held by minor child and 4,200 held as trustee. G. O. Sheppard sold 200 shares, leaving 3,212. Alejandro Zaffaroni sold 2,500 shares, leaving 2,500.

■ **Metromedia Inc.**—M. L. McKenna bought 500 shares.

■ **National General Corp.**—M. C. Klein bought 500 shares and sold 300 shares, giving him a total of 504. Dan A. Poller sold 2,050 shares, leaving 2,680.

■ **Norton Simon Inc.**—F. R. Welsman through company sold 3,500 shares, leaving 32,300 held through company and 7,936 held personally.

■ **Official Industries**—Following transaction involved 4½% convertible preferred A shares: Louis C. Lerner through trading account bought 100 shares, giving him a total of 492 held through trading account. 38,333 held personally, 55,000 held through investment company and 9,000 held through investment account.

■ **PKL Co.'s**—W. A. Murphy bought 2,500 shares and sold 300 shares, giving him a

total of 2,600. Bernard Shlossman sold 900 shares, leaving 3,015. J. R. Green bought 1,500 class-A shares and sold 300 class-A shares, giving him a total of 2,000 class-A shares. J. F. Shima bought or exercised option to buy 4,100 class-A shares and sold 600 class-A shares, giving him a total of 3,500 class-A shares.

■ **Post Corp.**—J. Victor Lowell bought 4,890 shares and sold 4,414 shares, giving him a total of 4,325.

■ **RCA-Bennett Cerf** sold 1,000 shares, leaving 97,153 held personally and 5,000 by wife.

■ **Reeves Telecom Corp.**—Edward L. Glockner sold 500 shares, leaving 94,452.

■ **Rust Craft Greeting Cards Inc.**—J. R. Young bought 500 shares, giving him a total of 1,401. D. L. Cranston bought 800 shares, giving him a total of 800. T. R. Musto bought 200 shares, giving him a total of 1,115.

■ **Scripps-Howard Broadcasting Co.**—V. A. Watters sold 1,000 shares, leaving 61,900.

■ **Storer Broadcasting Co.**—L. F. Baxter bought 2,000 shares, giving him a total of 27,450 held personally and 150 held by wife as custodian. G. Haggarty bought 5,000 shares, giving him a total of 11,000. M. B. Johns Jr. sold 400 shares, leaving 4,600. B. Michaels bought 3,000 shares, giving him a total of 26,100. F. W. Sullivan bought 1,000 shares, giving him a total of 12,000.

■ **Teleprompter Corp.**—Hubert J. Schafsky Jr. sold 500 shares, leaving 29,843 held person-

ally and 1,200 held by wife.

■ **Tele-Tape Productions**—W. J. Marshall Jr. sold 1,000 shares, leaving 121,580.

■ **20th Century-Fox Film Corp.**—D. C. Stanfill bought 100 shares.

■ **Vikoa Inc.**—Arthur Baum through wife sold 1,160 shares, leaving 74,221 held by wife. 101,506 held personally and 266,365 held through trusts. Aaron L. Danzig bought 402 shares, giving him a total of 2,150.

■ **Visual Electronics Corp.**—Tharpe & Co. sold 6,800 shares, leaving 255,700.

■ **Walter Reade Organization Inc.**—Walter Reade Jr. through corporation sold 40,000 shares, leaving 982,714 held through corporation, 30,800 held personally and 1,200 held by wife and children. Sheldon Gunsberg exercised option to buy 45,000 shares, giving him a total of 60,500. S. L. Highleyman bought \$50,000 of convertible subordinated notes. Leonard Bogdanoff through wife and mother-in-law bought \$10,000 of convertible subordinated notes and jointly with mother bought \$6,000 of convertible subordinated notes.

■ **Wells, Rich, Greene Inc.**—Arnold M. Grant bought 3,900 shares, giving him a total of 7,900.

■ **Westinghouse Electric Corp.**—D. H. McGannon bought 2,348 shares, giving him a total of 15,623 held personally and 137 held through investment plan.

bal fencing climaxed with Mr. Merrick suggesting that the directors of the company take a voluntary salary cut until the hard times pass, a comment that was ignored by the elder Mr. Zanuck. Following the meeting, Mr. Merrick, who reportedly holds in excess of 200,000 shares of 20th Century stock, said that if company overhead was not reduced to his satisfaction within the next few months, he would consider another attempt at taking control or at least the filing of a mismanagement suit.

The company's report for the three

months ended March 28:

|                    | 1970       | 1969       |
|--------------------|------------|------------|
| Earned per share   | \$0.11     | \$0.31     |
| Revenues           | 48,660,000 | 35,295,000 |
| Net income         | 967,000    | 2,464,000  |
| Shares outstanding | 8,561,815  | 8,006,108  |

### Financial notes:

■ General Telephone & Electronics Corp., New York, reported its Sylvania Electric Products Inc. subsidiary had net income \$2,665,000 on revenues of \$197,914,000 for the three months ended March 31, compared to net income of \$6,669,000 on revenues of \$216,288,000 for the 1969 period. GT&E attributed the lower sales and

earnings to decreased sales of color TV sets, color picture tubes and components to other set manufacturers. It also cited "unusually intense price competition in photoflash lamps and other lighting products. . . ."

■ Tele-Communications Inc., Denver-based multiple CATV owner, reported net income of \$79,939 on revenues of \$1,838,450 for the three months ended March 31 versus a net loss of \$31,891 on revenues of \$593,653 for the 1969 period. Cash flow increased to \$606,778 from \$370,452 and CATV revenues increased to \$1,429,515 from \$1,069,877. There was an average of 2,571,770

## 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 21 | Closing May 14 | Closing May 7 | High 1970    | Low | Approx. Shares Out (000) | Total Market Capitalization (000) |
|------------------------------------------------|--------------|-----------|----------------|----------------|---------------|--------------|-----|--------------------------|-----------------------------------|
| <b>Broadcasting</b>                            |              |           |                |                |               |              |     |                          |                                   |
| ABC                                            | ABC          | N         | 21½            | 20             | 24¾           | 39¾          | 19¾ | 7,271                    | 185,410                           |
| ASI Communications                             |              | O         | 4              | 4¾             | 5             | 7            | 4   | 1,789                    | 8,945                             |
| Capital Cities                                 | CCB          | N         | 21¾            | 26½            | 26¾           | 36¾          | 20½ | 5,804                    | 156,708                           |
| CBS                                            | CBS          | N         | 27             | 28¾            | 30¾           | 49¾          | 27  | 26,512                   | 858,193                           |
| Corinthian                                     | CRB          | N         | 21¾            | 21¾            | 22¾           | 33¾          | 21½ | 3,384                    | 76,140                            |
| Cox                                            | COX          | N         | 12¾            | 13¾            | 12¾           | 24¾          | 12¾ | 5,789                    | 92,624                            |
| Gross Telecasting                              | GGG          | A         | 11¾            | 12¾            | 13¾           | 17¾          | 11¾ | 808                      | 10,908                            |
| Metromedia                                     | MET          | N         | 12½            | 13½            | 15¾           | 22¾          | 12½ | 5,603                    | 88,247                            |
| Pacific & Southern                             |              | O         | 9¾             | 10¾            | 10¾           | 23           | 9¾  | 1,636                    | 21,268                            |
| Reeves Telecom                                 | RBT          | A         | 4¾             | 3¾             | 4¾            | 15¾          | 3¾  | 2,163                    | 9,993                             |
| Scripps-Howard                                 |              | O         | 18¾            | 19¾            | 17¾           | 24           | 17¾ | 2,589                    | 4,631                             |
| Sonderling                                     | SDB          | A         | 12¾            | 14¾            | 17¾           | 34¾          | 12¾ | 985                      | 17,976                            |
| Starr Broadcasting                             |              | O         | 9¾             | 9¾             | 10            | 18           | 9¾  | 461                      | 4,841                             |
| Taft                                           | TFB          | N         | 15½            | 18½            | 20½           | 29¾          | 15½ | 3,585                    | 70,804                            |
|                                                |              |           |                |                |               | <b>Total</b> |     | <b>68,379</b>            | <b>\$ 1,606,588</b>               |
| <b>Broadcasting with other major interests</b> |              |           |                |                |               |              |     |                          |                                   |
| Avco                                           | AV           | N         | 14½            | 14¾            | 15¾           | 25¾          | 14½ | 11,469                   | 182,013                           |
| Bartell Media                                  | BMC          | A         | 4¾             | 5              | 7½            | 14           | 4½  | 2,292                    | 16,617                            |
| Boston Herald-Traveler                         |              | O         | 25             | 25             | 27            | 43           | 25  | 574                      | 16,072                            |
| Chris-Craft                                    | CCN          | N         | 6¾             | 7              | 7½            | 11¾          | 6¾  | 3,500                    | 25,375                            |
| Combined Communications                        |              | O         | 8              | 8¾             | 8¾            | 16¾          | 8   | 1,789                    | 16,548                            |
| Cowles Communications                          | CWL          | N         | 4              | 4¾             | 5¾            | 10¾          | 3¾  | 3,969                    | 23,814                            |
| Fuqua                                          | FQA          | N         | 10¾            | 10¾            | 11¾           | 31¾          | 9¾  | 5,541                    | 76,854                            |
| Gannett                                        | GCI          | N         | 19¾            | 19¾            | 21¾           | 29¾          | 19¾ | 7,117                    | 163,691                           |
| General Tire                                   | GY           | N         | 13¾            | 14¾            | 16¾           | 20¾          | 13¾ | 18,434                   | 306,742                           |
| Gray Communications                            |              | O         | 5¾             | 5¾             | 5¾            | 7¾           | 5¾  | 475                      | 2,613                             |
| Lamb Communications                            |              | O         | 2¾             | 3              | 2¾            | 6            | 2½  | 2,650                    | 7,950                             |
| Lee Enterprises                                |              | A         | 13             | 14¾            | 15¾           | 20¾          | 13  | 1,957                    | 28,122                            |
| Liberty Corp.                                  | LC           | N         | 14½            | 15½            | 16¾           | 21¾          | 14½ | 6,743                    | 116,317                           |
| LIN                                            |              | O         | 4¾             | 5¾             | 5¾            | 11           | 4¾  | 2,174                    | 12,501                            |
| Meredith Corp.                                 | MDP          | N         | 19¾            | 20¾            | 22¾           | 44¾          | 19¾ | 2,779                    | 72,254                            |
| Outlet Co.                                     | OTU          | N         | 12¾            | 13¾            | 13¾           | 17¾          | 12¾ | 1,336                    | 19,038                            |
| Plough Inc.                                    | PLO          | N         | 63             | 64¾            | 67            | 85           | 63  | 6,788                    | 468,381                           |
| Post Corp.                                     |              | O         | 10¾            | 10             | 11¾           | 17¾          | 10  | 713                      | 8,200                             |
| Ridder Publications                            |              | O         | 11¾            | 12             | 12            | 22           | 11¾ | *                        | *                                 |
| Rollins                                        | ROL          | N         | 24¾            | 23¾            | 26¾           | 40¾          | 23¾ | 8,029                    | 220,798                           |
| Rust Craft                                     | RUS          | A         | 20             | 20             | 21¾           | 32¾          | 19¾ | 1,168                    | 23,792                            |
| Storer                                         | SBK          | N         | 16¾            | 16             | 17¾           | 30¾          | 15¾ | 4,221                    | 79,144                            |
| Time Inc.                                      | TL           | N         | 27¾            | 28¾            | 28¾           | 43¾          | 27¾ | 7,241                    | 222,661                           |
| Trans-National Comm.                           |              | O         | 1¾             | 2              | 2¾            | 4¾           | 1¾  | 1,000                    | 2,500                             |
| Wometco                                        | WOM          | N         | 15¾            | 16¾            | 18¾           | 20¾          | 15¾ | 5,812                    | 108,975                           |
|                                                |              |           |                |                |               | <b>Total</b> |     | <b>107,771</b>           | <b>\$ 2,220,972</b>               |
| <b>CATV</b>                                    |              |           |                |                |               |              |     |                          |                                   |
| Ameco                                          | ACO          | A         | 6½             | 5¾             | 7¾            | 16           | 4½  | 1,200                    | 6,300                             |
| American TV & Comm.                            |              | O         | 13             | 12¾            | 11¾           | 22¾          | 11¾ | 1,775                    | 23,075                            |
| Cablecom-General                               | CCG          | A         | 9¾             | 9¾             | 8             | 23¾          | 7¾  | 1,605                    | 13,241                            |
| Cable Information Systems                      |              | O         | 1              | 1½             | 1¾            | 2¾           | 1   | 955                      | 1,671                             |
| Citizens Finance Corp.                         | CPN          | A         | 11¾            | 10¾            | 10¾           | 17¾          | 10¾ | 1,094                    | 12,308                            |
| Columbia Cable                                 |              | O         | 9              | 9              | 9¾            | 15¾          | 9   | 900                      | 8,775                             |
| Communications Properties                      |              | O         | 6½             | 6½             | 6             | 10¾          | 6   | 644                      | 4,585                             |
| Cox Cable Communications                       |              | O         | 13             | 13¾            | 13¾           | 24           | 13  | 3,550                    | 47,038                            |
| Cypress Communications                         |              | O         | 8½             | 8              | 8             | 17¾          | 8   | 854                      | 6,832                             |
| Entron                                         |              | A         | 3¾             | 3¾             | 3¾            | 8¾           | 3¾  | 1,320                    | 5,108                             |
| General Instrument Corp.                       | GRL          | N         | 12¾            | 33¾            | 32¾           | 30¾          | 12  | 6,116                    | 97,061                            |
| H & B American                                 | HBA          | A         | 14¾            | 14             | 15¾           | 30¾          | 13¾ | 4,973                    | 83,895                            |
| Sterling Communications                        |              | O         | 3¾             | 3¾             | 3¾            | 7¾           | 3   | 500                      | 1,500                             |
| Tele-Communications                            |              | O         | 13¾            | 1¾             | 10¾           | 20¾          | 9¾  | 2,704                    | 25,418                            |
| Teleprompter                                   | TP           | A         | 55             | 55             | 60            | 133¾         | 52  | 1,007                    | 65,465                            |
| Television Communications                      |              | O         | 7¾             | 6¾             | 6¾            | 18¾          | 6¾  | 2,816                    | 19,712                            |
| Vikoa                                          | VIK          | A         | 7¾             | 7              | 7¾            | 27¾          | 6¾  | 2,000                    | 17,240                            |
|                                                |              |           |                |                |               | <b>Total</b> |     | <b>34,013</b>            | <b>\$ 439,204</b>                 |

shares outstanding in the first quarter of 1970; 2,042,708 shares in the 1969 period. Tele-Communications, which also owns microwave systems, operates 57 cable systems serving more than 86,000 subscribers.

■ Metromedia Inc., New York, has declared a regular quarterly dividend of 12½ cents per share, payable June 15 to stockholders of record May 22.

■ Walt Disney Productions, Burbank, Calif., has declared a quarterly dividend of 7½ cents per share, payable July 1 to stockholders of record June 8.

■ Visual Electronics Corp., New York

manufacturer of broadcasting equipment and educational television systems, last week reported an expected but undetermined operating loss for the fourth quarter. The company earlier announced net sales of \$12.08 million and a net loss of \$866,000 for its fiscal nine months ended Dec. 31, 1969.

## Fourth quarter hurts Taft's yearly earnings

Taft Broadcasting Co., Cincinnati, reported last week that net earnings for the fiscal year ended last March 31 declined from the previous year's levels

while revenues increased slightly.

Charles S. Mechem Jr., chairman, and Lawrence H. Rogers, president, said that results were affected by a soft fourth quarter in broadcasting resulting from the sag in the general economy. They said that broadcasting business is starting to show a recovery and non-broadcast divisions are expected to reach new high in revenues and earnings in the next fiscal year.

For the year ended March 31:

|                  | 1970       | 1969       |
|------------------|------------|------------|
| Earned per share | \$1.90*    | \$2.03     |
| Revenues         | 49,905,414 | 49,733,716 |
| Net income       | 6,944,317* | 7,286,429  |

\*Including extraordinary items: a federal income tax refund and loss from abandonment of syndicated TV variety show.

|                             | Stock symbol | Ex-change | Closing May 21 | Closing May 14 | Closing May 7 | High 1970 | Low | Approx. Shares Out (000) | Total Market Capitalization (000) |
|-----------------------------|--------------|-----------|----------------|----------------|---------------|-----------|-----|--------------------------|-----------------------------------|
| <b>Programming</b>          |              |           |                |                |               |           |     |                          |                                   |
| Columbia Pictures           | CPS          | N         | 10¼            | 12¼            | 14¼           | 31¼       | 10  | 5,942                    | 88,358                            |
| Disney                      | DIS          | N         | 115¼           | 121¼           | 123¼          | 158       | 110 | 5,133                    | 662,157                           |
| Filmways                    | FWY          | A         | 9¼             | 9¼             | 8¼            | 18¼       | 8¼  | 1,700                    | 14,875                            |
| Four Star International     |              | O         | 1¼             | 1¼             | 1¼            | 4         | 1¼  | 666                      | 1,245                             |
| Gulf and Western            | GW           | N         | 10¼            | 12¼            | 13¼           | 20¼       | 10¼ | 16,310                   | 236,485                           |
| Kinney National             | KNS          | N         | 25¼            | 25¼            | 29¼           | 36        | 24¼ | 7,738                    | 223,396                           |
| MCA                         | MCA          | N         | 15¼            | 16¼            | 19¼           | 25¼       | 13¼ | 8,297                    | 155,569                           |
| MGM                         | MGM          | N         | 14¼            | 15¼            | 19¼           | 29¼       | 14¼ | 5,843                    | 122,703                           |
| Music Makers Group          |              | O         | 4¼             | 4¼             | 4¼            | 9         | 4¼  | 589                      | 2,651                             |
| National General            | NGC          | N         | 11             | 12¼            | 13¼           | 20¼       | 10¼ | 4,852                    | 66,084                            |
| Transamerica                | TA           | N         | 14¼            | 16¼            | 17¼           | 26¼       | 14¼ | 61,869                   | 1,098,175                         |
| Trans-Lux                   | TLX          | A         | 12¼            | 13¼            | 14¼           | 23¼       | 12¼ | 1,020                    | 13,515                            |
| 20th Century-Fox            | TF           | N         | 9¼             | 11             | 12¼           | 20¼       | 9¼  | 8,216                    | 105,740                           |
| Walter Reade Organization   |              | O         | 4              | 4¼             | 4¼            | 13¼       | 4   | 2,342                    | 11,710                            |
| Wrather Corp.               | WCO          | A         | 5¼             | 5¼             | 6¼            | 10¼       | 5¼  | 2,161                    | 14,587                            |
| <b>Total</b>                |              |           |                |                |               |           |     | <b>132,678</b>           | <b>\$ 2,817,260</b>               |
| <b>Service</b>              |              |           |                |                |               |           |     |                          |                                   |
| John Blair                  | BJ           | N         | 11¼            | 13¼            | 13¼           | 23¼       | 11¼ | 3,006                    | 43,196                            |
| Comsat                      | CQ           | N         | 28             | 27             | 32¼           | 57¼       | 26  | 10,000                   | 357,500                           |
| Creative Management         |              | O         | 7              | 7¼             | 8¼            | 14¼       | 7   | 1,029                    | 8,489                             |
| Doyle Dane Bernbach         |              | O         | 15¼            | 16¼            | 16            | 24¼       | 15¼ | 1,924                    | 34,632                            |
| Foote, Cone & Belding       | FCB          | N         | 8¼             | 9¼             | 9¼            | 12¼       | 8¼  | 2,156                    | 21,021                            |
| Grey Advertising            |              | O         | 7¼             | 7¼             | 8¼            | 13¼       | 7¼  | 1,140                    | 9,690                             |
| LaRoche, McCaffrey & McCall |              | O         | 13¼            | 13¼            | 13¼           | 17        | 13¼ | *                        | *                                 |
| MovieLab                    | MOV          | A         | 3¼             | 3              | 4¼            | 7¼        | 2¼  | 1,407                    | 5,628                             |
| MPO Videotronics            | MPO          | A         | 5¼             | 6              | 6¼            | 9¼        | 5¼  | 556                      | 3,820                             |
| Nielsen                     |              | O         | 28             | 31             | 31            | 42        | 28  | 5,299                    | 170,893                           |
| Ogilvy & Mather             |              | O         | 16¼            | 17¼            | 18            | 22¼       | 16¼ | 1,090                    | 20,438                            |
| PKL Co.                     | PKL          | A         | 3¼             | 3¼             | 4             | 12¼       | 3¼  | 739                      | 3,098                             |
| J. Walter Thompson          | JWT          | N         | 23¼            | 23¼            | 29            | 36        | 23  | 2,778                    | 80,562                            |
| Wells, Rich, Greene         |              | A         | 7¼             | 7¼             | 7¼            | 8¼        | 7¼  | 1,601                    | 11,399                            |
| <b>Total</b>                |              |           |                |                |               |           |     | <b>32,725</b>            | <b>\$ 770,366</b>                 |
| <b>Manufacturing</b>        |              |           |                |                |               |           |     |                          |                                   |
| Admiral                     | ADL          | N         | 7¼             | 8              | 8¼            | 14¼       | 7¼  | 5,150                    | 43,775                            |
| Ampex                       | APX          | N         | 17¼            | 17¼            | 20¼           | 48¼       | 17¼ | 10,825                   | 243,563                           |
| CCA Electronics             |              | O         | 1¼             | 3¼             | 3¼            | 5         | 1¼  | 800                      | 3,000                             |
| Collins Radio               | CRI          | N         | 17¼            | 16¼            | 18¼           | 37¼       | 16¼ | 2,968                    | 60,844                            |
| Conrac                      | CAX          | N         | 11¼            | 14¼            | 15¼           | 32¼       | 12¼ | 1,250                    | 20,625                            |
| General Electric            | GE           | N         | 64¼            | 65¼            | 70¼           | 77¼       | 64¼ | 91,025                   | 6,485,531                         |
| Harris-Intertype            | HI           | N         | 39¼            | 45¼            | 49            | 75        | 39¼ | 6,351                    | 317,550                           |
| Magnavox                    | MAG          | N         | 24¼            | 26¼            | 30¼           | 38¼       | 23¼ | 16,485                   | 517,134                           |
| 3M                          | MMM          | N         | 83             | 88¼            | 93¼           | 114¼      | 84¼ | 56,093                   | 5,258,719                         |
| Motorola                    | MOT          | N         | 85¼            | 84             | 86¼           | 141¼      | 80¼ | 6,649                    | 605,059                           |
| RCA                         | RCA          | N         | 20¼            | 22¼            | 23¼           | 34¼       | 20¼ | 62,897                   | 1,532,800                         |
| Reeves Industries           | RSC          | A         | 4¼             | 2¼             | 3¼            | 5¼        | 2¼  | 3,443                    | 11,198                            |
| Telemation                  |              | O         | 9¼             | 9¼             | 9¼            | 24        | 9¼  | 1,080                    | 11,610                            |
| Visual Electronics          | VIS          | A         | 3¼             | 3¼             | 4             | 10¼       | 2¼  | 1,357                    | 5,252                             |
| Westinghouse                | WX           | N         | 56¼            | 61¼            | 66¼           | 69¼       | 53¼ | 39,521                   | 2,583,488                         |
| Zenith Radio                | ZE           | N         | 24¼            | 27¼            | 29            | 37¼       | 24¼ | 19,020                   | 546,825                           |
| <b>Total</b>                |              |           |                |                |               |           |     | <b>324,914</b>           | <b>\$18,247,973</b>               |
| <b>Grand total</b>          |              |           |                |                |               |           |     | <b>700,480</b>           | <b>\$26,102,363</b>               |

Standard & Poor Industrial Average

72.16

76.53

79.83

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

Shares outstanding and capitalization as of April 30.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

# Teleprompter, H&B merger nearer

## Stockholders approve \$160 million deal; Comtel antitrust charges pose challenge

Stockholders of Teleprompter Corp., New York, and H&B American Corp., Los Angeles, at separate meetings in New York last Thursday (May 21) approved the merger of the two cable television system operators, making Teleprompter reportedly the largest CATV operator in the nation.

The merger is subject to approval by the FCC, Securities and Exchange Commission and U.S. Department of Justice. It also faces a possible battle from Comtel Inc., New York, which has filed with the FCC charges that the merger is anticompetitive and in violation of antitrust laws (BROADCASTING Dec. 1, 1969).

Terms of the merger are the same as when the formal agreement was signed in January (BROADCASTING, Feb. 2). H&B would exchange 3⅓ shares of common stock for each share of Teleprompter common. In February, the transaction was valued at about \$190 million. Last week, Irving B. Kahn, president and chairman of Teleprompter, estimated its value at \$160 million.

As of the close of trading on the American Stock Exchange last Thursday, Teleprompter stock was selling at 56½; H&B at 15½.

Mr. Kahn, who will retain the positions of president and chairman in the new company, said the merger will "contribute materially" to "production and distribution of original—and meaningful—CATV programming for our own and other systems" and "evolution of our industry into a total broadband communications medium through the employment of domestic satellite and

short-haul local microwave, in addition to cable."

Mr. Kahn noted that, following the merger, Teleprompter would be operating nearly 100 systems in 29 states, serving more than 1.5 million TV viewers. Teleprompter owns or has substantial interest in 24 CATV systems—from New York and Alabama to Hawaii and Montana.

H&B owns and operates 73 CATV systems and KNEZ-AM Lompoc, Calif., and has applied to the FCC for permission to construct and operate a UHF television station in Dubuque, Iowa.

Regarding the Comtel challenge, Mr. Kahn commented: "I have to believe they've gone as far as they can go at this point." He said he was convinced the objections would be found invalid by the FCC. Bob Rosen, president, Bell Television Inc., Comtel's parent company, noting the merger votes last Thursday, would say only, "I don't think we really have a comment."

In his address to the shareowners, Mr. Kahn reported what he termed "wonderful cooperation from the Federal Communications Commission." He was referring to the FCC 4-3 vote favoring a new CATV plan that would, among other things, permit virtually unlimited importation of out-of-town programming on cable television (see page 21).

Mr. Kahn also reported:

■ Earnings for the first three months of 1970 more than doubled the previous first-quarter high, set in 1969. Earnings were 37 cents a share, compared with 18 cents in 1969. Operating earnings in 1969 increased 139% and

revenues 58%.

■ Theta-Com Corp., a subsidiary of Teleprompter and Hughes Aircraft Co., will exhibit prototypes of its amplitude modulated link (AML) local microwave system and begin to take orders for the equipment at the National Cable Television Association convention in Chicago June 7-10.

■ Teleprompter and Hughes Aircraft expect to file with the FCC a proposal for "a domestic satellite system providing earth station links with CATV systems all over the United States."

Teleprompter figures for the first quarter ended March 31:

|                  | 1970      | 1969      |
|------------------|-----------|-----------|
| Earned per share | \$0.37    | \$0.18    |
| Revenues         | 3,074,881 | 2,325,348 |
| Net income       | 512,595   | 193,588   |

## MGM net income gains despite revenue dip

Metro-Goldwyn-Mayer Inc., New York, producer and distributor of motion pictures and TV programs, reported a decline in gross revenues but an increase in net income for the first 28 weeks of its fiscal year.

Revenues from television distribution were \$17,064,000 for the 1970 period vs. \$13,051,000 for the 1969 period. Revenues from TV programs were \$13,706,000 in 1970 and \$4,717,000 in 1969. TV programs contributed \$681,000 to net income in the 1970 period and \$25,000 in 1969.

MGM president James T. Aubrey Jr. also announced that MGM's board of directors has approved a plan for moving the company's corporate headquarters to Culver City, Calif. The move should be completed by mid-July, he added.

For the 28 weeks ended March 12:

|                         | 1970       | 1969        |
|-------------------------|------------|-------------|
| Earned per share (loss) | \$0.84     | (\$1.05)    |
| Gross revenues          | 92,414,000 | 104,030,000 |
| Net income (loss)       | 4,937,000  | (6,040,000) |

## Promotion

### Spot campaign against drunk driving readied

It's up to the public to "scream bloody murder" and rid the highways of the drunk driver. That's the thrust of an advertising campaign prepared for the National Safety Council by Needham, Harper & Steers Inc., both Chicago, that will be on TV and radio beginning June 1.

The campaign was introduced last Tuesday [May 12] at a news conference in New York by Howard Pyle, council

president, and Bradley M. Wyatt, NH&S vice president.

Acknowledging that slogans and appeals are not going to prevent driving by people who have been drinking, Mr. Wyatt explained the strategy. "What must be done is to dramatically present the public with the shocking facts about drinking and driving . . . our goal is to invoke his [viewer or listener] righteous indignation against the drunk driver and motivate him to press for better administration and stricter enforcement of existing laws. . . ."

Copies of the commercials are being sent to the networks and all radio and TV stations. Newspapers and magazines will be used to augment the TV-radio public-service traffic-safety campaign sponsored by The Advertising Council. The drive, according to a council spokesman, is expected to record billions in radio and TV impressions.

Last year's campaign registered 3.8 billion TV and 2.09 billion radio impressions, according to Henry C. Wehde, council vice president.

The voice of singer Peggy Lee will

be heard on the TV commercials. The song, "Blowin' in the Wind," written by Bob Dylan, is being used as the theme on radio commercials.

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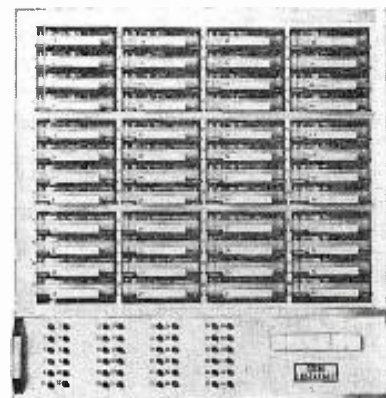
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Permits automated, tight formatting of spot material, news actualities, music and special programming from multiple cartridge sources. Stacked-array configuration, with four motors, four drive shafts and 48 heads for 48 cartridges, gives Instacart its back-to-back random access capability.

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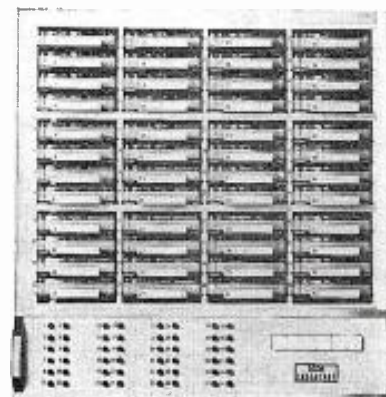
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nia, Illinois, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Rhode Island and West Virginia. The commission said use of the channels would affect their availability for use in its sharing plan.

Throughout its order, the commission stressed its effort to minimize the interference land-mobile operations might cause television. It said it had selected for sharing those channels which can be utilized "with maximum protection to UHF television while allowing land-mobile facilities to operate with powers and antenna heights suitable for their purposes."

The frequencies reallocated in the 900 mc band are to be divided between common-carrier mobile services, which are assigned 806-881 mc; and private land-mobile services, 881-902 mc and 928-947 mc. The commission said that the breakdown constitutes a "reasonable accommodation for the two sectors of the land-mobile service."

In a separate rulemaking notice, the commission proposed opening up channels 14-69 to translator operations. These are now located principally in the upper 14 UHF channels. The commission also proposed making unused or idle UHF channel assignments available for 1 kw translators.

## Space frequency proposal scored

### CBS affiliates, AMST oppose FCC move to take part of UHF band

Opposition to the use of the UHF television band for satellite-to-home reception of TV was expressed to the FCC last week by the CBS Television Network Affiliates Association and the Association of Maximum Service Telecasters.

Spokesmen for both organizations made their views known at oral hearings before the FCC en banc on May 19. This was the latest proceeding in the commission's inquiry in preparing for the World Administrative Radio Conference on space services and radio astronomy, scheduled to be held in Geneva for six weeks beginning June 7, 1971.

The FCC had proposed to include a footnote to three assignments that would permit use of those frequencies for space broadcasting, provided agreements with adjacent nations are secured. The frequencies are 88 to 100 mc, 614 to 890 mc, and 11.7 to 12.2 gc. The first band is part of the U.S. FM broadcasting band which runs 88 to 108 mc; the second, covers UHF television channels 38 to 83, and the third includes TV-

pickup frequencies.

The FCC's final recommendations are expected to be issued later this summer. They will be considered by the U.S. National Committee of the International Radio Consultative Committee (CCIR), whose chairman is Gordon L. Huffcutt, State Department's Office of Telecommunications. Mr. Huffcutt, has announced that membership on this committee will be expanded to include persons and groups not now represented.

Since the FCC issued its first notice of inquiry in 1968, the three TV networks, as well as the National Association of Broadcasters, AMST and the CBS-TV affiliates have participated, with the last three taking a firm position in opposition to the use of the UHF frequencies. The National Association of Educational Broadcasters and the Hawaiian Telephone Co. have submitted objections to the proposed use of the FM frequencies. The networks generally have accepted the FCC proposals, noting that the suggested footnotes permit use of the specified frequencies for space broadcasting but do not require it.

During the hearing last week:

- CBS Television Network Affiliates Association, through Washington lawyer Henry Goldberg, opposed the establishment of direct-to-home satellite broadcasting in the U.S. This, he said, "could undermine and ultimately destroy our present TV broadcast system . . . [and would be] counter to the principle of localism."

Nations that desire satellite-to-home broadcasting, Mr. Goldberg said, should use 11.7 to 12.2 or 12.7 gc. He objected to any use of the present UHF TV channels for this purpose, particularly in light of the FCC's move to permit land-mobile services to share channels 14 to 20 and the reallocation to land mobile of channels 70 to 83 (see page 62).

- AMST, said Washington lawyer Charles Miller, opposes any use of the UHF television channels for space broadcasting, noting that at present there are 78 UHF TV stations operating in that space, and that there are 57 construction permits outstanding for those channels.

Mr. Miller also commented that since there was a proposal to permit space broadcasting to use the 11.7 to 12.2 gc band for this purpose, there was no need to use the TV channels. AMST, he said, had no position on direct broadcasting from satellites, but, he noted, the subject does bring up a number of major policy questions, such as its impact on local TV and on CATV, its social desirability, and its costs.

The FCC also heard John W. Macy Jr., president of the Corp. for Public

Broadcasting, and other representatives of educational broadcasting, urge the reservation of 2500 to 2690 mc for educational broadcasting on an international basis.

## Cost of getting into satellites

### NBC-TV affiliates get projected \$100,000 figure for one ground station

The cost of a receive-only ground terminal, the kind most commonly envisioned for use by TV stations in distribution of network programs by space satellites, may be \$100,000 or less, it was suggested last week.

David C. Acheson, vice president and general counsel of Communications Satellite Corp., was asked the cost question at a panel session on satellites during the NBC-TV affiliates convention last week in New York (see page 41). He said a clearer answer should be available "in about a week," when Comsat receives some bids it has asked for, but suggested a clue might be found in the action of another company. The "other company," which he did not identify, was said to have asked for bids, but told prospective bidders not to submit them if they exceeded \$100,000.

Mr. Acheson said there was nothing to prevent local stations from working out joint ownership arrangements for such ground stations. He had indicated earlier that perhaps 300 might be needed for U.S. coverage, with about 50 having transmitting as well as receiving capability.

He did not answer directly a question as to the cost of the 50 that transmit, but stressed that only two or three—at least one on each coast—would need to be of the most sophisticated, "high-capacity" variety. The rest, he indicated, could be very small since they would not handle network originations except, perhaps, for occasional news or special events.

Mr. Acheson was one of four panelists discussing domestic-satellite prospects for the NBC-TV affiliates. The others were Dr. Bernhard E. Keiser of Page Communications Engineers, Washington, which has been engaged by the three commercial TV networks to seek a new system for the distribution of network programming; Donald I. Baker, deputy director of policy planning of the Justice Department's antitrust division, and James P. Gilmore, planning vice president and assistant chief operating officer of the Canadian Broadcasting Corp. George H. Fuchs, NBC ex-

ecutive vice president, was moderator.

Dr. Keiser, vice president and director of systems research and engineering for the Page firm, noted that the study for the networks is seeking the most advantageous way to distribute their programs and those of educational television, whether by satellites, terrestrial microwave or a combination of the two. The Page report is due in July, but Dr. Keiser gave away no substantive secrets about its contents.

In a separate meeting, the NBC-TV affiliates agreed to join those of CBS and ABC in a common effort to get approval for broadcasting stations to be licensed to operate satellite ground terminals if a domestic-satellite system is authorized. The three networks initiated their effort to find a new distribution system as a result of rising costs of networking by AT&T. They were put on notice at the NBC panel session that, if they do set up a system jointly, they had better make facilities available for other interests—"other networks, independent broadcasters and CATV"—on an equal basis.

This warning came from Mr. Baker, who said failure to provide access for others could be considered anticompetitive. But when such a system is in use at full capacity, he said, "nothing else would have to be done." Other potential users would then simply have to wait until another satellite was put up, he said.

Mr. Gilmore said Canada's domestic satellite—called "Anik," Eskimo for "Friend"—is expected to be in operation by 1972 and that the CBC has contracted for use of three channels, two for English-language telecasts and one for French. The satellite will supplement CBC's terrestrial facilities and will also provide its first truly nationwide French-Language network service. By 1972, he said, CBC also hopes to have about 40 small "package stations" in operation to carry network service to the Canadian North.

Mr. Atcheson said Comsat's domes-

tic-satellite plans envision use of a derivative of the Intelstat IV satellite with 24-channel capacity serving the U.S. and Alaska and with signal power high enough to make ground terminals "very moderately priced." He put the life expectancy of the satellite at about seven years.

The question-and-answer session produced these highlights:

- Mr. Baker said he was not sure any consideration had been given to the risk of an "unfriendly" nation disabling a communications satellite.

- In a multipurpose satellite, priority in getting restoration of service in times of technical difficulty might be built into the rates, with priority going to those willing to pay for it in much the same way that postal users pay more when they desire the fastest mail service.

- Ground stations in a satellite system may be located as much as 10 to 20 miles from the broadcasting station's transmitter. Laser beams have much more program capacity than the networks need, but their cost would be "extremely high" and could not be justified.

- The technology for satellite-to-home transmission is here now, but other questions almost certainly will cause a long delay in its introduction in the U.S.

## Portable lunar unit designed by RCA

RCA last week announced development of a briefcase-size communications system which could permit full-color TV coverage of an Apollo lunar module lift-off from the moon.

The portable lunar communications relay unit (LCRU), measuring 5 by 13 by 21 inches and weighing 50 pounds, will transmit voice, telemetry and color TV from moon-walking astronauts and receive transmissions from earth, without the signals being relayed through the lunar module. Previously, TV trans-

missions were broken off when the lunar module began its ascent from the moon.

RCA's Defense Communications Systems Division, Camden, N.J., is designing the LCRU under a \$2.4-million development contract for the National Aeronautics and Space Administration.

## Firm unveils adapter to provide AM stereo

A system of stereophonic broadcasting using conventional AM radio equipment has been developed by Kahn Research Laboratories, Freeport, N.Y.

Leonard R. Kahn, president, said XETRA Tijuana, Mexico, started broadcasting in AM stereo on May 2, using the special equipment furnished by Kahn Research.

He said the equipment involves an adapter that works with normal AM transmitting gear. He described it as an independent sideband system incorporating special features to avoid distortion.

At the receiving end, he said, only two conventional AM receivers are needed, one tuned "a shade above" and the other "a shade below" the carrier frequency. But the patents, he said, also cover receivers that would be capable of receiving stereo AM with one dial setting.

Mr. Kahn said pricing had not been established but indicated that it would be competitive with that of comparable FM stereo gear. AM stereo receivers, he said, should be much less expensive than FM stereo, with prices probably about 30% higher than for monophonic AM sets.

He said AM stereo will cover about 15 times the area of an FM stereo station operating with equivalent power, and that the AM stereo broadcasts may be received monaurally on conventional AM receivers without distortion or reduction of sound quality. He noted also that present FCC rules for AM broadcasting would have to be revised to permit AM stereo transmissions.

Kahn Research specializes in development of communications and broadcasting equipment. It is said to have built equipment for more than 1,700 radio stations around the world since its formation in 1952.

## RCA gets contract for New Jersey ETV's

A \$3.3-million contract for transmitting systems was announced last week by RCA. The equipment will be supplied to four new TV stations being established in New Jersey by the state's Public Broadcasting Authority.

According to RCA, the major items in the award are four high-power UHF transmitters, four broadcast antennas,

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two 900-foot towers and two 500-foot towers. Sites are being established by the authority near Trenton (channel 52), New Brunswick (channel 19), Atlantic City (channel 18) and Montclair (channel 77), with the Trenton outlet scheduled as the first to start operations early in the fall. Programs will originate from a production-center complex in Trenton where the authority will have two studios, a master control and distribution facility.

RCA said that an earlier contract award, valued at about \$2 million, will cover color-TV equipment (cameras, tape recorders, film-originating systems, audio and switching gear).

## New rules would curb too much modulation

The FCC last week proposed rule amendments designed to prevent radio transmitters with excessively powerful modulators from producing interference.

In a notice of proposed rulemaking, the commission suggested that positive modulation be limited to 100% and provided separate definitions of positive and negative modulation percentages. The present rules limit negative modulation to 100% but set no limit on positive modulation.

The FCC said certain manufacturers are offering for sale broadcast transmitters with modulators capable of carrying more power to the carrier than is necessary for 100% modulation

with a symmetrical waveform—a 5 kw transmitter equipped with a modulator intended for a 10 kw unit, for example. The commission said such transmitters undoubtedly would be employed with a substantial degree of negative peak limiting to produce positive peaks over 100%. This operation will increase the sideband power, and the potential for interference with other stations, it said. The commission expressed particular concern with the effect on co-channel and adjacent-channel operations.

The commission also noted it is possible to achieve positive modulation levels over 100% with standard transmitters, and that this practice has been considered permissible where the modulating waveform was only moderately unsymmetrical. However, it added it has not decided what higher limit, if any, should be permitted.

Comments on the rulemaking proposal are due Aug. 3; reply comments are due Sept. 3. The vote was 6-to-0 with Commissioner Kenneth A. Cox abstaining.

## Technical topics:

**Communications firm formed** ■ Interspace Communications, Los Angeles, has been formed to design and supply communications systems including satellite communication, microwave radio equipment and data and video terminal systems for international and domestic communications. The company is located at 12500 Beatrice Street, Los Angeles. Phone: 213-391-7119. Personnel

include former employees of Hughes Aircraft, Philco-Ford, Comsat Corp., International Telephone & Telegraph and General Electric.

**Educational gift** ■ WUC-TV Pittsburgh has donated more than \$17,000 worth of television equipment to Duquesne University's noncommercial WDUQ-FM-TV there. The equipment includes six RCA monitors and console housings, a 5-kw rear screen projector and Trans-Lux Tele Process projector, a cradle head and camera pedestal.

## CBS, Memorex to join in TV equipment firm

CBS and Memorex Corp., Santa Clara, Calif., manufacturer of magnetic recording equipment and equipment for the computer industry, announced last week the formation of a new joint venture company.

To be based in Sunnyvale, Calif., the new firm will develop, manufacture and market specialized, advanced equipment and systems for use in TV and related fields.

No details were disclosed on terms of the joint venture. A CBS spokesman noted only that it would be a "50-50" investment. Personnel for the new company will come from CBS and Memorex.

Creation of the new company was announced by Ralph O. Briscoe, CBS/Comtec group president, and John P. Del Favero, executive vice president, Memorex.

## Fates&Fortunes

### Broadcast advertising

**M. J. (Bud) Pulver**, rejoins Lennen & Newell, Chicago, as senior VP-director of creative services, newly created position. He was VP-communications, Dolly Madison Industries, Philadelphia.

**Paul Miller**, area VP with Post-Newsweek's WCKY(AM) Cincinnati, resigns to become president of planned Cincinnati advertising and PR firm, specializing in broadcast advertising, production of market sales training and motivational programs. Firm will be located in Hyde Park Terrace building, Hyde Park Square, Cincinnati.

**Bruce T. Barton**, associate creative director, Ogilvy & Mather, New York, joins Clyne Maxon there as senior VP and co-creative director.

**Larry Levenson** and **Paul Zoellner**, copy supervisors, Doyle Dane Bernbach, New York, elected VP's.

**Isabel Ziegler**, executive director of spot broadcast buying unit, Ted Bates & Co., New York, joins Vitt Media International there, as VP.

**Calvin Greenbaum**, creative associate, SSC&B, New York, named VP and creative director and **Catherine D. White**, casting director, named VP.

**Harold Pearson**, account supervisor, Benton & Bowles, New York, elected VP. **Art Shulman**, research group supervisor, SSC&B, New York, joins Benton & Bowles research department there as supervisor of copy research in department's communications sciences group.

**Ron Anderson**, art director, Knox Reeves Advertising, Minneapolis, named senior VP and creative director.

**John B. Kelley**, formerly with Benton & Bowles, New York, joins Working Concepts Center there, division of advertising-PR firm of Albert Frank-

Guenther Law, as associate creative director.

**Thomas E. Fraioli**, national sales manager, WTVJ(TV) Miami, appointed general sales manager.

**Dennis Smith**, formerly media director with Dave Herman and Associates, Washington agency, joins H-R Radio Representatives as manager of Philadelphia office.

**Edward A. Neff**, sales manager, KGTN(AM) Georgetown, Tex., joins WLXT(TV) Aurora, Ill., in same capacity.

**Betty Taller**, with Hecht, Vidmer, New York agency, appointed media director. **Walter F. Higgins**, account supervisor with Hecht, Vidmer, appointed management supervisor.

**Paul Batisti** and **Jerry Jacob**, with KHJ-FM Los Angeles, named local sales manager of KHJ-FM and KFMS(FM) San Francisco, respectively. Both are

## New appointments for 4A committees

**J. Walter Reed** of Foote, Cone & Belding, and **Thorton B. Wierum** of J. Walter Thompson Co., both New York, named chairman and vice chairman, respectively, of broadcast station relations committee of American Association of Advertising Agencies.

**William H. Hylan** of JWT and **Bernard Kanner** of Benton & Bowles, both New York, reappointed chairman and vice chairman, respectively, AAAA's broadcast policy committee.

**Dan Seymour** of JWT will have general supervision of these two committees and of those for business publications, consumer magazines, direct mail, newspapers and out-of-home media.

Other assignments for 1970-71 included:

Reappointments of **Harold J. Saz** of Ted Bates & Co., New York, as chairman of broadcast administration com-

mittee, and of three vice chairman: **Philip L. Tomalin**, Ogilvy & Mather, New York; **David Dole**, Leo Burnett Co., Chicago, for central region, and **Vinita Hernandez**, Foote, Cone & Belding, Los Angeles, for western region;

Reappointments of **Gordon Webber**, Benton & Bowles, and **E. Manning Rubin**, Grey Advertising, both New York, as chairman and vice chairman of broadcast commercial production committee;

Reappointment of **Herbert Zeltner**, Needham, Harper & Steers, New York, as chairman of special committee on electronic data processing;

Appointment of **Maxwell Dane**, Doyle Dane Bernbach, New York, as chairman of special committee on equal employment opportunities;

Appointment of **John Elliott Jr.**, Ogilvy & Mather, New York, and **Edward N. Ney**, Young & Rubicam International, as chairman and vice chairman, respectively, of AAAA board's government and PR committee.

### RKO General stations.

**Jeffrey Poll**, account executive, WIP(AM) Philadelphia, appointed national account executive succeeding **Ralph D'Amico**, who joined WHK(AM) Cleveland as general sales manager (BROADCASTING, May 18). Both are Metro-media stations.

**Robert Calabrese**, executive art director, Cunningham & Walsh, New York, named VP.

**Leo Sullivan**, with Goodwin, Dannenbaum, Littman & Wingfield, Houston, appointed director of client services.

**Sturges Dorrance**, with KING-TV Seattle, appointed to newly created position of marketing director for TV sales.

**Ken Clark**, producer-director, Carson Roberts Inc., Los Angeles, joins The Haboush Co., commercial production firm there, as executive producer.

**Paul F. Iams Jr.**, former production director, KAIR(AM) Tucson, Ariz., appointed director of creative services, Media Consultants, Chicago, creative commercial-production facility.

**Robert J. Rosegarten**, account executive, and **Dominick Spoto**, associate media director, Warwick & Legler, New York, named VP's.

**William J. Downes**, account supervisor, Cunningham & Walsh, New York, named VP.

**Walter C. Liss Jr.**, assistant national director of advertising and promotion with Triangle Stations, Philadelphia, joins John Blair & Co., New York, as assistant creative director.

**Louis Steinberg**, formerly VP of Pro-

ductions West, Los Angeles commercial-industrial film production house, joins Metrotape West, studio and tape production facility of Metromedia's KTTV-TV there, in newly created position of sales manager.

**Ron Mendelsohn**, with WRFM(FM) New York, appointed local sales manager.

**Michael Luckoff**, account executive, Metro Radio Sales, Chicago, appointed general sales manager of Metromedia's KLAC(AM) Los Angeles.

**Philip Jay LeNoble**, formerly with WFUN(AM) South Miami, Fla., joins KTLK(AM) Denver, as local sales manager.

### Media



Mr. Warren

and general manager of WRTV-TV Newark, N.J., Reade's UHF station, which is scheduled to go on air in 1971.

**Stanford Calderwood**, executive VP, Polaroid Corp., Cambridge, Mass., joins WGBH Educational Foundation in Boston as president and chief executive officer, newly established job title. Mr.

Calderwood assumes presidency from **Ralph Lowell**, founder and president of foundation who becomes chairman of board, and assumes operational responsibilities formerly handled by **Hartford N. Gunn Jr.**, VP and general manager. Mr. Gunn left stations to become first president of Public Broadcasting Service in March.

**Bob G. Surber**, station manager, KUPK-TV Garden City, Kan., named VP of KakeLand stations of Kansas, which includes KUPK-AM-FM-TV Garden City and KAKEAM-TV Wichita. He will also continue as manager of KUPK-TV.

**Wally Nelskog**, president and general manager, KIXI-AM-FM Seattle, Wash., elected chairman of board of directors of Washington State Association of Broadcasters. **Jack J. Bankson**, KVI(AM) Seattle and **Lloyd E. Cooney**, KIRO-TV, Seattle, elected to board of association.

**Lee M. Larsen**, sales promotion and merchandising manager, KHJ-AM-FM Los Angeles and **Gary Price**, sales manager, KHJ-FM, appointed station managers of KFMS(FM) San Francisco and KHJ-FM, respectively. Both are RKO General stations.

**John Scott**, program director, WHEN(AM) Syracuse, N.Y., appointed general manager.

**James T. Marks**, operations manager, WIBG-AM-FM Philadelphia, joins WTAF-TV there as business manager.

**Brent Hill**, program director, WIS(AM) Columbia, S.C., also appointed assistant general manager.

**Kenneth Todd**, director of analysis at CBS, New York, appointed assistant controller, and **George Castell**, director, finance section, appointed assistant treasurer.

**Warren Schaub**, director of taxes, Mack Trucks, Cortland, N.Y., joins ABC in same capacity. He succeeds late **Harry Wright**. **David Fulton**, VP, ABC, appointed controller, replacing **John Regazzi**, who resigns, and **Rudolph Skalka**, director of ABC's motion picture accounting, appointed to newly created position of assistant controller.

### Programing

**Sam Silberman**, director of programing, noncommercial WQED-TV Pittsburgh, resigns to become VP of production for Small World Enterprises, same city, and producer-director of *Misterogers' Neighborhood*, series produced at WQED and distributed nationally to other noncommercial stations by National Educational Television. He will also be responsible for development of new series designed for parents.

**Lawrence Einhorn**, program director, KHJ-TV Los Angeles, appointed pro-

gram director, KABC-TV there. He replaces **Robert I. Guy** who will concentrate on special projects for KABC-TV.



**Mr. Rector**

In his new position, Mr. Rector will be responsible for development of programming and sales planning for domestic CATV operations of division.

**Merle E. Schirado**, VP-promotion and advertising, Nationwide Industries, Chicago, and president of Nationwide's subsidiary company, A to Z Rental, national store rental chain, joins distributor division of Nightingale-Conant, Chicago, as director of marketing operations. Company, producer of motivation and communications programs, is producer of syndicated radio program, Earl Nightingale's *Our Changing World*.

**Allan Ginsberg**, operations manager of WAKR-TV Akron, Ohio, also placed in charge of programming and internal management of TV.



**Mr. Parke**

ed program director for WIP(AM) Philadelphia. Both are Metromedia stations. **Dean Tyler**, music director for WIP, appointed to newly created position of assistant program director.

**John A. Steinwand**, program manager, WKBD-TV Detroit, joins Focus Unlimited, Toledo, Ohio producers of specialized communications, as general executive in project planning and new market services. His headquarters will remain in Detroit.

**Deborah R. Miller**, with WATL-TV Atlanta, joins KYW-TV Philadelphia as producer/director.

**Robert P. Donohue**, assistant production manager, KTTV(TV) Los Angeles, appointed production manager.

**Harry Newman**, air personality, KBBQ(AM) Burbank, Calif., also appointed program director.

**John Detz**, general manager, WABX(FM) Detroit, also appointed to act as programming and promotional consultant

**Richard R. Rector**, director of studios for CBS-TV, New York, for past year, named to newly-created post of director, CATV programs and marketing services, CBS Television Services Division.

for KSHE(FM) Crestwood, Mo., both Century Broadcasting Corp. properties. He will commute between Detroit and Crestwood, Mo., stations.

**Lois Rice**, principal of Special Effects Associates Productions, New York joins William S. Muyskens Associates, newly formed film and video-tape production services and consulting firm there, as associate producer. She will also continue to manage S.E.A. Productions.

**Gil Haag**, production director, KDKA(AM) Pittsburgh, appointed executive producer succeeding **Ira Apple** who joins WJAS-AM-FM there as air personality.

**Bert Stern**, film photographer, named by Howard Samuels, candidate for Democratic nomination in race for governor of New York, as media director responsible for designing and producing campaign films and video tapes.

**Michael J. Brown**, with WIS-TV news Columbia, S.C., joins South Carolina Educational Network there as producer-writer.

## News

**Anthony P. Hatch**, formerly reporter with CBS News in Jerusalem, appointed executive producer, WCBSTV news, New York. He succeeds **Richard Lobo**, acting executive producer, who has been appointed general executive responsible

for overall supervision of WCBSTV news-assignment desk. **Peter C. Kohler**, assistant director of editorials at WCBSTV, named director of editorials succeeding **Michael Keating**, now director of news (BROADCASTING, May 4).

**Dick Riley**, executive producer of news department of KRON-TV San Francisco, appointed executive producer of station's documentary department.

**Jack Brickhouse**, manager of sports, WGN-AM-TV Chicago, elected VP and manager of sports, WGN Continental group stations. He has been with WGN 30 years.

**Christopher Lindsay**, news writer, WICC(AM) Bridgeport, Conn., appointed news director.

**Jim Benes**, news writer, WBBM(AM) Chicago, appointed news editor.

**John Bittner**, WAZY-AM-FM Lafayette, elected president of UPI Broadcasters of Indiana. He succeeds **Sam Simmermaker**, with WCSI-AM-FM Columbus. **Charles Ray**, WIFE-AM-FM Indianapolis, elected VP.

**Ronald J. Bilek**, news producer, KDKA-TV Pittsburgh, joins WKBF-TV Cleveland as news producer/reporter.

**Bruce Dixon**, news director, WMID(AM) Atlantic City, N.J., joins WJLK-AM-FM Asbury Park, N.J., as news editor-reporter. He succeeds **Bob Marek** who joins KYW(AM) Philadelphia news staff.

## Nixon names Whitney, Wrather to CPB board

President Nixon has named two new members of the board of the Corp. for Public Broadcasting and renamed a third. All must be confirmed by the Senate.

Named to six-year terms last week were **John Hay Whitney**, a principal stockholder of Corinthian Broadcasting Corp., a group broadcaster which is merging with Dun & Bradstreet, and who was U.S. ambassador to Great Britain under the Eisenhower administration, and **John D. Wrather**, chairman and president of the Wrather Corp., which owns Muzak Inc., Disneyland hotel, Hollywood, Queen Mary hotel, Long Beach, Calif. and produces television programs (*Lassie*). Mr. Wrather is a 12% stockholder of the Teleprompter Corp., a multiple CATV owner.

Reappointed to the bi-partisan CPB board was **Frank E. Schooley**, director of broadcasting at the University of Illinois and a former president of the National Association of Educational Broadcasters.

The two new appointees, plus two more that are expected to be announced

soon, will take the place of four members of the 15-man board whose terms expired in mid-March. The retiring members are **John D. Rockefeller III**, president of Rockefeller Brothers Foundation, New York; **Saul Haas**, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle); **Roscoe C. Carroll**, lawyer, Los Angeles, and **Erich Leinsdorf**, orchestra conductor, Boston.

**Frank Pace Jr.**, New York, is chairman of the CPB board which was established in 1968. **John W. Macy Jr.**, former chairman of the U.S. Civil Service Commission, is president. Continuing board members are **James R. Killian**, chairman, Massachusetts Institute of Technology, Cambridge, Mass.; **Robert S. Benjamin**, chairman, United Artists Corp., New York; **Albert L. Cole**, chairman, Reader's Digest Association Inc., New York; **Oveta Culp Hobby**, chairman and editor, *Houston Post* (KPRC-AM-TV Houston); **Joseph A. Beirne**, president, Communication Workers of America, Washington; **Joseph D. Hughes**, vice president, Mellon & Sons, Pittsburgh; **Jack Valenti**, president, Motion Picture Association of America, Washington; **Carl E. Sanders**, lawyer, Atlanta, and **Michael A. Gammino Jr.**, banker, Providence, R.I.

## Equipment & engineering

**T. Arthur Bone**, chief engineer, WJRT-TV, Flint, Mich., also named VP in charge of engineering for Poole Broadcasting Co., owners of WJRT-TV and WPRI-TV Providence, R.I. Poole has also purchased WTEN(TV) Albany, N. Y., subject to FCC approval.

**Peter Otto**, with production services department of ABC-TV, New York, appointed to newly created position of special projects manager for broadcast operations and engineering. He will serve as liaison between all broadcast operations and engineering departments and construction and general services departments in all projects involving space and facility allocation, alterations and improvements.

**Robert M. Blumenkranz**, formerly chief engineer, WOCN(AM) Miami and WOCN-FM Miami Beach, appointed technical director of engineering for jointly owned WOCN-AM-FM and WWBA-AM-FM St. Petersburg, also Florida.

## Promotion

**Ray Eisbrenner**, VP P/R Associates, Detroit, elected senior VP.

**Leo T. Batt**, with press relations department, ABC, New York, joins MGM-TV, Culver City, Calif., as supervisor of production publicity.

## NAB committee line-up set

New structure of the Secondary Market Television Committee of the National Association of Broadcasters has been announced by NAB President Vincent T. Wasilewski.

**Dale G. Moore**, KGVO-TV Missoula, Mont., has been named chairman for a second term. New members are: **Joseph Bonansinga**, WGEM-TV Quincy, Ill.; **J. Allen Jensen**, KID-TV Idaho Falls, Idaho; **Rudolph O. Marcoux**, WLBZ-TV Bangor, Me.; **William Patton**, KATC-TV Lafayette, La., and **William F. Turner**, KCAU-TV Sioux City, Iowa. **Robert H. Smith**, WCYB-TV Bristol, Va., was reappointed to the committee.

**David Sureck**, with Charles A. Moses Co., New York, PR firm, named VP for creative services. In addition to his present duties in account supervision, he will expand company's interests in radio, TV and feature films production activities.

**Louis F. Stone**, former VP with Gray & Rodgers, Philadelphia, joins Lewis & Gilman, advertising and PR agency there, as associate director of public relations.

**Barbara Wilkens**, director, PR, Trans-Lux Corp., New York, named director of promotion, National General Television Productions Inc., Los Angeles.

**Dennis F. Plinska**, field secretary, Marquette University Alumni Association, joins WEMP(AM) and WNUW-FM Milwaukee as director of promotion and public service.

## Allied fields

**Horace R. Kornegay**, VP and counsel, The Tobacco Institute, Washington, elected president and chief executive officer succeeding **Earle C. Clements**, one-time governor of Kentucky, who retires. Mr. Kornegay is former Democratic representative from North Carolina.

## Deaths

**Charles L. Range Jr.**, 58, field sales manager, Altec Lansing division of LTV Lansing, equipment manufacturer, died May 17 in Washington Hospital Center, Washington, after stroke. Mr. Range, resident of Bethesda, Md., suburb of Washington, before moving to California in March, was in Washington on business. He is survived by his wife, Helen, and one daughter.

**Billie Burke**, 84, TV, movie and Broadway comedienne, died May 15 in Los Angeles. Miss Burke, who had been in ill health for number of years, is remembered in TV for her role in *Topper* series. She was at one time married to Florenz Ziegfeld.

## ForTheRecord®

As compiled by BROADCASTING, May 12 through May 19 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—Presunrise service authority.

SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Actions on motions

■ Hearing Examiner Frederick W. Denniston

in Hartford, Conn. (RKO General Inc.), TV proceeding, scheduled further prehearing conference for June 15 and postponed hearing now scheduled for June 3, to date to be specified by order (Doc. 18821) Action May 6.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), TV proceeding, granted request by H & B Communications Corp. for it and applicant to conduct test operation; further ordered tests conducted at times agreed upon by parties and to be completed by Aug. 21; set certain procedural dates and continued hearing to Sept. 15 (Docs. 18817-8). Action May 7.

■ Hearing Examiner Forest L. McClennan in Jacksonville and Miami, both Florida, and Asheville, N.C. (Florida-Georgia Television Inc.), TV proceeding, granted petition by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.; reopened record and scheduled further hearing conference for May 14 (Docs. 10834, 17582-4, 18185-6). Action May 11.

### Other actions

■ Review board in Tijuana, Mexico, TV proceeding, Doc. 18606, denied petition to enlarge issues, filed March 3 by Radio Television S. A. and Bay City Television Inc. Action May 14.

■ Review board in Tijuana, Mexico, TV proceeding, Doc. 18606, denied appeal from adverse ruling of hearing examiner, filed April 2 by Radio-Television S.A., and Bay City Television Inc.; granted motion for acceptance and consideration of appeal, filed April 2 by Radio-Television S.A., and Bay City Television Inc. and dismissed request for expedited consideration, filed April 2 by Western Telecasters Inc. Action May 14.

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## Summary of broadcasting

Compiled by FCC, May 1, 1970

|                      | On Air   |      |      | Total<br>On Air | Not<br>On Air    |                     |
|----------------------|----------|------|------|-----------------|------------------|---------------------|
|                      | Licensed | STA* | CP's |                 | CP's             | Total<br>Authorized |
| Commercial AM        | 4,267    | 2    | 13   | 4,282           | 81               | 4,363 <sup>1</sup>  |
| Commercial FM        | 2,068    | 0    | 50   | 2,118           | 122              | 2,240               |
| Commercial TV-VHF    | 492      | 2    | 15   | 509             | 15               | 524                 |
| Commercial TV-UHF    | 131      | 0    | 50   | 181             | 114 <sup>2</sup> | 295                 |
| Total commercial TV  | 623      | 2    | 65   | 690             | 129              | 822                 |
| Educational FM       | 390      | 0    | 23   | 413             | 45               | 458                 |
| Educational TV-VHF   | 76       | 0    | 6    | 82              | 4                | 86                  |
| Educational TV-UHF   | 96       | 0    | 12   | 108             | 12               | 120                 |
| Total educational TV | 172      | 0    | 16   | 190             | 16               | 206                 |

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

### Call letter application

■ New Jersey Public Broadcasting Authority, Trenton, N.J. Requests \*WNJT(TV).

### Existing TV stations

#### Final actions

■ KTTVM(TV) Butte, Mont.—Broadcast Bureau granted mod. of CP to change aurr. ERP to 12.6 kw; change type trans.; change type ant. and make changes in ant. structure; ant. height 1,936 ft. Action May 8.

■ KFBB-TV Great Falls, Mont.—Broadcast Bureau granted CP to change aurr. ERP to 20 kw; trans. location and studio location to U.S. Highway 87 one mile north of Missouri River, Great Falls, change type trans.; make changes in ant. height; ant. height 590 ft.; make changes in ant. structure. Action May 7.

■ FCC requested ABC, New York, to confirm that it will follow practice of logging as commercial matter, audio references to names of racing cars portrayed in Hot Wheels program which, as miniature automobile models, are being sold under same names by Mattel Inc., Hawthorne, Calif., toy manufacturer. Action May 6.

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP(TV)]). TV proceeding, scheduled further hearing conference for May 20; matters include, but not limited to judgment of Superior Court, Suffolk county, Mass., in matter of Integrated Communication Systems Inc. vs. WREP-TV Inc. on May 5; petition for leave to amend filed Jan. 14 by applicant together with proposed amendments tendered therewith. Specification of procedural dates and such other matters as may be appropriate (Docs. 18339-9). Action May 13.

■ Hearing Examiner Forest L. McClennin in Washington (United Television Inc. [WFAN-TV]). TV proceeding, ruled that only to specified degree can United's overall programming service be factor in mitigation and it cannot include period after Aug. 31, 1966, date of filing of Washington Community's application (Doc. 18559, 18561-3). Action May 11.

■ Hearing Examiner James F. Tierney in

New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.). TV proceeding, denied motion by Forum Communications Inc. for reconsideration of memorandum opinion and order released April 30 (Docs. 18711-2). Action May 6.

#### 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.

■ WMAL-TV Washington (Evening Star Broadcasting Co.). Contract dated June 29, 1967, replaces one dated June 27, 1966; effective July 2, 1967, to July 2, 1969, and extended to July 2, 1971. First call right. Programs delivered to station. Network rate, \$1,750 (\$1,800 as of Sept. 1, 1970); compensation paid at 30% prime time.

■ KDUB-TV Dubuque, Iowa (Dubuque Communication Corp.). Contract dated April 24, 1970, replaces one dated Aug. 8, 1969; effective April 27, 1970 (or date station goes on air, but not later than Oct. 24, 1970), for two years. No first call right. Programs delivered to AT&T testboard in Cedar Rapids, Iowa. Network rate is specified as "bonus."

■ KCMT(TV) Alexandria, Minn. (Central Minnesota Television Co.). Contract dated April 1, 1970, replaces one dated Nov. 30, 1967; effective Nov. 1, 1969, to Oct. 1, 1970. No first call right. Program delivery not specified. Network rate, \$435; compensation paid at 30% prime time.

■ WAST(TV) Albany, N. Y. (Van Curler Broadcasting Corp.). Contract dated June 4, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to Oct. 1, 1970, and extended to July 2, 1971. First call right. Programs delivered to station. Network rate, \$1,050; compensation paid at 30% prime time.

■ KCPX-TV Salt Lake City (Screen Gems

Broadcasting of Utah Inc.). Contract dated July 13, 1967, replaces one dated Sept. 2, 1966; effective July 2, 1967, to July 2, 1969, and extended to July 2, 1971. First call right. Programs delivered to station. Network rate, \$825 (\$850 as of Sept. 1, 1970); compensation paid at 30% prime time.

##### CBS

■ Formula: Same as ABC.

■ KUHI-TV Joplin, Mo. (Caldwell & Associates Inc.). Contract dated Nov. 14, 1967; effective Jan. 1, 1968, to Dec. 31, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$200; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ WDEF-TV Chattanooga (Roy H. Park Broadcasting of Tennessee Inc.). Contract dated Nov. 15, 1966; effective Nov. 15, 1966, to May 9, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$468; compensation paid at 32% prime time.

■ WTAR-TV Norfolk, Va. (WTAR Radio-TV Corp.). Contract dated Nov. 8, 1966; effective Sept. 11, 1966, to Sept. 26, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$982 (\$1,007 as of Oct. 4, 1970); 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.

■ KCMT(TV) Alexandria, Minn. (Central Minnesota Television Co.). Contract dated Dec. 15, 1967, replaces one dated June 26, 1958; effective Dec. 15, 1967, to Oct. 8, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Programs also rebroadcast over Central's KNMT(TV) Walker, Minn. Network rate, \$375; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WTMJ-TV Milwaukee (The Journal Co.). Contract dated Dec. 1, 1967, replaces one dated Jan. 25, 1961; effective Dec. 1, 1967, to July 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,800; compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

### New AM stations

#### Application

■ Kodiak, Alaska—Loren F. Bridges. Seeks 570 kc, 500 w, 1 kw-LS, U. P.O. address: 3555 Harding Avenue, Honolulu 96816. Estimated construction cost \$11,353.93; first-year operating cost \$12,500; revenue \$35,000. Principals: Loren F. Bridges, sole owner. Mr. Bridges is general manager of KAIM-AM-FM Honolulu and is radio consultant. Ann. May 14.

#### Actions on motions

■ Chief, Office of Opinions and Review in Mishawaka, Ind. (Northern Indiana Broadcasters Inc.). AM proceeding, granted motion by Northern Indiana Broadcasters Inc. and extended to May 22 time to reply to oppositions to petition for reconsideration and rehearing filed March 30 (Doc. 14855). Action May 11.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, scheduled further prehearing conference for May 15 for applicant to produce and distribute documents referred to in order released May 5 (Doc. 18714) Action May 8.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.). AM proceeding, granted motion by Natick Broadcast Associates Inc. and extended to May 21 time for responding to motion for production of documents filed by Home Service Broadcasting Corp. (Docs. 18640-1). Action May 7.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community

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Radio System and Morris's Inc.), AM proceeding, received Morris's Inc. exhibit in evidence and ordered evidentiary record remain open (Docs. 17722, 18395). Action May 8.

■ Acting Chief Hearing Examiner Jay A. Kyle in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for June 5 and hearing for July 7 (Doc. 18352). Action May 8.

■ Hearing Examiner Jay A. Kyle in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, rescheduled evidentiary hearing for June 10 (Doc. 18503). Action May 13.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.), AM proceeding, ordered that annual financial reports (FCC form 324) for years 1966 through 1968 need not be produced by Seaboard and other documents requested by Sencland shall be produced at studios of WLAS for inspection and copying on May 26, inspection to be made in presence of representative of Seaboard and copying to be in most expeditious manner available to Sencland; further ordered that parties may by mutual agreement modify time, manner, place of inspection without further authorization of examiner subject to condition that such modification shall not delay scheduled procedural dates (Doc. 18549, 18813-4). Action May 11.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc.), AM proceeding, granted motion of Sandern of Iowa Inc. and extended to May 15 time to file proposed findings of fact (Docs. 18746-8). Action May 12.

## Other actions

■ Review board in Alexander City, Ala., AM proceeding, Docs. 18782-83, denied petition and motion to enlarge issues, filed Feb. 16 by Southeastern Broadcasting Inc. and Martin Lake Broadcasting Co., respectively. Action May 13.

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Doc. 15752, scheduled oral argument for June 11. Action May 12.

■ Elmhurst, Ill.—FCC denied petition by DuPage County Broadcasting Inc. asking reconsideration of order remanding for further hearing grant of DuPage's application for CP for new AM. (Docs. 16965-6). Action May 13.

■ Review board in Alamogordo, N. M., AM proceeding, Docs. 17624-25, granted petition for extension of time, filed May 8 by Sierra Blanca Broadcasting Co. Action May 12.

■ Review board in Sapulpa, Okla., AM proceeding, Docs. 13341-42, 13344, dismissed without prejudice to refiling at appropriate time petition to enlarge issues, filed Nov. 5, 1969, by Broadcast Bureau. Action May 13.

■ Clarkston, Wash.—FCC denied application by Lewis-Clark Broadcasting Co. (KOZE-AM-FM Lewiston, Idaho) and KRLC Inc. (KRLC(AM) Lewiston, Idaho-Clarkston, Wash., for review of review board decision granting application of Clarkston Broadcasters for new daytime AM at Clarkston (Doc. 18124). Action May 13.

## Designated for hearing

■ Globe, Ariz.—FCC granted request by counsel for James Mace, applicant for new AM in Globe for waiver of interim procedure for community survey showings in radio and TV applications; commission ordered hearing on Mr. Mace's application be permitted on community survey issue, consistent with existing commitments of hearing examiner and counsel for parties to hearing (Doc. 18225). Action May 15.

■ Circleville, Ohio—FCC designated for hearing mutually exclusive AM applications by George E. Worstell, Scioto Broadcasting Co. and Circleville Broadcasting Co., all Circleville, for new AM's. Mr. Worstell proposes 1540 kc, 1 kw DA-D; Scioto, 1540 kc, 250 w-DA-D, and Circleville, 1540 kc, 1 kw DA-D. Action May 13.

## Call letter applications

■ The Grantell Broadcasting Co., York, Ala. Requests WYLS.

■ Cameron Radio Inc., Cameron, Mo. Requests KMRN.

■ Somerset Valley Broadcasting Co., Somerville, N.J. Requests WCNJ.

## Call letter actions

■ Broadcasting Inc., Kansas City, Mo. Granted KAYQ.

■ TV Cable of Waynesboro Inc., Waynesboro, Pa. Granted WEEQ.

## Existing AM stations

### Final actions

■ KEEN San Jose, Calif.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Hotel De Anza, San Jose, Calif.; conditions. Action May 11.

■ KBOL Boulder, Colo.—Broadcast Bureau granted CP to change ant.-trans. location to 3085 East Bluff Street, Boulder; make changes in ant. system. Action May 11.

■ KUDU Ventura, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 12.

■ WTRS Dunnellon, Fla.—Broadcast Bureau granted license covering new AM. Action May 13.

■ KHBT Humboldt, Iowa—Broadcast Bureau permitted remote control. Action May 5.

■ KOAK Red Oak, Iowa—Broadcast Bureau granted CP to change from DA-D to non-DA; conditions. Action May 11.

■ WARA Attleboro, Mass.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action May 13.

■ WSJC Magee, Miss.—Broadcast Bureau granted CP to replace expired permit for changes. Action May 12.

■ KUDI Great Falls, Mont.—Broadcast Bureau permitted remote control. Action May 8.

■ WSCV Peterborough, N. H.—Broadcast Bureau permitted remote control. Action May 7.

■ WWBZ Vineland, N. J.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action May 7.

■ KOBE Las Cruces, N. M.—Broadcast Bureau granted CP to install new trans. for auxiliary use. Action May 11.

■ WPAW East Syracuse, N. Y.—Broadcast Bureau granted mod. of license covering change in name to Houston Broadcasting Inc. Action May 12.

■ WKBQ Garner, N. C.—Broadcast Bureau granted CP to change DA pattern. Action May 27.

■ KEGG Dalingerfield, Tex.—Broadcast Bureau granted CP to change from DA-D to non-DA; condition. Action May 11.

■ WPED Crozet, Va.—Broadcast Bureau granted license covering new AM; trans-studio location redescribed as end of Hilltop St. Action May 13.

■ KVVW Cheyenne, Wyo.—Broadcast Bureau granted licenses covering changes. Action May 13.

## Initial decision

■ WTHU Thurmont, Md.—Hearing Examiner Charles J. Frederick in initial decision proposed grant of application of Lelsner Broadcasting Corp. for power increase from 100 w to 500 w-D (Doc. 18780). Action May 19.

## Actions on motions

■ Chief, Office of Opinions and Review in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted request by 1400 Corp. and extended to June 3 time to reply to Broadcast Bureau's exceptions and brief (Docs. 16813-4). Action May 14.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, continued to May 25 date on which applicant is to respond to bureau's interrogatories or identify questions to which it can not respond, identify witnesses to be called; exchange statements indicating general nature of testimony of each witness; scheduled further prehearing conference for June 1 in Denver and continued evidentiary hearing to June 2 in Denver (Doc. 18710). Action May 12.

■ Hearing Examiner Basil P. Cooper in Nashville (Second Thursday Corp. [WWGM] and Second Thursday Corp. [WSET-FM]), AM-FM proceeding, continued prehearing conference to May 19 (Docs. 17914, 18175). Action May 14.

■ Hearing Examiner Charles J. Frederick in Selinsgrove, Pa. (B & K Broadcasting Co. [WSEW]), AM proceeding, rescheduled hearing for June 10; further ordered parties may adjust other procedural dates accordingly (Doc. 18810). Action May 6.

■ Hearing Examiner David I. Kraushaar in Louisville and Mebane, both North Carolina (Franklin Broadcasting Inc. [WYRN] and

Radio Mebane-Hillsborough Inc.), AM proceeding, rescheduled prehearing conference for June 10 (Doc. 18836-7). Action May 11.

■ Acting Chief Hearing Examiner Jay A. Kyle in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, granted petition by Broadcast Bureau and hearing shall be held in Denver, May 19 (Doc. 18710). Action May 6.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK] and WUVA), AM proceeding, granted petition by Broadcast Bureau and continued time for filing proposed findings of fact and conclusions of law and replies to date to be determined later (Action May 6); dismissed as moot opposition by WELK Inc. to Broadcast Bureau's petition for extension of time to file proposed findings of fact and conclusions of law. (Docs. 18585-7). Action May 8.

■ Hearing Examiner Forest L. McClenning in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc., and M. W. Kinney Jr. [transferee]), transfer of control of WYNX, continued hearing to June 9. (Doc. 18784). Action May 12.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, reopened record and postponed dates for filing proposed findings and reply findings to date to be set after final action on petition to add forfeiture issue (Doc. 18616). Action May 13.

## Other actions

■ WOOK Washington—Review board, on petition by Broadcast Bureau, enlarged hearing issues on application of United Broadcasting Inc. for renewal of license of WOOK (Docs. 18559-63). Added issues are to determine all facts and circumstances of operation of station under management of United Broadcasting Co. for alleged violation of rules and regulations and license authorization as disclosed by official notice of violation issued in October 1969 listing 19 violations. Action May 18.

■ Clermont, Fla.—FCC notified that initial decision released March 25, which granted application of Fidelity Broadcasting Corp. to increase daytime power from 250 w to 1 kw, became effective May 14. (Doc. 18707). Action May 19.

■ WHMC Gaithersburg, Md.—FCC set oral argument for July 9 in proceeding on license renewal application of Nick J. Chaconas for WHMC (Doc. 18391). Action May 13.

■ Berlin, Wis.—FCC granted request by Kingsley H. Murphy for waiver of AM freeze rules and application to change authorized daytime operation of WISS on 1090 kc. from 500 w-DA, to 250 w, at new trans. site has been accepted for filing. Action May 13.

## Fine

■ WJEM Valdosta, Ga.—FCC ordered to forfeit \$2,000 for violation of rules by operating at 5:00 a.m. EST rather than 5:45 a.m. EST, for period May 1 to May 22, 1968. Action May 13.

## Designated for hearing

■ KBPS Portland, Ore.—FCC set for hearing application by Benson Polytechnic School, Portland, to change operation of class IV KBPS on 1450 kc from 250 w-SH to 1 kw-LS, SH. Action May 13.

## Call letter applications

■ KZIX, Fort Collins Broadcasting Co., Ft. Collins, Colo. Requests KIIIX.

■ KBON, Paxton Radio Inc., Omaha. Requests KAUL.

■ KTOD, Dynamic Broadcasting Corp., Sinton, Tex. Requests KIKN.

## Processing line

■ FCC notified that following applications will be ready and available for processing June 29, 1970: WWSF Loretto, Pa., St. Francis College of Loretto, Has: 1400 kc, 250 w, U, class IV. R30: 1400 kc, 250 w, 1 kw-LS, U, class IV. WISS Berlin, Wis., Kingsley H. Murnhy Jr. Has: 1090 kc, 500 w-DA-D. Req: 1090 kc, 250 w-D. Ann. May 18.

## New FM stations

### Start authorized

■ \*KWMR(FM) Cedar Rapids, Iowa.—Au-

(Continued on page 77)

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## RADIO

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Experienced manager for very profitable 10 kw Midwest daytimer. Specializing in Religious format. \$16,000 base salary plus percentage of net. Send resume and snapshot. Box E-255, BROADCASTING.

We have a tough market. Need sales manager who is willing and able to build sales on CGW AM. Station management opening to right man. Must be strong on sales and community service, sober and honest. Immediate opening. Contact Lou Erck, KHAP, P.O. Box 1, Aztec, N.M. 307-334-6911.

Manager to operate station in Northwest New Jersey. Call Mr. Van, 201-827-6500 for details.

### Sales

Sales manager. \$25,000 plus incentive. Top 10 market. To lead and further develop good sales department. Must stand rigid character and work reference check. Send resume, references, current pic to Box E-269, BROADCASTING.

Black R and B station in Mid-west top 50 market has opening for solid sales manager who knows and can sell Soul radio. Will talk with salesman with R and B experience who wants into management. Excellent salary and opportunity for go-getter to get going with multi-station company. Opening is immediate. Box E-273, BROADCASTING.

Broadcast oriented salesman for WOIO talk-radio. Immediate opening. Salary plus commission. Fringes, Expenses, great accounts, great potential. Requirements and qualifications in first letter. 4601 Hills and Dales, Canton, Ohio 44708.

## Announcers

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 newsmen to join our expanding news team. Send photo, tape and resume to Box E-214, BROADCASTING.

Ohio up-tempo MOR needs experienced personality for major market operation that swings. Must be a pro with something to offer. Send picture, tape and resume. Box E-249, BROADCASTING.

Northeast 5kw daytimer, 60 miles from New York City, interviewing for opening about September 1st. Seeking personality-type for MOR format. Experience necessary. 1st ticket, production ability, football play-by-play helpful. Paid insurance, hospitalization, major medical. Talent for remotes, play-by-play. Salary open. An opportunity to grow with a growing station, part of a new media group. Send air-check, resume, salary requirements to Box E-267, BROADCASTING.

Primarily news and commercials. Automated. Send tape containing news, commercials, resume. K-HIT, Denny Building, Walla Walla, Wash.

Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin.

Top caller, experienced and mature minded afternoon man. Salary open. MOR music and strong news. Must know this type music. WGST Radio, P.O. Box 7888, Atlanta, Georgia 30309. An equal opportunity employer.

Immediate opening—modern country station. First phone, no maintenance. Send tape and resume to: Charles Doll, WISZ, P.O. Box 159, Glen Burnie, Md. 21061.

Announcer with first class wanted immediately, must know today's music. Good salary, profit sharing, insurance. Phone Norman Glenn, WJDY, Salisbury, Md.

Immediate opening for top flight announcers in a bright country and western 5,000 watt in south-east Va. Member of progressive chain. No corn pone or down home. Must be brisk and sharp. Ready to move up. Call (703) 732-3478 or send tape, resume and picture to WPVA, Box 87, Petersburg, 23803.

## Announcers

### continued

CGW morning man with a first. Southern personality preferred, immediate opening. Call Mr. Van, 201-827-9161.

Must have first ticket, like modern country, good at production and want to live in S.E. Florida. Daytimer needs two such men. One for P.D. yesterday. Start at \$130 or better, depending on you. Call 305-746-3000.

### 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.

First class engineer wanted for low pressure, north-east, 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, AM/FM stereo in major Mid-South market. Good salary for good man. Will be installing new studios and transmitter soon. Rush background to Box E-246, BROADCASTING.

Chief engineer for AM directional. \$13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to supervise good engineering staff. Send resume, references and recent picture to Box E-270, BROADCASTING.

Chief engineer needed immediately for #1, class 4-AM/FM station in fast growing Wisconsin market. Must be tops in maintenance. Starting salary to commensurate with experience, 8-9 thousand per year, plus fringe benefits. Rush references, photo and all details to Box E-275, BROADCASTING.

Chief engineer, experienced in maintenance and operation of AM-FM. Southeast coastal resort area. Send complete resume. Box E-289, BROADCASTING.

Experienced engineers needed for Ohio radio station. Monday through Friday. No weekends. Modern equipment. Send resume to Gary W. Hagerich, General Manager, WCNW Radio, Fairfield, Ohio 45014.

50,000 Watt FM has opening for experienced chief transmitter engineer. Starting salary commensurate with ability and experience. Write or call R. Victor, General Manager, WXFM, 333 North Michigan, Chicago. Phone 312-943-7474.

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

Major Eastern market NFL franchise broadcaster wants to hire radio play-by-play pro. The team and the market demand the very best. Top money. Fantastic shot for the right guy to own an identification with the best in the game. Box E-217, BROADCASTING.

News director for strong AM/FM, three man, award winning, news department. Mid-South, major market. Rush resume to Box E-247, BROADCASTING.

10 kw news oriented station wants permanent newsmen. Experience less important than interest and drive. Prefer mid-westerner. Moderate starting salary with your performance controlling advancement and merit increases. Rush audition tape or phone Don Blythe. KOAM Radio, Box F, Pittsburg, Kansas.

Newsman has authoritative sound with experience for 50,000 watt Midwesterner. Send tape and resume to Mark Neeley, WKCY, Cincinnati, Ohio.

Oklahoma's top small market news station has immediate opening for news director. New Marti's, mobile unit, excellent equipment and pro staff. Good salary. 405-224-2890. Jack Brewer or Mike McKee.

## Programing, Production, Others

Continuity director. Experience in professional commercial writing necessary. Please forward sample copy with resume to program director, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

### Situations Wanted Management

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-163, BROADCASTING.

Former station owner, over 20 years management, experienced all phases radio including planning, construction, staffing new AMs & FMs. Sales oriented. First phone. Go anywhere. Want job CMI small or medium market, or equipment sales. Mature, family man, no problems. Box E-193, BROADCASTING.

Fed up with Hot Shots? Ego Brats? Old Pro with modern ideas that motivate, will consider any market, any condition with potential. Good sales man. Good organizer. Good programmer. Good administrator. Box E-266, BROADCASTING.

Sales minded, operations oriented manager available. Over 10 years all phases of radio, plus 7 years business management, agency and industrial experience. Crack copy, sharp production, first phone. A pro seeking a complete charge situation, prefer a competitive market. Box E-274, BROADCASTING.

Nashville based broadcaster, 20 years experience, 10 years success, major market programming, 2 1/2 years general and sales manager. Box E-284, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2350.

Will complete Master's Degree in Business Administration in June, at Arizona State University. Bachelor's Degree in Business Administration, 8 years broadcasting experience, first phone, married, 28. \$12,000 minimum. Southwest only. Ken Cox, 602-966-1240.

## Sales

Radio graduate wants sales job in small market station. Very enthusiastic about selling and would be a hard worker. Married and expecting first child. Phone 218-681-1554.

## 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.

1st phone, announcer/salesman. Aggressive. 10 years experience. Married. Dependable. Box E-145, BROADCASTING.

Experienced announcer for fine arts station. M.A. degree in German. Box E-171, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-195, BROADCASTING.

Versatile radio personality, strong on news—easy going on the music. No screamer. Will accept summer replacement. Will relocate. 3rd ticket. Box E-200, BROADCASTING.

College grad; any format, third endorsed. Some commercial experience. Reply Box E-219, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4 1/2 months experience as D.J., newscaster, available immediately. Tape, resume on request. Box E-237, BROADCASTING.

Young man with first phone seeks beginning position with top forty or Drake radio station. Currently employed as transmitter engineer. Married and draft exempt. Will be available around June 16. Box E-240, BROADCASTING.

## Announcers continued

Experienced pro-MOR. Easy listening personality. Good commercial delivery. Also news, sports experience. Seek major market air slot. Box E-243, BROADCASTING.

Announcer, newscaster, experienced, third endorsed, tight board, TV experience, dependable, creative, feminine, versatile, MOR. Box E-244, BROADCASTING.

C&W announcer-DJ wants to relocate in Virginia or the Carolinas. First phone. No maintenance. Ten years experience. Can fill your needs in every department except sales and engineering. Adult attitude. My present job is secure. I'm in no big hurry. I want to be sure I get a job I'll want to keep. Willing to wait for the right job. Married. No children. Box E-245, BROADCASTING.

First class, two years experience, real hustler, play-by-play, basketball, football. Like sports, program announcing, sales. Prefers Eastern Minnesota, West or northwestern Wisconsin. Box E-250, BROADCASTING.

First phone, experienced CW, BA degree in Broadcasting, deep voice with sense of humor and people. Wants challenge. Young, draft free, knows meaning of work and radio. Box E-253, BROADCASTING.

Top 40 personality ready for advancement. Small market experience. Box E-256, BROADCASTING.

Experienced disc jockey, newscaster, tight board, creative, versatile. Box E-257, BROADCASTING.

Country disc jockey, first phone. Two years experience. Box E-258, BROADCASTING.

Disc jockey, newscaster, salesman. Experience, creative, versatile. Third endorsed—tight board. Box E-260, BROADCASTING.

East. MOR/country. Announcer/newscaster. Permanent. Tight board. Box E-261, BROADCASTING.

Jock/announcer, limited experience, college graduate—finance. Bill Wade Broadcasting graduate. Will relocate, third. Considering all offers. Box E-262, BROADCASTING.

Announcer, strong on voice, personality and production. Versatile, MOR to progressive. No drifter, no screamer. Married, 8 years experience. Draft exempt. Ready for top market, but will settle for medium in Colorado, Oregon, Washington. Prefer West. You can't go wrong. Box E-268, BROADCASTING.

Black lady personality—tight board, creative. Authoritative newscaster, 3rd and professionally trained. Box E-277, BROADCASTING.

Sportscaster—Presently suburban major market. All play-by-play. Sports commentary shows. Three years experience. Jock show and news if needed. Available immediately. Box E-278, BROADCASTING.

Announcer, straight and news, independent and network background, seeks new slot AM-FM in N.Y.C. area only. Reliable, congenial, resourceful. Distinguished and effective delivery. Top references. Box E-280, BROADCASTING.

Black jock, 27, tight board, 3rd endorsed. Beginner, sounds like professional. Fast moving, knows music. Will relocate to small, medium market anywhere. Professionally trained in N.Y.C. Box E-281, BROADCASTING.

Personality—top 40 or progressive rock only. Third, experienced, married. East Coast only. Box E-282, BROADCASTING.

1st phone. Personality plus. Top 40/up-beat MOR, sports, production. 1 year experience. Box E-287, BROADCASTING.

Experience, 1st phone announcer, looking for work in the Midwest. Presently employed. Box E-288, BROADCASTING.

Sportscaster all sports. Seeks minor league or university level. Will relocate. J. Rice, 314-542-3381. Box E-290, BROADCASTING.

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.

Young, experienced announcer seeks radio position. Draft exempt Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609-962-8452.

1st phone. Experienced—5 months Age 23. Willing to relocate. Energetic. John Vunarecci, 415-474-7344, 1530 Hyde St., San Francisco.

Free announcer for experience. Broadcasting school student. 3rd phone, prefer Jacksonville, Fla. Phone 768-0167.

Chicaguan Bill Dilner. 15-H, Calhoun Towers, Greenville, South Carolina 29611.

## Announcers continued

Good jock can handle rocker or MOR. Interested in job in So. Florida, So. Texas, Coastal Calif., or Hawaii. Bill Robson, 6805 So. Norfolk St., Denver, Colo. 80232.

Wanted: station with watts and population. 1st phone, experienced, and good on production. Must pay well. Night rock shift, preferable. Reply to P.O. Box 3022, Munster, Ind. 46321.

First phone, beginner. Married. Looking for first job. Big voice MOR, military complete. Will relocate. Broadcast school graduate. Call (714) 442-4371 or write Jerry Squadrito, 1337 Windmill Rd., El Cajon, California 92020.

1st phone top 40 jock, experienced, tight board, etc. 21, getting married in Aug. Available in Sept. Call Dave (312) 446-4497.

Available immediately: Announcer salesman strong news. 1½ years experience MOR or C&W. Illinois, Indiana and surrounding states . . . Gordon Harrison, 217-465-4854.

Nationally respected music director, outstanding ratings record. Programming experience. Creative humor. Available for P.D. or announcing position with any progressive rock or free thinking top 40 station that can pay enough for one to exist. Russ Bradley, P.O. Box 4597, Lincoln, Nebraska 68504. (402) 432-4319.

1st phone, Broadcast School Graduate, service complete, 23 years, single. Some experience but still new to the field. Vance Wedeking, 230 S. Orange, Ave., Fallbrook, Cal. 92028 714-728-2327.

1 year experience, married, 23. Tight board, good production. Call 293-4900, Libby, Montana. Oregon, Washington or Northwest preferred.

## Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box E-120, BROADCASTING.

Chief engineer air personality desires small to medium market as operations manager in Mid-Atlantic. Box E-241, BROADCASTING.

Eastern states. Chief engineer, all phases, construction, maintenance, AM/FM directionals. Box E-276, BROADCASTING.

Management and sales oriented chief engineer with extensive announcing experience seeks mature outlet. New England preferred, others considered Box E-291, BROADCASTING.

1st phone, experienced in electronics, can also announce. Will work radio stations of good calibre. Must pay well. Reply P.O. Box 3022, Munster, Indiana 46321.

## News

News-digger-writer-and reporter, available in June. Four years experience, including top ten major market, presently news director of Ohio medium market regional, serving top 10 metro . . . 26 years old, married, one child, stable . . . Established community minded stations, offering security and five figure salary only. Box E-201, BROADCASTING.

Twelve years radio. Last three solid news. Available now. Call 717-755-2743 or Box E-259, BROADCASTING.

2½ years, news writing, reporting, announcing, want part or full summer position within 50 miles of Springfield, Mass. 3rd broadcast endorsed. Box E-272, BROADCASTING.

Liberal Arts MA, former college instructor, Economics and History, able to dig, write, edit, and report news, married, Sports a specialty—play-by-play hockey. Box E-279, BROADCASTING.

Newsman, sportscaster, community-oriented programmer, Texas and New England news award winner, desires news or programming post West of Mississippi. 15 years experience. Available immediately. John Callarman, 15 York Ave., Watertown, Mass. 02172. 617-926-2677.

1st phone—10 years award winning journalist/editor national, local news, sports & weather. Broadcast school graduate. Lyle LaFaver, 484 Jamul Ct., Chula Vista, Calif. 92011. Phone 714-422-1802.

## Programing, Production, Others

Talented major market rock jock with background in programing wants medium market PD post. First phone Box E-125, BROADCASTING.

## Prog., Prod., Others—(cont'd)

First phone, experienced CW, BA degree in broadcasting, deep voice with sense of humor and people wants challenge. Young, draft free, knows meaning of work and radio. Box E-254, BROADCASTING.

Once-in-a-lifetime opportunity. Versatile radioman. 10 years experience. Announcer to manager. Seeking security—good pay Box E-286, BROADCASTING.

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.

Len Talbot, former P.D. of #1 rated all request WORC in Worcester, Mass., is now available. May I be of service to you? My reputation is known to most as a serious broadcaster who works long hours to achieve your goals. All formats considered or I will offer you one or two. Please call: 1-617-791-6874.

## Television Help Wanted Management

Network affiliated UHF with modern facilities, complete color capability, a good staff, and a fine market. The missing ingredient: a manager who can sell and direct selling and at the same time keep the lid on expenses. Are you the man? Write box E-188, BROADCASTING.

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box E-283, BROADCASTING.

Manager wanted with experience in sales and all phases of operation of an independent television station, CBS affiliate, serving Southwest Kansas, including Dodge City, Garden City, and Liberal. The position now vacant. Station is profitable and an excellent opportunity for the right man. Contact Leigh Warner or Irv Pfannenstiel, Southwest Kansas Television Company, Inc., Cimarron, Kansas 67835.

## 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.

Salesman for commercial videotape production house in middle Atlantic area. Send resume. Box E-208, BROADCASTING.

## Announcers

Immediate opening for two 1st phones. New television station in beautiful, scenic Northern Arizona. Clean air, healthful climate, skiing, fishing, hunting, University town. Salary open but not interested in those who live by bread alone. Get out of the rat race and live again. Box E-180, BROADCASTING.

Television on the air: If you have both personality and character; if you turn people on and tune people in, this slot will interest you. You'll handle a key audience participation, controversial talk show, which will position you as a top TV figure in the market. Must be responsible and mature. You'll also be in line for a wide range of commercial jobs. Five-figure opportunity; how high depends on how good you are. Major market. Send resume, salary requirements, photos, references, tape if you have it. Write Dave Adams, Chief Announcer, WTMJ TV, Milwaukee, Wisconsin 53201.

## Technical

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.

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.

1st phone engineers for 3 station network located in beautiful Western Colorado. Also need studio production supervisor. Contact Mike Shafer, Chief engineer, P.O. Box 789, Grand Junction, Colo. 81501. Send resume or phone 242-5000 A.C. 303.

## Television Help Wanted

### Technical

Overseas opportunity—Require for late 1970 employment television engineers as advisors to a foreign government. Work is directly for Middle Eastern Government. Prime responsibility is supervising activities of operations contractor and facility planning. Successful applicants will be employed in each of the following categories; studio, microwave, transmitter and antenna, maintenance and parts and supply procurement. Highest salary paid for qualified engineers. Liberal vacation policy and other benefits. One year minimum contract with renewal option. Send complete resume to Chief, Construction-Operations Division, US Army Engineer Division, Mediterranean, APO New York 09019.

Chief TV engineer, FCC license. Salary \$1,019 month. Send resume. Personnel, Torrance Unified School District, 2335 Plaza del Amo, Torrance, California 90509.

### NEWS

Eastern Pa. TV-Radio station seeks experienced newsmen. Good opportunity, all benefits. Send resume tape and photograph to: General manager, WDAU-TV/WCBI Radio, Scranton, Pa. 18509.

### Programing, Production, Others

Classified Advertising Department, Broadcasting Magazine, Washington, D.C. Gentlemen: I have always known the "pulling power" of Broadcasting classified ads, but the copy placed under TV Help Wanted Programing, May 11, with our call letters mentioned was beyond belief . . . for the simple reason I did not place the ad. It was some prankster's Machiavellian idea. Glenn Griswold, KOMU-TV, Columbia, Mo.

## Television

### Situations Wanted Management

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production. Box E-125, BROADCASTING.

Program and operations manager with general manager potential. 17 years experience all phases. Now at top-rated independent, top 25 market. Looking for solidly financed U or V. Box E-191, BROADCASTING.

Creative production manager wants to expand self and station. Box E-263, BROADCASTING.

### Sales

Nationally known TV personality—Host and performer on top network shows. On-camera salesman for virtually every leading advertiser and agency in broadcasting. Must have opportunity to work into sales. Box E-242, BROADCASTING.

Sales-sales management—a young (33) aggressive, industrious, creative, college-degreed family man with a professional broadcast sales history of ten years in all phases of TV and radio sales/sales management desires a move to a greater financial (and career) opportunity. If you need a top producer with the very highest client and industry references, then write me. All replies answered! Prefer a move to a Rocky Mountain or Southwest market. Box E-271, BROADCASTING.

### Announcers

16 years on camera. Personality, commercials, proven audience appeal, adults & children. Entertainment is key. Looking for top market. Box E-198 BROADCASTING.

Television sportscaster play-by-play, 31, college graduate. Box E-285, BROADCASTING.

Does anyone still need a pro? Fifteen years experience, news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Experienced in radio, with little training on TV. Would like a chance to prove my abilities. 1st phone with electronics experience. Reply to P.O. Box 3022, Munster, Ind. 46321.

### Technical

N.Y.C. trained, FCC 1st class licensed technician available now. Will relocate. Prefer TV station. Box E-131, BROADCASTING.

Engineer, BSEE, P.E., 15 years experience in military R&D with 6 years as engineering manager. Broad communications background including CATV and microwave systems. Desire responsible systems engineering position in CATV or related field. Box E-181, BROADCASTING.

## Situations Wanted

### Technical continued

Chief engineer. 20 years all phases radio and TV. Available soon. Box E-251, BROADCASTING.

Technical supervisor. Need a good man in this area? Many years experience. Resume on request. Box E-252, BROADCASTING.

### NEWS

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.

Network quality. Sports, weather, director, talk show. Major markets only. Box E-157, BROADCASTING.

Newsfilm, studio cameraman, still and photo journalism experience, trade school, college training. Presently employed by major radio news organization. Will relocate for permanent position, salary negotiable. Available on two weeks notice. Box E-178, BROADCASTING.

Young, experienced pro, currently anchoring small market newscast, looking for weekend anchor position in larger market. Box E-189, BROADCASTING.

TV news director, promoted upstairs, seeks return to news, his real love. Delivers action, results to station where news counts. Box E-239, BROADCASTING.

1964 Northwestern J-School grad. Have experience writing, reporting, filming, editing and anchoring for award winning TV news operation. Want full-time reporting position, bigger market. Box E-265, BROADCASTING.

### Programing, Production, Others

Producer/director. Experienced all phases TV/film production; Master's. Seeks creative position with active TV facility. Resume and reel available. Will relocate. Box E-209, BROADCASTING.

Writer/producer. Quality professional, ten years experience, television and commercial film. Documentaries, public affairs, children's. Box E-221, BROADCASTING.

Attention: wanted: One job in audio either mobile TV production or studio. Have 1st. Military over. 5 yr. Exp. Just returned from USS Iwo Jima, Apollo 13 recovery ship. Salary open. Contact Box E-231, BROADCASTING.

Art director, excellent background, 10 years TV ad, would like to relocate, prefer Southeast. Box E-248, BROADCASTING.

Producer-Director wishes creative position in medium to large station or production shop. Box E-264, BROADCASTING.

## Wanted To Buy

### Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Transmitting equipment for UHF station including antennas, tuned to or tunable to channels 32, 43, 61 and used equipment suitable for small UHF stations. Box E-59, BROADCASTING.

Stereo generator for Gates FM-1C transmitter, WVTL, Monticello, Indiana. Box E-179, BROADCASTING.

Stereo frequency monitor and modulation monitor, limitor and 500 feet of 1 1/2 Heliac. Contact Obed Borgen, KFIL Radio, Preston, Minnesota 55965. Phone 507-765-3856.

Cash for RCA-BTA-1M, Gates BC-1T or similar kilowatt using 833A tubes. Koonce (805) 725-2869.

## FOR SALE Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

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.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P. O. Box 984, Tallahassee, Fla. 32301.

## FOR SALE Equipment

### continued

Eastman 285 like new (50 hours) 16mm television projector with magnetic sound, flywheel accelerator, automatic lamp changer, reverse kit, 3 1/2" lens—\$7,500.00. General electric TV-110 remote servoed light control, never used—\$1,000.00. Dynair TX-4A television modulator, Channel 3, like new—\$600.00. Ambassador College TV, 300 W. Green Street, Pasadena, Calif. 91105, phone (213) 577-5400.

Ampex Mark IV video head. Refurbished, in factory sealed carton, \$750.00. Harvey TV, 2420 N.W. Blue Ridge Drive, Seattle, Washington 98177.

RCA TRT-1B VTR, two air bearing headwheels, good appearance and performance, \$3000. Rudy Hughes, WCSC, Charleston, S.C. AC 803-723-8371.

## 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.

"1970 Test 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.

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.

Computerized FM frequency search. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

43—Professional one liner jingles, five voices . . . Promos banks, autos, sales. \$29.95. Broadcasters. 4125 Crain. Memphis, 38128.

## 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, 351B Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

## INSTRUCTIONS

### continued

**Elkins in Washington**, 404 Dexter, Seattle, Washington 98109. Phone 205-622-2021.

**Announcing**, programming, 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 Operator's 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 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.

**R.E.I. in Fascinating K.C.** at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

**R.E.I. in Delightful Glendale** at 625 E. Colorado St., Glendale, California 91235. 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, 10600 Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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(Continued from page 71)

thorized program operation on 88.9 mc. TPO  
10 w. Action April 24.

## Application

■ **Walla Walla, Wash.**—ASWC Radio Committee. Seeks 88.9 mc. TPO 10 w. Ant. height above average terrain 58 ft. P.O. address: Whitman College, Walla Walla 99362. Estimated construction cost \$7,690.80; first-year operating cost \$1,000; revenue none. Principals: Robert Searfoss, general manager, Associated Students of Whitman College, et al. Ann. May 15.

## Initial decision

■ **Hot Springs, Ark.**—Christian Broadcasting Co. Hearing Examiner Basil P. Cooper in initial decision proposed grant of 106.3 mc. 0.457 kw. Ant. height above average terrain 670 ft. P.O. address: Box 579, Hot Springs 71901. Estimated construction cost \$34,474.37; first-year operating cost \$13,000; revenue \$11,000. Principals: Forest Eddy, president, L. C. Eddy, vice president and Allene Eddy, secretary-treasurer. Applicant is licensee of KXOW(AM) Hot Springs. Action May 15.

## Actions on motions

■ **Hearing Examiner Frederick W. Denniston in Birmingham, Ala.** (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, extended to May 28 time to submit proposed findings and briefs and to June 12 time to submit any replies (Docs. 18664, 18666). Action May 11.

■ **Hearing Examiner Thomas H. Donahue in Las Vegas** (James B. Francis and Quality Broadcasting Corp.), FM proceeding, ordered parties to exchange exhibits on June 12 and notify each other of witnesses they intend to call on June 26 (Docs. 18437-8). Action May 11.

■ **Hearing Examiner Thomas H. Donahue in Athens, Tenn.** (Athens Broadcasting Inc. and 3 J's Broadcasting Co.), FM proceeding, continued hearing to May 25 (Docs. 17617-8). Action May 11.

## Other actions

■ **Review board in Portland, Ind.**, FM proceeding, Docs. 17916-17, granted petition to enlarge issues, filed Dec. 19, 1969, by Glenn West; record in proceeding reopened and proceeding remanded to hearing examiner for further hearing and preparation of supplemental initial decision. Action May 13.

■ **Review board in Waukegan, Ill.**, FM proceeding, Docs. 13292, 13940, 17242, scheduled oral argument for June 2 in Washington. Action May 13.

■ **Review board in St. Johns, Mich.**, FM proceeding, Docs. 18708-09, granted joint request for dismissal of application and approval for reimbursement of expenses, filed March 9 by Dittmer Broadcasting Inc. and Carmine Broadcasting Co.; agreement approved, application of Carmine Broadcasting Co. dismissed with prejudice, application of Dittmer Broadcasting Inc. retained in hearing status. Action May 13.

## Rulemaking decisions

■ **Florida—FCC amended FM table of assignments in report and order in Doc 18704, effective June 22 as follows:** Clewiston, 292A; Juniper, 244A; Riviera Beach, 232A; West Palm Beach, 221A, 283, 300, all Florida. Action May 13.

■ **FCC amended FM table of assignments as follows:** Steamboat Springs, Colo., ch. 265A; Boone, Iowa, ch. 252A and ch. 257A; Sioux Center, Iowa, ch. 232A; Chanute, Kan., ch. 288A; Brandenburg, Ky., ch. 228A; Caruthersville, Mo., ch. 276A; Kerrville, Tex., ch. 232A; Mexia, Tex., ch. 252A; Rutland, Vt., ch. 246 and ch. 251; Weston, W. Va., ch. 272A. Actions May 13.

## Call letter applications

■ **Southern Colorado State College, Pueblo, Colo.** Requests \*KTSC-FM.

■ **Mission East Co., Miami.** Requests WIGL-FM.

■ **Hendersonville Broadcasting Corp., Hendersonville, Tenn.** Requests WHVT-FM.

■ **Mountain State Broadcasting Co., Princeton, W. Va.** Requests WHGC-FM.

## Call letter actions

■ **Graham Broadcasting Co., Tucson, Ariz.** Granted KAYN-FM.

■ **Polk County Broadcasting Co., Livingston, Tex.** Granted KETX-FM.

## Existing FM stations

### Final actions

■ **WHMA-FM Anniston, Ala.**—Broadcast Bureau permitted remote control. Action May 12.

■ **KEZR(FM) Anaheim, Calif.**—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 11. Action May 12.

■ **KBIG-FM Los Angeles**—Broadcast Bureau granted CP to install circular polarized ant.; vert. ERP to 105 kw; make changes in ant. system. Action May 7.

■ **KSFM(FM) Sacramento, Calif.**—Broadcast Bureau granted CP to install trans. Action May 7.

■ **WPFX-FM Pensacola, Fla.**—Broadcast Bureau granted license covering changes. Action May 12.

■ **WPBF(FM) West Palm Beach, Fla.**—Broadcast Bureau granted CP to install new trans. and antenna; ERP 54 kw; ant. height 155 ft. Action May 11.

■ **KFOA(FM) Honolulu**—Broadcast Bureau granted license covering changes; ERP 60 kw; ant. height minus 140 ft. Action May 13.

■ **WDHF(FM) Chicago**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action May 13.

■ **\*WVSH(FM) Huntington, Ind.**—Broadcast Bureau granted license covering changes; ERP 920 w; ant. height 110 ft. Action May 13.

■ **WGPR(FM) Detroit**—Broadcast Bureau granted license covering changes; remote control permitted. Action May 13.

■ **KWPM-FM West Plains, Mo.**—Broadcast Bureau granted license covering changes. Action May 13.

■ **\*KRNU(FM) Lincoln, Neb.**—Broadcast Bureau granted license covering new non-commercial educational FM. Action May 13.

■ **WCHR(FM) Trenton, N. J.**—Broadcast Bureau granted CP to make change in trans. equipment; install new ant; condition. Action May 11.

■ **WALK-FM Patchogue, N. Y.**—Broadcast Bureau granted license covering changes. Action May 13.

■ **WHSL-FM Wilmington, N. C.**—Broadcast Bureau granted license covering new FM; change type trans. and ant.; trans. location: Eagles Island, Wilmington, studio location and remote control: Trust Building, Front & Market St. Action May 13.

■ **KORE-FM Springfield-Eugene, Ore.**—Broadcast Bureau granted license covering changes; ERP 13.5 kw; ant. height 90 ft. Action May 13.

■ **WGMR-FM Tyrone, Pa.**—Broadcast Bureau permitted remote control (third remote control point). Action May 5.

■ **KFMC(FM) Provo, Utah**—Broadcast Bureau granted license covering installation of auxiliary trans. Action May 13.

■ **WMIL-FM Milwaukee**—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 350 ft. Action May 11.

## Actions on motions

■ **Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut** (WHCN Inc. [WHCN-FM] and Communicon Media), FM proceeding, postponed hearing presently scheduled for May 18, to date specified by subsequent order and scheduled second prehearing conference for June 8 (Docs. 18805-6). Action May 8.

## Rulemaking action

■ **KLFM-FM Ames, Iowa**—FCC denied request to amend provisional radiotelephone third-class operator permit rules. Action April 29.

## Call letter applications

■ **KFMF(FM) Fort Collins Broadcasting Co., Ft. Collins, Colo.** Requests KIIK-FM.

■ **WHAG-FM, Regional Broadcasting Co., Halfway, Md.** Requests WQCM(FM).

■ **KNDX(FM), Marlan Broadcasting Co., Yakima, Wash.** Requests KYGM(FM).

## Modification of CP's, all stations

■ **Broadcast Bureau granted mod. of CP's to extend completion dates for following:** KFMA(FM) Jerome, Idaho, to Nov. 1; WEAU-FM Evanston, Ill., to Nov. 1;

WJMD(FM) Bethesda, Md., to Oct. 30; WANG(FM) Coldwater, Mich., to Oct. 10; WALM-FM Marshall, Mich., to Sept. 1; \*KBEM-FM Minneapolis to Aug. 1; WDGY Minneapolis to Dec. 8; KAMX Albuquerque, N. M., to Oct. 1; WCSL Cherryville, N. C., to Oct. 22; WNEL Caguas, Puerto Rico, to Nov. 8; KJWE Burien, Wash., to Nov. 8. Action May 12.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: WAJF Decatur, Ala.; WGGG Gainesville and WOKC(AM) and WLMC(FM) both Okeechobee, Florida; WTND Orangeburg, S. C.; WTJH East Point, Ga. Action May 15.

■ Broadcast Bureau granted renewal of licenses for following: WCEH-AM-FM Hawk-insville and WEBS Calhoun, all Georgia; WGST Atlanta; WJMW(AM) and WJOF(FM) both Athens, Ala.; WSAR Fall River, Mass. Action May 14.

## Other actions, all services

■ FCC adopted new rules under which broadcast licensees will be required to notify in advance any party to telephone conversation that is likely to be recorded for broadcast or to be broadcast as it is going on (Doc. 18601). Action May 13.

■ FCC proposed revision or clarification of obligations of broadcast licensees under fairness doctrine to require them to seek out contrasting views on controversial issues in notice of inquiry and notice of proposed rulemaking. Fairness doctrine requires broadcast licensee to afford reasonable opportunity for discussion of conflicting viewpoints on controversial issues of public importance. Action May 13.

■ FCC tentatively adopted rules to prevent outside financial interests from influencing selection or presentation of broadcast material—practice known as "plugola." They require that selection of broadcast material be insulated from such interests; that they be identified on air when involved in program, and that licensee be alert to problem to insure compliance with rules (Doc. 14119). Action May 13.

■ FCC revised interim procedure for hearing proceedings involving community survey issues so that if applicant or applicants faced with community survey issue expressly state for record they are willing to proceed with hearings subject to possible final determination with prejudice, proceedings may go forward without regard to previously announced interim procedure. Action May 13.

## Translator actions

■ Broadcast Bureau granted renewal of licenses for following: KQ3DB Christmas Valley, Oregon; KB2XHU various locations throughout U. S. Actions May 8.

■ Jake Johnson, Rico, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Rico on ch. 9 by rebroadcasting KREX-TV Durango, Colo. Action May 8.

■ Grand Lake, Colo.—Broadcast Bureau granted city CP for new VHF translator to serve Grand Lake on ch. 8 by rebroadcasting KFBC-TV Cheyenne, Wyo. Action May 8.

■ Yampa Valley TV Association, Kreming, Colo.—Broadcast Bureau granted CP for a new VHF translator to serve Gore Pass, Colo., on ch. 13 by rebroadcasting KLZ-TV. Action May 8.

■ K06GD, K08GN and K13JM Kimberling City, Mo.—Broadcast Bureau granted mod. of CP's to make changes in ant. systems of VHF translators. Action May 8.

■ K70EY, K76AB and K78BA all Winnemucca, Nev.—Broadcast Bureau granted mod. of CP's to make slight change in trans. locations and make changes in ant. systems of UHF translators. Action May 7.

■ W11AQ Robbinsville and Andrews, both North Carolina—Broadcast Bureau granted CP to add Marble, N.C., to principal community and make changes in ant. system of VHF translator. Action May 7.

■ Television Translator Corp., Junction, Tex.—Broadcast Bureau granted CP's for new UHF TV translators to serve Junction on ch. 71 by rebroadcasting WOAI-TV San Antonio, Tex.; ch. 73 by rebroadcasting KENS-TV San Antonio, and ch. 75 by rebroadcasting KONO-TV San Antonio. Action May 11.

■ Tulsa TV Association, LaBarge, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve LaBarge on ch. 2 by rebroadcasting KSL-TV Salt Lake City. Action May 11.

## CATV

### Final actions

■ FCC denied petition by National Cable Television Association Inc. for stay of commission's rulemaking proceeding proposing to amend schedule of fees in Part 1 of rules (Doc. 18802). NCTA requested stay pending judicial review of commission's denial of NCTA's request to inspect certain documents within control of commission. Action May 13.

■ Springfield, Vt.—FCC ordered Young Community Television Corp. CATV operator, to show cause why it should not be ordered to cease and desist from further violation of Program exclusivity requirements. Order requested by Springfield Television Broadcasting Corp., which seeks program exclusivity for WRLP(TV) Greenfield, Mass., as against programs of WBZ-TV Boston, and WRGB(TV) Schenectady, N. Y. Action May 13.

### Actions on motions

■ Acting Chief Hearing Examiner Jay A. Kyle in Williamstown, Mass. (Berkshire Telecab). CATV proceeding, designated hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for June 4 and hearing for July 8 (Doc. 18853). Action May 8.

■ Hearing Examiner David I. Kraushaar in matter of Better TV Inc. of Dutchess county, New York (complainant) v. New York Telephone Co. (defendant). CATV proceeding, ordered original notice to correct deemed revised except for certain times. (Docs. 17441, 18525, 18620, 18623-4, 18750). Action May 11.

■ Hearing Examiner Herbert Sharfman in Burlington, N. J. (General CATV Inc.). CATV proceeding, closed record (Doc. 18756). Action May 11.

### Other actions

■ Manatee county, Fla.—GT&E Communications Inc., General Telephone Co. of Florida and General Telephone & Electronics Corp. filed notice of appeal in U. S. Court of Appeals for District of Columbia, from commission action April 29 (Doc. 18610) which ordered General System companies to cease and desist from further construction and operation of CATV distribution systems in Manatee county and from commission actions of July 29, 1969, hearing designation and order to show cause: Aug. 20, 1969, denying request for stay order against Manatee Cablevision Inc.; Sept. 10, 1969, prohibiting construction and operation of CATV channel facilities in Manatee county; Oct. 1, 1969, denying petition for reconsideration of Aug. 20 order and ordering Manatee Cablevision to file statement of compliance with commission's Sept. 10 action. Ann. May 14.

■ Paris, Ill.—FCC notified that initial decision released March 24 which discharged order to show cause directed at Cardinal Telecab Corp., CATV terminated system and proceeding became effective May 13 (Doc. 18694). Ann. May 19.

■ Moravia and Locke, N. Y.—FCC notified that initial decision, released March 24 ordering Moravia TV Cable Service CATV systems, to cease and desist from further violation of rules and specifically from failing to carry signals of WCNV-TV Syracuse, N. Y. became effective May 13 (Doc. 18693). Ann. May 19.

## Ownership changes

### Applications

■ KTMN(AM) Trumann, Ark.—Seeks transfer of control of Trumann Broadcasting Inc. from James E. Singleton and L. V. Ritter Jr. (jointly 100% before, none after) to Nathan L. Poff (none before, 100% after). Consideration: \$78,750. Mr. Poff owns clinic, cattle ranch and 6% of savings and loan institution. Ann. May 12.

■ KRAQ(TV) Sacramento, Calif.—Seeks assignment of CP from Hercules Broadcasting Co. to Grayson Television Inc. for \$26,800. Sellers: Manning Slater, President, et al. Sellers own KRAK(AM) Sacramento and have interests in KKUA(AM) Honolulu. Buyers: Hugh A. Evans, President (10%), Morris Lavine, 2d vice president (25%), Della G. Grayson, 5th vice president (each 15%), et al. Mr. Evans is lawyer and holds several non-ownership interests. Mrs. Grayson, with husband Sidney Grayson, own KUBA(AM) Yuba City, Calif. Mr. Lavine is attorney and owns land development business. Ann. April 28.

■ KZIX(AM) and KFMF(FM) both Fort Collins, Colo.—Seek assignment of licenses from Poudre Valley Broadcasting Inc. to Fort Collins Broadcasting Co. for \$215,000. Sellers: Lewis Pearce, President, et al. Buyers:

Dan Lacy III, sole owner. Mr. Lacy is vice president of Central National Bank, Oklahoma City. Ann. May 12.

■ WRIZ(AM) Coral Gables, Fla.—Seeks assignment of license from Robert W. Sudbrink to Sudbrink Broadcasting Inc. for 80 shares of common stock and note in aggregate amount equal to excess over \$96,000 of net book value of station. Principals: Mr. Sudbrink owns KYED(AM) Pasadena, Tex.; WWFB-FM Miami, applicant for consent to assignment of WTOW(AM) Towson, Md., and WTOW-FM Baltimore and 88% of license owning 80% of KYND(AM) Burlington, Iowa, and 50% of WRMS(AM) Beardstown, Ill. Mrs. Sudbrink owns application for consent to assignment of WTOS(FM) Wauwatosa, Wis., application for consent to assignment of WZIP-AM-FM Cincinnati. 50% of WRMS and 15% of licensee owning 80% of KYND and a contract to acquire 29% of KYED. Ann. May 12.

■ WIVY-AM-FM Jacksonville, Fla.—Seek transfers of control of Alumni Radio Inc. from John H. Wheeler (24% before, none after) to Nadine G. Brundage (50% before, 74% after). Consideration: \$5,000. Ann. May 5.

■ WEEE(AM) Rensselaer, N. Y.—Seeks assignment of license from Mercury Media Inc., debtor in possession under bankruptcy laws, to People Communication Corp. for \$210,000. Sellers: Oliver Lazare, secretary, et al. Mr. Lazare owns 21% of WBJA-TV and 66% of WKIP(AM) and WSPK-FM both Poughkeepsie, N.Y. Buyers: Laurence Gunst Barnett, vice president-general manager (10%), and William Barnett & Son Inc. (90%). William Barnett II is president of (2.45%) and William Barnett & Son Inc. (97.55%) and director of buyers. L. G. Barnett is program director for WSWF(AM) Seneca Falls, N.Y. Barnett & Son operate textile processing plants and own real estate. Ann. May 15.

■ WCTU-TV Charlotte, N.C.—Seeks assignment of license from Emil F. Kratt, receiver, to Turner Broadcasting of North Carolina Inc. for \$1,225 million. Principals of Turner: R. E. Turner, president-treasurer (92.5%), and Milton Ledet, vice president (7.5%). Mr. Ledet is sales manager of Turner (7.5%). Mr. Turner is president (3.44%) and votes additional 44% of stock of Turner Communications Inc., licensee of WJRT-TV Atlanta, and WGOW(AM) Chattanooga, WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM Charleston, S.C. Ann. May 8.

■ WNOB(FM) Cleveland—Seeks transfer of control of Northern Ohio Broadcasting Co. from Philip M. Kerwin (53% before, none after) to Multicom Inc. (none before, 53% after). Consideration: \$120,000. Principals of Multicom: Laurence Goldstein, president (9.1%), Jared G. Wininger, vice president (8.8%), et al. Principals own WELW(AM) Willoughby, Ohio. Ann. May 5.

■ WSSV-AM-FM Petersburg, Va.—Seek transfers of control of Petersburg Broadcasting Inc. from Dr. Harry B. Auerbach, Roger A. and Ruth M. Beane, et al (100% before, none after) to William L. Eure Jr. (none before, 100% after). Consideration: \$226,900. Principals: William L. Eure Jr. is general sales manager of WMAL-TV Washington. Ann. May 15.

■ KETO-FM Seattle—Seeks assignment of license from Chem-Air Inc. to Crosby-Seattle Broadcasting Co. for \$300,000. Sellers: William E. Boeing Jr., president, et al. Mr. Boeing is majority stockholder of applicant for new AM at Carmichael, Calif. Buyers: Leon A. Crosby, president (70%), Peter Lutton, executive vice president, and Larry Ickes, secretary (each 15%). Mr. Crosby owns 50% of wig shop and is a former owner of 60% of KPCC-AM-FM Pasadena, Calif. Mr. Lutton is sales manager for KMPX(AM) San Francisco. Mr. Ickes is former staff announcer for KMPX. Ann. May 8.

■ WAKX(AM) Superior, Wis.—Seeks transfer of control of Quality Radio Inc. from William H. Whitsitt (51% before, none after) to Lewis M. Latto Jr. (49% before, 100% after). Consideration: \$40,590.40. Mr. Latto Jr. is manager of WAKX. Ann. May 12.

### Actions

■ WCIU-TV Chicago — Broadcast Bureau granted relinquishment of positive control of Weigel Broadcasting Co. by John W. O'Connor and Howard Shapiro, acting as tenants in common, through purchase of stock from Edwin Borroff and others. Messrs. O'Connor and Shapiro each own 35.6%. Action May 11.

■ KAOH(AM) Duluth, Minn.—Broadcast Bureau granted assignment of license from K-O Corp. to KAO Inc. for \$90,000. Sellers: Don LeMasurier, President. Buyers: R. Bunker Rogoski, President (32.3%), et al. Mr. Rogoski is lawyer and has interest in WMUS(AM) Muskegon, Mich., and WPLY(AM) Plymouth, Wis. Action May 7.

Dick O'Leary likes to work in an atmosphere of no secrets, and he wants the people who work for him to think of themselves as "broadcasters with a capital B." It's all part of what Mr. O'Leary calls "going first class." And while he has a healthy regard for profits, he believes that if you forget about the bottom line, "it's amazing how the bottom line will take care of itself."

Dick O'Leary was a television-station manager until a few hectic weeks ago when he was appointed president of ABC Owned Television Stations. He will now manage five stations, and he expects to apply the same principles "that have proved valuable to me" and to reap similar rewards. Presidencies, says Dick O'Leary, are not important: "I just want a job I relish coming to in the morning."

When Mr. O'Leary assumed command of WLS-TV Chicago in 1966, it was called WBKB(TV) and it was floundering, he recalls. "We got it at the bottom. We got it at a time when it wasn't what it was destined to be yet. So we took the approach that we wanted to be the number-one television station in the Chicago market, and I decided that the best way to do it would be to try to find absolutely superior people to fill the key roles at the station. I would try to be the synergistic element that would make the sum total of those superior people's abilities and efforts greater than the number of them."

Mr. O'Leary believes in "superior people," in an "absolute commitment to excellence," whether he is running a station or running a group. "My feeling is that superior people will attract superior people," he says, and ultimately even "your pages will be the best pages in the business."

A station, he maintains, has a duty to emphasize programming that is "meaningful, topical, responsive, caring, entertaining." With first-class programming, the ratings, like the bottom line, will take care of themselves. "In this alienated age—especially as network television has been forced toward the impersonal—it sounds corny—but people need people," Mr. O'Leary observes, pledging, "we are not going to make a token response to the community's needs."

Mr. O'Leary is an intense man, by his own admission. And this attribute carries over into his family life. He has never missed a Pony League baseball game because of his job, he maintains, although he has been known to do some weekend dictation at home. And Mr. O'Leary is equally intense in his television viewing habits: "There are televisions in every room of the house, including the bathroom. Sometimes I give

## Now he's trying to play five winning cards

them full attention," he says.

Home is still in Chicago, as are his wife, Jeannette, and the four O'Leary children. When the school term is over, the family will be moving to Westchester country in New York or to Connecticut. House-hunting is still under way, and Mr. O'Leary is getting plenty of advice. His colleagues who live in Westchester complain about taxes, while his friends from Connecticut bemoan commuting.

Mr. O'Leary grew up in Southern California and attended Beverly Hills high school. "We didn't think anything

of the fact that the school was full of celebrities and the offspring of celebrities," he remembers. Among his classmates were a few future broadcasters, including Robert Wood, now president of CBS-TV, and Richard Beesemyer, ABC vice president in charge of affiliate relations. They were in the same high-school class, the same Hi-Y club; all went to the University of Southern California together, and all were Sigma Alpha Epsilon fraternity brothers, and "all stood up for one another at one another's weddings."

His first job after school was selling fertilizer sacks for the St. Regis Paper Co. The TV business looked much more glamorous. His first station job was in merchandising at KTTV(TV) Los Angeles. It was a good "television school," he recalls. Mr. O'Leary says in looking back that "California in those days was a very exciting place to be because there were seven television stations in the market, and, as a result, the competition was fierce. And I think one learns more in a competitive situation about himself and his business."

Mr. O'Leary quit TV to go into business for himself. He set up an insurance agency in Newport Beach, Calif. But broadcasting, he says, was "at the eye of the hurricane" and offered an "exciting frontier-days environment." It was too much to resist. So despite moderate success on his own, he joined KABC-TV Los Angeles as assistant sales manager. Later, when sales manager Elton Rule became general manager, Mr. O'Leary took over that post.

In 1966 he moved to Chicago to perform major surgery on WLS-TV, which responded to his touch. He prefers to compare the station manager's job to being the captain of a ship. No matter how far his own success removes him from that exciting job, he reflects, one always, and fondly, "remembers the days of immediate command."

In addition to his responsibilities to a station, a general manager has a duty to the community, as Mr. O'Leary discovered, and often finds himself "up to his clavicle" in good works. Civic projects, like the Off the Street club for city youth and the Mayor's Committee for Metropolitan Open Housing, got his support. A station manager is "in a position to be very effective" in behalf of a worthy cause, he notes. "You could spend all your time doing that."

As for his own career, Mr. O'Leary observes: "A very wise man once said to me that one should try to live his life with—it's a French word, *abandon*—not abandon—but just throw yourself into it. If you will live your life with *abandon*, you have a chance for great satisfaction."

### Week's Profile



*Richard Allen O'Leary—president, ABC Owned Television Stations, New York; b. May 5, 1926, San Francisco; served in U.S. Navy, 1943-1946; BS in business administration, University of Southern California, 1949; salesman, St. Regis Paper Co., 1949-1951; joined sales department, KTTV(TV) Los Angeles, 1951; joined KHJ-TV Los Angeles as account executive, 1952; resigned to found his own insurance agency, 1953-55; joined KABC-TV Los Angeles as account executive, 1955; appointed sales manager, 1959; promoted to general sales manager, 1960; elected ABC vice president and named general manager, WLS-TV Chicago, 1966; assumed present post, named to board of directors, ABTO Inc., New York, and to board of directors, Television Bureau of Advertisers, March 1970; m. Jeannette Melbourne of Oceanside, Calif., April 7, 1951; children—Karen, 18; Maureen, 17; Kevin, 14; Shawn, 7.*

## Planned obsolescence

The FCC is calling its new scheme of cable-television regulation the "Public Dividend Plan." A less euphemistic title would be the "Plan for the Accelerated Destruction of Broadcasting." If the plan were put into effect, neither VHF nor UHF on-the-air service could survive in anything like its present volume.

The central defect of the plan is that it would permit the cable systems to use broadcast programming, at no recompense to broadcasters, as the means of building the facilities and rival services that would eventually kill the broadcasters off. Here would be the spectacle of a government *creating* unfair competition of fatal magnitude. What a testimonial to an FCC whose chairman was appointed by a President who ran on a platform of responsibility in business affairs.

In the memorandum that provided the rough outlines of this escapade, the commission airily dismissed its effect on the television networks, which were characterized as profitable enough to survive anything. VHF stations, it was admitted, would lose audience as cables spread, but at that the matter was dropped. There was, of course, the rescue mission invented for UHF which, with help like that, will be gone in no time.

In the cable markets UHF's would be given the "privilege" of selling advertising in the commercial positions preempted from the distant independent stations. The commission admits that each U exercising this privilege would have to invest at least \$110,000 in equipment to perform the mechanical act of inserting the commercials it sold, and it says nothing about the absence, at least at the outset, of a cable audience big enough to command more than nickels and dimes in advertising revenue. Yet the agency claims to have found the secret of UHF salvation. On this it is acting with utter naivete or utter cynicism.

This publication has long argued that broadcasters were seeking too much protection against cable competition. It has been our view that broadcasters were entitled to the ownership of their programming, to sell, deny or give to CATV's as they choose. The direction that the FCC has been taking until now has tended toward more protective regulation than we have thought justified.

But the sudden turnabout now heads the FCC toward a form of regulation that denies the broadcaster any protection at all. It makes the government an accessory to the theft of his programming and to the ultimate dissipation of his business. Surely all broadcasters will unite to oppose this rulemaking if it comes out.

## The answer is no

The Democratic National Committee has asked the FCC to compel broadcasters to sell it time for fund-raising appeals, and the committee is quite right to say that its request involves "a critical question of public policy, as well as constitutional law." Hopefully the FCC will answer the question with a clearer understanding of policy and the Constitution than was reflected in the Democrats' filing.

One of the basic arguments made by the committee was that the First Amendment's guarantee of freedom of speech entitles the public to use broadcast facilities which occupy—to invoke that most shopworn of clichés—the "public airwaves." According to this theory, a broadcaster is to perform the essentially passive function of distributing speech

that practically everyone else originates.

It is a theory that ignores another guarantee explicitly contained in the First Amendment—freedom of the press. Constitutional history provides no indication that the writers of the First Amendment intended freedom of the press to be subordinated to freedom of speech. Benjamin Franklin remarked that his paper was not a carriage in which everyone could ride.

Sad to say, broadcasters have been put in a sort of twilight zone by last year's Supreme Court decision in the *Red Lion* case, which was quoted with approval in last week's Democratic National Committee filing. That decision is now being stretched to justify outright discrimination against broadcasting. It emboldened the Congress to pass and the President to sign a law outlawing cigarette advertising on television and radio while permitting it in all other media. (That law may be challenged in the courts by Mutual and perhaps others.) It was specifically mentioned by Vice President Agnew in his first speech criticizing broadcasting last November. It could lead to the degeneration of broadcasting from the vital journalistic force it is now to the purely mechanical state of a common carrier.

But the FCC is under no court mandate to enfeeble the media it regulates. If it really believes, as it has repeatedly said, that broadcasters must bear a heavy responsibility to inform and enlighten, it will reaffirm their authority to reject the advertising that the Democratic National Committee wants to buy.

## Meaningful measurement

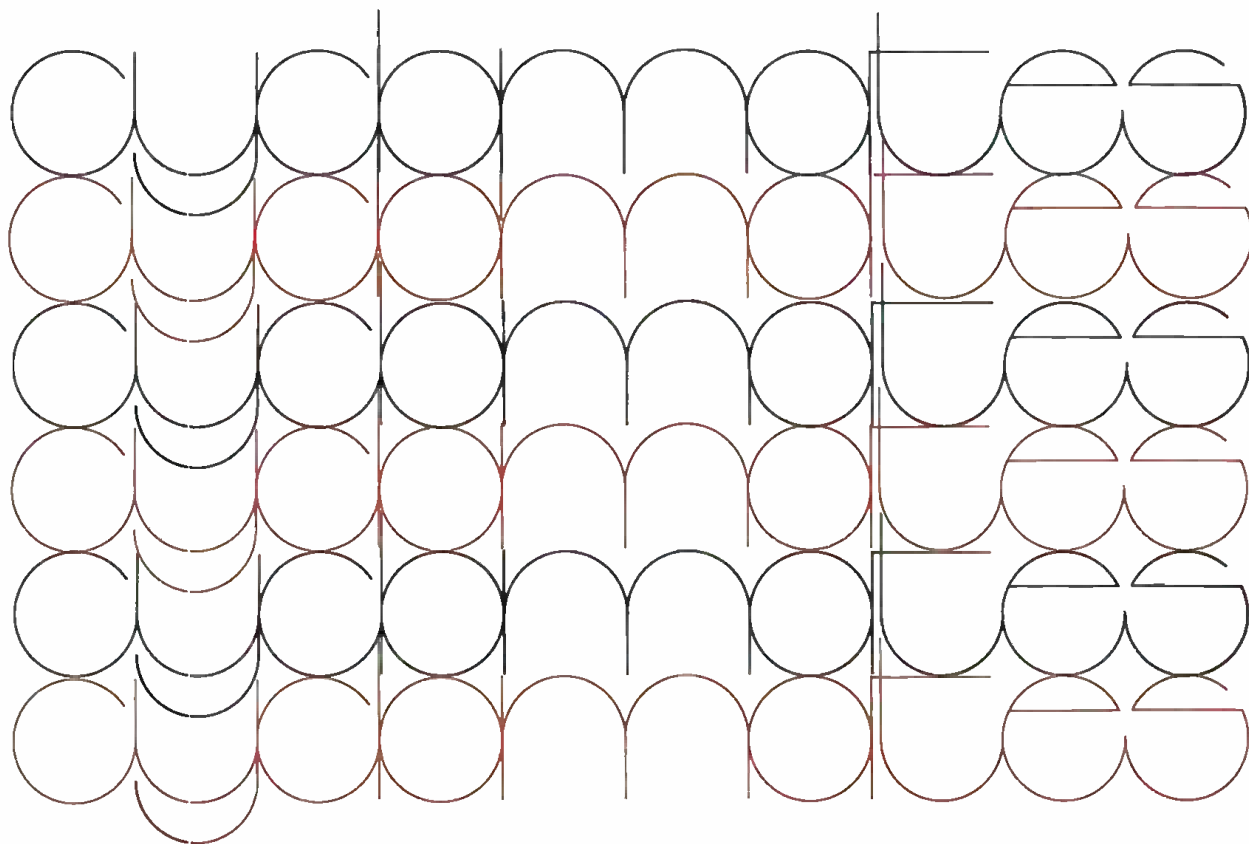
James Duffy, ABC-TV's new president, told affiliates at their annual meeting in Los Angeles two weeks ago that the network was committed to support new and basic research that would definitively measure television's values as an advertising medium. Mr. Duffy said he hoped other elements of the business would join in the project, and we do too.

It has seemed to us for some time that reliable research was needed, not merely to counteract the increasingly aggressive promotion of rival media but also to prove what we know to be television's great strengths. It should also be the kind of research to give guidance in the shaping of commercial policies in the placement and length of advertising messages.

If that is what Mr. Duffy has in mind, other networks and broadcasting groups owe him an audience.



Drawn for BROADCASTING by Sidney Harris  
"Find the man who dubbed a laugh track into our commercial!"



## THE BIG FOOD AND DRUG STORY OF '69

It was Paul Friedman who "broke" the story—on WRC-TV's **News 4 Washington**. Paul scented important news in scattered reports of possible dangers from America's most widely used artificial sweeteners. Extensive research took him to government and private agencies, and back. His findings triggered a chain of events which led to federal restrictions on the product in question. Paul Friedman's cyclamate story would not have been possible in a conventional broadcast news operation. But, as a member of WRC-TV's unique **News 4 Probe** investigative unit, he was free to spend full time on the story, pursuing it to conclusion. WRC-TV takes pride in Paul Friedman and his **News 4 Washington** colleagues. **News 4 Probe-News 4 Washington**-meaningful services for the Washington Community.

**WRC**  **TV4** *Washington's Community Minded Station*



*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*