September 7, 1970 : Our 39th Year : $1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

How TV salesmen think they'll fill that cigarette gap
For new-model cars a shift to spot from network
New flare-up on fairness between Burch and Johnson
'Telestatus': how product usage differs in TV markets

A CONCERTED EFFORT. The D.C. Youth Orchestra has no trouble making music—only money. It's a non-profit, student organization, and it needs travel money to represent this nation at the Second Annual International Youth Orchestra Festival in Switzerland. ■ In a special program, "The Young Musicians," WRC-TV presented the first televised concert by the D.C. Youth Orchestra and told of its money problem. ■ More than $50,000 has already come in, part of it as a direct result of that April colorcast, a healthy start toward the goal of $75,000.* ■ Through such efforts, WRC-TV tries to bring out the best in this community. When viewers respond, every one benefits. That's how it is in the cities served by The NBC Television Stations.

*For more information, write to "The Young Musicians," WRC-TV, P.O. Box 4, Washington, D.C., 20044

The NBC Television Stations Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

At WMOC Chattanooga, after 6:00PM the loudest off-the-air sound is the slop of the mop!

But On The Air . . . Wow!

At WMOC, they lock the doors and turn out the lights each evening at 6 PM. Yet the live modern Country-Western sound floods Chattanooga and the surrounding area all through the night. The secret? Creative programming and a remarkable Schafer Automation System.

This amazing 24 hour-a-day AM station, featuring around-the-clock programming of 7 of the area's top modern Country-Western disc jockeys, is a solid second in ratings for adults in the metro area—out of a tough field of eight. And it runs completely unattended from 6 PM until 6 AM—365 days a year!

Popular? You bet! Profitable? Wow! WMOC has a total full time staff of only 5 people; including the manager (who doesn't announce or cut spots), a copy writer, a secretary and a full time saleslady.

Plus, of course, the remarkable Schafer Broadcast Automation System.

The WMOC success story is must reading for everyone in AM and FM radio. It's yours for the asking. Just mail the coupon.

schafer

Schafer Electronics, 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000
A division of Applied Magnetics Corporation

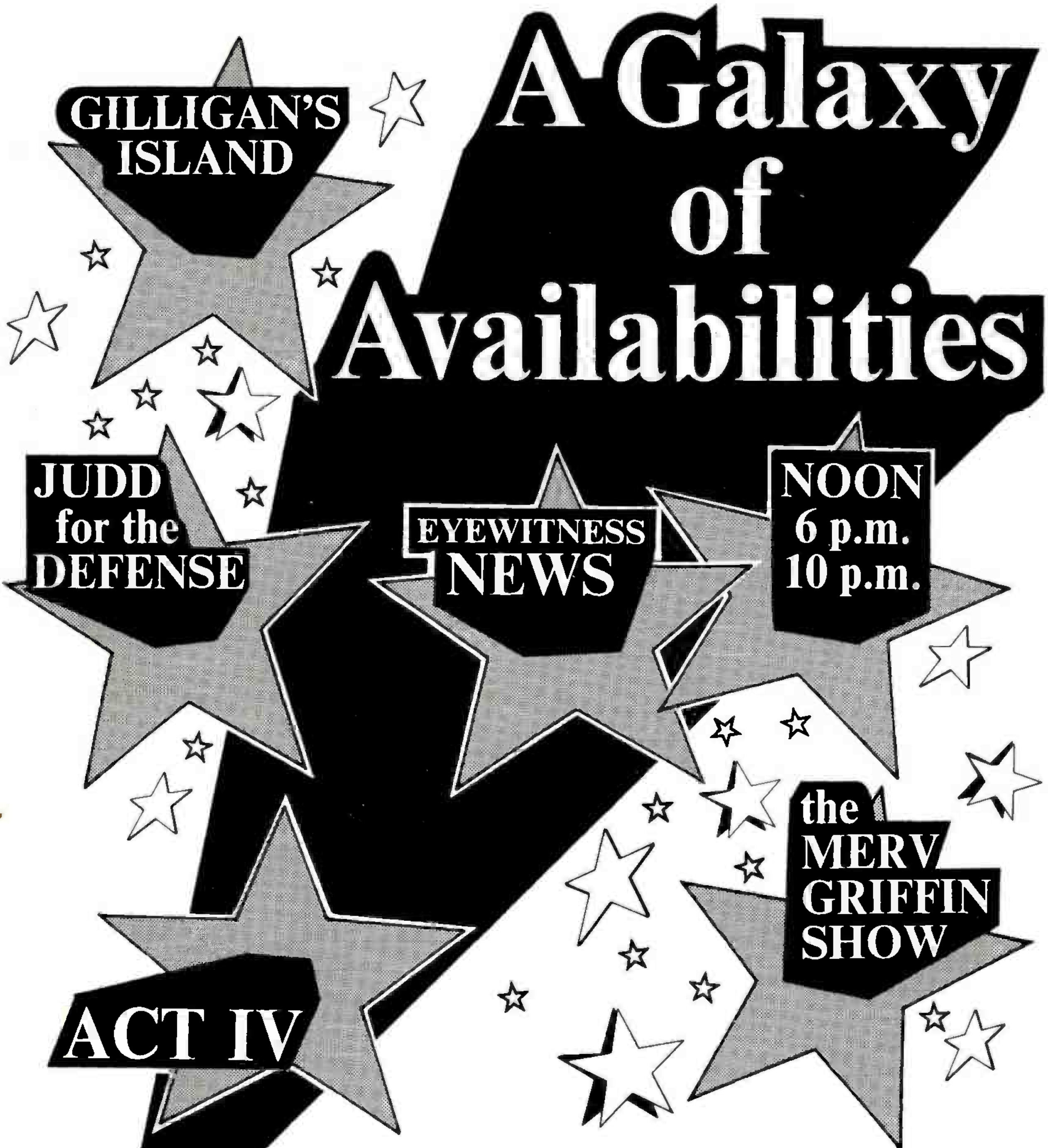
Send me the amazing WMOC success story (please print)

name ______

station ______ job title ______

address ______

city ______ state ______ zip ______



Whatever your client's requirements may be, KDFW-TV offers choice availabilities in an outstanding line-up of participating programs.

"Eyewitness News" at noon heads up the list for daytime housewives, followed in the afternoon by The Merv Griffin show at 3:30 and Gilligan's Island at 5:00.

Look to the award-winning "Eyewitness News" at 6:00 and 10:00 P.M. for excellent fringe avails.

Then to complete your schedule, prime time spots in "Judd" at 9:00 P.M. Wednesdays and late night buys in top motion pictures on Act IV.

Contact your H-R representative for complete details and avails for your specific requirement.

KDFW-TV

DALLAS-FORT WORTH

Maybe some day

Broadcast salesmen trying to scout up new advertising dollars to replace departing cigarette millions (story, page 21) have eyed forbidden hard-liquor advertising with thirstier looks than ever before. Though it's virtually certain that networks in particular would not accept it, some network salesmen have taken trouble to look up its potential. They say they were surprised to find that national liquor advertising, big as it is, still falls far short of estimated annual $200-million TV tab of cigarettes.

For 1969, liquor total was put at $147.4 million, made up of about $82.7 million in magazines, $38.8 million in newspapers, $24.6 million in outdoor, $1.2 million in newspaper supplements. Distillers Corp.-Seagrams Ltd. alone accounted for over $44 million, or 30%, but seven companies spent over $5 million each for total of $100 million and 87 brands spent over $400,000 for total of $124 million.

Wonderland

Finding new advertisers is only one problem broadcasters will face on Jan. 2 when law banning cigarette advertising becomes effective. Another is: What fairness-doctrine obligations do they incur in continuing to run antismoking spots? Should they drop them—or try to balance them with promising messages? FCC may issue ruling on this in advance. Staff is now pondering complaint of spokesman for what might be called antiantispot movement. He is Michael E. Handley, staff announcer at WQMR(AM) Silver Spring, Md., and WGAY(FM) Washington.

Mr. Handley wants commission to inform licensees they must present both sides of cigarette controversy, or neither. He has had trouble presenting complaint against particular station, since three that he and like-minded friends have contacted that have been carrying antismoking spots without carrying cigarette commercials—WTOP(AM) and WETA-TV both Washington, and WNOR-FM Norfolk, Va.—have responded by dropping spots.

Stamped out

Efforts to persuade Post Office Department to issue special stamp commemorating 50th anniversary of broadcasting apparently have failed. Move, initiated by National Association of Broadcasters, officially still under consideration at postmaster-general's office, but department's advisory committee on commemoratives has met for last time this year without recommending stamp for broadcasting. Postmaster general has authority to order philatelic issue on his own, but there's little hope at NAB that he will do so this late in year.

Turnabout

Indication of swing from seller's market to buyer's market in station trading is seen in Time Inc.'s recent experience. It was five months ago that word got out Time might sell off at least some broadcast properties ("Closed Circuit," May 4). As of last week company still had no firm bids. Barry Zorthian, president of Time-Life Broadcast, denies that properties are on block and that price has been put on any. But he admits inquiries are being received.

Time-Life stations are WFBM-AM-FM-TV Indianapolis, KOGO-AM-FM-TV San Diego, KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich. and NERO-TV Bakersfield, Calif.

Do it themselves?

Rebellion against hiking of station rates by American Research Bureau (story, page 26) took new twist last week. Executive committee of National Association of Broadcasters, at meeting in Washington, agreed to explore prospect of establishing cooperative all-industry measurement service. Suggestion came from both irate broadcasters and station reps.

Presumably both Television Bureau of Advertising and Station Representatives Association also will be asked to participate in venture to break what some stations and their reps regard as agency-dictated stranglehold on broadcast media, with stations footing bill. Prior efforts to set up own measurement structure have failed to rally sufficient support for what has been variously estimated as three-five-year project.

Middleman's credit

TV sales executives are concerned over what they call first major collection problem involved in dealing with independent media-buying services. Case is said to involve health-products firm whose agency reportedly was in arrears for June and July TV business and whose buying was then taken over by independent service. After placing business, service reportedly advised station representatives less than month later it had given up account and was not responsible for payment of bills.

It's first such case to come to light since emergence of independent services, but broadcast salesmen regard it as classic example of what has concerned them all along—establishment of liability when middlemen place business. They plan to confer with service involved in new effort to establish responsibility, as well as invoke tighter credit disciplines of their own. Further sessions are also reportedly set with client to expedite payment.

One go; all go

Kaiser Broadcasting Corp. will be ending its five-year association shortly with Avco Radio Television Sales Inc., which has represented six TV stations of Kaiser. In change-over, it's understood that Metro TV Sales will take on representation of WKBG-TV Boston-Cambridge, WKBF-TV Cleveland and WKBD-TV Detroit within month, and that national rep for WKBS-TV Burlington, N.J.-Philadelphia, KBHK-TV San Francisco and KBSC-TV Corona-Los Angeles will be announced later.

Seminar

FCC, concerned about backlog in processing of renewal applications and in midst of considering proposals that it establish, and publish, guidelines for renewal applicants to follow, will pick brains of resident scholar who has been studying commission's license-renewal process for past three months. He is Barry G. Cole, member of Indiana University's radio-television department and editor of recently published book of selections from *TV Guide* (BROADCASTING, Aug. 31). He will meet with commissioners on Sept. 14 to review his findings and make recommendations for overhauling procedures.

Among other things, he is expected to urge adoption of guidelines to let broadcasters know precisely what it is commission expects of them. Professor Cole began review of renewal process with plans to write book; meeting with commissioners gives him chance to have quicker impact on commission policy.

Changing guard

Sept. 15 is target date for two key staff members to join FCC—Dean Francis Walsh, of San Francisco University Law School, as Broadcast Bureau chief, and Richard E. Wiley, Chicago lawyer, as general counsel. Mr. Walsh may check in day early to attend special commission meeting on license-renewal procedures (see above).

Men who can view PGW represented TV stations expect to buy 3 million electric shavers this year.

Do you sell electric shavers?

You can sell more with spot TV

...and we can show you how
...market by market
...season by season

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

Some $200 million in cigarette billings will go up in smoke after Jan. 1, but broadcast sales chiefs are not short of the breath of optimism; it won't be easy, but most feel chances of replacing billings look good. See . . .

Cigarette loss: less a crisis than feared . . . 19

Hot ash glows for spot-television sales reps as they look for cigarette billings replacements; prospects include tobacco and pipe products, auto industry, liquor and other 'taboo' advertisers and retail businesses. See . . .

How spot can cope with cigarette loss . . . 24

Standoff continues between American Research Bureau and many of its major station clients. President Langhoff refuses to cut back price hikes. Stations representing one-third of ARB's potential revenues hold out. See . . .

ARB dispute produces deadlock . . . 26

Federation of local blacks ask FCC to deny license renewal applications of eight Columbus, Ohio, radio and TV stations, charging they discriminate in employment and fail to provide programing meaningful to blacks. See . . .

Blacks challenge Ohio renewals . . . 33

American Bankers Association tells FCC it seeks only investment opportunities, not control of broadcasting companies; urges modification of multiple-ownership rulemaking proposal affecting bank holdings. See . . .

Bankers seek exemption from 1% rule . . . 37

FCC Commissioner Nicholas Johnson criticizes Chairman Dean Burch for issuing statements 'clarifying' press accounts of commission's fairness actions; implies statements were inspired by White House. See . . .

Fairness is also an in-house issue . . . 40

CBS urges FCC to reconsider ruling that Democratic National Committee Chairman O'Brien's appearance obligates equal time for Republican; warns future attempts to balance presidential broadcasts now doomed. See . . .

CBS protests ruling giving time to RNC . . . 41

FCC resolves fairness complaint against WCNH(AM) Quincy, Fla., in station's favor, but warns desire to 'build up' community should have no effect on whether stations present contrasting views on controversial issues. See . . .

FCC at odds with boosterism . . . 42

Responding to complaint that WMAL-TV Washington cut interracial love scene from program segment, FCC says it cannot take action without 'extrinsic evidence' of station policy inconsistent with public interest. See . . .

FCC breaks ground in defining 'racism' . . . 43

This month's 'Telestatus' delves further into consumer buying in top-100 television markets. Data from American Research Bureau indicates sales activity for number of products, including automobiles. See . . .

Another look at who buys what where . . . 50

Departments

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Broadcasting

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Nonprofit group gets custody of WLBT(TV)

It's not a candidate for permanent license

FCC has authorized Communications Improvement Inc., nonprofit group that is not seeking permanent license, to operate station WLBT(TV) (ch. 3) Jackson, Miss., until permanent licensee is chosen for facility.

Order, announced on Friday (Sept. 4), becomes effective in 30 days. At that time, temporary authorization of Lamar Life Broadcasting Co., former licensee, will end.

Lamar lost license as result of June 20, 1969, order of U.S. Court of Appeals for District of Columbia, overturning commission action renewing station's license. Commission last December vacated renewal and opened channel to new applicants.

Commission, in granting CII's application, denied bids for interim authorization of Lamar and Channel 3 of Jackson—a Joint Venture composed of Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc.

Along with Lamar and Civic Communications Corp., three members of joint venture are also seeking permanent license for channel 3.

Fact that CII is not applicant for permanent license weighed heavily in its favor in commission's 4-to-2 decision. Commission said grant to CII avoids any possible prejudice to applicants for regular authorization. Five others will remain on "equal footing," commission said.

Commission also noted that CII intends to donate entire net profits to nonprofit organizations related to broadcasting. Commission said funds should be distributed in Mississippi, since stations derive its revenues there.

Lamar lost license as result of complaints brought by United Church of Christ and local blacks. They said station discriminated against large black population in Jackson area, in neglecting their needs and failing to deal fairly with racial issues. However, court, in reversing commission on license-renewal matter, said that Lamar was not disqualified for competing for license—but that it should compete on equal terms with new applicants.

Commission action, which had been recommended by staff (Closed Circuit, July 27), was supported by Chairman Dean Burch, former Commissioner Kenneth A. Cox, Nicholas Johnson and Robert E. Lee. Commissioners Robert T. Hartley and Robert Wells dissented.

Chairman Burch, in concurring statement, indicated he had cast his vote reluctantly. He said substitution of new interim operator will be disruptive, particularly so since WLBT is housed in same facility with Lamar's WJDX-AM-FM. However, he said court's directive in Lamar case and previous court decisions in similar factual situations dictate course adopted by majority.

Commission's decision was greeted jubilantly by Dr. Everett C. Parker, director of Office of Communication of United Church of Christ, who had led successful battle beginning in 1964 against renewal of WLBT(TV). He described decision as "another landmark in six-year struggle that has established many new dimensions in the rights of the public in the mass media."

Nixon launches OTP

President Nixon moved on Friday (Sept. 4) to put new Office of Telecommunications Policy into operation. He signed executive order creating new office, which replaces old Office of Telecommunications Management.

He also nominated Dr. George C. Mansur, formerly director of microwave and space-systems division of Collins Radio Co., Dallas to be deputy director (Closed Circuit, Aug. 31).

Dr. Clay T. Whitehead, presidential assistant who has already been confirmed by Senate as first director of OTP, is expected to be sworn in within two weeks, presumably with President Nixon in attendance.

New office, provided for in reorganization plan that became effective in April (BROADCASTING, April 27), is designed to strengthen President's hand in managing federal government's telecommunications affairs and in establishing national telecommunications policy.

OTP will serve as President's principal adviser on telecommunications, develop plans and policies for using tele-

The 30 biggest markets

Metropolitan area of Anaheim-Santa Ana, Calif., grew more than any other—100% during last decade—according to preliminary figures made available by Bureau of Census late last week. In 1960 census area was treated as one with Los Angeles-Long Beach area, which separately increased 15.8% from 1960 to 1970. Standard metropolitan statistical areas (SMSA) also showed San Jose, Calif., population gaining 64.6%; San Bernardino, Calif., and Washington, both 38.4%; Houston, 38.1%; Dallas, 37.5%; Atlanta, 35% and Denver, 33.5%.

This table contains top-30 rankings; full report of preliminary census tabulations of 230 SMSA's is expected to be released this week.

Metropolitan Area	1970 Census (preliminary)	1960 Census	Change 1960 to 1970 No.	%	Rank 1970	1960
New York	11,409,739	10,694,633	715,106	6.7	1	1
Los Angeles-Long Beach	6,970,733	6,038,771	931,962	15.4	2	3
Chicago	6,893,909	6,220,913	672,996	10.8	3	2
Philadelphia	4,773,804	4,342,897	430,907	9.9	4	4
Detroit	4,161,660	3,762,360	399,306	10.6	5	5
San Francisco-Oakland	3,068,403	2,648,762	419,641	15.8	6	6
Washington	2,874,609	2,076,610	797,999	38.4	7	10
Boston	2,730,228	2,595,481	134,747	5.2	8	7
Pittsburgh	2,382,477	2,405,435	—22,958	—1.0	9	8
St. Louis	2,331,371	2,104,669	226,702	10.8	10	9
Cleveland	2,043,797	1,909,483	134,314	7.0	11	11
Baltimore	2,043,667	1,803,745	231,922	13.3	12	12
Houston	1,958,491	1,418,323	540,168	38.1	13	15
Newark, N.J.	1,845,348	1,689,420	155,928	9.2	14	13
Minneapolis-St. Paul	1,805,081	1,482,030	323,051	21.8	15	14
Dallas	1,539,372	1,119,410	419,962	37.5	16	20
Anaheim-Santa Ana, Calif.	1,408,969	703,925	705,044	100.2	17	39
Seattle-Everett	1,404,432	1,107,213	297,219	26.8	18	21
Milwaukee	1,393,260	1,278,850	114,410	8.9	19	17
Atlanta	1,373,629	1,017,188	356,441	35.0	20	24
Cincinnati	1,373,103	1,268,479	104,624	8.2	21	18
Paterson-Clifton-Passaic, N.J.	1,341,702	1,186,873	154,829	13.0	22	19
Buffalo, N.Y.	1,336,601	1,306,957	29,644	2.3	23	16
San Diego	1,310,837	1,033,011	277,826	26.9	24	23
Miami	1,259,176	935,047	324,129	34.7	25	26
Kansas City	1,240,575	1,092,545	148,030	13.5	26	22
Denver	1,240,316	929,383	310,933	33.5	27	27
San Bernardino, Calif.	1,121,074	809,782	311,292	38.4	28	31
Indianapolis	1,099,628	944,475	155,153	16.4	29	25
San Jose, Calif.	1,057,032	642,315	414,717	64.6	30	43

More "At Deadline" on page 10

communications to strengthen economy and world trade, and coordinate operations of federal government's own vast communications system. It will assign frequencies to government users and carry out duties given President by Communications Satellite Act.

And it will "assure that the executive branch's views are effectively presented to the Congress and the Federal Communications Commission on telecommunications policy matters." It will also cooperate with FCC in developing comprehensive long-range plan for improved management of all electromagnetic spectrum resources.

New York vs. gasoline ads

New York City wants free time from three network-owned TV stations there to answer commercials stating that new gasolines are helping to reduce air pollution.

Jerome Kretchmer, city's environmental protection administrator, sent identical letters to WABC-TV, WCBS-TV and WNBC-TV, all New York, charging that "such commercials are highly misleading" in claiming products contribute to reduction of air pollution. He said he made his request under FCC's fairness doctrine.

Spokesman for WNBC-TV said on Friday (Sept. 4) letter had been received that day and was being studied. Officials of WCBS-TV and WABC-TV said latter had not yet arrived and they had no comment.

Bailey to retire

Stuart L. Bailey, who formed Washington radio consulting firm with C. B. Jansky Jr., 40 years ago this month, is scheduled to retire Nov. 1. Mr. Bailey took first step toward that end last week when he stepped down as general manager of electronics and communications division of Atlantic Research Corp., with which Jansky & Bailey firm was merged in 1959. Atlantic Research in 1968 became part of Susquehanna Corp.

Mr. Bailey remains vice president of Atlantic and Susequehanna until his retirement, when he will continue as consultant. His successor is George Thiergartner, formerly with Astrodata Inc., ITT and Bell Telephone Labs.

Pitfall in consumer bill

If company is accused of deceptive trade practice under proposed Senate Consumer Protection Bill, can broadcasters who carry its advertising be made party to resulting lawsuit?

National Association of Broadcasters, through General Counsel Paul Comstock, has asked Senate Judiciary Committee to clear up issue by specifically excluding broadcasters and others who merely disseminate advertising messages from such suits.

Senate Judiciary is holding hearings on consumer bill (S.3201) which passed through Senate Commerce Committee in late July (BROADCASTING, Aug. 3).

NAB statement pointed out that, while present version of consumer bill is aimed at "suppliers" of goods and services, it is not clear whether broadcasters and other advertising media could be included within that term.

NAB statement warned of "great potential for mischief on part of those who are disgruntled by news or editorial content of media" if media are not specifically protected from harassment.

Statement added that Radio and Television Codes of NAB already call for broadcaster to refuse facilities to any advertiser of doubtful integrity.

Week's Headliners

Mr. Sullivan

Mr. MacLennan

John Van Buren Sullivan, formerly president of Metromedia Radio and recently head of Metromedia-owned *Playbill* magazine, named general manager of Storer Broadcasting's WHN(AM) New York. **Roy M. Schwartz,** general manager of Storer's KGBS(AM) Los Angeles, named station operations manager of WHN and will work with Mr. Sullivan as part of two-man management team. Mr. Sullivan will soon be named president of licensee, Storer Radio Corp., succeeding John Moler, who has resigned (BROADCASTING, Aug. 10). James C. Storer continues as VP of Storer Radio Division, supervising over-all operations of Storer's six radio stations.

J. Ross MacLennan, former executive VP, Ted Bates & Co., New York, has joined Doyle Dane Bernbach, New York, as senior VP. Mr. MacLennan resigned as executive VP earlier this year for personal reasons (BROADCASTING, July 20). He had been at Bates for 20 years.

Dan Enright, VP, production, Screen Gems International, New York, named to newly created position of VP, production, syndication and international, New York. Mr. Enright, who has been with SG for nine years, will be in charge of all production activities for syndication both in U.S. and overseas.

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

Delay in WNAC-TV case

License-renewal hearing for Boston channel 7—now occupied by RKO General Inc.'s WNAC-TV—has been stayed, FCC announced Friday (Sept. 4).

Commission said stay will be effective until it acts on application by Dudley Station Corp. for review of June 29 review board memorandum and order.

That order affirmed hearing examiner's ruling that FCC's policy statement on comparative hearings involving renewal applicants was applicable to hearing.

Statement specifies that if incumbent licensees can show they have substantially served their communities, other parties may not challenge renewal.

Dudley Station Corp.'s application for construction permit for channel 7 facility was designated for consolidated hearing last December with that of Community Broadcasting of Boston Inc. and with RKO's license renewal application.

In request for stay, Dudley contended its application for review involved question of its right to make "affirmative and comparative showing" in spite of policy statement.

Firm said that question should be resolved before additional time, money and effort had been expended without assurance it would be entitled to make showing.

String tied to AM-FM sale

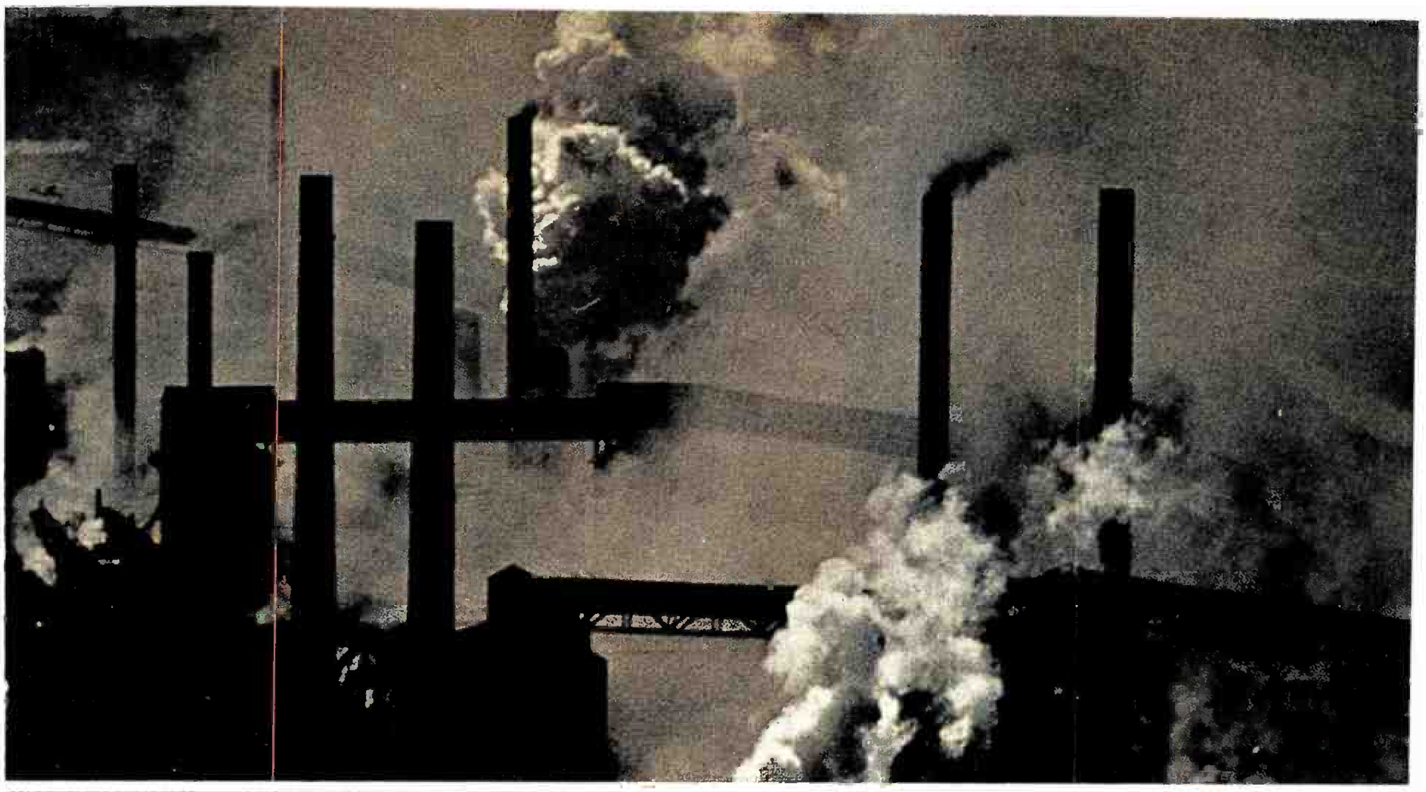
Number One Radio Inc. became owner of KBUZ-AM-FM Mesa, Ariz., both full-time facilities, by FCC announcement Friday (Sept. 4).

Sale from H. S. Rutherford for $600,000 was granted with condition that buyer spin off one station within one year.

Edwin G. Ritcher Jr., president, and H. Lee Druckman, secretary-treasurer (each 26.54%), head Number One Radio, licensee of KAIR(AM) Tucson, Ariz. Mr. Richter formerly owned 25% of WYTV(TV) Youngstown, Ohio (see page 39), and presently owns 20% of Grass Hills, Calif., CATV system. Mr. Druckman is president-chairman of board of El Cajon, Calif. CATV system.

New agency for Murine

Murine Co. division of Abbott Laboratories, Chicago, has picked Tatham-Laird & Kudner there to handle $2-million advertising account. Murine has been 15 years at J. Walter Thompson Co. but recently was acquired by Abbott which already had other lines at T-L&K.



PHOTOS: (TOP) J.G. ZIMMERMAN, (LEFT) TOM MYERS, (RIGHT) ARTHUR WITMAN

"As through a glass, darkly..."

St. Paul's phrase, describing the way in which people of Biblical times viewed their spiritual world, applies quite literally today to the smog-fouled world of too many Americans. Although an aroused public is just beginning to fight back, Storer stations have been at it for years. In early 1968, WJBK-TV "named names" of major violators in Detroit. KGBS Radio detailed not only discomforts but actual health hazards of Los Angeles smog. In Cleveland, Atlanta, Toledo, Milwaukee — Storer stations joined up. Today New York's WHN Radio cites industry's accomplishments in correcting abuses. Cleveland's WJW-TV has cooperated in a unique "Mother's Campaign" to clean up the air their children breathe. WJBK-TV has continued in the van of Detroit's anti-pollution efforts using time-interval films to show constancy, and a "MURC-Index" to show density of pollutants.

Storer's continuing barrage of documentaries, editorials and in-depth news features, aimed at reclaiming "America, the Beautiful", takes a lot of doing. But Storer's reward comes in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

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

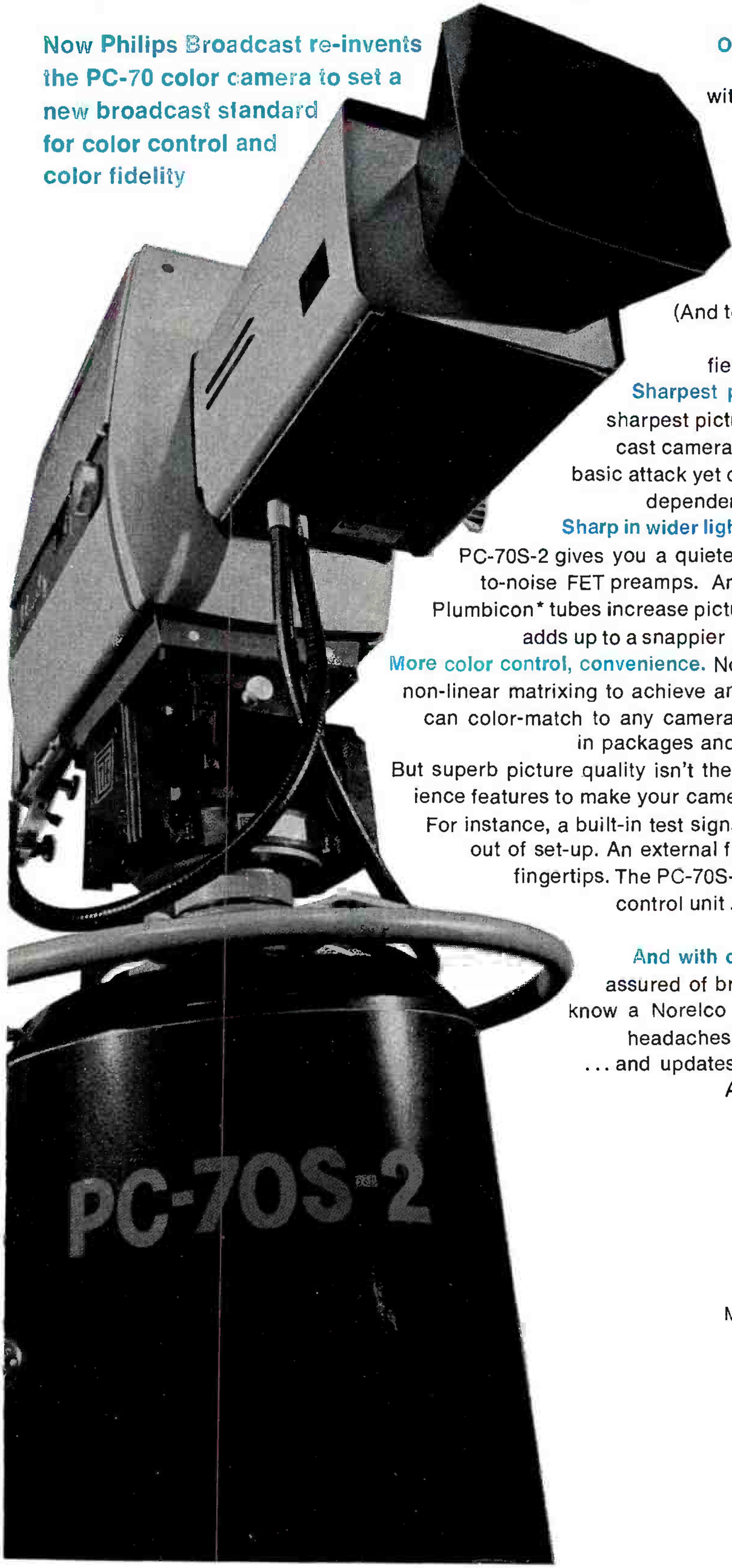
STORER
BROADCASTING COMPANY

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 Innovators 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 broadcast 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 convenience 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. Ask us about details and prices now.

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*Reg. U.S. Patent Office.

Datebook ®

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

■ Indicates first or revised listing.

September

Sept. 7-11—International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Royal Television Society,* and *Society of Motion Picture and Television Engineers.* Inquiries: Secretariat, Savoy Place, London, W.C. 2. Grosvenor House, London.

■Sept. 9—FM radio seminar for Baltimore advertisers and agencies sponsored by WMAR-FM Baltimore.

Sept. 9—Indiana joint news media conference, co-sponsored by *Hoosier State Press Association* and *Indiana Broadcasters Association.* Indianapolis Hilton.

Sept. 10-12—Annual fall convention. *Louisiana Association of Broadcasters.* Monteleone hotel, New Orleans.

Sept. 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.

Sept. 11-13—Meeting of board of trustees, Educational Foundation of *American Women in Radio and Television Inc.* St. Louis.

Sept. 11-13—Meeting of *Maine Association of Broadcasters,* Sebasco Lodge, Sebasco Estates.

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

■Sept. 15—KRON-TV San Francisco FCC renewal hearing resumes. San Francisco.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission.* Skyline hotel, Ottawa.

Sept. 15—Deadline for comments on *FCC's* proposed rule concerning broadcast announcements of station and network employes' financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on *FCC* proposals aimed at making network programing available to UHF stations, particularly those competing with two VHF's.

Sept. 15—*FCC* hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo.

Sept. 15—*FCC* evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

■Sept. 15-17—Annual meeting of *Maryland-Delaware Cable Television Association.* Speakers include Donald Taverner, president, National Cable Television Association. Ocean City Convention Hall, Ocean City, Md.

Sept. 16—11th regional marketing with premiums seminar, sponsored by *Premium Advertising Association of America* in cooperation with *San Francisco Advertising Club.* Sheraton-Palace hotel, San Francisco.

Sept. 16—FCC Chairman Dean Burch is to be speaker at *International Radio & Television's Newsmaker* luncheon. Waldorf-Astoria hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters.* Hidden Valley, Gaylord.

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers.* Airport marina, Los Angeles.

Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences,* Essex House, New York.

Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smiles Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.

■Sept. 18-20—Meeting of *Utah Association of Broadcasters.* Hotel Utah motor lodge, Salt Lake City.

■Sept. 20-22—Meeting of *Nevada Association of Broadcasters.* Sands hotel, Las Vegas.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management,* Statler Hilton, Washington.

■Sept. 22—Ninth annual public relations and the media luncheon-symposium held by *Wagner International Photos.* Panel includes Cleveland Amory of *TV Guide,* Martha Deane of WOR(AM) New York, and John Nebel of WNBC-AM New York. David Frost is moderator. Plaza hotel, New York.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

Sept. 22-26—Conference of *Radio-Television News Directors Association.* National editorial conference is to run concurrently, Brown Palace hotel, Denver.

Sept. 23—Technical Committee of *Association of Maximum Service Telecasters* meets in Washington office.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association.* St. Paul Hilton, St. Paul.

■Sept. 24—Meeting of *New Hampshire Association of Broadcasters.* Concord Highway hotel, Concord.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers.* Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television,* Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations.* Ponte Vedra club, Ponte Vedra, Fla.

Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters.* Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

Sept. 28-29—Briefing conference on The Media and the Law, sponsored by *Federal Bar Association. Federal Communications Bar Association* and *Foundation of the Federal Bar Association* in cooperation with *Bureau of National Affairs Inc.* Mayflower hotel, Washington. Contact briefing conference secretary, 1231 25th Street, N.W., Washington 20037. Telephone: (202) 223-3500.

Sept. 28-29—New dates for fall meeting of *New York State Cable Television Association.* Country House, Syracuse. Previous dates were Oct. 1-2.

Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association.* Hanford House convention center, Richland, Wash.

October

Oct. 1—Deadline for reply comments on *FCC* proposals aimed at making network programing available to UHF stations, particularly those competing with two VHF's.

■Oct. 2-3—Meeting of *North Dakota Association of Broadcasters.* Westward Ho motel, Grand Forks.

Oct. 2-4—West central area conference of *American Women in Radio and Television.* Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television.* Syracuse motor

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

Oct. 4-9—103d technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.

Oct. 7—Deadline for comments of *FCC's* proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

■Oct. 8-9—Meeting of *Indiana Association of Broadcasters*. Sheraton hotel, Fort Wayne.

■Oct. 10-13—Meeting of *Texas Association of Broadcasters*. Marriott motor hotel, Houston.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner motor inn, Fayetteville.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

Oct. 12-14—First *International Symposium of TV Cassettes*. Ambassador hotel, Los Angeles.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on *FCC's* proposed rule concerning broadcast announcements of station and network employes' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention. LaSalle hotel, Chicago.

Oct. 15—Deadline. *Trans World Airline's* 33rd annual writing and picture competition. Entries address to: 605 Third Avenue, New York 10016.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

Oct. 15-17—Seventh *Hollywood Festival of World Television*. Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Pontchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

Oct. 21—*Pulse* Man of the Year luncheon. Plaza hotel, New York.

OpenMike®

Special thanks for specials

EDITOR: The Aug. 17 report on farm broadcasting was very well done, and timely. Several of the [broadcasters] have commented favorably on it (all I have heard is favorable, in fact) and we are most pleased that BROADCASTING chose to do such a roundup on farm broadcasting at this time. . . . —*Layne R. Beaty, chief, Radio and Television Service, Department of Agriculture, Washington.*

EDITOR: Your July 27 special report [on the group broadcasters' Washington news bureaus] calls for special appreciation from all of us at Bonneville. We were delighted with the excellent way you treated our humble efforts in enlarging the news coverage we are trying to improve for our listeners and viewers. This special report should certainly make more broadcasters aware of the responsibilities in the field of journalism and pinpoint the necessity for all of us to constantly increase our search for excellence.—*Arch L. Madsen, president, Bonneville International Corp., Salt Lake City.*

How not to get a job

EDITOR: I am enclosing a copy of my reply to an application and resume which I received recently. On many occasions I have been tempted to write such a letter, as I am sure many other program directors and station managers have been. Here it is:

"We haven't any openings, and even if we did, your letter and resume would immediately disqualify you. Perhaps that is the reason for this letter. I'm just flat tired of receiving letters like yours: poorly duplicated, addressed to 'Manager' or 'Program Director' (as if we didn't have names or as if you were too lazy to look them up), full of spelling, punctuation and grammatical errors.

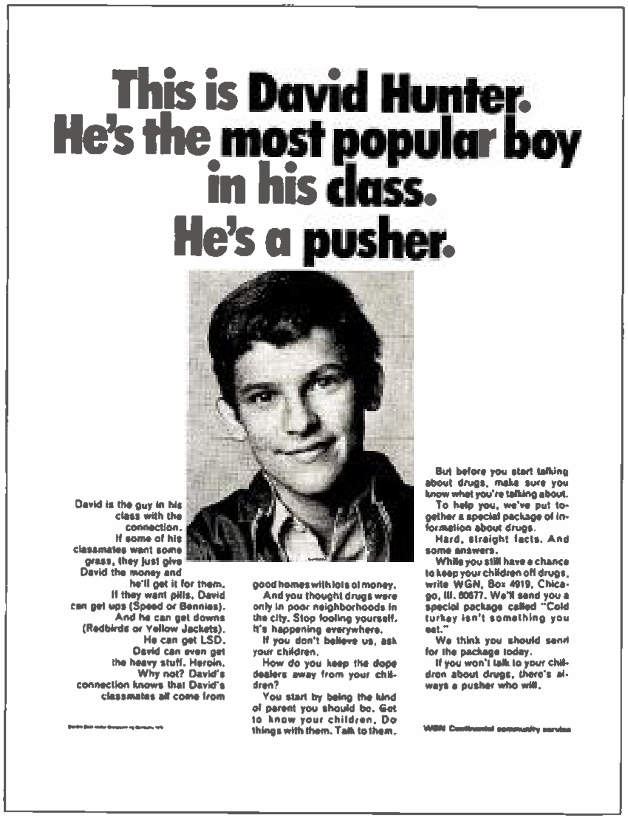
"Whether or not the school of broadcasting from which you say you will soon graduate told you so, broadcasting is a profession. As a broadcaster you should plan on being a professional. The crime is that there are 'schools' in virtually any city of any size that are happy to take your money, let you play with their tape recorder, pat you on the back and call you an announcer. And what compounds the crime is that there is always a station somewhere looking for cheap help and willing to hire unqualified people at absolutely minimum wages.

"If you can't even write a professional-looking application letter, how on earth do you or your teachers expect you to be able to communicate, as an announcer, with a town full of strangers?"—*Eliot Kohen, program director,* KVOR(AM) *Colorado Springs.*

Down South, not Down East

EDITOR: In your Aug. 10 article, "Where Consumers Are in the Top 100," Augusta, Ga., should be listed as the 100th market, not Augusta, Me. The figures appearing in the columns are those for the Augusta, Ga., market. . . . —*Bob Zauner, sales promotion director, H-R Television Inc., New York.*

(For still more data on product usage in television markets, including Augusta, Ga., see "Telestatus" this issue.)



Photog. Peter Popadopolous

Posters for schools

Posters for schools

Cold turkey isn't something you eat.

Cold turkey is the withdrawal you go through when you can't get the hard drug you're hooked on.

But a lot of people don't know that.

We're in the communications business, so it's up to us to help people understand one of the biggest problems our country has. Drug abuse.

That's why we're conducting the public service advertising campaign you see here in the Chicagoland area (served by WGN Radio and WGN Television), Denver (KWGN Television) and Duluth-Superior (KDAL Radio/Television).

We hope it'll help a lot of people understand the horror of being a slave to drugs.

We hope it'll help keep a lot of people off drugs.

We hope it'll help save some people's lives.

You're in the communications business. You should help.

You can. By running this same campaign in your community. And you don't have to put our name on it. You run it. Put your name on it. Just run it.

Write us for the details. Together, we can begin to solve this problem.

Sincerely,

Ward L. Quaal

Ward L. Quaal, President
WGN Continental Broadcasting Company

Write to: DRUG ABUSE
WGN Continental Broadcasting Company
2501 Bradley Place, Chicago, Ill. 60618

Please send me a complete set of ad proofs, school posters and information on how to set up the program in my community.

..Name..

..Title..

..Company..

..Address.......................City...............State...............Zip......

MondayMemo from John F. Small, president, John F. Small Inc., New York

Black buying power will force new, total advertising approach

Because I am a black man, I am often introduced as the president of a new black advertising agency—one that just recently opened its doors, with the Singer Co.'s home-entertainment products account as its first major piece of business.

Well, that's not totally true.

Yes, I am black. Yes, I am the president of an advertising agency. Yes, we do have Singer's business.

But not the black portion of Singer's home entertainment business. All of it.

Our assignment for Singer isn't the black community. It is total.

So these brief comments are not those of the head of a black advertising agency, but the comments of the black president of an advertising agency.

There is a difference. And this difference has meaning for the 1970's and beyond.

Implicit in the concept of the black agency is advertising as we understand it now. It is a view that I believe will change in the 1970's, but not because of any growing tolerance on the part of business. It will change because the intelligent, ambitious marketer of the 1970's will demand that change. He will demand that change because without it he just won't make it big.

Success in advertising in the 1970's will demand that we, the advertising community, be able to define, understand and communicate with our client's best total market. It will demand that we equip ourselves to help our clients succeed in both Americas—white America and black America.

I'm not talking about separatism. I'm not talking about tokenism. And I'm not talking about hiring a black agency to handle your ethnic business because it is good for your image. Or integrating your advertising by having black actors play white roles in your commercials to keep the Human Rights Commission off your back. For the most part, that is where it is at today.

What I am talking about is black power. Black buying power. It is the $400-billion action you can get a piece of in this decade.

The black consumer market should not be viewed separately. Rather, it should be assessed as a part of the total and a real value assigned to it on the basis of any product or service's real potential within it.

Has the black American become powerful enough to significantly affect your business? Take just population. In 1950 one in 10 Americans was black. By 1960 not much change. Then in five short years blacks became one in eight and today one in seven. By 1980 almost one in five Americans will be black. Black income, buying power, has jumped accordingly—$30 billion today, $44 billion by 1975.

If you sell in the mass media in the 1970's you will not be able to ignore the concentrations of black influence in the major markets. How will you reach them?

TV is a primary medium for blacks. They watch almost as much as whites. What is most significant is the importance of radio to blacks and the relative unimportance of print media, with exceptions. Black radio is really powerful.

Why do black media, and particularly black radio, so heavily influence the black consumer market?

Part of the answer is black pride and the fostering of black culture. But it is more than that. It is because they are news media. Black news media.

From them the black community finds out from their brothers what is happening to their brothers in Watts, Selma, Harlem and Jackson.

Black radio is the new drum of the Afro-American, a drum that can carry commercials as well as culture.

As D. Parke Gibson points out in his book, "The 30-Billion-Dollar Negro," a black ad or commercial in black media is not viewed as another form of segregation. It is seen as a new form of recognition.

The critical question is black buying power. Blacks do buy differently enough to make them more significant than numbers.

If your business is tobacco, clothing, personal care or public transportation, you better pay attention to blacks because they spend heavily in your business. Even when black spending appears to be about the same as whites you may find on probing deeper there are differences that could be dynamite to the marketer who takes advantage of them.

For example, the black food index may be 104 but when you go beyond that into heavy consumption of hot cereals you find the black index jumps to 150.

Or take soft drinks. The index is not 104 as food generally, but 270. If you are looking for households that consume more than two glasses per day you will find proportionately that there are three times as many among blacks.

Toilet soap is another case in point, with 9.7% of white households consuming eight bars a month; 25.6% of black households consuming eight bars a month. But if blacks still acount for only one in seven families, isn't it better to go after the mass white market even though it may not have as many heavy users? Perhaps, but not always. In New York, Chicago, Detroit and Washington blacks represent over 30% of the bar soap market and in many other cities, chiefly Southern, blacks represent over 50% of the market.

As advertising moves into the 1970's, we must be equipped to serve our clients with a perspective on the entire market, not just the white market or black market. There will be no room for black agencies and white agencies—only room for good agencies.

John Francis Small founded his own agency in New York last year and took on the Singer account earlier this year. A native of Philadelphia, Mr. Small formerly worked as account executive for four years with NBC Radio Spot Sales in Chicago and with WNBC-TV New York. Earlier he had been with Grey Advertising, New York, working for Bristol-Myers, Procter & Gamble, Van Heusen and others in media and account areas. He also has been in sales development for Swissair and a freelance editor.

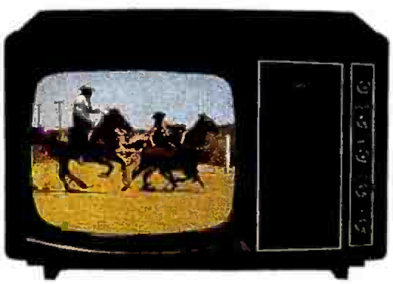
The move to color film gave KULR-TV top billings.

"We were the first station in the state to go full color with the addition of the Kodak ME-4 Process," says Pete Schmidt, Photo Director for the Billings, Montana station. "We've got the lead by a mile in our market. We're using our color capability mostly for news, shooting about 7,000 feet a month.

"One of the new mini-ME-4s was what we decided on because, let's face it, when you're running anywhere from 40 to 1200 feet of film a day, you just can't justify the investment of a big processor.

"We've got a great installation. The processor, replenisher tank, mixer, venting and everything fit into a 15 x 12-foot room, and we have lots of working space left over. I never have to touch the chemicals. I mix in a hydromixer, and use a direct pump-up system to send it to the tanks. We're looking forward to the new Kodak packaged chemicals for mini-ME-4s to make everything even easier.

"Kodak Sales and Engineering Representatives worked with us for over a year before we got our processor. Taking their suggestion, we looked at other installations so that we'd have a good idea what we were getting into. Now that we're into it, we like what we're producing."



If your station can't justify a big color processor, check into one of the new, less expensive mini-ME-4 processors. The men to check with are Kodak Regional Chief Engineers. Call John Waner in Hollywood, Dick Potter in Chicago, or Ray Wulf in New York. You *can* afford color—you can't afford not to.

EASTMAN KODAK COMPANY
ATLANTA: 404/351-6510
CHICAGO: 312/654-0200
DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/262-7100
SAN FRANCISCO: 415/776-6055

Kodak

September7,1970:Vol.79,No.10

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Cigarette loss: less a crisis than feared?

Whether with brave front or by realistic projections, broadcast sales chiefs see odds favoring recovery

Television sales executives are approaching the Jan. 2 cutoff of cigarette advertising with stronger showings of optimism than might be expected when some $200 million in billings are going up in smoke.

At the networks, hardest hit because that's where four-fifths of the cigarette TV billings have been concentrated, the consensus appears to be that they have a good chance of replacing most if not all of the cigarette billings in 1971. In spot, the outlook is considered at least equally bright (story page 24).

In 1969 terms, that would mean finding a combination of new clients and increased appropriations totaling some $164.5 million for the networks and $37.4 million for spot TV. But cigarette advertising this year has been running behind its 1969 pace, on the networks partly because CBS and NBC limited their cigarette sales efforts, in spot partly because some broadcasters cut back or banned cigarette advertising altogether, and in both cases partly because the tobacco companies have trimmed their broadcast spending for cigarette brands.

The Television Bureau of Advertising estimates, for example, that cigarette spending on the networks dropped from $82 million in the first half of 1969 to $77 million in the comparable period of 1970, while cigarettes' spot spending declined from $19.5 million to $17 million in the same periods.

There could still be a fourth-quarter going-away splurge, but in general the billings that broadcasters will have to replace in 1971 are expected to be somewhat less than if the cutoff had come a year earlier.

Network, national-spot and station sales leaders have been tooling up and moving ahead on that replacement project for more than a year, along with such organizations as the Television Bureau of Advertising and the Station Representatives Association.

(In radio, cigarette advertising has not been a major factor in recent years, except in specialized situations, and its loss—also effective Jan. 2—poses a less critical problem over-all. But the Radio Advertising Bureau and individual reps, stations and networks have intensified their new-business efforts. Story page 22.)

The network TV sales chiefs—James T. Shaw at ABC-TV, Frank M. Smith Jr. at CBS-TV and John M. Otter at NBC-TV—all gave optimistic reports last week in separate interviews on progress and prospects in making up the soon-to-be-lost billings.

They also were encouraged by a recent surge in sales that made the fourth quarter of this year—the opening quarter of the 1970-71 program season—much brighter than it appeared earlier.

They declined to estimate their sales levels, but other sources close to the scene expressed confidence that all three networks would move into their new-season schedules later this month with prime-time availabilities virtually sold out.

One source said ABC-TV, for example, had only one or two prime-time minutes available in some fourth-quarter weeks and only about 150 minutes available in all of the quarter, with most of those concentrated in the last two weeks of December, always a classic clean-up period.

ABC's was generally regarded as the most completely sold prime-time schedule as of early last week but with NBC and CBS not far behind and with two weeks of that time still remaining before the start of their season and three weeks left before ABC's gets under way. NBC kicks off its new schedule Sept. 13, CBS Sept. 14, ABC Sept. 20.

Mr. Otter reported that every week in August, normally a dead month for sales, had been a $12-million to $20-million week in bookings for NBC-TV—counting daytime, weekend and sports as well as prime-time—and that he was confident the other networks were also selling at unusually high levels at the same time. Mr. Smith reported "tremendous activity" in CBS-TV sales in

ABC's Shaw

CBS's Smith

NBC's Otter

recent weeks and Mr. Shaw said that ABC-TV's fourth quarter would be "the best fourth quarter in terms of prime-time sales in the history of the company."

Despite their optimistic reports, nobody suggested that making up the cigarette loss would be easy. Most agreed with Mr. Smith's suggestion that one of the most significant developments stemming from the loss of cigarettes was "a return to selling television," as distinguished from primarily competing for budgets already allocated to TV, and that the new selling will generate "a lot of dollars."

In terms of inventory, some sources estimated, the loss of cigarettes gives the three networks a total of about 60 additional prime-time minutes to sell each week. That was said to be the weekly three-network average, over a period of a year, that cigarettes occupied when cigarette TV advertising was at its peak.

But the average has declined since then and—more important, some sources believed—the FCC has inadvertently moved to solve that inventory problem for the networks, effective in the fall of 1971, with its prime-time access rule. Unless overturned, that rule will shave eight half-hours a week from each network's nighttime schedule, thus curtailing network inventory by a total of 72 minutes a week.

Thus, instead of having some 60 more minutes to sell per week, the networks as of next fall would have a combined total of about a dozen fewer than now. This result would not be shared evenly among the networks, because ABC-TV historically has had less cigarette business than CBS-TV and NBC-TV.

Moreover, while network inventory would decline, that of affiliated stations would increase by 24 nighttime minutes a week, plus whatever number of minutes they currently carry in cigarette advertising—and this at a time when a number of leading reps have been pushing for a curtailment of commercial time to avoid the appearance of, and criticism for, so-called clutter.

Whatever the effect of the prime-access rule, however—and CBS has served notice that it will take it to court—sales executives at all levels appear to be making progress in attracting new and expanded budgets into TV.

NBC's Jack Otter cited an array of advertiser names and numbers in support of his contention that, though no one advertiser or category would fill the cigarette gap, a large number of advertisers and many industries could do it together—not overnight, he acknowledged, but he also felt that overnight accomplishment was less urgent since the networks have had some time to start working on the problem.

The retail field is frequently cited as having major potential for TV—network and spot as well as local—and Mr. Otter did not overlook it.

Sears, Roebuck is a $16-million network-TV account and getting bigger, he noted, and "when the Penney's, Montgomery-Wards and the others get the bug, it'll be great."

But he also cited a number of other areas.

In the financial field, he said, 16 insurance companies are currently spending almost $25 million a year in network television—about 20% more than two years ago—and will almost certainly exceed $30 million in 1971.

Among the leading network-TV users he cited Metropolitan Life at almost $4 million (all on NBC) and due to increase in 1971; Sear's Allstate at $4.5 million in network, Prudential about $4 million, Mutual of Omaha around $3.5 million, and Travelers Insurance, Connecticut General and John Hancock all with $1.5 million to over $2 million budgets in network TV.

In addition, Mr. Otter said, one of the biggest but still unidentifiable insurance companies is returning to network TV this fall after an absence of several years. Although he would not identify the company, other sources said it probably was Equitable Life, which they said is dropping magazines and probably radio for at least the fourth quarter and buying substantial schedules on both NBC-TV and ABC-TV.

Mr. Otter saw charge cards as "a big area for growth" that "almost didn't exist as a network TV client a year ago." He said that Interbank (Master Charge), for example, spent only $100,000 in network TV last year but spent over a million in the first half of 1970 and is expected to spend approximately a million more in the second half. He expected American Express to go from $2 million in network in 1969 to $3 million in 1971, noted that Bank of America (Bankamericard) started in network with a Herb Alpert special and then moved into prime-time scatter plans, and said that First National City Bank's travelers checks would be almost a million-dollar client on NBC-TV this fall.

Travel he regarded as "another boomer," perhaps headed by gasolines in their promotion of low-lead products in the current antipollution climate. Gulf Oil, long an important NBC-TV client, is spending an estimated $14 million on the three networks; Shell could become a $3-million to $5-million corporate account aside from its product advertising, and Atlanta Richfield, changing its name to Arco, is said to have a $20-million advertising budget for 1971.

In addition, Mr. Otter said, British Petroleum is in spot TV, and other companies, such as Getty Oil and Phillips 66, appear sure to be giving TV more and more regional business.

Standard Oil (New Jersey) was said to have tripled its budget when it moved to NBC-TV a few months ago, buying full sponsorship of NBC *Saturday Night News* starting Aug. 1, full sponsorship of *Meet The Press* on alternate Sundays starting Sept. 27 and full sponsorship of *NBC Sunday Night News* starting Jan. 24, 1971 (BROADCASTING, July 27).

Hotels and motels were seen as having special potential in the travel field, with Holiday Inns going from $500,000 in network in 1969 to about three times that amount in 1970 and probably

Radio and cigarettes: less billing to lose

The Radio Advertising Bureau and other radio salesmen have stepped up their new-business activities this year, the last in which cigarette advertising is permitted on radio or TV, but RAB prefers to consider the acceleration as something more positive than a response to imminent loss of cigarette billings.

Actually, cigarette advertising on radio has declined markedly the last two or three years. For 1969, RAB estimates put the cigarette total for both national-spot and network radio at about $10 million. That would be half or less than half the volume of a few years ago. The upcoming loss, representing an estimated 2% of radio billings, thus does not present as severe a problem in radio as in TV.

"As a matter of fact," Miles David, RAB president, said last week, we've been getting used to the absence of cigarettes gradually over the past couple of years. If the ban had not been imminent during most of that time, we would have had a lot more cigarette business than we did."

RAB's new-business efforts are concentrating on the efficiency and economy of radio in a tight economy under the theme "radio and your bottom line."

RAB's special activities, Mr. David said, have included the organization of stations in various markets to sell radio to local offices of national companies, regional advertisers and big retailers.

Another major effort—aside from constant calling on advertisers at all levels—involved postponement of regular fall sales clinics for stations in order to go into more markets with major presentations for radio. Mr. David estimated that this project alone would take RAB executives into 40 to 50 cities for presentations between now and the end of the year.

Protecting that expected bonanza

Magazines, which can take cigarette ads at will, reject antismoking copy

A charge that five leading national magazines, including news publications, refused an international child-welfare-fund advertisement because tobacco interests would be upset over the antismoking copy in the ad was affirmed last week in Chicago by the Rev. Henry Harvey, president of Compassion Inc.

A sixth magazine, *Harper's*, did accept the ad and used it in July.

The Church of the Nazarene minister declined to identify the five magazines that refused the advertisement. He said he was acting on the advice of his advertising agency, Draper Daniels Inc., which declined comment. The head of the interdenominational charity group explained he understood the refusals had been verbal and hence could not be legally substantiated.

Too hot for magazines

Mr. Harvey said, however, that had all magazines declined the ad he was prepared to buy TV spots nationally as a protest of apparent "subservience" to the tobacco industry. He also decried the hypocrisy of federal policy that forbids broadcast advertising of tobacco after next Jan. 1 yet subsidizes its production and overseas marketing.

The copy of the Compassion Inc. ad suggested smokers could save two lives, their own and that of a child, if they would stop the cigarette habit and use the money to sponsor a child. A Compassion Inc. news release about its magazine experiences made much of the fact that the ad was the product of Draper Daniels, "long known as the 'father of the Marlboro man'." Mr. Daniels earlier had been at Leo Burnett Co., Chicago, Marlboro agency.

Compassion charged "the magazine publishers, for the most part, were hesitant to accept the copy because they did not wish to jeopardize their standing with the tobacco industry." It said further the ad "went over like a 'lead balloon' in the advertising departments of leading national publications."

Meanwhile Compassion is buying half-hour prime-TV periods on a test basis on several stations in Ohio and KCOP(TV) Los Angeles for a color special featuring personality Dale Evans. Paul S. Webb Advertising, Hollywood, produced the show at KCOP. Packages of radio-TV public-service spots also are being distributed.

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reaching $2 million next year. Howard Johnson, Hilton Hotels, Ramada Inns and Marriott were others expected to expand in network TV.

Thanks in particular to mergers and the new 747 plane, Mr. Otter thought the airlines should become a $25-million network-TV category in 1971—up from $11 million in 1967. And he anticipated strong forthcoming campaigns by U.S. auto manufacturers on behalf of their small cars, pushed no doubt by the success—and heavy advertising—of foreign cars.

Volkswagen reportedly boosted its network spending from $1.6 million in 1966 to about $9 million this year. Toyota reportedly spent an estimated $7.8 million in spot TV in 1969, mostly on the West Coast, and is expanding into a national operation. Mercedes Benz has also moved into TV. In all, it has been estimated that the foreign cars will spend $15 million to $20 million in network television in 1971.

(Some other sources, reviewing advertising projections of foreign cars and Detroit's plans for its own small cars, speculated that in the first few months of 1971 U.S. manufacturers may mount the biggest concentration of TV advertising in history in behalf of their small models.)

NBC-TV helped cushion the impact of cigarette losses by selling somewhat less vigorously to cigarette brands. Starting about a year ago, in the case of some programs normally sold on a 52-week basis, cigarette advertisers were told that, if they didn't want to make that long a commitment, NBC would like to offer the programs to noncigarette advertisers. The cigarette brands were cooperative, Mr. Otter said. In fact, they were tending to cut back anyway.

CBS-TV also cushioned the blow, but in another way. About a year ago, said Mr. Smith, sales vice president, CBS-TV put a ceiling on cigarette advertising, deciding to accept no more than it had carried the preceding year.

Mr. Smith saw many areas of "nonusers" of TV, as well as "underspent" users, from which television can recoup—and is beginning to recoup—the cigarette billings. Aside from retail he cited industrial companies—the nonconsumer-products type of advertiser—many soft-goods manufacturers, such as in the textile field, and the large and growing number of franchise operations.

CBS-TV created a "market development" task force about a year ago to spur the hunt for new business. It is headed by Jack O'Connor and has about five persons assigned to it full time, Mr. Smith said. Members of the task force sometimes work alone on new prospects, sometimes assist the regular sales staff member in selling to their prospects.

Mr. Smith reported that "things are on the upswing" and expressed belief that by the time television hits the cigarette loss the first of the year, the economy will clearly be moving up.

Of fears expressed by spot-TV salesmen that the networks would try to raid spot clients to recoup their own losses, Mr. Smith said that although there are some advertisers whose "dollars can go either way"—into network if an especially attractive buy is available; into spot if they prefer—"the bulk of spot dollars will never be network dollars except as companies become truly national."

ABC-TV also has a special unit assigned to new business (NBC-TV does not, on the ground that new business is and always has been a concern of its regular sales department). ABC-TV's is headed by William Firman, vice president—marketing and since last October has made, by Mr. Firman's estimate, sales calls on at least 175 companies all over the U.S.

"And most of the people I've called on have never been called on by broadcast salesmen before," Mr. Firman said. Among the fields that ABC-TV is hitting in its search for new business are heavy-duty equipment, textiles, raw-materials suppliers, franchise operations, leisure-time activities, ethical drugs, associations and financial institutions.

"Companies that have never been in television are hard companies to get," Mr. Firman said, "because those that have stayed out of television are very cautious companies."

But according to him and to Mr.

Shaw, the sales vice president, the work is paying off. Among new accounts they listed were the Roy Rogers Restaurants division of Mariott, Holiday Inns, Clark Equipment, the National Banking Council, Head Skis and an unidentified company—Equitable Life?—whose move into TV is due to be announced shortly.

Mr. Shaw and Mr. Firman said they were stressing that an advertiser "doesn't have to have millions and millions of dollars" to get into TV. They are especially pleased, for instance, that Carter Ink bought one minute one time in *Wide World of Sports* as part of a back-to-school campaign.

Unlike CBS-TV and NBC-TV, Mr. Shaw said ABC-TV did not sell any less aggressively to cigarette companies in the past year. But to begin with, ABC had less cigarette business than the other two, and it also experienced a substantial second-quarter cutback by tobacco companies. "We took all we could get," Mr. Shaw said, "and we still expect some more in the fourth quarter."

Networks and reps are not the only ones seeking to expand TV billings, of course.

Station Representatives Association activities, for instance, have included a gradually but increasing successful project to convert more manufacturers to TV by having them put co-op budgets into commercials made by their agencies and carrying tags showing where, locally, their products can be bought.

TVB is working at all levels—national, regional, local—to bring new advertisers into television and get bigger TV budgets from those already in.

It is generally acknowledged that in many cases when a sale is made it is impossible to say for sure what salesmen or organizations were actually responsible. Often, several have contributed.

One such case reported last week involved Midas Muffler. The client was said to have allocated a "multimillion-dollar" budget for spot and network TV after it received account presentations from six agencies, all of which included television in their proposals.

Other new or expanded users of TV widely reported last week included:

Sony/Superscope is expected to undertake a million-dollar spot campaign this fall. North American Van Lines was said to be swinging most of its magazine budget into television, mostly network but including some spot.

K-Mart Division of Kresge reportedly is expanding its TV campaign this fall from 20 stations to 30. Arrow Group Industries was said to be investing about $250,000 in spot TV in a limited number of markets to sell its steel sheds.

Las Vegas (Nev.) Convention Bureau, representing an advertising category that could add significantly to TV revenues, was said to have put together a $300,000 TV budget for this fall. Stihl American Inc., which manufactures heavy-duty saws for lumber camps, reportedly plans a late-winter/early-spring TV campaign for a consumer line of saws.

Woolworth Stores, whose spot-TV expenditures in 1969 were estimated at $3 million, were reported to be spending this year at a rate closer to $6 million. It was estimated that this spending, on top of the TV budgets of various Woolworth subsidiaries, could make the company a $10-million TV user in 1970.

Philco-Ford, traditionally print-oriented in promotion of its color-TV sets, reportedly increased its reliance on TV earlier this year, achieved a 14% gain in color-set sales in a generally declining market, and has committed for 62 prime-time minutes on the three networks.

Anti clutter drive gets good response

John Blair & Co., which has proposed a change in TV commercial time standards to reduce clutter, reported last week that all 73 of the outlets it represents are solidly behind its recommendations.

Blair outlined its plan in a letter to its affiliates last February, pointing out that it was virtually the same proposal Blair made to the industry in 1968 (BROADCASTING, April 1, 1968). Blair feels its plan has special urgency today because of the banning of cigarette commercials next Jan. 2. The rationale is a less-cluttered environment would attract more advertisers to the medium.

The Blair proposal asks that the television code be revised to specify a maximum of 12 minutes of nonprogram material per hour. Blair proposes a maximum of two minutes per interruption; a maximum of three interruptions per half-hour, and maximum of two products advertised per minute regardless of length of spot. All station breaks or spots between programs would be eliminated (stations would have two seconds on the hour to identify). All commercial positions would be placed within programs, both network and local.

For network affiliates, Blair proposes in prime time two interruptions of two minutes of commercial time per half-hour. Networks would occupy three minutes and stations would occupy one. In nonprime time, Blair's plan calls for three interruptions for two-minute commercials per half-hour, with networks occupying five minutes and local stations one minute.

For independent stations, the suggested pattern is three interruptions of two-minute commercials per half-hour for the entire day.

The benefits accruing from its proposal, according to Blair, are that viewers would be exposed to fewer commercials and fewer interruptions, and advertisers would gain potentially stronger impact for their commercials because of the reduction in clutter.

Blair believes networks would benefit from no loss of commercial time in prime time and the late-night area, and a loss of only a limited amount of inventory in daytime.

Stations would benefit, Blair says, because fewer commercials would increase TV's attractiveness to viewers and advertisers, and would permit local accounts to gain prestige by advertising within network programs.

A Blair spokesman said last week that its proposal had also been discussed with the NAB Code Authority and with station operators not affiliated with Blair.

How spot can cope with cigarette loss

Possibilities reps see: taking ads now banned, reducing spot inventories

Leading spot-television sales representatives view the imminent loss of cigarette advertising with chagrin and disappointment, but also as a challenge that can be met.

They concede that the sizable chunk of advertising (more than $37 million in spot TV in 1969) cannot be recaptured easily or soon, but are confident that vigorous selling of a medium that has many inherent strengths can make strides in 1971, particularly if the general economic indicators bounce back from the depressed levels of this year.

John Blair & Co., one of the leading spot-representation companies, has made public a comprehensive analysis of the cigarette dilemma and has proposed several approaches that can be attempted to cope with the cigarette loss. The gist of Blair's presentation, according to Jack W. Fritz, vice president and general manager, is that spot TV can make strides by attracting the noncigarette brands of the now-diversified tobacco companies (including tobacco and pipe products) to the medium on an expanded basis; by persuading giant companies, particularly the auto manufacturers, to put more money into television; by considering the taking of advertising from "taboo" advertisers, such as liquor companies, and by reinforcing the effort begun in the retail field.

As a parallel course to an intensified

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Aug. 16, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Aug.16	ABC Cume Jan. 1-Aug. 16	CBS Week ended Aug. 16	CBS Cume Jan. 1-Aug. 16	NBC Week ended Aug. 16	NBC Cume Jan. 1-Aug. 16	Total minutes week ended Aug. 16	Total dollars week ended Aug. 16	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$	$	$ 69.6	$ 3,567.4	$ 270.2	$ 10,418.6	73	$ 339.8	2,651	$ 13,986.0
Monday-Friday 10 a.m.-6 p.m.	1,563.4	55,661.1	2,652.4	99,800.0	1,469.2	57,646.4	851	5,685.0	28,109	213,107.5
Saturday-Sunday Sign-on-6 p.m.	539.8	29,178.1	584.8	39,348.9	602.3	23,453.6	216	1,726.9	8,954	91,980.6
Monday-Saturday 8 p.m.-7:30 p.m.	330.1	7,351.3	486.8	24,412.9	428.6	18,787.0	81	1,245.5	2,550	49,951.2
Sunday 6 p.m.-7:30 p.m.	302.0	4,062.4	149.8	8,054.2	15.6	6,087.8	20	467.4	652	18,204.4
Monday-Sunday 7:30-11 p.m.	3,926.9	168,464.5	4,454.8	213,329.0	4,899.5	211,466.1	461	13,281.2	14,354	593,259.6
Monday-Sunday 11 p.m.-Sign off	150.2	9,409.1	277.5	11,884.1	671.7	21,914.6	112	1,099.4	3,675	43,207.8
Total	**$ 6,812.4**	**$274,126.5**	**$ 8,675.7**	**$400,396.5**	**$ 8,357.1**	**$349,174.1**	**1,814**	**$23,845.2**	**60,945**	**$1,023,697.1**

effort in the sales sector, Mr. Fritz pointed to refinement of a plan that Blair first proposed more than two years ago to make TV time more attractive to advertisers by trimming the commercial inventory, thereby reducing clutter (separate story, page 24).

He cited the nontobacco parts of companies' businesses as one segment that promises to grow in 1971. He pointed out that Blair estimates that in the first five months of this year, 30% of its billing from cigarette companies came from noncigarette products. He ran down a list of noncigarette products that now are using broadcast, such as American Brands' Sunshine Biscuit Co.: Liggett & Myers' Alpo dog food; Philip Morris's Clark's gum; and R. J. Industries' Chun King oriental foods.

"There is the strong prospect that these companies will use some of the monies normally allocated to cigarette broadcast advertising to strengthen the market shares of their nontobacco brands," Mr. Fritz suggested.

He decried disproportionately small investments in TV by some large advertisers, such as General Motors, which placed $23 million in newspapers and $40 million in magazines last year and spent only about $12 million for spot TV and $25 million for spot radio. He said General Motors must be shown that spot "can do a better job for them on a market-by-market basis."

He cited Ford Motor Co. and even two broadcast-related companies, RCA and CBS, as examples of companies that are investing more heavily in print than in broadcast, and added:

"There is plenty of spadework to be done right in our own backyard."

He treated somewhat lightly on the subject of liquor advertising for television or radio. But he pointed out that if such advertising could be handled with the same restraint found in beer advertising on the air and was confined to adult programing areas, this category might be acceptable on radio and TV.

He pointed out that times are changing and that recently the President's commission on pornography reported that the "most blatant printed erotica does not hurt our youth." He continued: "Surely, then, well-executed liquor ads shouldn't be harmful. . . . Let me repeat, this is time to think of change. Let's not rush, but let's consider."

To bolster his thesis about change, he pointed to the appearance on TV of feminine-deodorant commercials, to which, he said, he was opposed originally. Mr. Fritz added there has been some advertising in the category of sanitary napkins and said television's effectiveness was demonstrated most effectively earlier this summer on behalf of Scott Paper's Confidets over KMSP-TV Minneapolis.

"Scott Paper sold more Confidets [sanitary napkins] in the Minneapolis market in July than they sold there in all of 1969," Mr. Fritz reported.

He pointed to other areas holding out promise for spot-TV growth.

"There are plenty of potential clients for us to go after," Mr. Fritz observed. "The cultivation of these new sources of revenue demands an abundance of sales energy and time."

Among other leading reps, James Parsons, board chairman of Harrington, Righter & Parsons, was optimistic that spot TV could recover from the loss of cigarette advertising. He noted that the cigarette investment in spot is comparatively small and said that vigorous selling and the attraction of color-TV will help close the gap.

Mr. Parsons said color should accelerate the use of television, particularly spot, by companies in the fabrics and home-furnishings fields, for instance. He added that HRP is completing a major presentation on the merits of spot TV and plans to expose this project to advertisers and agencies throughout the country starting in October.

Also among the major reps, the Katz Agency indicated strong support for a cut in commercial inventory to increase the value of the time while reducing clutter. A spokesman for Katz said the rep has had "informal discussions" with stations on this subject. He said the dialogue with stations was continuing and that the results could be "long-term value" to spot business. There is the belief, he said, that eventually stations will give "serious consideration" to their "commercial capacity."

Katz generally, he said, is seeking to speed the flow of money into television from advertisers who would be expected to come into the medium after a time; and to seek out new business where it did not exist before or where the advertiser fails to "cover" the sales territories by the use of national or regional spot. A major Katz effort, it was noted, is concentrated on the retail business. The company is finding "lots of people not using the medium today and they should be."

Alfred Ritter, vice president and national sales director, H-R Television, indicated that TV faces a challenging assignment in obtaining a replacement for cigarette advertising. He reported that for more than a year, H-R has had a special sales-development unit under Vice President Tom Campbell that has made more than 300 sales calls on prospective advertisers and has worked closely with the Television Bureau of Advertising. Mr. Ritter felt this unit has had some success in generating sales but acknowledged that a deeper dent will have to be made to recoup the loss from cigarettes.

Lloyd Griffin, president, Peters, Griffin, Woodward, noted his company currently was conducting an advertising campaign with the theme of "You Can Sell More with Spot TV," as part of a new business development program. The campaign is directed to the top 100 national advertisers and presentations have been spearheaded by Roger Creelman, PGW's market development manager. A series of PGW presentations has been made directly to groups within the marketing unit at advertiser offices and to agency buyers.

Several other leading representative company officials said there was no single category, except retail, that could be a special target, but they planned to step up their sales efforts to bring into the medium companies that are using spot TV sparingly or not at all. They were generally disinclined to go along with the suggestion that liquor advertising be considered, fearful that such a move might touch off a movement to bar beer advertising from broadcast.

ARB dispute produces deadlock

Langhoff refuses to capitulate on price hikes, but concedes many groups continue to hold out

The standoff between American Research Bureau and many of its major station clients over ARB's 1970-71 price increases (BROADCASTING, Aug. 3, 31) continued last week with no resolution in sight.

Dr. Peter Langhoff, ARB president, said that some important holdout groups had signed up by last Monday night's deadline (Aug. 31) but also said that stations representing about one-third of ARB's potential dollar revenues were still holding out.

He reiterated that ARB could not yield on the price increases because they were necessary to cover costs. The 1970-71 pricing, he said, was designed to cover costs if all of last year's 400-plus station subscribers resubscribed. And he said it was too late to make changes this year in the report format that many stations had criticized.

But he also emphasized his willingness to discuss issues with stations and expressed hope that they would "come back in" and that the dialogue could continue and "our differences [be] composed."

For their part, various holdout station groups said they were making "counterproposals" seeking, among other things, to have sample sizes and report-delivery dates written into the ARB contracts—with the stations themselves given a voice in setting those sizes and dates—and to have Dr. Langhoff's previously announced rebate policies on sample sizes and delivery dates also written into the contracts.

The controversy was enlarged, at least momentarily, with disclosure that ARB's competitor, A. C. Nielsen Co.'s Nielsen Station Index (NSI), was itself introducing rate increases for the new season.

First reports from station reps held that the NSI increases were of major proportions, possibly ranging up to 45% to 50%, but their subsequent accounts pegged the increases at about 10 or 11% in a fairly limited number of markets. Nielsen subsequently issued a statement saying the increase was 10% and applicable to stations in 11 markets.

ARB said five groups that had given "protective" cancellations—to create a grace period for further negotiations during August—had rescinded those cancellations before the deadline expired Monday night.

These were identified as Westinghouse Broadcasting, which signed a two-year contract; Metromedia, Capital Cities, U.S. Communications and Wometco. The RKO General group and all the network-owned groups had signed up earlier, according to ARB.

Still holding out after the deadline, it was understood, were the Cox, Avco, Corinthian, Storer, Taft, Newhouse, and Time-Life groups, some Triangle stations, one or more Post-Newsweek stations and perhaps the General Electric group.

What they were seeking appeared to boil down to a combination of greater voice in establishing sample sizes and delivery dates, stronger guarantees, better documentation by ARB on its methodology and especially on the effects of its sample-balancing system on viewing levels—officials of at least one group said tests in two of its markets indicated cable-TV and young-adult viewing levels were deflated—and in general a more responsive ARB attitude toward broadcasters' needs and wishes.

Representatives of some groups made less detailed complaints but said they were holding out against what one called "the arrogance of ARB over a period of years in holding a pistol to our heads and telling us that agencies want all this information and we broadcasters have got to pay for it."

Several broadcasters indicated that, since the deadline had passed for signing without losing their continuity discounts, they would be in a rush to sign up now, if ever. The first of ARB's fall market reports, for October, won't be out till November, they pointed out.

Dr. Langhoff himself said "it may be that this gap [between ARB and holdout-station management] cannot be closed immediately or in the present atmosphere" but that "over time, I shall do all I can to gain a better understanding among us."

That observation was contained in a letter he sent to Westinghouse but released publicly as a sort of open letter to all broadcasters. It was in response to a letter from James A. Yergin, WBC research vice president, criticizing the

ARB service on many counts but concluding that maintenance of two TV-market services is desirable and offering to renew if ARB met certain specific recommendations including a proposal that broadcasters pay the entire cost of the service, with agencies getting reports free or for nominal charges.

Dr. Langhoff, who released the exchange of letters with Westinghouse's permission, said in his reply to Mr. Yergin that "your set of conditions is well taken. They are now articulated and provide the basis for discussion and negotiation. I urge broadcasters to be as specific so that the issues may be defined and our differences composed."

He noted ARB's service "is intended to facilitate, not obfuscate, the buying and selling of spot television advertising opportunities," and that "the ground rules for the design of our audience-measurement service have tacitly been established by both buyer and seller of spot."

"We have heeded these rules," Dr. Langhoff continued. "The time has come to discuss them overtly. If the rules are to be changed both parties must be in substantial agreement or the system will not work."

He said ARB "has constantly sought the views of both parties," is in compliance with the Federal Trade Commission consent decree affecting rating services, has supported the audits of the Broadcast Rating Council and has "wholeheartedly maintained a policy of full disclosure."

Considering the large number of interests served by an audience-measurement service, he continued, "it is not surprising that no one gets everything he wants," but ARB still believes that it has "provided a means for the effective exchange of advertising values" in spot.

"We recognize that there is a great deal at stake—something over a billion dollars annually," his letter said. "If the basis for a fair exchange in this marketplace is a reasonably accurate evaluation of the commodity it cannot be expected that it will be made available without considerably effort and cost. I do not read the present position of the fair-minded broadcasters as challenging this notion. "What I do read is that if the broadcaster pays for the evaluation he should have a far greater or even the exclusive voice in establishing the criteria for the evaluation. In all candor I do not think the buyer is likely to give much ground in this. The present holdout by station groups could indeed test this proposition."

Dr. Langhoff said he did not think a continuation of the holdout will produce "the most satisfactory solution of our problem" and that Westinghouse, by its renewal, seemed to recognize this.

But it was apparent, he said, that ARB has "in some sense failed in our communications with the top management of the broadcasting groups now in 'rebellion'," and he acknowledged that ARB had not insisted on presenting its case to top management on a continuing basis. If it had, he said, "I do not believe fair-minded men would have taken the position they [the holdout groups] have taken."

It was in that connection he said that "over time" he would do all he could to "gain a better understanding among us."

ARB's competitor, meanwhile, George Blechta, NSI vice president and product manager, said in response to questions that stations in 11 markets "will have a 10% increase over their current agreements for the 1970-71 season."

The markets were Detroit, Philadelphia, Chicago, Baltimore, Dallas, Pittsburgh, Washington, Boston, Cleveland, St. Louis and San Francisco. Another Nielsen source said the price boost was based on some increases in sample sizes in these markets.

Word of the increase—communicated to stations in the form of a cancellation of their old contracts and offer of a new one at higher rates—brought a prompt reply from Roger Rice of Cox's KTVU-(TV) Oakland-San Francisco.

He wired Nielsen officials that the

new contract was unacceptable and suggested that they negotiate—not only on price but also on other terms such as sample size and methodolgy—"unless you feel that you are a monopoly and would not have to negotiate a two-way contract." Mr. Rice said the proposed rate hike amounted to 45%.

"We think that your oportunistic timing of this rate increase is ill-advised as there are many stations and total markets defecting from ARB with their rate-increase contracts who are looking to Nielsen for leadership. You have a beautiful chance to be number one. Please don't get greedy."

Nielsen officials first contended that Mr. Rice had misjudged the increase, later, after investigation, they reported that the price quoted in the new KTVU contract had been a typographical error—the wrong figure had been typed in—and that the correct price represented a 10% increase.

Whatever the general reaction to the Nielsen move—a question that could not be ascertained last week—NSI picked up three Triangle stations that formerly subscribed to ARB. Spokesmen for the Triangle group said their WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and WFBG-TV Altoona, Pa., were dropping ARB and had signed with NSI. Triangle's WNBF-TV Binghamton, N.Y., KFRE-TV Fresno, Calif., and WLYH-TV Lancaster-Lebanon, Pa., are continuing with ARB, they said.

Auto makers revamp planning

Strike threats prompt more spot emphasis; Chrysler-Plymouth, Buick come back to broadcast

The September introductions of new automobiles have always been new-business plums for broadcasting, but this year with the major Detroit auto firms facing strike threats the emphasis is on flexibility.

Result: Detroit has increased its buying in spot TV and radio and trimmed traditionally heavy network schedules a bit.

To accommodate the economic brinkmanship of their good automobile customers, Detroit sources reported last week, most radio stations are allowing 48-hour cancellation clauses in their automotive spot schedules this fall while most TV stations are providing 72-hour escape hatches.

Even many radio stations carrying the 52-week Chevrolet news program schedules, it was learned, are assuring the top-spender it can take a hiatus if there is a strike and will get its air franchise back again intact after the labor problem is settled.

Chevrolet, through Campbell-Ewald, now is spending in radio at an all-time high of more than $10 million a year. Its spot schedules are extensive and its 52-week prime news sponsorships run in some 50 major markets.

Buick and Chrysler-Plymouth are significant new car entries this fall in the spot-radio category after considerable absences. Both are planning four-week introductory campaigns, Buick via McCann-Erickson and Chrysler-Plymouth through Young & Rubicam.

Chrysler Corp. itself, in an unusual move, has just undertaken saturation seven-week image campaigns in spot radio in the top-10 markets through Ross Roy Inc., only recently appointed for that role. Chrysler's corporate TV and print went to BBDO, which long has handled Dodge. Y&R formerly handled corporate as well as the Chrysler-Plymouth car lines.

Oldsmobile, through D. P. Brother, will use a two-week radio spot drive for

Sheriff Higgins: back again

introduction while Pontiac, via MacManus, John & Adams, is expected to hit hard in radio again but as is its custom will not buy until the very last moment.

Ford, through J. Walter Thompson Co., will continue heavy in radio via its dealer associations. Ford's philosophy is that radio can best be bought locally. Lincoln-Mercury follows the same pattern via Kenyon & Eckhardt.

Though American Motors Corp. generally spreads most of its factory budget across all three TV networks with the help of Wells Rich Greene, AMC dealer groups in many markets are good radio spenders. AMC's total ad investment, however, is only about the size of the nut Chevrolet puts into radio.

The news for spot TV is equally bright, with Chevrolet buying healthy key-market schedules to preview its new subcompact, the Vega, and Ford doing the same for its entry, the Pinto.

Dodge last week said its spot-TV buying this fall is the greatest in its history and for the first time will be a two-phase campaign with sustained exposure bridging nine weeks. It is designed to introduce the new compact Demon as well as the regular compact Dart, both to debut Sept. 15, and the regular Dodge line set to debut Oct. 6.

Though not yet officially confirmed, Dodge expects to bring back this season its sheriff spoof, Joe Higgins, whose original TV commercial appearances angered a few police groups but enthralled others so much he was heaped with honors. Sheriff Higgins is to continue his safety themes in extensive personal appearances too, capitalizing on TV's impact.

Pontiac, Oldsmobile and Buick also are reported planning heavy use of spot TV this fall. Not yet set are Lincoln-Mercury and Plymouth. Spot-TV emphasis for most makes tends to concentrate in key markets where the bulk of sales occurs, it was noted. "Spot flexibility means you can get in fast with more weight and capitalize on sales," it was explained, "not just get out quick if there is a strike."

Rep appointments:

- WBFF-TV Baltimore: HR Television Inc., New York.
- KOTA-AM-TV Rapid City, S.D.: Avery Knodel Inc., New York.
- KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri: Jack Masla & Co., New York.
- KMED(AM) Medford, Ore.: Robert E. Eastman & Co., New York.
- WVIC-AM-FM East Lansing, Mich., and WWDL-FM Scranton, Pa.: Meeker Radio Inc., New York.

Agency appointments:

- Uniroyal Inc., New York, has appointed Campbell-Mithun Inc., Minneapolis, to handle advertising for its industrial and home-furnishing products. Uniroyal's former agency was Ries Cappiello Colwell Inc., New York. Campbell-Mithun has been handling Uniroyal's agricultural chemicals for the past two years.

■ Dunkin' Donuts Inc., North Quincy, Mass., has appointed Compton Advertising, New York, to handle its $1-million account effective Oct. 31.

General Mills will sponsor 3 specials

General Mills, Minneapolis, will sponsor three all-family TV specials on the CBS-TV network this fall. The project will receive extensive network and local TV promotion.

The three shows are *Tales of Washington Irving: The Legend of Sleepy Hollow and Rip Van Winkle*, Sunday, Nov. 1, 5-6 p.m. (EST); Mark Twain's *A Connecticut Yankee in King Arthur's Court*, Thanksgiving Day, Nov. 26, from 12-1:30 p.m., and Charles Dickens' *A Christmas Carol*, Sunday, Dec. 13, from 5-6 p.m.

Kenner Products, Parker Brothers and Rainbow Crafts, subsidiaries in the craft, game and toy divisions of the company, will be the sole advertisers on the two one-hour shows. They will also sponsor the first hour of the 90-minute Thanksgiving Day special.

General Mills said Leonard M. Sive and Associates, Cincinnati agency for Kenner Products, will coordinate the TV project. Agencies for the other General Mills subsidiaries involved are Humphrey Browning MacDougall, Boston, for Parker Brothers; Needham, Harper & Steers, Chicago, for Rainbow Crafts.

Business briefly:

Jeno's Inc., Duluth, Minn., through MacManus, John & Adams, Chicago, plans a network-TV campaign in the fall to introduce its new food product, Snack Logs. First appearance will be on ABC-TV's *Let's Make a Deal* in September and October, plus commercials on such prime-time shows as *Nancy, Shiloh, Dean Martin Show* and *Andy Williams Show*.

Pacific Vegetable Oil Corp., San Francisco, through D'Arcy Advertising Co., San Francisco, is promoting Saffola cube margarine in a campaign that includes 20-second and 60-second television spots in the Salt Lake City and Spokane, Wash., markets.

Ideal Toy Corp., New York, has announced that its fall TV advertising will include two network specials and an intensive seven-day-a-week spot schedule in the 50 top markets. Agencies are Grey Advertising Inc. and Helfgott and Partners Inc., both New York.

Political fund raising fails television test

Test of TV spots to raise money, undertaken by the Democratic National Committee in mid-July, hasn't worked well at all, a Democratic spokesman acknowledged last week.

DNC has a $9 million debt, stemming from the 1968 presidential campaign.

A committee source said that results of the four-week, three-city test, were "disappointing." He said that it brought in "just about enough money to cover expenses." The DNC spent $65,000 on the campaign.

The test ran on KLZ-TV and KBTV(TV) Denver and WCPO-TV and WLWT(TV) Cincinnati. The third city was Milwaukee where radio spots were used.

Borg-Warner halves its 'First Tuesday' buying

Borg-Warner Corp. has cut back its sponsorship of NBC's two-hour *First Tuesday* to 30 minutes, starting with last Tuesday's (Sept. 1) program and continuing through September 1971.

From January through August 1970, the manufacturer bought the first hour of the monthly program. In 1969 it was the sole sponsor of the 90-minute NBC news special, *Artur Rubinstein*.

A spokesman for the company said Borg-Warner is seeking new areas in which to place its advertising, including international media. Laroche, McCaffrey & McCall, New York, is Borg-Warner's agency.

James H. Ingersoll, vice president of international operations, said Borg-Warner will begin a $250,000 overseas corporate advertising campaign in October.

Also in advertising:

Moving to Texas Tech ■ National offices of Alpha Delta Sigma and Gamma Alpha Chi, advertising fraternity and sorority, respectively, are moving to Texas Tech University at Lubbock. The offices will be combined in the mass-communications departments. Ralph Sellmayer, professor of journalism, will be director of both groups and editor of *Linage*, their national magazine.

Own Office ■ Handling problems of advertising and marketing research, A. Spencer Bruno, formerly creative research director, Compton Advertising Inc., New York, has opened his own firm, Spencer Bruno Research Associates. Address: 19 Washington Road, Princeton Jct., N.J. Phone: (609) 924-0550.

Stock inch upward in month of August

An unspectacular but positive advance of 2.4% by the issues monitored in the BROADCASTING stock index was only slightly outstepped by the general market during the month of August. As indicated by Standard & Poor's Industrial Average, the over-all market gained 3.8% during the same period.

Broadcasters had reasons to smile as the broadcasting category and broadcasting with other major interests both advanced well—6.3% and 4.1%, respectively. Individual standouts in the two categories were: Rahall Communications, trading at 9¼, gaining over 50%; Cox, up 23.4%; Pacific & Southern, up 17.6%; Storer, in the with-other-major-interests column, climbing 33.3%, and the Outlet Co. jumping over 25%. There were few distinct losses; however, Trans-National Communications, trading at ⅞, was down nearly 30%.

The Broadcasting stock index

A weekly summary of market activity in the shares of 105 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Sept. 3	Closing August 27	% Change Month of August	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	27¾	25¼	+ 9.8	39¼	19⅝	7,073	178,593
ASI Communications		O	2¾	2¾	—	7	2¼	1,789	4,920
Capital Cities	CCB	N	26¼	26½	+13.4	36½	19½	6,061	160,617
CBS	CBS	N	31	29⅜	+ 6.8	49⅞	23⅞	26,512	778,857
Corinthian	CRB	N	26½	25⅞	- 2.8	33⅞	19⅝	3,384	87,544
Cox	COX	N	17	16½	+23.4	24⅝	10¼	5,789	95,519
Gross Telecasting	GGG	A	10⅜	10	- 7	17¾	9⅜	803	8,030
Metromedia	MET	N	23¾	15⅝	+ 8.7	22⅝	9¾	5,733	89,549
Mooney*		O	6¼	6¼	*	8¼	4½	250	1,563
Pacific & Southern		O	10¾	8½	+17.6	23	7½	1,636	16,360
Rahall Communications		O	9	9¼	+54.2	16½	6	1,040	9,620
Reeves Telecom	RBT	A	3½	3⅛	+ 8	15⅞	2	2,288	7,711
Scripps-Howard		O	18¼	17½	+ 1.4	24	15½	2,589	45,955
Sonderling	SDB	A	20¼	18¾	- 2	34⅞	10¼	991	18,205
Starr	SBG	M	9	10	-10	18	7⅞	461	4,149
Taft	TFB	N	19¾	19½	+ 1.3	29¾	13⅞	3,712	73,312
							Total	70,111	$ 1,580,277
Broadcasting with other major interests									
Avco	AV	N	11⅝	10½	+17.1	25¼	9	11,469	137,628
Bartell Media	BMC	A	5⅝	5⅛	+ 4.9	14	3¾	2,254	12,104
Boston Herald-Traveler		O	27¾	27	—	43	25	574	15,498
Chris-Craft	CCN	N	23½	5½	+ 4.5	11½	4⅝	3,660	21,045
Combined Communications		O	6	6¼	- 4	16½	6	1,938	11,628
Cowles Communications	CWL	N	4	3⅝	- 3.3	10⅞	3¼	3.969	13.892
Fuqua	FQA	N	10½	9¼	+ 1.3	31¾	7	6,190	58,000
Gannett	GCI	N	25½	23	+ 4.9	29½	18½	7,117	100.492
General Tire	GY	N	17⅜	17¼	—	20⅝	12¾	18,434	317,987
Gray Communications		O	4¼	4	—	7⅜	4	475	1,900
Lamb Communications		O	3¼	2¾	—	6	2	2,650	7,288
Lee Enterprises	LNT	A	15½	14⅛	- 6.2	20¾	12	1,957	25,930
Liberty Corp.	LC	N	17⅛	15	+17.5	21⅞	13	6,744	118,829
LIN		O	5½	5¾	- 4.3	11	3½	2,244	12,342
Meredith Corp.	MDP	N	23¾	20	+ 3.8	44⅝	18	2,762	57,312
Outlet Co.	OTU	N	12¾	10¾	+25.6	17¾	10	1.342	18.117
Plough Inc.	PLO	N	61⅜	66¼	- 7.7	85	55	6,883	420,689
Post Corp.		O	9½	9½	-18.4	17½	8	713	6,239
Ridder Publications		O	13½	13⅝	- 1.8	22	9½	6,217	83,121
Rollins	ROL	N	24¾	25¾	- 3.4	40⅝	19⅞	8,034	199,806
Rust Craft	RUS	A	22⅛	18¾	+13.3	32¼	18½	1,159	24,679
Storer	SBK	N	21¼	16½	+33.3	30¾	14	4,223	92,906
Time Inc.	TL	N	36½	38	- 3.5	43½	25½	7.257	252,181
Trans-National Comm.		O	⅝	⅞	-28.7	4½	½	1,000	620
Turner Communications		O	2⅞	3	- 4.4	8¾	2⅞	1,328	3,811
Wometco	WOM	N	18⅜	17⅝	- 3.5	20¼	13¾	5,817	98,889
							Total	116,410	$ 2,613,883
CATV									
Ameco	ACO	A	5	5¼	-19	16	4	1,200	5,100
American TV & Comm.		O	12	12½	-16	22¼	10½	1,775	18,638
Cablecom-General	CCG	A	9¾	10⅛	- 4.9	23⅞	7⅜	1,605	15,440
Cable Information Systems		O	2¾	3	- 8.4	3	¾	955	2,626
Citizens Finance Corp.	CPN	A	10	10⅜	- 3.6	17½	9¾	994	9,940
Columbia Cable		O	7¾	7	+ 3.6	15½	6¾	900	6,525
Communications Properties		O	8½	6½	+11.5	10½	6	644	4,669
Cox Cable Communications		O	14	13¾	- 1.8	24	12	3,550	47,925
Cypress Communications		O	7¼	7¾	- 3.2	17¾	6	1,887	14,153
Entron	ENT	A	3	3	- 4.3	8⅛	2⅝	1,320	3,788
General Instrument Corp.	GRL	N	16⅞	15	- 3.3	30⅞	11½	6,250	90,625
H & B American	HBA	A	19⅛	18½	+ 2	30⅜	12¾	5,283	99,690
Sterling Communications		O	4	4½	- 5.6	7¼	3	1.100	4,675
Tele-Communications		O	9¼	9½	- 5.3	20¾	9	2.704	24,336
Teleprompter	TP	A	62	69	- 9.4	133½	46	1,161	72,563
Television Communications		O	6½	6¼	- 4	18¾	5½	2,816	16,896
Vikoa	VIK	A	7¾	8	-12.5	27½	6⅛	2,228	15,596
							Total	36,372	$ 453,185

Manufacturing issues were another solid advance for the month—up 5.7%. Individual stocks pacing the category were Collins Radio, up over 17%; Motorola, gaining 16% and CCA Electronics, trading at $2.50, advancing over 11%.

The CATV stocks listed fell off nearly 6%. Ameco was down 19%, American Television and Communications slumped 16%, and Teleprompter was off 9.4%. The only gains were Communications Properties, which picked up 11.5%, Columbia Cable, 3.6%, and H&B American, 2%.

The service category remained practically unchanged from the previous month, as it slipped a minuscule 0.1%. PKL Co., trading at 3¾, was the outstanding gainer with a 43.1% jump. Doyle Dane Bernbach also climbed during the month with an advance of 25.5%. Creative Management, however, trading at $6, was off 25%, and LaRoche, McCaffrey and McCall was down 9.5%.

Closely following the service firms were programing companies, which dipped 1.4% since July. Among the advances for the category were Gulf & Western, up nearly 13%, and MCA, gaining 9.8%. The Wrather Corp. was down nearly 19%.

There are two new additions to the index this month: Mooney Broadcasting, group owner based in Knoxville, Tenn., is traded over the counter and will be listed in the broadcasting category. Tele-Tape Productions, New York production firm, will be listed with programing companies and is also traded over the counter.

	Stock symbol	Exchange	Closing Sept. 3	Closing August 27	% Change Month of August	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	11⅛	10	− 1.2	31½	8⅝	5,942	59,420
Disney	DIS	N	105¾	102⅝	− 4.1	158	89⅞	5,894	604,842
Filmways	FWY	A	7½	7⅜	+ 7.3	16½	5⅞	1,842	13,576
Four Star International		O	2	2	−20	4	1½	666	1,332
Gulf & Western	GW	N	14½	14¼	+12.9	20¾	9½	15,362	218,909
Kinney National	KNS	N	24½	24	− 4	36	20⅞	10,402	249,648
MCA	MCA	N	16	15⅜	+ 9.8	25¾	11⅜	8,195	125,957
MGM	MGM	N	15¾	16¼	+ 3.1	29⅛	12⅛	5,894	95,778
Music Makers Group		O	2⅜	2¾	−15.4	9	2¾	589	1,620
National General	NGC	N	13¾	14¼	− 0.8	20¼	9	4,910	69,968
Tele-Tape Productions*	TA	N	2⅛	1⅝	*	6¾	2¾	2,183	3,536
Transamerica		O	14¾	13⅜	− 1	26¾	11⅜	63,630	850,733
20th Century-Fox	TF	N	8⅝	8⅜	+ 6.4	20½	6	8,562	71,664
Walter Reade Organization		O	3½	3½	+ 7.7	13½	2⅝	2,312	8,092
Wrather Corp.	WCO	A	5⅞	5⅜	−18.9	10¾	4⅛	2,211	11,873
							Total	138,594	$ 2,388,948
Service									
John Blair	BJ	N	14⅝	13¼	+ 1	23½	10¼	2,605	34,518
Comsat	CQ	N	40¾	39	− 1.3	57¾	25	10,000	390,000
Creative Management		O	6¾	6	−25	14½	4½	1,075	6,450
Doyle Dane Bernbach		O	20	17¼	+25.5	24½	14	1,924	33,189
Foote, Cone & Belding	FCB	N	7¾	7¾	−10	12¼	7¼	2,167	16,794
Grey Advertising		O	7⅞	7⅜	− 4.9	13½	6¼	1,207	8,896
LaRoche, McCaffrey & McCall		O	10	9½	− 9.5	17	9	585	55,575
Movielab	MOV	A	2⅛	2⅛	—	7½	2	1,407	2,983
MPO Videotronics	MPO	A	7	6⅛	− 5.8	9⅞	4⅜	558	3,415
Nielsen		O	34	34½	—	42	26½	5,299	182,816
Ogilvy & Mather		O	20	18¾	+ 2.7	22¾	15	1,096	20,550
PKL Co.	PKL	A	3⅜	3¾	+43.1	12⅝	2½	743	2,786
J. Walter Thompson	JWT	N	25⅜	24	− 4	36	21⅛	2,773	66,552
Wells, Rich, Greene	WRG	A	9¼	7⅜	+ 9.2	8¾	5	1,581	11,652
							Total	33,020	$ 836,174
Manufacturing									
Admiral	ADL	N	8	6¼	+10	14⅞	6½	5,158	42,554
Ampex	APX	N	16⅝	16⅛	+ 4.9	48½	12½	10,869	175,208
CCA Electronics		O	2½	2½	+11.1	5	1½	800	2,000
Collins Radio	CRI	N	13¼	13⅝	+17.2	37¼	9	2,968	40,424
Computer Equipment	CEC	A	3⅞	4	− 8.5	12¼	3½	2,406	9,624
Conrac	CAX	N	13¼	11⅝	− 3.2	32¼	11	1,262	14,664
General Electric	GE	N	78¾	78⅝	+ 1.9	80	60¼	90,884	7,154,368
Harris-Intertype	HI	N	45⅞	45¼	+ 7.7	75	36¼	6,357	287,654
Magnovox	MAG	N	32¾	33⅝	+ 8.5	38⅞	22¼	16,429	552,345
3M	MMM	N	85	87¾	+ 8.7	114¾	71	56,058	4,919,089
Motorola	MOT	N	46	46¼	+16	47¾	31	13,334	616,697
RCA	RCA	N	24¾	24	+ 2.7	34⅝	18⅛	66,926	1,606,224
Reeves Industries	RSC	A	3⅛	3	—	5¼	2½	3,458	10,374
Telemation		O	9	9	− 7.7	24	9	1,080	9,720
Visual Electronics	VIS	A	†	†	†	10⅜	1	1,357	2,198
Westinghouse	WX	N	68⅛	65½	− 0.8	69¾	53¼	39,685	2,599,368
Zenith Radio	ZE	N	32⅜	33⅞	+ 9.7	37¾	22¼	19,020	644,207
							Total	338,051	$18,884,540
							Grand total	732,558	$26,555,034
Standard & Poor Industrial Average			90.09	88.93	+ 3.8				

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

* New additions to Index.

Shares outstanding and capitalization as of Aug. 27. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

Uslife agrees to buy 98% of S&L from NGC

National General Corp., Los Angeles-based leisure time company, has reported that Uslife Corp., New York, a diversified financial service company, has agreed to purchase NGC's 98% interest in Columbia Savings and Loan Association, Los Angeles, for $23 million in cash, cash equivalents, and common stock.

National General, which last year reported a loss of $70.3 million, will receive a minimum of $15 million in cash. Included in the sale is all the stock of Harbor Savings and Loan, acquired by NGC in November 1969 for $6,750,000 and merged with Columbia.

Assets of Columbia were listed by NGC as $192.6 million at the end of fiscal 1969. The bank's contribution to the parent company's earnings amounted to $1,234,000.

Officials of Uslife said Columbia would be merged with the recently acquired Sterling Savings and Loan Association, Riverside, Calif.

Company reports:

Burnup & Sims Inc., West Palm Beach, Fla., CATV firm which installs equipment and trains cable personnel, reported a 153% increase in profits and a 56% increase in revenues for the first fiscal quarter ended July 31, as compared to the same period in 1969.

Thomas R. Pledger, president, attributed rising sales to the company's internal expansion, growth of subsidiaries acquired during the past year and efficiencies in operations.

For the three months ended July 31:

	1970	1969
Earned per share	$ 0.22	$ 0.10
Revenues	8,600,300	5,521,000
Net income	195,600	77,300

Wells Rich Greene Inc., New York advertising agency, reported a 92% increase in earnings for its third quarter. For the three-month period ended July 31, net income was $440,700, or 28 cents a share on gross billings of $22,425,700, compared with $229,500, or 15 cents a share on gross billings of $16,000,200 a year earlier.

Mary Wells Lawrence, president and chairman, said the gain was the result of increased billings plus a cost-savings program begun by management. Included in the latter is an 18% reduction in salaries expected to save the agency $800,000 annually.

For the nine months ended July 31:

	1970	1969
Earned per share	$ 0.85	$ 0.65
Gross billings	66,477,000	55,974,600
Net income	1,341,400	1,030,900

Reeves Telecom Corp., New York, reported a modest drop in gross revenues but a net loss of more than $4.8 million for the first half of 1970.

The loss was attributed primarily to write-off of goodwill resulting from the sale of its tape production facility in New York and the disposition of its Realton (real estate) subsidiary. The company said it has instituted a "drastic cost-cutting program," which is expected to save in excess of $1 million.

Reeves said it is still not in compliance with provisions of its loan agreement, but lending institutions have indicated informally their satisfaction with company's progress to date and are not attempting to accelerate payment of the debt.

For the six months ended June 30:

	1970	1969
Loss per share	$ (2.12)	$ (0.50)
Net income	(4,849,000)	(1,097,000)
Gross income	9,187,873	10,096,166

Twentieth Century-Fox Corp., New York, reported a sharp loss in the first half of 1970 though gross revenues climbed for periods. It was said losses resulted from the company's policy of recognizing losses on films in release as soon as reliable estimates are available.

For the six months ended June 30:

	1970	1969
Earned per share	$ (1.88)	$ (0.26)
Revenues	96,167,000	61,282,000
Net income	(16,105,000)	(2,140,000)

Technicolor-Byron call off merger

The merger between Technicolor Inc., Hollywood, and Byron Motion Pictures Inc., Washington, has been rescinded, according to Technicolor. No reason was given.

Byron S. Roudabush, head of Byron Motion Pictures, who received 425,000 shares of Technicolor stock as part of the merger agreement completed in March, will resign as senior vice president, director and member of the executive committee of Technicolor, which will reacquire his stock.

Mr. Roudabush's 425,000 shares became the margin of victory for a dissident group, led by Harry Saltzman, that earlier took over Technicolor in a proxy battle (BROADCASTING, June 22). At the time of the vote, Mr. Roudabush, expected to vote his shares for Patrick J. Frawley then Technicolor president, switched sides.

When the merger was concluded, market value of the stock was placed at just over $8.2 million. Closing price of Technicolor on Aug. 31, when cancellation of the merger was announced, was 9⅜. Paper loss: about $4 million. Technicolor would not explain the terms of its repurchase of Mr. Roudabush's stock.

Blacks challenge Ohio renewals

Petitions claim eight radio-TV stations in Columbus fail to meet community needs

Following a pattern of license challenges by black groups in Alabama and Tennessee in recent weeks, a federation of local blacks has asked the FCC to deny the license renewals of eight radio and TV stations in Columbus, Ohio.

The petitions filed last week were directed against WTVN-AM-TV and WBUK-FM, Taft Broadcasting stations; WBNS-AM-FM-TV, owned by the Wolfe family and the *Columbus Dispatch*, and WCOL-AM-FM, held by group owner Great Trails Broadcasting Co.

The petitions, filed by the Columbus Broadcasting Coalition and seven other groups, charge the stations with failing to adequately ascertain the needs of blacks in the community, failing to provide enough black programing and discriminating against blacks in employment.

The petition opposing the Taft renewals said Taft surveyed 150 community leaders—only 6% of them were black and none of them in the more active or "militant" groups. The coalition pointed out that 25% of the Columbus area is black.

Taft has made no effort to honestly portray black problems and feelings to its audience, despite the "current urgent need" for understanding between blacks and whites, said the coalition. It said WTVN-TV and WBUK-FM have no regular programs on employment and the irregular spots that WTVN(AM) runs on the subject are uninformative and misleading because they provide no information on job qualifications and job location and little on pay ranges.

The Taft stations also were charged with failing to cover news of interest to blacks, and allowing its "politically conservative editorial policy" to infiltrate its factual news coverage.

Of the 142 employes of the Taft stations in Columbus, only eight are blacks, the coalition said, adding there should be 33 in proportion to the population.

The coalition's complaints against the WBNS and WCOL stations were similar. They charged them with failing to include enough blacks in their community surveys, discriminating in hiring personnel and failing to provide programing meaningful to blacks. The coalition also took issue with the music programing of the WBNS and WCOL radio stations. It pointed out that the stations rarely play music by black performers.

Additionally, the coalition charged the WBNS stations with engaging in anticompetitive practices. It said the Wolfe family, which owns the *Columbus Dispatch*, is a "dominant economic, political and social force in Columbus and central Ohio" and through its bank holdings it can "virtually lock or open the door to economic security" for many Columbus residents. Through its ownership of the *Columbus Dispatch* and *Citizen Journal* and its broadcasting properties, the coalition said, the Wolfe family is able to exercise a dominance over the area's media "that is in contravention to the Communications Act."

In addition to the Columbus Broadcasting Coalition, the black federation is composed of the Columbus Civil Rights Council, the local branch of the National Association for the Advancement of Colored People, Afro Set, the Committee, Afro-AM, the Black Forum, and Black Efforts for Soul in Television.

Last week BEST pointed out that the Columbus Broadcasting Coalition has since last March held negotiations with all the broadcast media in the city, stating its goals of better programing for blacks and more employment to enable black viewpoints to be communicated.

"Repeated efforts have been made to communicate with the media in Columbus with either no results or merely token results," BEST said, adding "it is obvious that a petition to deny is the only way to remind some broadcasters that they merely lease the public airwaves . . . and must be responsive to that public."

Last April the Columbus branch of the NAACP sent all stations in the city a request for "significant changes" in hiring practices and programing policy and a brochure elaborating on the changes sought. It said it would file a petition to deny renewals if stations did not issue statements of intent to comply. Ohio licenses expire Oct. 1.

Two weeks ago the commission granted a group of local blacks in Youngstown, Ohio, an extension of time in which to file against the renewal applications of stations in the community. The blacks had requested the extra time to conclude negotiations with the stations that could make the petitions to deny unnecessary. The Youngstown stations involved are WFMJ-AM-FM-TV, WKBN-AM-FM-TV and WBBW-AM-FM (BROADCASTING, Aug. 31).

Pulse picks Lowell Thomas

Veteran newscaster Lowell Thomas has been selected as "Pulse Man of the Year" in 1970. Mr. Thomas will address a Pulse luncheon, attended by broadcasters and advertising executives, in New York on Oct. 31 where he will receive the award, given annually by Pulse Inc., audience-measurement firm.

GOP asks FCC intent on broadcast bill

Republican House and Senate leadership last week asked FCC Chairman Dean Burch if the commission had the means and manpower to implement the political broadcasting legislation pending before the House if it were to become effective in time for the 1970 congressional elections.

The chairman is expected to reply this week.

The letter was signed by the minority leaders, Senator Hugh Scott (R-Pa.) and Representative Gerald Ford (R-Mich.), powers in the Republican party which has strongly opposed Democratic efforts to apply the broadcasting bill to the upcoming contests.

The bill, which was to have gone into effect Jan. 1, 1971, under an original House version, was changed in conference to apply 30 days after it was signed into law by the President. The conference report was accepted by the Democratic conferees from both houses but all Republican conferees refused to sign.

Republicans in both houses have expressed anger at the Democrat-supported date switch and feel, as one Republican representative put it, that they have been betrayed in an effort to gain partisan advantage.

The original House bill with the Jan. 1, 1971, effective date received bipartisan support in both the House Commerce Committee and on the House floor and many Republicans have said that they backed the measure with the clear understanding that it would become effective no sooner.

Democratic support for the accelerated date reportedly stemmed from a feeling that spending limitations on broadcast time during the present congressional races might help equalize the money edge Republican candidates hold over less affluent Democratic opposition.

The political broadcasting measure as it now stands would limit a candidate's spending for broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election or $20,000, whichever is greater. Limits on the primary would be exactly half as much.

It also places a limit on the rate at which broadcasters can charge for time for political announcements and repeals Section 315 as it applies to the President and Vice President.

NCCB names officers—but still no president

The National Citizens Committee for Broadcasting reported last week that its board of trustees has elected a new slate of officers while continuing a search for a chief executive officer who will be named president.

A spokesman noted that in the past the committee has not had a president. The top paid executive post was held by Ben Kubasik who held the title of executive director and who left the organization earlier in the summer. Thomas P. F. Hoving, director of the Metropolitan Museum of Art in New York, has agreed to remain as chairman of the group. With the appointment of a president, he is expected to be relieved of daily policy problems.

The new officers of the committee are Charles W. Benton, president of Public Media Inc. and of Films Inc., vice chairman; Earle K. Moore, general counsel to the organization, secretary; George Probst, executive director of the National Commission for Cooperative Education, treasurer.

The board of trustees of the committee is planning its first national convention on citizens' broadcast rights to be held in New York on Oct. 26. Among the topics to be discussed are the inclusion of minority groups in broadcasting activities; children's television; television and politics; and the legal actions that may be used to effect basic changes in broadcasting.

NCCB said last week that former FCC Commissioner Kenneth Cox; Joan Ganz Cooney, executive director of Children's Television Workshop *(Sesame Street)*, and Representative Robert O. Tiernan (D-R.I.) have accepted invitations to speak at the Oct. 26 conference.

UHF gets results after prodding FCC

Power hike is permitted, but U still awaits action on its bid to retransmit

Roanoke Telecasting Corp., which found out two weeks ago that the shortest route to FCC action on a stalled application may run through the Western Union office (BROADCASTING, Aug. 31), last week got what it had been requesting—at least in part.

The commission granted Roanoke's application for authorization to improve the facilities of its WRFT-TV (ch. 27) Roanoke, Va. The improvements, designed to help the station strengthen its competitive position in a community served by two VHF stations, include an increase in antenna height and power and relocation of the station's transmitter about six miles southwest of its present location.

Still to be acted on is a request Roanoke filed only two weeks ago—that the commission issue a declaratory ruling that the refusal of the Washington Evening Star's WLVA-TV Lynchburg, Va., to grant WRFT-TV permission to pick up and retransmit WLVA-TV's ABC network programing is "arbitrary and unreasonable."

Both stations are ABC affiliates. Roanoke requested retransmission permission after the network said it would no longer pay the local connection charges for WRFT-TV. Roanoke says it cannot afford the $3,600 monthly charges that would be involved.

The conflict over the transmission matter is another indication of the rivalry between the two stations that has been aggravated by the fact that both ABC affiliates are located, essentially, in the same market. The two cities are about 45 miles apart.

WLVA-TV, in responding to the petition for a declaratory ruling, asserted it is entitled to "decline to assist the efforts of a competitor which is bent on destroying the effectiveness of its own crippled service." WLVA-TV said it is a "marginal operation struggling to survive . . ." It also denied an allegation of Alex N. Apostolou, president of Roanoke, that WLVA-TV had orally given its consent to retransmission and then "reneged".

WRFT-TV's application had been on file at the commission for more than 14 months before Mr. Apostolou took the unusual step of wiring Chairman Dean Burch and Broadcast Bureau Chief George Smith a plea for expeditious handling of the matter. The telegram, copies of which went to all commissioners, said action was necessary "to prevent our being driven off the air."

The application began to move on the processing line when Commissioner Kenneth A. Cox, who left the commission last week, asked staff members about the status of the WRFT-TV case after receiving his copy of the telegram. It's understood Commissioner Robert E. Lee's office also inquired about the matter.

Besides granting Roanoke's application, the commission denied a related petition of WLVA-TV's. The station had sought to link the fate of Roanoke's application with one of its own; it had asked the commission to consolidate the application in a hearing, and to grant or deny both.

WLVA-TV's application would provide for an improvement in the station's facilities, including a relocation of the transmitter site to a point closer to Roanoke. WLVA-TV says the improved facilities are needed to enable it to compete more effectively with the Roanoke VHF's—WDBJ-TV and WSLS-TV.

Roanoke and the Association of Maximum Service Telecasters, among others, opposed the WLVA-TV application. And a hearing examiner, in an initial decision in the case last November, recommended denial. That decision is pending before the commission on appeal.

The commission, which based its decision last week primarily on its policy of encouraging UHF television, said WLVA-TV had not provided enough facts to warrant raising an economic issue in a comparative hearing involving the two applications.

It also made clear it was not persuaded that WLVA-TV is in serious financial difficulty. The commission noted that the station's revenues in the past six years had nearly doubled, to the point where its cash flow amounted to 9.1% of total revenues last year. Accordingly, it said, the station appears

Thomas G. Sullivan, an ABC regional sales manager. Mr. Sullivan was accused of taking a $20,000 bribe (BROADCASTING, March 2). At that time the network gave WKTR-TV six months notice of termination of its affiliation, effective Aug. 30. Subsequently, an investigation by the district attorney for New York county (N.Y.) led to Mr. Sullivan's arrest. He pleaded guilty to a charge of commercial bribery and is now awaiting sentencing. Under New York law, commercial bribery is a misdemeanor.

Springfield also claimed that Kittyhawk concealed information about the bribe and events relating to it from the FCC.

The petition to deny also noted that a Dayton newspaper had reported Kittyhawk is negotiating to sell WKTR-TV. Springfield said it anticipated the commission would defer action on any sale "until it is determined whether Kittyhawk has forfeited its authorization." The *Dayton News* last week told BROADCASTING it had carried an item Aug. 12 that Kittyhawk had announced it would sell the station "to a group of veteran broadcasters located in the West." Representatives of WKTR-TV could not be reached for comment.

Media notes:

Moved on ■ Melvin A. Goldberg Inc. Communications consulting firm, has moved to new quarters at 347 Madison Avenue, New York 10017. Telephone: (212) 685-8868.

Sign on ■ WWDC(AM) Washington, an Avco-owned station, has signed an affiliation agreement with ABC Radio and will receive ABC's Entertainment radio service. The station, which daily broadcasts 24 hours with 5 kw at 1260 kc, has a middle-of-the-road contemporary music format and also carries Washington Senators baseball and Baltimore Colts football games. Vice president and general manager of the station is William S. Sanders.

Reward offered ■ Hubbard Broadcasting, licensee of KSTP-TV Minneapolis, along with several area businessmen, is offering a $15,000 reward for information leading to the arrest of individuals responsible for the bombing of the old federal building there. KSTP is promoting the offer by airing "secret witness" announcements, assuring complete anonymity to potential suppliers of information.

Applicants increase ■ The 14th application for a cable television franchise has been filed in Chicago, the finance committee of the city council there reported last week. The bid was by North Lawndale Economic Development Corp., a local group.

Bankers seek exemption from 1% rule

They want only investment opportunities, not control of broadcast firms, ABA says

The American Bankers Association last week urged the FCC to modify its multiple-ownership restrictions as they apply to bank holdings.

At an administrative conference on the commission's pending rulemaking and inquiry on the question, ABA asked that banks through their trust departments be permitted to acquire up to 10% of publicly owned broadcasting companies without being subject to the multiple-ownership rules.

Two years ago, the commission set a 3% limit for mutual funds that own stock in two or more companies, so long as they disclaim any intention to control licensee corporations. However, it left in effect the 1% standard for all others with the power to vote stock (BROADCASTING, June 17, 1968).

Then, late last year, the commission launched a new inquiry, with two questions principally in mind: whether it should continue to require the filing of trust agreements or abstracts, and whether the 1% benchmark is unreasonably low. In announcing the inquiry, the commission said it was tentatively persuaded that the ceiling should be no higher than 3%.

ABA argued last week, however, that a higher standard is feasible because control of broadcasting companies is neither sought nor desired by banks. Trust departments are interested only in seeking investments for their accounts and carrying out their responsibilities to beneficiaries, ABA said. It had made similar statements in comments filed with the commission last year (BROADCASTING, June 3, 1969).

ABA added that if the commission must aggregate bank holdings on the basis of power to vote, any limit less than 10% will restrict their future investment growth. The organization said it would be willing to file intent-to-control disclaimers to qualify for the higher ceiling.

The organization also pointed out that if banks are forced to sell some of their holdings, divestiture may be to the economic detriment of beneficiaries. A 10% benchmark would minimize this burden, ABA said. It stated that a 1% limit would mean a $1-billion divestiture and would affect about 40 companies, while a 10% limit would involve only $4 million and a single company.

However, ABA said it would not object if the commission required regular reports of those who own at least 1% of two or more broadcast companies—provided that reports be made to the commission only when stock is voted, and that the reports be aggregated. The commission presently requires banks to file currently statements every 30 days (90 days with a waiver) and requires them to file a copy or abstract of trust agreements.

It was suggested that banks voting more than 1% of publicly held broadcasting companies should report to the commission the number of shares, percent of shares and the number of trust accounts involved.

Commissioner Nicholas Johnson told the bankers he was concerned about the influence of banks in the programing decisions of licensees. "The FCC knows less than it should about the influence of banks in broadcasting," he said. Chairman Dean Burch said he thought the purpose of the conference was to determine a suitable benchmark "and whether we want to have 75 million reports to shuffle through in an afternoon." Mr. Johnson replied that the real issue should be the impact on the public and the responsibility of broadcasting to serve the public.

'One-to-customer' eroded, says Cox

Charges FCC approval of Arkansas transfer queers 'hopeful policy'

Has the erosion of the FCC's one-to-a-customer rule begun, even before the commission considers petitions to reconsider it? Former Commissioner Kenneth A. Cox, who had voted for the rule, thinks commission approval of the sale of an FM station in Fort Smith, Ark., is a sign that the rule can be worn away.

Mr. Cox, who stepped down from the commission on Sept. 1, expressed his concern in a dissenting statement issued on that day in connection with an announcement that the commission had approved the transfer of KMAG(TV) Fort Smith to Horace C. Boren, owner of KWHN(AM), a full-time station in the same city.

Along with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee, Mr. Cox last March constituted the majority that approved the rule to prohibit the owner of a full-time station from acquiring another full-time outlet in the same market. Commissioner H. Rex Lee provided the swing vote in the 4-to-3 decision approving the Fort Smith station's transfer.

Mr. Cox noted that adoption of the rule, in addition to promulgational proposals aimed at breaking up existing multimedia combinations within markets, indicated that the commission was moving "to reverse a steady trend toward concentration of ownership of the principal means of influencing public opinion. . . ."

But, he said, approval of the KMAG-(FM) sale appears to be a "serious erosion of the hopeful policy so recently adopted." He said he was concerned because the commission, in waiving the rule, was backing away from its new policy so soon—he noted that the commission has not yet even passed on petitions for reconsideration—and because of the grounds on which it acted.

The commission, he said, acted as it did because of concern over the losses being suffered by the owners of the station and the fear that failure to approve the sale would result in loss of the station's service. Everett Tucker Jr. and associates sold the station for $60,000 plus up to $10,500 in any cash-flow deficit between March 25, 1970, and the closing date.

Mr. Cox said he sympathized with the former owners of the station, who "have lost substantial sums" over the past five years. But, he said, no one asked them to enter broadcasting or guaranteed them a profit.

Their private interest, he said, is "clearly offset by the public interest in diversity." He said the same is true of the majority's concern that the station will go off the air if the sale is not approved. If the price for maintaining service "is a further tightening of control over the media," he said, then "the long-range public interest would be better served by requiring that the station be transferred to someone with no local media interests.

"The trouble with allowing concentration for reasons of expediency is that it is likely to remain to haunt the public indefinitely," Mr. Cox wrote. "Our rule is designed to prevent this, but the majority here waive it in the first real test of this new policy."

ChangingHands

Announced:

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

- WPNA(FM) Philadelphia and WCJW-(FM) Cleveland: Sold by Storer Broadcasting Co. to San Juan Racing Association for $700,000 each (see page 35).
- WABR(AM) Winter Park, Fla.: Sold by Louis H. and Jon C. Peterson to Robert W. Rounsaville for more than $500,000. Louis Peterson was formerly president of WNOR-AM-FM Norfolk, Va. Jon Peterson owns 80% of WETO(AM) Deland, Fla. Mr. Rounsaville owns WFUN(AM) Miami; WDAE-AM-FM Tampa, Fla; WYLD(AM) New Orleans; WCIN(AM) Cincinnati; WLOU(AM) Louisville, Ky., and WVOL(AM) Berry Hill, Tenn. WABR operates on 1440 kc with 5 kw day and 1 kw night.
- KLYX(FM) Clear Lake City (Houston), Tex.: Sold by L. Raymond Dawson to ISC Industries Inc. for $300,000. Mr. Dawson votes stock for Dawson Communications, 100% owner of licensee Spaceland Broadcasting Corp. Sellers own KMOD(FM) Tulsa, Okla., KXXK (FM) Dallas and KXLS(FM) Oklahoma City and have interest in Screen Gems Inc. ISC Industries is a diversified holding company whose subsidiary, Intermedia Inc., owns KQTV(TV) St. Joseph, Mo., KBEA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo. Paul Hamilton Jr. is president of ISC Industries and Mark L. Wodlinger is president of Intermedia. KLYX (formerly KMSC[FM]) operates full time on 102.1 mc with 100 kw and an antenna 225 feet above average terrain.
- WNYN-FM Canton, Ohio: Sold by Donald and Carleton Keyes to Louis J.

to be financially sound with its present facilities.

The station presents a different view of its financial situation. It points out that as a result of $350,00 in increased expenditures annually since the *Star* acquired it, in 1966, it has been losing money. Losses were $106,037 and $98,777 in 1968 and 1969, respectively, and $36,563 in the first three months of 1970.

Policeman indicted in beating of NBC cameraman

A federal grand jury indicted a Cleveland policeman last week on charges of violating the constitutional rights of an NBC cameraman during a civil disorder in 1968. Maximum penalty is one year in prison and a $1,000 fine.

Patrolman Donald S. Kupieckie was charged in the beating of Julius Z. Boros while the latter and fellow NBC Cameraman Charles Ray were filming the arrest of two Negroes during a disturbance on July 28, 1968 (BROADCASTING, Aug. 5, 1968).

Mr. Ray charged that he was beaten and held in the police station for over an hour before being released without charge. Mr. Boros, who was charged with assault and battery of a policeman, said he was beaten, kicked and punched at the scene of the incident, and also at the police station.

Mr. Boros was taken to Lutheran hospital for possible broken ribs, multiple cuts and bruises and a broken tooth. Mr. Ray was treated and released. Both were working on assignment from Chicago through NBC-owned WKYC-TV Cleveland.

TV technicians end Metromedia strike

Technicians at WNEW-TV New York and WTTG(TV) Washington returned to work last Tuesday (Sept. 1) following settlement of a strike that commenced on May 22.

An agreement to end the walkout was reached on Aug. 30 after weekend meetings with officials of Metromedia Inc., which owns the stations, and the International Alliance of Theatrical Stage Employes, which represents the technicians. The sessions were held under the auspices of the Federal Mediation and Conciliation Service and the New York State Mediation Board.

Under the new three-year agreement, which replaces the one that expired on May 12, Metromedia was given more flexibility in the use and assignment of its manpower, said to be a crucial issue in the strike. In exchange, the union received an "absolute guarantee" against layoffs during the duration of the contract.

The agreement calls for a $75-a-week increase in wages and fringe benefits over the next three years, $65 of which is in salaries. Technicians now average $250 per week and will earn $315 weekly in the final year of the contract, with increases of $25, retroactive to May 12; $10 at the start of the second year and $30 in the third year. The new pact expires on May 31, 1973.

The stations continued broadcast operations throughout the strike, using supervisory and other non-union employes as substitutes (BROADCASTING, Aug. 24).

There were 72 technicians on strike in New York and 46 in Washington. Union members did not have to vote on the agreement because the negotiating committee had the authority to approve it, according to a union spokesman.

Controversy surrounds death of L. A. newsman

The slaying on Aug. 29 of Ruben Salazar, news director, KMEX-TV Los Angeles, was still stirring ripples from coast to coast last week.

Mr. Salazar was killed by a tear-gas shell that hit him in the head while he was sitting in an East Los Angeles tavern following a demonstration by Mexican-Americans. Sheriff's deputies said they fired the shells only after being informed of a man with a gun in the tavern and warning all others to vacate the premises.

The Los Angeles county coroner's office set Sept. 10 for an inquest into the slaying. In Washington, Justice Department officials reportedly were planning to schedule an investigation of the incident.

Such a probe had been demanded by Danny Villanueva, KMEX-TV station manager, and others—among them Carlos Guerra, spokesman for La Raza Unida (Chicanos United), a coalition of Washington-based Mexican-Americans.

Mr. Guerra, at a special service in Washington last Wednesday, said Mr. Salazar was the victim of "perverted law and order" and of "overreaction of the Los Angeles sheriff's department."

The Aug. 29 Los Angeles demonstrators protested the deaths—called more than "proportionate" by Mr. Guerra—of Mexican-Americans in the Vietnam war. A continuation of the demonstration, to include a protest of what Mr. Guerra called "police brutality" in Mexican-American communities, was scheduled for Sept. 16.

Mr. Salazar

Mr. Salazar had been news director of KMEX-TV, the only Spanish-language TV station in Los Angeles, for four months. He earlier worked for the *Los Angeles Times*.

Funeral services were held last week and carried live on KMEX-TV. Mr. Salazar is survived by his wife, Sally, and three children.

Storer unloads two more FM's

Storer Broadcasting Co. announced last week completion of its plan to sell all but one of its FM stations with the sale of WPNA(FM) Philadelphia and WCJW-(FM) Cleveland for $700,000 each.

The two FM's will go to San Juan Racing Association. H. N. Glickstein is board chairman and president and owns 7.7% of the racing association, a public company that owns E Commandante race track in San Juan, P.R.; has large real-estate holdings in and around San Juan, and owns WUST(AM) and WJMD-(FM), both Bethesda, Md., and WKLS-(FM) Atlanta.

Broker for the Philadelphia and Cleveland sales is R. C. Crisler & Co.

Storer, headed by George B. Storer, chairman, announced the sales of WDEE-FM Detroit and WJHR(FM) Miami to Bartell Media Corp. for $1,225,000 last April (BROADCASTING, April 27). Two weeks later, the sale of its WSPD-FM Toledo, Ohio, to Susquehanna Broadcasting Co. for $275,000 was announced (BROADCASTING, May 11). Storer also owns six AM stations and six TV outlets and plans to hold on to KGBS-FM Los Angeles where its KGBS(AM) is a daytimer. Sales of all the FM's involved are subject to FCC approval.

WPNA operates on 94.1 mc with 20 kw and an antenna 170 feet above average terrain. WCJW is on 104.1 mc.

Challenger settles with WPLG-TV

It quits contest for Miami's channel 10 after occupant agrees to pay lawyers

Post-Newsweek Stations of Florida Inc. and Greater Miami Telecasters Inc. last week formally petitioned the FCC to approve their agreement to terminate their contest for channel 10 Miami, now occupied by Post-Newsweek's WPLG-TV.

Implementation of the agreement hinges on commission approval of Post-Newsweek's reimbursement of GMT for its costs in prosecuting the application, in an amount not to exceed $63,500 (BROADCASTING, Aug. 17).

Last week's petition and supporting affidavits contained the announcement of the parties' intentions that was made in a pleading last month requesting postponement of a prehearing conference.

In requesting commission approval of the agreement—without which the parties said they would proceed to the comparative hearing—the petition cited the commission's Jan. 15 policy statement on comparative hearings involving renewal applicants and the order designating the channel-10 hearing.

GMT had filed its competing application shortly before the policy statement was issued and only four months after Post-Newsweek, a subsidiary of the Washington Post Co., acquired WPLG-TV (then WLBW-TV) from the L. B. Wilson Co.

GMT, which is composed of a number of Miami businessmen, including some friends and former associates of President Nixon, had placed its hopes in the contest on such factors as diversification of ownership of media, integration of ownership and management and local ownership, according to the joint petition filed last week.

But the Jan. 15 policy statement said that in comparative hearings involving renewal applicants, the FCC will favor the incumbents if they can demonstrate they have provided "substantial" service to their communities.

The statement did not refer to situations where the existing licensee had recently acquired the station. And its assertion that a licensee would not be permitted to show an upgrading of his programing after the filing of a competing application left some doubt as to how the statement would apply to the channel-10 case, according to the petition.

But that doubt was removed—and in WPLG-TV's favor—when the commission, in designating the competing applications for hearing, said WPLG-TV would be permitted to show its programing after the filing of the GMT application.

As a result, GMT's principals concluded that their chances of success in the hearing "had been affected so adversely" that they should enter into an agreement with Post-Newsweek terminating the contest on the basis of reimbursement of GMT's expenses.

An affidavit accompanying the petition discloses that Post-Newsweek's attorney, Ernest Jennes, initiated the idea for a withdrawal agreement, at a meeting with Edward P. Morgan, GMT's attorney, on July 2, the day after the designation order was received.

Another critical factor in GMT's decision apparently was the commission's decision, on July 7, approving a similar one which ended the contest for channel 4 Los Angeles between NBC, owner of the occupant, KNBC-TV, and a challenger, Voice of Los Angeles (BROADCASTING, July 6). The reimbursement figure approved in that proceeding was $102,400.

The petition seeking approval of the agreement argues that the Jan. 15 policy statement and the designation order permitting WPLG-TV to rely on programing after the filing of the competing application "constitute an 'extraordinary circumstance' " justifying approval of the withdrawal agreement. The policy statement said an "extraordinary circumstance" was the only basis on which the commission would approve such a reimbursement.

NBC and Voice had cited the Jan. 15 policy statement as an "extraordinary circumstance" in seeking approval of their withdrawal agreement. Voice had filed its competing application almost one year before the Jan. 15 statement was adopted.

Most of the reimbursement being sought by GMT involves attorney fees. Bills from GMT's Washington counsel, Welch & Morgan, amount to $44,617.62, for services and out-of-pocket expenses; from local counsel, Smathers & Thompson, $15,586.64.

Frank Smathers, brother of former Florida Senator George Smathers and a 9.09% stockholder and director of GMT, is associated with the Miami firm. However, one of the documents filed last week in support of reimbursement says that as was true of several other attorneys who were members of GMT, Mr. Smathers did not serve as an attorney to the applicant and no reimbursement is being sought for his activities in connection with the applicant or the law firm.

Competing U asks FCC not to renew WKTR-TV

WKTR-TV Kettering-Dayton, Ohio, the channel-16 outlet that lost its ABC-TV affiliation to another UHF competitor, is now faced with a petition by that competitor to deny its license-renewal application.

Last May WKEF(TV) (ch. 22) Dayton won a court injunction ordering ABC to reinstate its pre-1969 affiliation arrangement with WKEF and end its affiliation with WKTR-TV.

Request for the injunction was related to a pending antitrust suit brought by WKEF, owned by Springfield Television Broadcasting Co., against ABC and WKTR-TV, owned by Kittyhawk Television Corp. (BROADCASTING, May 11).

That suit, charging ABC and WKTR-TV with conspiracy, is still pending. However, WKEF last week also asked the FCC to deny WKTR-TV's license renewal and designate it for evidentiary hearing.

Springfield alleged in its petition that John Kemper, former board chairman of Kittyhawk, bribed an ABC representative to help WKTR-TV gain the affiliation. The initial bribery charge was made by Robert Kaufman, ABC vice president and general attorney, against

Appell Jr. and others for $212,500. Messrs. Keyes own WNYN(AM) Canton. Susquehanna Broadcasting Co., buyers, owns WSBA-AM-FM-TV York, Pa., WQBA-(AM) Miami and 90% of WARM(AM) Scranton, Pa., WHLO(AM) Akron, Ohio, WICE(AM) Providence, R. I., and WGBB-(AM) Freeport, N.Y. Mr. Appell Jr., president, owns 6.6% of WARM, 8.8% of WHLO, 5% of WICE and 2.6% of WGBB. Susquehanna also has purchased WSPD-FM Toledo, Ohio, for $275,000 and WKIS(AM) Orlando, Fla., for $1,-475,000, both pending FCC approval. WNYN is on 106.9 mc with 27.5 kw and an antenna 340 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

- WYTV(TV) Youngstown, Ohio: Sold by Adam Young and others to Aurovideo Inc., Waltham, Mass.-based CATV firm for stock and assumption of obligations valued at $1,459,219. Mr. Young is president of Adam-Young Inc. VTM, New York-based station representatives. Aurovideo is owned by Adams-Russell Co., public firm. Aurovideo owns and operates six CATV systems and is applicant to purchase WLOB(AM) Portland, Me., for $950,000, subject to commission approval. Broker: R. C. Crisler & Co.

New TV station

- WXLT-TV Sarasota, Fla.: Permittee Sarasota-Bradenton Florida Television Inc. received approval from Federal Aviation Agency for 750 ft. tower. Station, expected to begin operations in 1971, will be primary ABC-TV affiliate on 221 kw visual and 42.1 kw aural.

Was he told they gave at the office?

Macy, seeking money from commercial broadcasters, takes his case to NAB

Broadcast chiefs were given a hint last week that the industry better begin thinking about contributing to the coffers of the Corp. for Public Broadcasting.

The idea was presented by John W. Macy Jr., CPB president, to the executive committee of the National Association of Broadcasters meeting in Washington last week.

Mr. Macy did not specify how much he thought the broadcasters should pledge for noncommercial broadcasting, but he reminded the seven-man executive committee that in both the President's budget message and the House authorization for 1971, matching funds in addition to the direct appropriation are included. The President suggested a $7.5 million limit; the House, $5 million. Both are maximums that the federal government would add to the CPB appropriation if equivalent funds were raised from private sources.

Mr. Macy also reminded the broadcasters that during the CPB authorization hearings last April, Senator John O. Pastore (D-R.I.), chairman of the communications subcommittee, told him that he ought to get a chunk of the extra money from broadcasters (BROADCASTING, April 6).

Mr. Macy has been visiting network executives and broadcast group owners in his quest for contributions to CPB.

No commitments were made at last week's meeting, but Mr. Macy left with the executive committee a request for ideas on how to raise the extra funds.

The NAB executive committee also heard a report from Stockton Helffrich, director of the NAB Code Authority, on its plans to issue a code manual.

This will be a set of guidelines incorporating both the TV and radio codes plus interpretations and other comments on various provisions in the two codes. The $30,000 project is expected to be sent to all code subscribers and to be sold to interested advertisers, agencies and other broadcasters.

Norman E. Cash, president of the Television Bureau of Advertising, discussed research techniques that his organization is engaged in.

The executive committee also discussed the work and functions of the new Future of Broadcasting Committee, whose principal objective at present is to persuade Congress and the FCC to see the cable TV situations from the broadcasters' viewpoint.

The NAB executive committee consists of Willard E. Walbridge, Capital Cities Broadcasting Corp., who is NAB chairman; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the radio board; Grover C. Cobb, Gannett Co., Rochester, N.Y., past NAB chairman; Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, vice chairman of the radio board.

Also A. Louis Read, WDSU-TV New Orleans, vice chairman of the television board; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman of the television board, and Vincent T. Wasilewski, president of NAB. Mr. Shea was the only absentee at the Sept. 2 meeting.

Fairness is also an in-house issue

Burch and Johnson disagree as to whether White House is pushing buttons at FCC

The FCC's handling of a batch of controversial fairness-doctrine issues and its aftermath are breeding an intra-agency controversy of its own. Commissioner Nicholas Johnson last week criticized Chairman Dean Burch for issuing a statement "clarifying" press accounts of the commission's action.

What's more, he appeared to accept earlier reports that the chairman's statement was inspired by the White House. The reports had already been denied by the chairman's office. Last week, Chairman Burch said Commissioner Johnson was "wrong".

Commisisoner Johnson, who expressed his views in a concurring opinion on the commission's fairness-doctrine decisions announced on Aug. 14, said the chairman's statement was "extraordinary". He also said such activity by an FCC official is "ominous, given our powers over many of those providing coverage of which we might complain."

Chairman Burch, in his "clarifying" statement, had been particularly concerned about coverage given the commission's decision calling on the networks to offer "at least one more uninterrupted opportunity" to a spokesman for those opposing President Nixon's Southeast Asia policy.

The commission had held that this was necessary to help provide balance for the five televised addresses the President had made on the Indochina war since November. Headlines and stories criticized by the chairman as inaccurate and misleading spoke of "equal time" and "Anti-Nixon time (BROADCASTING, Aug. 24)."

Commissioner Johnson found "one possible reason for the chairman's extraordinary force and haste in 'clarifying' that no criticism of the President was intended" in press reports that the White House staff worked with the chairman's office in preparing his response to the press coverage.

He expressed the "hope" the reports were not true. Yet, he said, "one cannot help but wonder where else one could so rapidly obtain such a thorough analysis of the nation's coverage of the President." He noted that some stories cited had not appeared in the commission's internal newspaper reporting service and were not from newspapers "prominently displayed on the chairman's coffee table."

The chairman's administrative assistant, Robert Cahill, was quoted in the trade press two weeks ago as denying any White House cooperation with the chairman's office in the matter (BROADCASTING, Aug. 24).

And last week, Chairman Burch said Commissioner Johnson was "wrong" in suggesting that the White House had any role in preparation of the clarifying statement. He had "no help from that source," he said.

Chairman Burch

Photo by Link Harper, WETA-TV Washington

Commissioner Johnson

Chairman Burch said Mr. Cahill had kept up with press accounts over the weekend following the Friday announcement of the commission's decision, and had telephoned reports to him at the Delaware shore, where he had gone for a short vacation.

"I got madder and madder," the chairman said of his reaction to what Mr. Cahill reported.

Mr. Cahill said he had monitored the wire services and checked "about 55 newspapers"—some that are regularly received in the chairman's office; others that he found on Capitol Hill—during what he said was a busy weekend of work.

Besides raising the specter of White House involvement in a commission matter, Commissioner Johnson makes it clear in his opinion that he differs sharply with his colleagues on principal issues in the Aug. 14 package of decision, even though he voted for it.

One major disagreement involves the majority's assertion that an opponent of the President's policy is entitled to "at least one" opportunity to air time because of the "uniqueness" of President Nixon's five broadcast addresses.

Commissioner Johnson said that every time the President speaks on radio and television broadcasters should afford time for reply to those holding contrasting views. "Whenever a President speaks, one could almost say that, by definition, he has spoken on what the fairness doctrine characterizes as a "controversial issue of public importance." And "he almost always expresses only a single point of view."

He said his concurrence was "reluctant" in the decision directing CBS to make time available to the Republican National Committee for a reply to the July 7 appearance of Lawrence F. O'Brien, chairman of the Democratic National Committee. He felt there is nothing in the majority's opinion to indicate that the RNC "is entitled to anything more than a five-minute reply."

However, he said he had concurred in the commission's actions because, on balance, they constitute "a distinct improvement over the situation as it had existed."

The commissioner's opinion reached public attention through an unusual route. Normally, commissioners issue their separate opinions through the commission's public information office. Commissioner Johnson made his available to reporters on Sunday (Aug. 30). The commission did not make a general distribution until Wednesday.

An aide in the commissioner's office said the procedure was followed to accommodate reporters who previously had expressed interest in reporting the commissioner's separate opinion on the fairness package. The aide said the document was not ready earlier.

Indochina critics fail to beat network reruns

NBC-TV's *Reply to the President*, placed in prime time at 7:30-8 p.m. EDT on Aug. 31, was rated above the programs running against it on independent New York stations but behind other network fare offered the New York audience.

The NBC show featured two outspoken critics of the administration policies in Indochina, Democratic Senators J. William Fulbright of Arkansas and George McGovern of South Dakota. It was scheduled in compliance with the FCC's fairness ruling that networks must make sufficient time available to spokesmen for contrasting views to the President (BROADCASTING, Aug. 17 et seq.).

NBC's Fulbright-McGovern program obtained a 7.1 rating and a 16% share of the audience in the instant Nielsens, covering New York, the only ratings available last week for that time period. A gunslinger on WCBS-TV *(Gunsmoke)* outpointed the senators with an 8.0 rating and 18% share, and a reformed safecracker (*It Takes a Thief*) on WABC-TV captured the time period with a 14.2 rating, 32 share, attracting twice NBC's audience in New York. (The programing on the CBS and ABC stations, though reruns, together with NBC's special show, accounted for about two-thirds of the New York audience in the half-hour period.)

Syndicated shows occupied the period on the independents. WOR-TV, which programed *Divorce Court*, had a 6.5 rating; WNEW-TV, with *Truth or Consequences*, had 4.6, and WPIX(TV), showing *Beat the Clock*, had 4.0.

Mitchell eases rules on broadcast newsmen

Radio and TV newsmen no longer can be barred from conducting interviews in the halls surrounding deportation hearings and public offices of immigration officials, according to a directive by U.S. Attorney General John N. Mitchell. However, actual immigration hearings, like courtroom hearings, can continue to be closed to the broadcast media.

The order is aimed at some immigration and naturalization officers who, according to Mr. Mitchell, have tried to impose the same ban on broadcasting from the corridors surrounding a hearing that have been adopted by federal courts.

The attorney general disclosed his move in a letter to Representative John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, who reportedly asked for a ruling after receiving a complaint from a Los Angeles newsman that immigration officials in the federal building there prohibited cameras in the corridors of the eighth floor.

CBS protests ruling giving time to RNC

It says FCC action imperils goal of balanced coverage

CBS says that the FCC ruling requiring it to offer time to the Republican National Committee to respond to a broadcast by Democratic National Committee Chairman Lawrence F. O'Brien will, if allowed to stand, "defeat the salutary purpose" of broadcasters presenting opposition party leaders in response to presidential addresses.

CBS made the argument last week in urging the commission to reconsider its ruling that Mr. O'Brien's 25-minute appearance, in the first of what was to be a series of *Loyal Opposition* programs, obligated the network to make time available to a partisan Republican spokesman (BROADCASTING, Aug. 17).

"Under the commission's ruling," CBS said, "any attempt to balance presidential appearances through presentation of a response by those of a different political persuasion will fail. For any balance thus achieved will be immediately destroyed by the duty to present the President's views again through some other spokesman of his party." CBS has suspended the *Loyal Opposition* series "for the time being" as a result of the ruling (BROADCASTING, Aug. 24).

The commission held that the July 7 broadcast imposed a fairness-doctrine obligation on CBS to present a Republican spokesman because Mr. O'Brien did not focus on the Indochina war, the issue on which President Nixon had concentrated in five nationally televised appearances since November; instead, he ranged far afield in criticizing the Nixon administration.

But CBS, as the DNC did in its petition for reconsideration two weeks ago, said all the issues Mr. O'Brien discussed had previously been aired frequently on the network by the President and other Republican spokesmen. Accordingly, CBS said, the July 7 program did not give rise to any fairness-doctrine obligation.

CBS noted that, in addition to the mantle of leader of all the people, the President is "the unquestioned leader and spokesman of his party." And his "extensive" appearances on CBS—he has appeared on the network in prime time about twice as much as any of his predecessors—"have constituted a strong endorsement of Republican government," CBS said.

Thus, to whatever extent viewers might infer that Mr. O'Brien had addressed the issue of "which party should govern"—the issue the RNC said he had addressed—"the same inference would necessarily have to be drawn from the President's statements in his own appearances," CBS said.

CBS also said the ruling runs directly contrary to one the commission issued after the network had made time available to Republican spokesmen to respond to a State of the Union address by President Johnson in February 1968. The ruling upheld the network's rejection of a request by Democratic party representatives to respond to the Republicans.

CBS filed its petition after RNC Chairman Rogers C. B. Morton asked the network to comply with the commission ruling by Oct. 15. In a letter to CBS President Frank Stanton, Mr. Morton said that, although CBS was entitled to pursue its legal remedies in the matter, the network would be committing "a disservice" to the public by prolonging the appeal procedures to the point "where our reply would fall after the election."

Mr. Morton proposed the network give the RNC 25 minutes of prime time. But he also said the RNC would be prepared to pay for the time if CBS prevailed in its effort to overturn the commission's ruling.

The GOP leader's letter was prompted by Dr. Stanton's statement two weeks ago indicating that the network intended to contest the ruling before the commission and the courts "if necessary" before complying with the ruling. In its petition last week, CBS asked that the commission hold an oral argument on the matter "at the earliest time the convenience of the commission permits."

The commission has indicated it is aware of the time issue involved. In response to a pleading from the RNC last week expressing concern about the appeal procedure being drawn out, the commission said it expects all papers in the proceeding to be filed by mid-September and that it does "not intend to permit resolution of the issue to be unduly delayed" (BROADCASTING, Aug. 31).

Fairness at odds with boosterism

FCC says desire to 'build up' community is no excuse for shunning controversy

The desire to boost a community, the FCC has told broadcasters, has no place in the decisions they make on whether to present contrasting views on controversial issues of public importance.

The commission said as much in rejecting a fairness-doctrine complaint that the Amalgamated Meat Cutters and Butchers Workmen of North America filed against WCNH Quincy, Fla., in connection with a union strike against a Quincy packing plant.

The union said the station had improperly refused to carry paid spot announcements that would have informed the public of the union's position in the strike and urged a boycott of the company's products which were advertised on the station.

The commission, however, upheld the station on one of two grounds it cited for rejecting the spots—its news judgment that the strike was not of sufficient importance to warrant carrying them. The station said the strike was affecting fewer than 100 in a town of 10,000 and a county with a population of 45,000.

However, WCNH said it covered the start of the strike on its news broadcasts and that it would report news developments. It also said that if the strike developed into an issue of "major consequence" to its listeners it would present "both sides of the dispute at no cost to either party."

WCNH cannot be regarded as having acted unreasonably in refusing to give more than normal news coverage to the strike, the commission said. And the union has not shown the judgment was arbitrary, the commission added.

The FCC also said that the presence of the struck plant's advertising on the station does not, as the union contended, present a fairness-doctrine issue.

The second ground cited by the station in refusing to carry the spots was concern over their impact on the labor dispute and the community—and that, the commission said, is not an acceptable reason.

The station, in a letter to the commission, had said its aim was to "build up the community and its economy, not to tear it down." It said the spots "would only have a derogatory effect" on the labor dispute and the community.

The commission, however, said the duty that the fairness doctrine imposes on licensees to carry contrasting views on controversial issues of public importance extends to all subjects of importance in a community that are protected by the First Amendment "without regard to personal views and opinions of the licensees on the matter."

The commission also noted that the Supreme Court, in its Red Lion decision upholding the fairness doctrine, held that the broadcaster must act as a "proxy or fiduciary" for the community with the obligation of presenting views which are representative of the community and which would otherwise be barred from the airwaves.

Accordingly, the commission said, a broadcaster cannot permit his decision to carry a contrasting viewpoint on a public issue to hinge on his personal opinion as to whether the viewpoint is "derogatory" or "constructive" or "will be beneficial to the community."

The opinion was fully supported by four commissioners, with former Commissioner Kenneth A. Cox concurring in the result, Commissioner Nicholas Johnson concurring in part and dissenting in part and Commissioner Robert T. Bartley dissenting.

To "speculate" on what would have been required of the station if the fairness doctrine had been applicable "serves only to confuse a doctrine which we have attempted to define," Mr. Bartley said in a separate statement.

He noted that the commission pre-

How Harley Staggers hopes to make 'news'

Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, has sent 15 radio stations in his district taped answers to questions that he suggests station newsmen ask live on news and public-affairs programs.

Regularly scheduled news programs are exempt from the equal-time requirements of Section 315, the political broadcasting law.

Mr. Staggers is a candidate for reelection. He has been a vociferous critic of a number of television news practices including the editing of film or of sound track without alerting the audience to the alterations.

Representative Staggers

The material received by stations last week arrived in envelopes mailed free under the congressional frank. Other envelopes, also franked, were provided for return of the tapes.

Each packet contained the tapes and a script of the congressman's prepared answers and of the questions to be read live on the air. Cueing information on the length of Mr. Staggers's replies was also provided to facilitate the timing of questions. A covering letter suggested the live-taped format to be followed.

An aide in Mr. Staggers's Washington office was asked whether it had been considered that listeners could be misled into thinking that the program was originating live in its entirety in the stations' studios. His response was that the American public was sophisticated enough to recognize live and taped programing.

The tape received by stations last week contained the congressman's answers to three questions: (1) on his feelings about prayers in the public schools (taped reply time, 53 seconds); (2) on his stand on federal highway funds (reply, 70 seconds), and (3) on his appraisal of the Middle East crisis (reply, 65 seconds).

viously has held that, in fairness-doctrine situations, a licensee has considerable latitude in making judgments as to what to present. The commission, he added, has said it would restrict its role to determining whether the licensee acted reasonably and in good faith.

Tariff ruling favors Hughes

FCC board calls part-time charges 'unreasonable'; denies damages claim

Hughes Sports Network has won a moral victory, at least, over AT&T in a drawn-out battle over the carrier's tariff offerings for interexchange channel service for part-time users. The FCC's review board last week held that the tariffs were "unjust, unreasonable and discriminatory . . . and hence unlawful." However, the board dismissed HSN's claim for monetary damages.

Thus, the board, in a decision by members Joseph N. Nelson, Horace E. Slone and Dee W. Pincock, accepted two of the three principal conclusions of Hearing Examiner Herbert Sharfman in an initial decision in the case, which was released on Jan. 30, 1968 (BROADCASTING, Feb. 5, 1968), one year after hearings began.

The board held there was no need to resolve the issue underlying the third—whether the commission should prescribe new charges for part-time users. Mr. Sharfman had said the commission should. But AT&T last year filed new rate schedules for its entire program transmission service which, the commission said, corrected "the objectionable tariff provisions" the examiner had found.

The commission made the comment in an order last October instituting a hearing on the lawfulness of the revised tariffs. The commission acted on the basis of complaints of broadcasters claiming the charges in the new tariffs were unreasonable. The new tariffs became effective Oct. 2, but the commission directed AT&T to keep a record of the revenues being received under them pending outcome of the hearing, in the event the charges are found to be unlawful.

HSN's complaint was aimed at AT&T charges for transmission service used for periods shorter than eight hours daily, seven days per week monthly. Users contracting for monthly service were required to pay for service in any fraction of any eight-hour day what others paid for a full eight hours of service. Those who used an occasional-service offering paid proportionately more per airline mile per hour or fraction of an hour than those using the monthly service.

The new tariffs involve a restructuring of the entire schedule of charges for program transmission — interexchange plus local-channel and station-connection service—but are not designed specifically to deal with the issues raised by HSN.

AT&T had argued that the HSN proceeding should be dismissed because a more complete record will be developed in the over-all rate hearing. However, the board said it would be unfair to HSN to dismiss its complaint without considering the merits of the case, particularly since AT&T based its argument for summary dismissal "on the basis of its own *voluntary* filing of tariff revisions."

HSN instituted the proceeding with a charge that AT&T's interexchange channel services were unlawful because they prescribed minimum service periods for "monthly" and "occasional" service without regard to a purchaser's actual use. And the board held that the record "clearly sustains" the complaint.

The board said HSN had established that there is a difference in charges per time unit of use between eight-hour and shorter-use customers. AT&T, the board added, failed to justify the difference—a failure, the board said, that was "decisive" in its decision.

The board said the record revealed that there had been radical changes in the television industry since 1948, when AT&T initiated television program-transmission service; yet, it added, the company had not sought to revise its tariffs until recently.

The television networks—ABC, CBS and NBC—the board added, have been the primary beneficiaries of the rates structure. "Less-than-eight-hour users have always borne a disproportionate and inequitable share of the fixed costs of the over-all service and have consistently contributed an unbalanced share of the revenues," the board said.

But, although it said the record revealed discrimination against part-time users, the board dismissed HSN's claim for damages on the ground that the network failed to demonstrate it was damaged by the discrimination. In part, the board said, HSN's failure involved "omissions and discrepancies" in the evidence presented to support the damage claim.

In addition, the board said, HSN failed to show that, in requesting the monthly service for which it was seeking damages on the basis of actual use of three hours a day, it had ordered service for only three hours. The evidence indicates that HSN ordered service for at least eight hours daily, the board said, adding that AT&T was not notified that it could use the facilities for other customers when HSN was not using them.

HSN claimed damages totalling $140,419.50. This is equal to five-eighths of the total charge—$224,671.21—HSN paid AT&T for monthly videoexchange channel service from June 4, 1964, to June 3, 1965. The claim is based on the fact that HSN paid AT&T during that period for the full eight hours of monthly-contract service daily, while actually using the service only three hours daily, on the average.

FCC breaks ground in defining 'racism'

But it won't question why WMAL-TV dropped 'sensuous' interracial love scene

Back on March 3, a local Washington theater group was doing a preliminary run-through of a scene from Le Roi Jones's *The Dutchman*, preparatory to taping by a WMAL-TV Washington crew for a segment in a morning show. The scene involved a black man and a white woman, and called for him to kiss her. But before the scene was completed—how soon is in dispute—the WMAL-TV director called a halt, and said the scene could not be telecast.

The theater group subsequently accused the station of racism; the station denied the charge and said the scene simply was too "sensuous" for television—and the FCC was faced with a new question as to the extent it should regulate programing.

In its resolution of the matter as announced last week, the commission appeared to break new ground in holding that a station's refusal to present blacks in integrated situations with members of other groups "would constitute discrimination in programing" which would not be in the public interest.

However, it also said that it would not intervene in a licensee's programing process without "extrinsic evidence" of a station policy inconsistent with the public interest. The commission has stated the same position in connection with its regulation of news programing.

And in the WMAL-TV case, the commission said, it would "not be appropriate" for it to take action. It noted that the station not only denied it has a policy of not presenting material "involving interpersonal relationships between the races" but offered to suggest changes in the scene in question which might resolve the controversy.

The complaint was filed by Albert Kramer of the Citizens Communications Center, of Washington, in behalf of the Back Alley Theater, which had been invited to do a scene from the Jones play for WMAL-TV's *The Now Woman* program. Mr. Kramer urged the commission not to renew the station's license until it is satisfied that the station is "in touch with the needs of the community."

That request will be honored at least to a degree. The commission noted that a petition to deny WMAL-TV's license renewal—filed by a number of Washington area black groups last year (BROADCASTING, Sept. 8, 1969)—is pending, with the licensee's alleged failure to ascertain the needs of its community one of the grounds for the petition. "Thus," the commission said, "the licensee's over-all record in this area will be considered fully when we take action on the petition."

The basis for the theater group's complaint was an affidavit by Naomi Eftis, Back Alley's producing director, who said the director of *The Now Woman*, Joseph Browne, halted the run-through after only a few lines were spoken. Mrs. Eftis said it was the group's "impression" that Mr. Browne found the scene "unsuitable" because "it was a black man kissing a white woman in a very tender and believable way." The complaint charged that Mr. Browne's reasons were "inconsistent" with one another and that his actual reason was based on racial discrimination.

The station, however, accused the group of engaging in "half-truths and conjecture" and said Mr. Browne's objections "stemmed solely from [the scene's] sensuous nature." In the station's version of the incident, Mr. Browne witnessed a longer portion of the scene than the complaint suggested he did and that the action included "sensuous kisses and caresses, culminating in the placing of [the woman's] hand rather high on [the man's] thigh."

In concluding that it would not be appropriate to act in the case, the commission noted that a licensee is not a common carrier and may exercise his judgment as to the programing he will present.

However, it also said that "a serious public-interest question would be presented" if a station, in its over-all programing, ignored the needs of a substantial portion of its community. "Refusal to present members of such a group, either as such or in integrated situations with members of other groups, would constitute discrimination in programing," the commission said.

But it is not enough simply to charge that a speaker has been censored because a licensee has edited or rejected a particular piece of program matter, the commission said. Licensees make that kind of programing judgment "thousands of times a year," the commission added.

Thus, in the absence of "extrinsic evidence"—for example, a station employe's testimony concerning instructions from management—"the commission will not intervene in the programing process of a licensee, and specifically will not seek to establish the 'true' motives by inference or credibility findings in this sensitive area," the commission said, adding:

"Commission intervention would be inconsistent with the policies and spirit of the First Amendment and thus with the public interest." That position was adapted from the policy the commission laid down in rejecting complaints about CBS's *Hunger in America* documentary.

Former Commissioner Kenneth A. Cox, in one of his last statements as a member of the commission, and Commissioner Nicholas Johnson, in separate dissenting opinions, said the commission should have conducted a further inquiry to resolve the conflicting state-

ChangingFormats

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

■ WMMS(FM) Cleveland—Metromedia station changing format to contemporary rock music in mid-September from mix of rock and pop music. Cleveland station following pattern set in other Metromedia FM markets, with exception of WASH(FM) Washington, which plays middle-of-the-road music. WMMS changeover will be directed by David Moorhead, formerly program director of of Metromedia's KMET(FM) Los Angeles, who was appointed WMMS vice president last week. Metromedia several months ago completed appointments of individual general managers for owned FM outlets.

■ KBEY(FM) Kansas City, Mo.—Intermedia Inc., effective Aug. 21, ceased duplication of its affiliate KBEA(AM) Mission, Kan., to program 24-hour automated contemporary-album format. Steve Bell, KBEY operations manager, said the station previously duplicated 50% of the AM's middle-of-the-road album operation. The new progressive-rock format was chosen, Mr. Bell added, because there was "no rock-album format station in this market". KBEA is on 1480 kc with 1 kw day and 500 w night. KBEY(FM) operates on 104.3 mc with 100 kw and an antenna 450 feet above average terrain.

■ WLOB-FM Portland, Me.—Portland Broadcasting Corp., effective July 1, ceased simulcasting contemporary rock format of its affiliate WLOB(AM) Portland and began programing classical music from 6 p.m. to 12 midnight, Monday through Saturday. The FM also programs a religous format from 6 a.m. to 6 p.m., Monday through Saturday, and from 6 a.m. to 9 p.m. on Sunday. Opera is programed from 9 p.m. to 12 midnight Sunday. Fred Miller, FM program director, said no other stations in his market were using religous programing, except on Sunday, nor classical music on a daily basis. WLOB(AM) is full time on 1310 kc with 5 kw. WLOB-FM operates on 97.9 mc with 2.8 kw with an antenna 77 feet above average terrain.

■ WUST(AM) Bethesda, Md.—San Juan Racing Association, effective Aug. 26, began programing gospel music making it "the only all-gospel music station in the Washington area." Previously, the Negro-oriented station programed "soul" music. Cal Hackett, program director, cited surveys as showing that "gospel is the key to influencing the black community." WUST is a daytimer on 1120 kc with 250 w.

■ KDSX(AM) Denison-Sherman, Tex.—KDSX Inc., effective Aug. 1, switched from its full-time top-40 format to "countrypolitan" music from 5 to 6 a.m., continuous news and information from 6 to 9 a.m. and from 4 to 7 p.m., easy-listening top-40 music from 4 to 7 p.m. and "hot 100 music" from 7 to 10 p.m. K. B. Lorance, program director, added that a format change last December substituted progressive rock for top 40 music. He said affiliate KDSX-FM there simulcast all news; however, its programing is middle-of-the-road. KDSX-(AM) operates full-time on 950 kc with 500 w. KDSX-FM is on 101.7 mc with 63 kw and an antenna 260 feet above average terrain.

■ WFNL(AM) North Augusta, S. C.—Central Savannah Area Broadcasting Co., effective Sept. 1 changed its format from top-40 music to country- and-western music. WFNL is a daytimer on 1600 kc with 500 w.

ments in the case. They said the commission lacks the facts to determine the basis for Mr. Browne's refusal to tape the scene as written.

And Mr. Cox said the charges contained in the complaint provide the kind of "extrinsic evidence" the commission should consider. However, neither he nor Commissioner Johnson suggested that even a finding in an inquiry adverse to WMAL-TV would warrant denial of its license renewal.

Mr. Cox also questioned how the commission could pursue its policy on discrimination in programing, given the procedures it has specified. How is the commission ever to resolve a question of discrimination in programing, Mr. Cox asked, "if the licensee's denial of complaints is to bar us from further inquiry?"

Burch fears prime-time curb in small markets

FCC Chairman Dean Burch has said the commission's prime-time access rules have presented a grim prospect for network affiliates below the top 50 markets.

Mr. Burch's comments on this aspect of the rule were in his dissenting statement, issued by the FCC last week, to the commission's Aug. 7 decision denying petitions for reconsideration of the rules (BROADCASTING, Aug. 10). The prime-time access rules would cut back from four hours to three hours nightly the amount of prime-time programing affiliates in the top 50 markets may take from networks. They would also restrict network ownership and syndication of TV programs.

The chairman said his "worst fears" have been borne out by additional information the commission has received in support of reconsideration.

He also said the FCC staff has concluded that there will be adverse effects on many affiliates in small markets and that between 30 and 40 stations—many of them UHF's—would suffer declines in revenue of $25,000 to $30,000 as a result of the rule, producing cutbacks in news and public affairs programing.

Griffin cutting N.Y. ties; he's westward bound

Merv Griffin is moving his late-night show from New York to Hollywood.

A new location and a new approach to the talk program were sought by Mr. Griffin after CBS-TV dismissed his producer, Bob Shanks (BROADCASTING, Aug. 10). Mr. Griffin then was uncertain if CBS would approve the move because of the expense involved.

Robert D. Wood, president of CBS-TV, said the talk show would start originating in Hollywood Wednesday (Sept. 9). At the same time, Mr. Wood said, Saul Ilson and Ernest Chambers, through their production company, Ilson/Chambers Productions, would become the show's producers.

The location shift, Mr. Wood said, will give Mr. Griffin an opportunity to draw on a larger variety of talent for guest appearances.

Mr. Griffin said it also would give him the chance to create features within the program format which he was unable to do in New York.

90-minute 'Super Fight' bought by ABC Sports

ABC Sports has contracted with Miami producer Murry Woroner for U.S. television rights to "Super Fight," a heavyweight championship fight that offered the late Rocky Marciano and Cassius Clay in film action based on a computerized assessment of the two former champions. The 90-minute film by Computer Sports Inc. had been released first for theater showing only in the U.S.

ABC tentatively plans to use the film as part of a *Wide World of Sports* program some time in October.

It also was announced last week that "Super Fight" has been bought by Motorola Corp. for release on electronic video recording cartridges. Motorola's initial marketing plans are for institutional showings with personal home sales as a long-range objective pending equipment availability.

A tough time finding the prime-time court

MCA Inc. filed a petition for review of the FCC's action adopting the prime-time access and related rules in the San Francisco Ninth Circuit court last week. ABC on Aug. 14 had filed a petition for review in the District of Columbia circuit court, a week after CBS and WCAX-TV Burlington, Vt., filed notices of appeal in the second circuit, in New York.

The appeals were triggered by the commission's decision, on Aug. 14, to deny petitions for reconsideration of its action adopting rules aimed at opening up the market for program production. They ban major affiliates from taking more than three hours of network programing between the hours of 7 and 11 p.m. and require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently-produced programs.

The appeals will be argued in one court, after the courts involved resolve the question as to which has jurisdiction.

Nixon spots TV camera, 'saves' CBS news show

A newly designed television news show is fortunate if it can start off with a fresh angle or with an exclusive feature. CBS Correspondent John Hart, who became anchor man on Aug. 31 of the new *CBS Morning News with John Hart* (Mon.-Fri., 7-8 a.m.) said last week that as of Friday morning (Aug. 28) before the scheduled first show, there was little in hand—"We had wanted to start off with something good. So we were pretty gloomy."

Gloom changed to hope as a months-old request for filming in and around the San Clemente, Calif., "Western White House" compound was approved in a phone call from Presidential News Secretary Ronald Ziegler. Mr. Hart, correspondent Bernard Kalb (Washington anchor man for the weekday morning news show) and camera/sound crews immediately flew to San Clemente for a Saturday afternoon session.

As part of the original request, Mr. Hart explained, the White House had been asked for an interview with Robert H. Finch, former secretary of health, education and welfare and now counselor to the President. The CBS news team got that interview, and an unscheduled one-hour interview with John D. Ehrlichman, domestic affairs adviser to Mr. Nixon.

With time still available at San Cleminutes—"We had 400-foot loads left in the cameras," said Mr. Hart, "so we meantime, who had entered his office a few doors away, spotted the TV camera and joined the CBS group chatting with Mr. Hart, who said later, "The President said he understood I was going to New York—I assume he recognized me as I had been on the campaign."

The interview with Mr. Nixon was conducted by newsmen Hart and Kalb on the spot, the conversation lasting 27 minutes—"We had 400-foot loads left in the cameras," said Mr. Hart, "so we leapfrogged the cameras."

The morning news show had its executive interview with Mr. Nixon, whose policy, the White House is at pains to point out, is not to grant separate, exclusive interviews to newsmen. The interview was of time value; Mr. Nixon appearing to disassociate himself with suggestions within the administration that the U.S. is prepared to join the Soviet Union in a Middle East peacekeeping force.

The Nixon interview was shown Aug. 31, the Ehrlichman interview the next day and the one on Mr. Finch scheduled for later that same week. Said Mr. Hart: "I guess we were lucky."

L-R: Messrs Hart, Kalb and Nixon

12 ETV's awarded $600,000 by CPB

The Corp. for Public Broadcasting announced last week grants totaling almost $600,000 to 12 noncommercial, educational TV stations for the production of programs.

The 12 awards by CPB were chosen from 83 program proposals that were submitted by 61 ETV stations. The programs are to be offered for national distribution over the Public Broadcasting Service.

The awards:

- WTIU-TV Bloomington, Ind., "Myshkin," a three-act opera, based on Dostoevsky's "The Idiot," written specially for TV by John Eaton, $49,957.
- WKLE-TV Lexington, Ky., *A Way Back*, series of two-hour-long programs studying treatment of addicts at Clinical Research Center in Lexington, $50,181.
- KETC(TV) St. Louis, *National Television Tests*, a series of one-hour programs designed for community reaction and participation on critical issues, $50,000.
- KRMA-TV Denver, *The Naturalists*, series of four half-hour programs on America's four great naturalists, Thoreau, Burroughs, Muir and Roosevelt, $50,184.
- KEBS-TV San Diego, *Jacob Bronowski—20th Century Man*, four-part series examining 20th century through the eyes of the mathematician and poet, $49,960.
- KUON-TV Lincoln, Neb., "Flipper, Henry O.," biography of the first black graduate of the U.S. Military Academy, $49,994.
- WENH-TV Durham, N.H., "Him," a surrealistic play by e. e. cummings to be performed by the Dartmouth Players, $30,000.
- WJCT-TV Jacksonville, Fla., "Come to Florida—Before It's Gone," two-part satirical program on Florida's natural beauty threatened with destruction in the name of development, $50,000.
- WCNY-TV Syracuse, N.Y., "The Ditch That Helped Build America," two-part program on the Erie Canal and how the canal might help solve regional transportation crisis, $48,046.
- WITF-TV Hershey, Pa., "Playing for Keeps," two hour-long documentaries; the first a game simulation experience with participants playing part of city dwellers confronted with a racial crisis; second, evaluation of the effectiveness and usefulness of game simulation, $49,729.
- WHYY-TV Philadelphia, *Mr. Ormandy*, series of three one-hour programs on the life and career of Eugene Ormandy, conductor and music director of the Philadelphia Orchestra, $50,000.
- KPEC-TV Tacoma, Wash., "What Happens To Me If They Close It Down," and "Ducks or Docks," two hour-long programs studying the economics of pollution and conservation control, $38,467.

Youth efforts cited in Golden Mike awards

The American Legion Auxiliary last week presented its annual Golden Mike awards, honoring stations for local series promoting the interests of youth.

Dual winners in the TV category were WMAZ-TV Macon, Ga., for its *Youth Questions* and WRC-TV Washington for its *Perspective* series. WKYC-TV Cleveland received a special award for its single TV special, "We're Young." Accepting the awards were Richard Johnson, administrative director of to decide, after weighing all factors, whether it is preferable to remain with conventional systems or go the laser route.

Bell scientists said that when the new laser is operational, it should be the size of a cigarette lighter. They expect that its initial widespread use will be for telephone conversations, particularly for picture telephones, and for high-speed computer communication.

Consolidation at RCA

RCA has formed a new division, Government and Commercial Systems, by consolidating its defense and commercial electronics groups. Irving K. Kessler, executive vice president responsible for the new organization, said the consolidation is to streamline operations and enhance RCA's competitive position in government and commercial systems markets.

The former Commercial Electronic Systems group manufactured cameras, transmitters, video recorders and other apparatus for television and radio. It also supplied mobile radios and cable-TV systems.

Defense Communications Systems was responsible for the communications equipment that was installed in the Apollo lunar module.

Promotion

NBC promotes TV—period!

Network, in experiment, airs clips from specials slated on ABC, CBS, NBC

NBC-TV took a rare step last week by showing on-air promotions of upcoming specials produced by the other networks as well as NBC.

NBC President Julian Goodman was said to have originated the idea and initiated the 60-second promos because he felt television has many programs of which any medium might be proud.

They appeared for the first time Monday morning (Aug. 31) during the NBC-TV's *Concentration*, and again that night during *Monday Night at the Movies*. Plans are for the spots to be televised twice daily for two weeks. When the new fall program schedule starts in mid-September, however, the multinetwork promotions will probably be cut back, NBC authorities said.

The first multinetwork special promotion began with: "And now a word from the people whose job it is to fill this screen." Then film clips were shown, with a voice-over narrative describing seven specials: three on NBC and two each on CBS and ABC.

Programs in the order mentioned were: *The Story of Western Man In Civilisation*, NBC; *The Story Down Here*, CBS; *The Unseen World*, ABC; *The Ice People*, NBC; *A Look at America*, CBS; *The Story of George M. Cohan*, NBC; *POW: Next of Kin*, ABC.

CBS officials said they regarded the move as "very, very good for television" and that they were "glad to be a beneficiary" but were not sure enough planning time was available to permit them to undertake a similar venture now.

ABC-TV officials would not comment beyond calling the NBC-TV move "a very interesting experiment."

Privately, some network sources complained that they had cooperated by supplying the clips NBC requested, but that they had expected NBC to alert them in advance of the first on-air use.

NBC sources asserted, however, that they had sent copies of the script to ABC and CBS in advance, had told them the planned date of first airing and had offered to let them use the promo itself—it was created without an NBC identification, they said, so that others could use it—but that neither CBS nor ABC responded to the offer.

Antidrug promotion draws heavy response

A broadcaster can find happiness in the print media.

"We've simply been inundated beyond all expectations with requests for our multi-media promotion package to help fight youth drug abuses," James G. Hanlon, vice president and manager of public relations and advertising, WGN Continental Broadcasting Co., said last week.

The do-it-yourself kit is being offered stations, publishers and corporations nationally by the WGN group via advertising in selected national business publications and major newspapers in Los Angeles, New York and Washington. The goal is to get others to buy or provide space and time to help fight the drug problem by informing youth and parents about the drug dangers.

In the first 10 days of the offer, Mr. Hanlon said, requests have come from more than 700 firms in more than 40 states. One in five is a station or publisher.

The WGN Continental group outlets, WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver, will use multimedia antidrug campaigns for four weeks starting this month. The concept is an extension of earlier local saturation drives by the WGN stations.

Promotion tips:

Turtle race ▪ Several hundred area children competed in a turtle race Aug. 28, sponsored by WTTI(AM) Dalton, Ga. Prizes to the fastest reptiles were awarded to the young owners. The race was part of program instituted by WTTI to help provide recreation for Dalton youngsters.

Presidential congratulations ▪ President Richard M. Nixon wired a note of congratulations to WWJ(AM) Detroit as the station celebrated its golden anniversary. The wire read: "My warmest congratulations to you . . . as you celebrate a half century of radio service. As a pioneer in the communications era, WWJ has a right to be proud of its inspiring record, and to look forward with confidence to another 50 years of honest, dedicated and responsible service to the American public."

Another look at who buys what where

Market-by-market usage data reflects the habits of TV homes for six more products

This month's "Telestatus" delves further into the buying of consumers in the top-100 television markets. With the new auto models coming onto a market that may be the slowest in years, the car-purchasing statistics are particularly timely. In addition, the threat of strikes has prompted car makers to make an extra effort to implement broadcast schedules that have maximum flexibility (see page 28).

In addition, the current list indicates sales activity for regular coffee, dog food, hair coloring and gasoline. A sixth category reflects supermarket shopping in terms of dollars spent each week.

Earlier reports (BROADCASTING, Aug. 10) were concerned

		TV Households		Coffee (Regular) Tonnage Cups Per Day				Dog Food Tonnage Pounds Per Week			
Market Name	Rank	(000)	Pct. Total	(000)	Pct. Total	Pct. TV-HH Using	Prod. Penetration Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Prod. Penetration Mkt. Index
Total U.S.		**59381.7**	**100.000**	**298971.0**	**100.000**	**59.1**	**100**	**165560.C**	**100.000**	**34.3**	**100**
New York	1	5791.7	9.753	21087.0	7.054	52.6	72	9813.0	5.927	23.4	61
Los Angeles	2	3315.3	5.583	18247.0	6.104	62.4	109	8454.0	5.106	35.5	91
Chicago	3	2494.0	4.200	13081.0	4.376	62.8	104	5203.0	3.143	28.0	75
Philadelphia	4	2095.9	3.529	7806.0	2.611	50.5	74	5128.0	3.097	32.6	88
Boston	5	1451.6	2.444	4878.0	1.632	49.7	67	3225.0	1.948	25.5	80
San Francisco	6	1440.0	2.425	7908.0	2.645	64.2	109	3283.0	1.983	31.8	82
Detroit	7	1388.3	2.338	7513.0	2.513	56.0	107	3934.0	2.376	33.1	102
Cleveland	8	1181.1	1.989	5550.0	1.856	54.2	93	3248.0	1.962	32.6	99
Washington	9	1019.8	1.717	3311.0	1.108	47.2	65	2468.0	1.491	29.4	87
Pittsburgh	10	949.8	1.599	5719.0	1.913	58.4	120	2384.0	1.440	34.3	90
St. Louis	11	854.0	1.438	4913.0	1.643	62.1	114	2309.0	1.395	35.4	97
Dallas-Fort Worth	12	820.8	1.382	4030.0	1.348	63.2	98	2785.0	1.682	42.6	122
Minneapolis-St. Paul	13	706.9	1.190	5679.0	1.900	75.4	160	1264.0	0.763	28.2	64
Houston	14	658.6	1.109	3629.0	1.214	67.8	109	2452.0	1.481	43.2	134
Baltimore	15	654.6	1.102	2552.0	0.854	48.3	77	1754.0	1.059	34.0	96
Atlanta	16	645.1	1.086	2563.0	0.857	55.0	79	2365.0	1.428	40.1	131
Seattle-Tacoma, Wash.	17	642.2	1.081	4577.0	1.531	70.0	142	1779.0	1.075	35.1	99
Indianapolis	18	616.1	1.038	2711.0	0.907	50.9	87	1998.0	1.207	40.4	116
Miami	19	593.2	0.999	2391.0	0.800	54.4	80	1659.0	1.002	33.5	100
Cincinnati	20	572.3	0.964	2616.0	0.875	54.9	91	1408.0	0.850	32.0	88
Hartford-New Haven	21	565.0	0.951	1994.0	0.667	51.4	70	1466.0	0.885	32.6	93
Buffalo	22	560.3	0.944	2837.0	0.949	55.4	101	1520.0	0.918	32.8	97
Milwaukee	23	550.1	0.926	3455.0	1.156	64.5	125	854.0	0.516	26.2	56
Kansas City	24	545.3	3300.0	3300.0	1.104	64.3	120	1824.0	1.102	42.3	120
Sacramento-Stockton, Calif.	25	532.4	0.897	3487.0	1.166	65.9	130	1797.0	1.085	43.1	121
Tampa-St. Petersburg, Fla.	26	509.3	0.858	2034.0	0.680	53.4	79	1171.0	0.707	37.5	82
Portland, Ore.	27	501.4	0.844	3691.0	1.235	69.8	146	1443.0	0.872	39.5	103
Memphis	28	494.2	0.832	1848.0	0.618	53.9	74	1724.0	1.041	32.1	125
Providence, R.I.	29	472.7	0.796	1990.0	0.666	54.8	84	1287.0	0.777	32.0	98
Nashville	30	472.4	0.796	1735.0	0.580	54.6	73	1587.0	0.959	34.1	120
Columbus, Ohio	31	446.2	0.751	2251.0	0.753	53.0	100	1279.0	0.773	41.1	103
Denver	32	445.7	0.751	3099.0	1.037	70.9	138	1175.0	0.710	40.9	95
Birmingham, Ala.	33	428.4	0.721	2006.0	0.671	67.4	93	1603.0	0.968	39.2	134
Charleston-Huntington, W. Va.	34	427.1	0.719	2323.0	0.777	54.4	108	1224.0	0.739	34.5	103
New Orleans	35	416.7	0.702	2687.0	0.899	82.5	128	1302.0	0.786	34.7	112
Grand Rapids-Kalamazoo, Mich.	36	400.6	0.675	2260.0	0.756	60.6	112	1233.0	0.745	42.5	110
Albany-Schenectady-Troy, N.Y.	37	396.4	0.668	1505.0	0.503	55.9	75	991.0	0.599	32.3	90
San Diego	38	394.6	0.665	2360.0	0.789	64.0	119	1288.0	0.778	42.3	117
Louisville, Ky.	39	393.9	0.663	1552.0	0.519	51.9	78	794.0	0.480	29.3	72
Charlotte, N.C.	40	393.5	0.663	1472.0	0.492	49.6	74	1232.0	0.744	36.9	112

WMAZ-TV, and for both WRC-TV and WKYC-TV, Ronald MacDonald, program manager of KNBR-AM-FM San Francisco (all are NBC-owned outlets).

WRIT-AM-FM Milwaukee and its *Rap* series were the recipient of the radio award, accepted by Bernie Strachota, president and general manager of the station.

The awards were given at the legions' convention in Portland, Ore.

Program notes:

New Triangle specials ▪ Triangle Television has two new half-hour specials —which it says have sponsorship in at least 185 markets—and a third property projected as a weekly half-hour series. The two specials are *World of Two Wheels*, which is on motorcycling and is to be sponsored this winter by Yamaha International Corp., and a telecast of Trans-Am (pony cars) racing, which P. Ballantine & Sons will sponsor. The projected series is *The Road Show*, which features various aspects of the automobile including its racing, manufacture and design.

Delay in antiwar show ▪ ABC has moved back its special, *Vietnam: Another View*, with Senators George McGovern (D-S.D.) and Charles Mathias (R-Md.) expressing their views opposing administration policies in Southeast Asia, from Sept. 4 to Sept. 11. Rescheduling was made at the senators' request. It was the second postponement of the show; the other resulted from ABC's difficulty in obtaining "a suitable spokesman" because of equal-time requirements that affect incumbent senators (BROADCASTING, Aug. 31). CBS and NBC have broadcast their antiwar programs, in compliance with an FCC fairness ruling.

America's Cup coverage ▪ Hughes Sports Network last week reported it has arranged a line-up of 160 TV stations to carry a one-hour special program on yachting, featuring coverage of the America's Cup trials and titled *Duel In The Wind* on Wednesday (Sept. 9), 10-11 p.m. The special was produced by the editors of *Life* magazine and James Lipscomb and is being sponsored by the Aluminum Co. of America, Pittsburgh, as one of a series of HSN through Fuller & Smith & Ross, New York.

Inside other side ▪ Capital Cities Broadcasting Corp., New York, has completed a half-hour TV special, *The Other Side of Siberia*, based on footage taken of a 36,000-mile flight from Anchorage west to the Soviet Far East and across Siberia to the Baltic by Lowell Thomas and Capcities' production unit. Mr. Thomas, widely traveled newscaster, holds a 2.7% interest in Capcities, group broadcaster and publisher.

Lutheran TV offers 'Christmas Is' special

Lutheran Television, St. Louis, is offering free to TV stations an animated half-hour color TV special, *Christmas Is*, for telecast during the holiday season from Dec. 15 to 25.

Lutheran TV, affiliated with the Missouri Synod of the Lutheran Church, is specifying that outlets telecast the nondenominational entertainment drama program in prime-time or fringe-prime periods (4-7 p.m.). Martin J. Neeb Jr., executive director of Lutheran TV, said stations will have the right to use three open minutes in the program for sales of commercials or for public service announcements. It is retaining a one-minute spot within the program to offer viewers a free 16-page cartoon book version of *Christmas Is*.

The program centers around Benji, a school boy who is transported through a flight of fantasy into the world of the nativity, where he learns the true meaning of Christmas. The special was produced for Lutheran TV in Hollywood by the film designers division of the EMC Corp.

International

BBC news bureau kicked out of India

India has ordered the British Broadcasting Corp. to close its office in New Delhi because of a series of network films that depicted such aspects of Indian life as urban slums and primitive sexual customs among tribal inhabitants.

India claimed the film, shot by French film-maker Louis Malle, and shown on BBC, left the impression that India was "unredeemable." Attempts by BBC to negotiate the dispute reportedly were spurned by Indian officials.

This is the first time India has expelled any non-Asian news operation. India in the past has ordered Chinese and Pakistani newsmen out of the country. BBC is relocating its South Asian headquarters in Rawalpindi, Pakistan.

Burnett acquires firm

Controlling interest in Maurice Watier Publicite Ltee, Montreal, Que., advertising agency with accounts in radio-TV, has been acquired by Leo Burnett Co., Chicago.

Watier thus becomes another affiliate of Burnett's international agency group, with Mr. Watier continuing as president and chief executive officer of his firm but also joining the board and executive committee of Leo Burnett Co. of Canada Ltd., Toronto.

EBU launches New York bureau

The steady growth of satellite transmissions of TV programs between North America and Europe has prompted the European Broadcasting Union to open a TV news coordination bureau in New York. The bureau started operations last week (Sept. 1).

The bureau, headed by Werner Kohn, will be primarily concerned with news events in the U.S. and Canada. The bureau will select the best news material available and supervise the preparation and transmission of such material by satellite to Europe.

The office is initially located in the CBS broadcast center. CBS, NBC and ABC are associate members of EBU, and the bureau will rotate its office among all three over a period of time.

Abroad in brief:

Mexico City CATV ▪ Construction is now in progress on Mexico City's 24-channel CATV system. The franchise for the system, which will eventually reach 16,000 homes, is held by Cablevision S.A., Mexico City, owned by Mexican television executives. Technical and marketing assistance is being furnished by CPI Cable International S.A., subsidiary of Communications Properties Inc., Austin, Tex. System will include two channels reserved by the Mexican government for educational television.

Separation in Switzerland ▪ Young & Rubicam-Sandmeier AG of Berne, Switzerland, has become two separate companies, Young & Rubicam AG and Sandmeier AG, according to Edward L. Bond Jr., chairman of Y&R.

Johannesburg representation ▪ Benson Needham Univas, international advertising network formed by Needham, Harper & Steers, S. H. Benson of London and Univas-Havas Conseil of Paris, has announced the establishment of De Villiers and Schonfeldt as their representative in Johannesburg, South Africa.

Networks get more time to file for satellite

The three networks last week won from the FCC a 15-day advantage over other applicants on the deadline for filing notifications of intent to apply for a domestic-satellite communications system.

The commission imposed a Dec. 1 deadline for receiving applications for a domestic-satellite system after it received information from nine telecommunications firms estimating the date they intended to file applications (BROADCASTING, Aug. 24). Earlier, Western Union Telegraph Co. filed the first application for the new service (BROADCASTING, Aug. 3).

Those filing comments were AT&T, which gave Oct. 15 as its filing target; Hughes Aircraft Co. and Teleprompter Corp., also Oct. 15; Communications Satellite Corp., Oct. 23; RCA Global Communications Inc., Nov. 15; Data Transmission Co., Dec. 1; General Telephone & Electronics Corp., Jan. 1, 1971; Microwave Communications Inc., March 31, 1971, and TRW Systems Group of TRW Inc., no estimate.

But ABC, CBS and NBC, told the commission at that time that they needed three more months to determine whether to file an application or not and to estimate when they could do that.

The networks received a feasibility study on a broadcast domestic-satellite system from Page Communications Engineers early in August. Page concluded that either a satellite system or a terrestrial microwave system could be built and operated for from $15 million to $30 million annually less than the $70 million a year the networks are paying to AT&T for interconnection service.

The commission said last week that the networks could have up to 15 days after Dec. 1 to apprise the FCC that they intend to file applications and the estimated date they intend to do so, although the commission said it would set the deadline date istelf.

In an order last March, the commission invited applications for a domestic satellite system but also asked applicants to answer a number of policy questions, including whether or not it should authorize a number of specialized systems or a single, multipurpose system. In its announcement last week, the commission said any interested persons could comment on the policy questions; that deadline was set at Jan. 15, 1971. Reply comments by applicants or other interested parties were scheduled on or before Feb. 3, 1971.

Movielab, Berkey sue each other

Berkey Photo Inc. and Movielab Inc., both New York, are suing each other in a dispute resulting from Movielab's purchase of Berkey's Pathe motion-picture processing division in June 1969 for approximately $10.5 million.

Berkey charged in its complaint, filed in U.S. District Court in New York, that Movielab has defaulted on four installment payments this spring and summer and still owes about $10.3 million.

Movielab's suit charged Berkey with "fraud," "deceit" and "making untrue" statements about its equipment and administrative operations.

Movielab also said that Berkeley failed to provide accurate information on the losses Pathe had suffered in the Past. Movielab asked the court for damages totaling $15 million plus interest, or a cancellation of the purchase agreement between the two parties.

'Instavision' ready by 1971, says Ampex

Ampex Corp., educational and industrial products division, Elk Grove, Ill., demonstrated in New York last week a line of miniature tape recorders and playback machines for closed circuit TV and home recording and playback use.

Ampex said the first units in its system, called "Instavision," would be available by the middle of 1971. A unit that can both record and play back program material in color would cost initially about $1,000, according to Richard J. Elkus Jr., general manager of the division. The prices for a monochrome player would be about $800 and for a monochrome recorder/player, about $900.

The recorder/player uses standard half-inch-wide video tape enclosed in a small circular plastic cartridge 4.6 inches in diameter and 0.7 inch thick. It was said to be compatible with all other conventional reel-type recorders embodying the type 1 standard recently adopted by most manufacturers of half-inch recorders.

The recorder/player weighs less than 16 pounds complete with common flashlight or rechargeable batteries and measures 11 inches by 13 inches by 4.5 inches.

Bell unveils laser for TV distribution

Bell Telephone Laboratories, Murray Hill, N.J., last week demonstrated a new experimental laser that company scientists said will be a low-cost and reliable device to be used in all types of communication, including transmission of TV programs.

A spokesman said the laser could constitute an alternative method of distributing TV programs to those systems currently in use, such as coaxial cable and microwave relay. He noted that Bell now has in field test a system called wave guide, which is in more advanced stages of development than the new laser.

He said the new laser is expected to be economical if used on a volume basis by communications organizations. He added that it will be several years before the laser actually can be used in a communications system.

Bell spokesman said its eventual use for television will be determined by networks and stations, which will have with use of beer, instant coffee, deodorants, headache remedies as well as the number of washloads in each market.

While not specifically providing a sales record of individual brands, "Telestatus" gives an insight into how well specific types of products move in TV markets from New York to Augusta, Ga. The market index can be a helpful tool for the timebuyer seeking more efficient placements.

The tables are taken from American Research Bureau product-usage data, which is presented in four dimensions: tonnage, percent total, percent of TV households using, and the market index.

Tonnage is the total number of product units consumed by the specific television market's population. For example, in the case of regular coffee, it is the number of cups drunk each day. In auto purchases, the data reflects the buying of new cars within the last three years.

Percent total is the market's share of the total U.S. consumption of the product.

Percent TV households using indicates the percent of television homes in the market that utilize the product.

The market index gives the local consumption rate as a percent of the national average.

The statistics are based on special tabulations of material contained in the ARB local-market reports for February 1970 by consumers. Usage information is obtained by ARB in the viewing diary from households cooperating in the television survey.

The high and low market indexes for the six categories covered in this report:

Regular coffee—Duluth, Minn.-Superior, Wis., 194; Portland-Poland Springs, Me., 62.

Dog food—Mobile-Ala.-Pensacola, Fla. 170; Milwaukee, 56.

Hair coloring—West Palm Beach, Fla., 169; Greenville-New Bern-Washington, N.C., 53.

Gasoline—Baton Rouge, La., 136; New York City, 75.

New car purchasing—Lansing, Mich., 184; Lincoln-Hastings-Kearney, Neb., and Springfield, Mass., both with a 70.

Supermarket buying—New York City, 116; Lincoln-Hastings-Kearney, Neb., 73.

"Telestatus" is published by BROADCASTING at the beginning of each month.

Hair Coloring				*Gasoline*				*New Cars*				*Supermarkets*			
Tonnage Times In 3 Months (000)	*Pct. Total*	*Pct. TV-HH Using*	*Prod. Penetration Mkt. Index*	*Tonnage Dollars Spent/Week (000)*	*Pct. Total*	*Pct. TV-HH Using*	*Prod. Penetration Mkt. Index*	*Tonnage Purchased In Last 3 Yrs. (000)*	*Pct. Total*	*Pct. TV-HH Using*	*Prod. Penetration Mkt. Index*	*Tonnage Dollars Spent/Week (000)*	*Pct. Total*	*Pct. TV-HH Using*	*Prod. Penetration Mkt. Index*
54444.0	**100.000**	**27.5**	**100**	**523987.0**	**100.000**	**88.2**	**100**	**25488.0**	**100.000**	**34.3**	**100**	**1785407.0**	**100.000**	**99.5**	**100**
5088.0	9.345	29.6	96	38389.0	7.325	70.2	75	1860.0	7.298	28.1	75	201980.0	11.311	99.9	116
3338.0	6.131	30.6	110	32085.0	6.122	91.4	110	1349.0	5.293	32.5	95	101769.0	5.699	99.2	102
2366.0	4.346	28.3	103	20862.0	3.980	82.8	95	1127.0	4.422	37.4	105	81848.0	4.583	99.7	109
1831.0	3.363	27.5	95	16804.0	3.206	87.0	91	832.0	3.264	33.9	92	70599.0	3.954	99.7	112
1114.0	2.046	25.2	84	11511.0	2.196	86.6	90	575.0	2.256	34.0	92	47852.0	2.680	99.9	110
1355.0	2.489	26.7	103	13473.0	2.571	89.3	106	572.0	2.244	32.1	93	46660.0	2.613	99.3	108
1494.0	2.744	27.8	117	12720.0	2.427	89.7	104	757.0	2.970	40.9	127	44634.0	2.500	97.9	107
862.0	1.583	27.5	80	11068.0	2.112	91.1	106	559.0	2.193	39.9	110	36930.0	2.068	99.4	104
977.0	1.794	23.5	104	8299.0	1.583	85.0	92	434.0	1.703	36.0	99	31579.0	1.768	99.8	103
870.0	1.598	31.6	100	7574.0	1.445	88.1	90	514.0	2.017	33.5	126	29312.0	1.641	99.7	103
711.0	1.306	27.1	91	7355.0	1.403	88.0	98	328.0	1.287	33.0	89	25806.0	1.445	99.9	100
1130.0	2.075	31.7	150	8208.0	1.566	93.7	113	421.0	1.652	40.8	120	23007.0	1.288	99.8	93
630.0	1.157	27.4	97	5806.0	1.108	87.3	93	340.0	1.334	33.0	112	19900.0	1.114	99.6	94
761.0	1.398	32.1	126	7260.0	1.385	95.3	125	368.0	1.444	43.5	130	20293.0	1.136	99.7	102
517.0	0.950	25.1	86	5601.0	1.069	88.0	97	289.0	1.134	37.3	103	21247.0	1.190	99.9	108
652.0	1.198	23.6	110	6757.0	1.289	92.3	119	350.0	1.373	39.7	126	18259.0	1.023	99.7	94
551.0	1.012	24.5	94	5979.0	1.141	92.1	106	230.0	0.902	31.2	83	19670.0	1.102	99.9	102
390.0	0.716	20.4	69	6146.0	1.173	90.8	113	393.0	1.542	35.5	149	16973.0	0.950	99.6	92
672.0	1.234	33.7	124	5149.0	0.982	89.7	98	327.0	1.283	40.7	128	19238.0	1.077	99.8	108
431.0	0.792	27.9	82	5465.0	1.043	92.0	108	282.0	1.106	33.8	115	17055.0	0.955	99.4	99
446.0	0.819	26.7	86	5201.0	0.992	91.9	104	269.0	1.055	40.4	111	19156.0	1.073	99.9	113
543.0	0.997	30.4	106	4329.0	0.826	87.5	88	292.0	1.146	36.7	121	17114.0	0.956	99.7	101
402.0	0.738	29.8	80	4443.0	0.848	88.7	92	237.0	0.930	34.0	100	16344.0	0.915	99.9	99
560.0	1.029	24.8	112	4706.0	0.898	92.0	98	283.0	1.110	36.9	121	14835.0	0.831	99.6	91
558.0	1.025	34.7	114	4808.0	0.917	91.8	102	208.0	0.816	33.2	91	16670.0	0.934	99.6	104
508.0	0.933	29.8	109	4158.0	0.793	92.4	92	225.0	0.883	35.7	103	14486.0	0.811	99.6	95
589.0	1.082	28.1	128	4300.0	0.820	91.2	97	242.0	0.949	32.4	112	13282.0	0.744	99.5	88
662.0	1.216	31.6	146	5086.0	0.970	89.7	117	228.0	0.895	34.4	108	12928.0	0.724	99.1	87
333.0	0.612	26.8	77	3615.0	0.690	90.1	87	182.0	0.714	32.4	90	15556.0	0.871	99.8	109
466.0	0.856	24.2	108	4433.0	0.846	89.1	106	190.0	0.745	33.9	94	12097.0	0.677	99.7	85
296.0	0.544	21.7	72	4272.0	0.815	91.8	109	237.0	0.930	38.4	124	12712.0	0.712	99.5	95
314.0	0.577	22.8	77	3870.0	0.738	90.6	98	179.0	0.702	34.0	93	12147.0	0.680	99.1	91
406.0	0.746	26.7	103	4017.0	0.766	90.3	106	141.0	0.553	27.2	77	11764.0	0.659	99.0	91
357.0	0.656	26.6	91	3681.0	0.702	90.3	98	192.0	0.753	38.1	105	12318.0	0.690	99.4	96
338.0	0.621	27.3	88	3280.0	0.626	82.1	89	157.0	0.616	33.2	88	12934.0	0.724	98.5	103
304.0	0.558	25.6	83	3806.0	0.726	92.6	108	203.0	0.796	36.9	118	11812.0	0.661	98.7	98
257.0	0.472	25.8	71	2971.0	0.567	86.5	85	171.0	0.671	35.8	100	12868.0	0.721	99.8	108
455.0	0.836	31.6	126	3494.0	0.667	92.7	100	156.0	0.612	34.4	92	12063.0	0.676	99.1	102
382.0	0.702	29.2	106	3926.0	0.749	91.0	113	181.0	0.710	35.4	107	11369.0	0.637	99.2	96
371.0	0.681	22.9	103	4018.0	0.767	93.1	116	160.0	0.628	33.4	95	11475.0	0.643	99.9	97

		TV Households		Coffee (Regular)				Dog Food			
				Tonnage Cups Per Day			Prod. Penetration	Tonnage Pounds Per Week			Prod. Penetration
Market Name	Rank	(000)	Pct. Total	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index
Total U.S.		**59381.7**	**100.000**	**298971.0**	**100.000**	**59.1**	**100**	**165560.0**	**100.000**	**34.3**	**100**
Greenv'le-Spart'bg, S.C.-Ashev'le, N.C.	41	382.2	0.644	1595.0	0.534	56.2	83	1600.0	0.966	38.9	150
Oklahoma City	42	375.4	0.632	1849.0	0.618	62.0	98	1196.0	0.722	41.9	114
Dayton, Ohio	43	374.0	0.630	1698.0	0.568	48.5	90	917.0	0.554	34.0	88
Syracuse, N.Y.	44	369.3	0.622	1579.0	0.528	54.3	85	1081.0	0.653	37.0	105
Phoenix	45	355.6	0.599	2151.0	0.720	60.5	120	1259.0	0.760	46.7	127
N'flk-Portm'th-Newport News-Hamp., Va.	46	351.2	0.591	1411.0	0.472	50.3	80	1008.0	0.609	35.0	103
Wichita-Hutchinson, Kan.	47	342.0	0.576	2210.0	0.739	65.7	128	1205.0	0.728	44.0	126
Harrisb'g-York-Lancaster-Lebanon, Pa.	48	338.3	0.570	1487.0	0.497	49.5	87	809.0	0.489	35.9	86
San Antonio, Tex.	49	335.2	0.564	1751.0	0.586	69.1	104	1149.0	0.694	39.5	123
Greensboro - Win.-Sal. - High Pt., N.C.	50	328.3	0.553	1378.0	0.461	52.5	83	1127.0	0.681	34.0	123
Salt Lake City	51	318.8	0.537	1216.0	0.407	40.6	76	789.0	0.477	34.0	89
Orlando-Daytona Beach, Fla.	51	318.8	0.537	1617.0	0.541	61.8	101	1047.0	0.632	43.9	118
Tulsa, Okla.	53	316.1	0.532	1722.0	0.576	65.1	108	1246.0	0.753	43.7	142
Flint-Saginaw-Bay City, Mich.	54	314.2	0.529	1591.0	0.532	55.2	101	1032.0	0.623	42.1	118
Little Rock, Ark.	55	292.7	0.493	1584.0	0.530	63.5	108	1200.0	0.725	35.9	147
Shreveport, La.-Texarkana, Tex.	56	292.6	0.493	1403.0	0.469	70.2	95	972.0	0.587	39.5	119
Richmond, Va.	57	289.6	0.488	999.0	0.334	47.6	68	1060.0	0.640	38.7	131
Wilkes Barre-Scranton, Pa.	58	285.3	0.480	1337.0	0.447	56.1	93	630.0	0.381	30.2	79
Toledo, Ohio	59	282.9	0.476	1482.0	0.496	50.0	104	856.0	0.517	38.6	109
Jacksonville, Fla.	60	271.7	0.458	1093.0	0.366	53.3	80	1207.0	0.729	42.0	159
Rochester, N.Y.	61	266.7	0.449	1157.0	0.387	51.0	86	676.0	0.408	29.6	91
Roanoke-Lynchburg, Va.	62	266.4	0.449	1340.0	0.448	59.8	100	925.0	0.559	34.9	124
Knoxville, Tenn.	63	265.6	0.447	1326.0	0.444	61.8	99	976.0	0.590	36.0	132
Omaha, Neb.	64	261.5	0.440	2013.0	0.673	73.9	153	609.0	0.368	36.3	84
Mobile, Ala.-Pensacola, Fla.	65	259.4	0.437	1553.0	0.519	68.1	119	1230.0	0.743	41.9	170
Davenport-Rock Island-Moline	66	257.7	0.434	1668.0	0.558	65.6	129	467.0	0.282	32.6	65
Des Moines	67	256.5	0.432	1873.0	0.627	72.8	145	689.0	0.416	29.8	96
Fresno, Calif.	68	244.7	0.412	1492.0	0.499	64.9	121	1052.0	0.635	45.0	154
Raleigh-Durham, N.C.	69	241.5	0.407	1037.0	0.347	51.9	85	787.0	0.475	32.1	117
Champaign-Decatur-Springfield, Ill.	70	240.4	0.405	1413.0	0.473	64.5	117	765.0	0.462	37.0	114
Cedar Rapids-Waterloo, Iowa	71	236.2	0.398	1378.0	0.461	64.4	116	482.0	0.291	30.0	73
Jackson, Miss.	72	229.2	0.386	1173.0	0.392	70.1	102	953.0	0.576	39.3	149
Green Bay, Wis.	73	226.9	0.382	1363.0	0.456	62.9	119	592.0	0.358	30.6	94
Johnstown-Altoona, Pa.	74	225.1	0.379	1429.0	0.478	59.1	126	657.0	0.397	34.9	105
Portland-Poland Spring, Me.	75	224.2	0.378	698.0	0.233	45.7	62	642.0	0.388	32.0	103
Greenville-New Bern-Washington, N.C.	76	220.2	0.371	778.0	0.260	45.0	70	697.0	0.421	32.3	113
Pad'h, Ky., Cape Gir., Mo.-Har'bg. Ill.	77	216.5	0.365	1121.0	0.375	61.5	103	786.0	0.475	33.3	130
Spokane, Wash.	78	205.2	0.346	1622.0	0.543	75.0	157	853.0	0.515	46.5	149
Chattanooga, Tenn.	79	203.7	0.343	953.0	0.319	58.9	93	911.0	0.550	41.0	160
Youngstown, Ohio	80	197.1	0.332	1115.0	0.373	54.6	112	640.0	0.387	39.8	117
Lincoln-Hastings-Kearney, Neb.	81	186.8	0.315	1215.0	0.406	71.3	129	582.0	0.352	39.3	112
Springfield, Mass.	82	182.5	0.307	678.0	0.227	48.8	74	375.0	0.227	27.0	74
Albuquerque, N.M.	83	181.5	0.306	1275.0	0.426	76.0	139	712.0	0.430	44.2	141
Honolulu	84	174.3	0.294	558.0	0.187	49.6	64	407.0	0.246	22.4	84
Bristol-Kingsport-Johnson City, Tenn.	85	166.6	0.281	821.0	0.275	59.8	98	647.0	0.391	33.7	139
Peoria, Ill.	86	165.6	0.279	1082.0	0.362	63.6	130	409.0	0.247	36.8	89
Sioux Falls-Aberdeen, S.D.	87	165.0	0.278	1415.0	0.473	76.2	170	306.0	0.185	28.7	67
South Bend-Elkhart, Ind.	88	158.9	0.268	794.0	0.266	52.8	99	398.0	0.240	38.3	90
Fort Wayne, Ind.	89	153.7	0.259	657.0	0.220	44.7	85	420.0	0.254	33.6	98
Amarillo, Tex.	90	153.1	0.258	992.0	0.332	73.1	129	455.0	0.275	42.7	107
Evansville, Ind.	91	152.7	0.257	647.0	0.216	52.8	84	441.0	0.266	32.7	104
Duluth, Minn.-Superior, Wis.	92	150.4	0.253	1465.0	0.490	80.9	194	353.0	0.213	32.1	84
Fargo, N.D.	93	150.2	0.253	1301.0	0.435	78.4	172	314.0	0.190	28.2	75
Wheeling, W. Va.-Steubenville, Ohio	94	148.9	0.251	921.0	0.308	62.1	123	414.0	0.250	32.7	100
Lansing, Mich.	95	148.3	0.250	724.0	0.242	52.9	97	477.0	0.288	37.6	115
Rockford, Ill.	96	146.8	0.247	1011.0	0.338	72.2	137	317.0	0.191	31.2	77
West Palm Beach, Fla.	97	146.7	0.247	565.0	0.189	52.1	77	350.0	0.211	32.3	85
Salinas-Monterey, Calif.	98	145.7	0.245	836.0	0.280	63.2	114	467.0	0.282	38.7	115
Baton Rouge, La.	99	142.8	0.240	921.0	0.308	85.8	128	580.0	0.350	35.3	146
Augusta, Ga.	100	138.2	0.233	438.0	0.147	43.1	63	455.0	0.275	40.8	118

Hair Coloring				Gasoline				New Cars				Supermarkets			
Tonnage Times In 3 Months		Pct.	Prod. Pene- tration	Tonnage Dollars Spent/Week		Pct.	Prod. Pene- tration	Tonnage Purchased In Last 3 Yrs.		Pct.	Prod. Pene- tration	Tonnage Dollars Spent/Week		Pct.	Prod. Pene- tration
(000)	Pct. Total	TV-HH Using	Mkt. Index	(000)	Pct. Total	TV-HH Using	Mkt. Index	(000)	Pct. Total	TV-HH Using	Mkt. Index	(000)	Pct. Total	TV-HH Using	Mkt. Index
54444.0	**100.000**	**27.5**	**100**	**523987.0**	**100.000**	**88.2**	**100**	**25488.0**	**100.000**	**34.3**	**100**	**1785407.0**	**100.000**	**99.5**	**100**
353.0	0.648	23.2	101	3217.0	0.614	92.3	95	146.0	0.573	31.4	89	9969.0	0.558	99.1	87
556.0	1.021	35.0	162	3689.0	0.704	91.1	111	159.0	0.624	34.2	99	9512.0	0.533	99.7	84
269.0	0.494	28.6	78	3605.0	0.688	93.9	109	171.0	0.671	38.7	107	10624.0	0.595	99.9	94
224.0	0.411	25.6	66	3075.0	0.587	88.6	94	169.0	0.663	39.6	107	11227.0	0.629	99.9	101
247.0	0.454	26.8	76	3503.0	0.668	95.6	112	177.0	0.694	37.6	116	11334.0	0.635	99.1	106
250.0	0.459	22.7	78	3063.0	0.584	91.6	99	148.0	0.581	34.1	98	10081.0	0.565	99.3	96
342.0	0.628	28.2	109	3143.0	0.600	93.2	104	118.0	0.463	30.0	80	8012.0	0.449	99.1	78
218.0	0.400	19.7	70	2699.0	0.515	89.5	90	107.0	0.420	25.5	74	9137.0	0.512	99.1	90
317.0	0.582	28.4	103	2876.0	0.549	86.8	97	166.0	0.651	33.4	115	9298.0	0.521	99.9	92
207.0	0.380	18.4	69	3318.0	0.633	91.7	114	142.0	0.557	34.8	101	8668.0	0.485	99.8	88
325.0	0.597	31.9	111	3135.0	0.598	93.6	111	138.0	0.541	28.3	101	8940.0	0.501	99.6	93
227.0	0.417	23.7	78	2952.0	0.563	97.1	105	154.0	0.604	40.0	112	9352.0	0.524	99.4	98
435.0	0.799	30.5	150	2914.0	0.556	90.8	105	123.0	0.483	30.9	91	8288.0	0.464	99.5	87
274.0	0.503	28.6	95	3177.0	0.606	94.5	115	184.0	0.722	47.0	136	9503.0	0.532	99.9	101
341.0	0.626	29.3	127	2753.0	0.525	91.1	106	128.0	0.502	36.2	102	7839.0	0.439	99.4	89
413.0	0.759	30.3	154	2750.0	0.525	89.4	106	170.0	0.667	33.0	135	7832.0	0.439	99.7	89
181.0	0.332	20.2	68	2602.0	0.496	90.2	102	118.0	0.463	36.0	95	8222.0	0.460	98.9	94
230.0	0.422	24.9	88	2275.0	0.434	88.5	90	95.0	0.373	28.4	78	8759.0	0.491	99.7	102
225.0	0.413	22.8	87	2765.0	0.528	93.2	111	149.0	0.585	39.6	123	8665.0	0.485	99.4	102
213.0	0.391	26.9	85	2584.0	0.493	92.7	108	136.0	0.534	41.5	117	8120.0	0.455	99.8	99
186.0	0.342	26.2	76	2208.0	0.421	90.0	94	147.0	0.577	45.0	129	8527.0	0.478	99.9	106
239.0	0.439	25.6	98	2362.0	0.451	90.0	100	124.0	0.487	36.0	108	6857.0	0.384	99.2	86
299.0	0.549	26.9	123	2521.0	0.481	90.2	108	108.0	0.424	32.9	95	7105.0	0.398	99.8	89
218.0	0.400	24.2	91	2311.0	0.441	86.4	100	97.0	0.381	32.3	87	8991.0	0.391	98.3	89
296.0	0.544	29.8	124	2691.0	0.513	93.4	117	94.0	0.369	31.7	84	8196.0	0.459	99.7	105
241.0	0.443	25.0	102	2163.0	0.413	88.3	95	96.0	0.377	34.4	87	6630.0	0.371	99.5	85
187.0	0.343	24.8	79	2249.0	0.429	88.7	99	97.0	0.381	31.6	88	6544.0	0.366	99.6	85
263.0	0.483	32.2	117	2395.0	0.457	93.9	111	100.0	0.392	34.8	95	7310.0	0.409	99.4	99
173.0	0.318	22.4	78	2250.0	0.429	88.7	105	92.0	0.361	32.9	89	8269.0	0.351	96.3	86
164.0	0.301	22.1	74	2251.0	0.429	92.0	106	121.0	0.475	35.8	117	6582.0	0.369	99.6	91
171.0	0.314	23.7	79	2152.0	0.411	92.7	103	98.0	0.384	33.6	96	5857.0	0.328	99.9	82
208.0	0.382	29.1	99	2445.0	0.467	90.6	121	121.0	0.475	43.5	123	6403.0	0.359	99.5	93
211.0	0.388	32.9	102	1813.0	0.346	90.9	91	85.0	0.333	30.2	87	6100.0	0.342	98.8	90
156.0	0.287	22.6	76	2046.0	0.390	92.9	103	119.0	0.467	35.1	123	6679.0	0.374	99.7	99
124.0	0.228	24.2	60	1877.0	0.358	90.5	95	102.0	0.400	36.6	106	6609.0	0.370	99.9	98
106.0	0.195	20.8	53	2349.0	0.448	92.0	121	97.0	0.381	36.6	103	5864.0	0.328	99.6	88
271.0	0.498	31.6	136	2031.0	0.388	91.7	106	75.0	0.294	30.4	81	5622.0	0.315	99.7	86
163.0	0.299	29.5	86	1786.0	0.341	89.9	99	96.0	0.377	26.0	109	5650.0	0.316	99.9	91
155.0	0.285	21.2	83	1920.0	0.366	91.7	107	93.0	0.365	33.5	106	5387.0	0.302	99.4	88
178.0	0.327	28.2	98	1890.0	0.361	94.4	109	85.0	0.333	35.7	100	6184.0	0.346	99.8	104
141.0	0.259	24.6	82	1575.0	0.301	88.7	96	56.0	0.220	25.9	70	4107.0	0.230	99.5	73
161.0	0.296	27.0	96	1503.0	0.287	89.8	93	55.0	0.216	25.7	70	5771.0	0.323	99.7	105
134.0	0.246	27.6	80	1772.0	0.338	93.3	110	77.0	0.302	36.5	99	5248.0	0.294	99.7	96
131.0	0.241	25.1	82	1641.0	0.313	91.6	106	75.0	0.294	37.1	100	5929.0	0.332	99.3	113
176.0	0.323	30.5	115	1565.0	0.299	91.2	106	54.0	0.212	30.1	75	4792.0	0.268	99.1	95
113.0	0.208	24.9	75	1553.0	0.296	90.2	106	69.0	0.271	34.9	97	5002.0	0.280	99.1	100
125.0	0.230	27.9	83	1450.0	0.277	89.1	100	68.0	0.267	30.2	96	3661.0	0.205	98.8	74
164.0	0.301	25.9	112	1492.0	0.285	92.3	106	69.0	0.271	31.6	101	4767.0	0.267	99.5	100
144.0	0.264	24.6	102	1519.0	0.290	91.8	112	66.0	0.259	37.0	100	4153.0	0.233	99.5	90
197.0	0.362	31.5	140	1758.0	0.335	93.9	130	79.0	0.310	44.1	120	4412.0	0.247	99.8	96
117.0	0.215	24.9	84	1281.0	0.244	92.9	95	51.0	0.200	28.5	78	3961.0	0.222	99.8	86
121.0	0.222	26.6	88	1440.0	0.275	87.4	109	58.0	0.228	31.7	90	4129.0	0.231	98.9	91
131.0	0.241	25.5	95	1272.0	0.243	85.6	96	47.0	0.184	26.2	73	3340.0	0.187	98.4	74
116.0	0.213	25.9	85	1191.0	0.227	85.6	90	54.0	0.212	31.4	84	4239.0	0.237	99.9	94
135.0	0.248	28.0	99	1536.0	0.293	93.6	117	117.0	0.459	49.2	184	4527.0	0.254	99.4	102
90.0	0.165	21.0	67	1412.0	0.269	93.1	109	50.0	0.196	30.4	79	4146.0	0.232	99.7	94
227.0	0.417	35.7	169	1253.0	0.239	94.1	97	60.0	0.235	34.7	95	4545.0	0.255	99.7	103
102.0	0.187	22.4	76	1187.0	0.226	90.4	92	53.0	0.208	31.6	85	4353.0	0.244	99.9	100
167.0	0.307	30.4	128	1711.0	0.326	94.2	136	78.0	0.306	44.5	128	4707.0	0.264	99.0	110
83.0	0.152	21.1	65	1240.0	0.237	92.3	102	83.0	0.326	39.0	140	3467.0	0.194	98.9	83

Broadcast advertising

Barry Diederman, creative director, Needham, Harper & Steers, New York, named senior VP and executive creative director.

Elmer Skahan, VP and creative director, Needham, Harper & Steers, New York, joins Ted Bates & Co. there in same capacity.

Homer Heck, director of programing, Foote, Cone & Belding, Chicago, retires Oct. 1 but will continue as consultant on special projects. He is succeeded by **William G. T. Hyer,** VP and broadcast supervisor.

Richard G. Maynard, general sales manager, KREX-TV Grand Junction, Colo., joins General Mills, Minneapolis, as supervisor, broadcast media. He will assist **Ellis Veech,** manager of broadcast media.

William H. Oberholtzer, VP and manager of media department, Leo Burnett, Chicago, named VP in charge of media department.

Stanley H. Rosenfeld, media planning group head, and **James M. Blier** and **Richard A. Joslin,** copy supervisors, BBDO, New York, elected VP's.

Richard J. Glidden, VP, Waldie & Briggs, Chicago agency, elected VP-director of research and president of LaSalle Research, research arm of W & B.

Edward A. Wetzel Jr., account supervisor, Young & Rubicam, New York, named VP-account management. **S. Willis Wright,** television producer, Young & Rubicam, New York, named VP and executive producer in TV-radio department.

Herbert S. Smith, director of media and marketing services, Bofinger-Kaplan Advertising, Glenside, Pa., named VP, media and account services.

Alvin Bernstein, VP-marketing, American Cigar division of American Brands Inc., New York, named executive VP.

Paul Hartwick, broadcast producer, Ketchum, MacLeod & Grove, Pittsburgh, and **Allan Charles,** writer-producer, Richardson, Myers & Donofrino, Baltimore, agency, join W. B. Doner and Co., Baltimore, as TV/radio producers.

Bill Daisa, with sales staff, KGIL(AM) San Fernando, Calif., named general sales manager, KKHI(AM) San Francisco. KGIL and KKHI are Buckley Broadcasting stations.

Dr. John Manatis, assistant professor of psychology, Georgia Institute of Technology, Atlanta, joins Henderson Advertising, Greenville, S.C., as research supervisor.

Frederick Biggs, with Rochester (N.Y.) Gas and Electric, joins WROC-TV Rochester as assistant to general sales manager.

Rita A. Ostrowski, sales service assistant, WBAL-TV Baltimore, appointed sales service manager.

Gerry Velona, account executive, KCOP-(TV) Los Angeles, appointed assistant sales manager.

James D. Neidigh, president and general manager, KBBX(FM) Seattle, joins KTNT-TV Tacoma, Wash., as local sales manager.

H. F. (Tom) Wilhelm, formerly sales manager, WITH-AM-FM Baltimore, joins WFBR(AM) there as local sales manager.

Media

George W. Harvey, VP and general manager, WFLA-AM-FM-TV Tampa, Fla., named president, WFLA Inc., licensee of stations. **William B. Faber,** station manager, WFLA-TV, named executive VP for TV, and **John Alexander,** station and commercial manager, WFLA-AM-FM named VP for radio. WFLA Inc. is new licensee of stations and subsidiary of Media General Inc., Richmond, Va.-based group owner which acquired Tribune Co. (*Tampa Times* and *Tribune*), former licensee of stations.

Norman Racusin, president RCA Records, New York, named staff VP, operations planning, for RCA. He will be responsible for assessing over-all business plans of RCA operations.

Daniel F. Covell, director of FM services, Nassau Broadcasting, Princeton, N.J., group owner, elected VP. He will assume duties of general manager of FM division—WJZZ Bridgeport, Conn., and WTOA Trenton, N.J. **John J. Morris,** general sales manager, Nassau's WHWH-(AM) Princeton, appointed general manager.

Dean Slack, manager, WVNY(AM) Burlington, Vt., and former sales manager, WVNY-TB there, named VP and appointed general manager of WVNY-FM-TV.

Joe McMurray, general manager, KOLO-TV Reno, joins KORK-AM-FM Las Vegas as VP and general manager. All are Donrey Media stations.

Robert K. Zimmerman, general manager, WAVA-AM-FM Arlington, Va., named executive VP.

Harry R. Shriver, acting general manager, WFBR(AM) Baltimore, elected VP and general manager.

Bill Ward, former program director and station manager, KBBQ(AM) Burbank, Calif., named VP and general manager, George E. Cameron Jr. Stations, group owner and licensee of KBBQ.

Phil Zoppi, commercial manager, WHCT-(TV) Hartford, Conn., joins WACE(AM) Chicopee, Mass., as general manager.

N. Arthur Astor, general sales manager, KHJ-AM-FM Los Angeles, joins KDAY(AM) Santa Monica, Calif., as general manager.

Jim Allison, assistant general manager, WLAP-AM-FM Lexington, Ky., appointed general manager.

Robert A. Mott, executive director, National Educational Radio, Washington, appointed director of station relations, Public Broadcasting Service there.

Arnold N. Starr, VP and general manager, WFAS-AM-FM White Plains, N.Y., joins WLVP(FM) Franklin, N.J., as general manager.

Ray Ose, program director, WLOL-FM Minneapolis, appointed station manager.

Rick Ricardo, former director of PR, Virgin Islands Telephone Co., joins WVWI(AM) St. Thomas, Virgin Islands, as station manager.

Jack Gilbert, with WIIC-TV Pittsburgh, appointed research director.

David B. Martens, with TM Communications of Florida, Tampa, appointed manager of TM's Hillsborough county CATV system.

Peter Fechheimer, assistant to general manager and sports director, WSNS(TV) Chicago, appointed manager-program director, Total TV, CATV operation in Janesville, Wis.

Dr. Thomas K. Perry, University of West Florida, Pensacola, named director of instructional media and assistant professor of communication arts.

News

Bernard Shusman, executive producer, NBC News, Chicago, appointed manager, TV news operations, New York. He succeeds Lloyd Dobyns, appointed news director, NBC-owned WMAQ-TV Chicago.

Bert W. Okuley, with UPI, Saigon, appointed news manager for Vietnam succeeding **Walter Whitehead,** who returns to U.S. for reassignment. **John Alius,** general manager for Canada, Montreal, appointed director of international services, New York. **Donald McKay,** chief

As compiled by BROADCASTING, August 25 through Sept. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Traverse City, Mich.—Northern Entertainment Inc. Broadcast Bureau granted UHF ch. 29; ERP 79.7 kw vis, 398 kw aur. Ant. height above average terrain 1,293 ft.; ant. height above ground 1,243 ft. P.O. address: 11941 Seneca Drive, Warren, Mich. 48093. Estimated construction cost $898,250; first-year operating costs $1,290,025; revenue $500,000. Geographic coordinates 44° 44' 54" north lat.: 85° 04' 13" west long. Type trans., GE TT-57-B. Type ant., GE TY-203-A. Legal counsel Wilmer, Cutler & Pickering; consulting engineer John F. X. Browne & Associates. Principals: Northern Investors Inc. (26.76%); Thomas W. Kiple, president (6.57%), et al. Mr. Kiple is station manager of *WSHJ(FM) Southfield, Mich. Action Aug. 5.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Cheyenne. Wyo. (Frontier Broadcasting Co.), TV proceeding, granted request and extended to Aug. 31 time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Action Aug. 24.

■ Hearing Examiner Forest L. McClenning in Red Lion, Pa. (Red Lion Broadcasting Inc.), TV proceeding, on joint request of Red Lion Broadcasting Co. and Broadcast Bureau continued Aug. 26 prehearing conference to date to be specified following final disposition of proceeding in Doc. 17141 (Doc. 18136). Action Aug. 24.

Other actions

■ Review board in Jacksonville, Fla., TV proceeding, granted motion for extension of time, filed Aug. 21, by Florida-Georgia Television Inc., New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. (Docs. 10834 et al.). Action Aug. 25.

■ Review board in Tijuana, Mexico. TV proceeding. granted appeal from adverse ruling of hearing examiner, filed June 11 by Radio-Television S.A., and Bay City Television Inc. and ruling contained in hearing examiner's order concerning appearance of Azcarraga set aside (Doc. 18606). Action Aug. 26.

Rulemaking petitions

■ FCC proposed rulemaking to amend TV table of assignments to add ch. 43 as first assignment with reservation for educational use at Coolidge, Ariz.; ch. 24 as second commercial UHF assignment at Chico, Calif.; to interchange educational reservation of ch. 51 for commercial ch. 26 at Portland, Me.; and to reserve ch. 61 as second UHF ch. for educational use at Rochester, N.Y. Action Aug. 26.

■ Kerrville-Fredericksburg, Tex.—FCC proposed amendment of TV table of assignments to assign VHF ch. 2 to Kerrville-Fredericksburg. Action Aug. 26.

Existing TV stations

Final actions

■ KNBC-TV Los Angeles—FCC granted application of NBC for renewal of license of KNBC-(TV) to Dec. 1, 1971. Action Aug. 26.

■ KTVU(TV) Oakland, Calif.—FCC denied application for review of commission staff ruling that KTVU(TV) did not violate fairness doctrine in refusing broadcast time to Saratoga, Calif., man who objected to references to God on program *Romper Room*. Action Aug. 25.

■ WNAC-TV, Boston—FCC denied application for review of review board action June 10, denying appeal from ruling by examiner, and alternative request for reconsideration and modification of designation order. Action Aug. 26.

■ WWLP(TV) Springfield, Mass.—Broadcast Bureau granted CP to change type trans. Action Aug. 24.

■ KTVO(TV) Kirksville, Mo.—Broadcast Bureau granted CP to add precise frequency control unit. Action Aug. 24.

■ KSD-TV, St. Louis—Broadcast Bureau granted CP to change aur. ERP to 20 kw and change type trans. Action Aug. 24.

■ WPTZ(TV) North Pole, N.Y.—Broadcast Bureau granted CP to change type trans. Action Aug. 24.

■ WUTR(TV) Utica, N.Y.—Broadcast Bureau granted license covering new TV. Action Aug. 26.

■ Puerto Rico—FCC denied request to stay assignment of CP applications for WUHT-TV San Juan, WUHM-TV Mayaguez. and WUHP-TV Ponce. all Puerto Rico. from El Imparcial Broadcasting Corp. to United Hemisphere TV of Puerto Rico Inc. Action Aug. 26.

■ WBOY-TV Clarksburg, W.Va.—Broadcast Bureau granted CP to change ERP to vis. 129 kw. aur. 24.0 kw; make changes in ant. system. Action Aug. 24.

Action on motion

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP-(TV)]), TV proceeding, scheduled further prehearing conference for Aug. 26 (Docs. 18338-9). Action Aug. 21.

New AM stations

Action on motion

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted request of applicant and extended to Aug. 25 time to exchange proposed exhibits (Doc. 18852). Action Aug. 20.

Other action

■ Kettering, Ohio—FCC denied application by Gem City Broadcasting Co. for review of review board decision Jan. 9, denying application for new AM. Action Aug. 26.

Designated for hearing

■ Milton-Freewater, Hermiston, all Oregon—FCC set for hearing mutually exclusive applications of Country Radio Broadcasting Inc., for new AM on 1370 kc, 500 w-D, in Milton-Freewater, Ore., and Hermiston Broadcasting Co., licensee of KOHU-(AM) Hermiston, for change in facilities to 1360 kc, 1 kw, DA-N, U. Action Aug. 26.

■ Kentucky and Tennessee—FCC set for hearing mutually exclusive application of McCreary Broadcasting Corp., Whitley City, Ky., and Jellico Broadcasting Corp., Jellico, Tenn., for new AM's. Action Aug. 26.

■ Lewisburg and White Sulphur Springs, both W. Va.—FCC designated for consolidated hearing applications of Garland A. Hess, William H. Bowen and Fred Cox and Valley Broadcasting Co. for new daytime AM's on 1310 kc, 5 kw. Action Aug. 26.

Existing AM stations

Final actions

■ KTUF Tempe, Ariz.—Broadcast Bureau granted remote control. Action Aug. 24.

■ WFWR Fort Wayne, Ind.—Broadcast Bureau granted license covering new AM; specify type trans.; specify studio location as same as trans. Action Aug. 27.

■ WOWO Fort Wayne, Ind.—FCC granted application of Westinghouse Broadcasting Inc. for renewal of license subject to outcome of two pending civil antitrust actions in which Westinghouse Electric Corp. is defendant. Action Aug. 26.

■ WKLO Louisville, Ky. — Broadcast Bureau granted CP to install trans. to be used at night for auxiliary purposes only. Action Aug. 25.

■ WCBM Baltimore—FCC denied application by Jack Luskin for review of commission staff ruling of May 20 concerning complaint against Metromedia Inc., licensee, which found that personal attack had not been broadcast against Mr. Luskin. Action Aug. 27.

■ WPGC Morningside, Md.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 27.

■ KOIL Omaha.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 8901 Indian Hills Drive, Omaha; conditions; remote control permitted. Action Aug. 27.

■ WFMO Fairmont, N.C.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 27.

■ WKIX Raleigh, N.C.—Broadcast Bureau granted remote control. Action Aug. 25.

■ WDAY Fargo, N.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 207 North 5th Street, Fargo; conditions; remote control permitted. Action Aug. 27.

Other action

■ WEKY Richmond, Ky.—FCC, responding to complaint alleging that WEKY engaged in false, misleading or deceptive advertising by offering new car as prize in station-sponsored contest, requested Hekin Inc., licensee, to state intentions regarding delivery of prize before commission considers WEKY renewal application. Action Aug. 27.

Fine

■ KFLN Baker, Mont.—FCC ordered Empire

Summary of broadcasting

Compiled by FCC, Aug. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,279	2	10	4,291	80	4,371[1]
Commercial FM	2,098	0	36	2,134	137	2,271
Commercial TV-VHF	494	2	14	510	13	523
Commercial TV-UHF	142	0	39	181	112[2]	297
Total commercial TV	636	2	53	691	125	820
Educational FM	399	0	21	420	43	463
Educational TV-VHF	76	0	7	83	6	89
Educational TV-UHF	98	0	10	108	15	123
Total educational TV	174	0	17	191	21	212

* *Special Temporary Authorization.*
[1] *Includes 25 educational AM's on nonreserved channels.*
[2] *Includes two licensed UHF's that are not on the air.*

Broadcasting Corp., licensee, to forfeit $2,000 for repeatedly operating at more than 5% above authorized pre-sunrise power, operating beyond specified sign-off time and violating other commission rules and terms of license. Action Aug. 27.

New FM stations

Final actions

■ Pittsfield, Mass.—Broadcast Bureau granted Greylock Broadcasting Co. 101.7 mc, ch. 269A, 3 kw. Ant. height above average terrain 120 feet. P.O. address 8 Bank Row, Pittsfield. Estimated construction cost $31,000; first year operating cost $10,500; revenue none. Principals: Joseph K. Close (47.40%), Luette S. Close (10.76%), R. T. Colwell (10.08%) et al. Greylock Broadcasting owns WBRK(AM) Pittsfield. Action Aug. 24.

■ Pulaski, Tenn.—Broadcast Bureau granted SBG Enterprises Inc. 98.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 361, Pulaski 38478. Estimated construction cost $3,950; first-year operating cost $12,892; revenue $26,280. Principals: Charles R. Solomon, president, Arthur L. Beatty, secretary, and Sam George, vice president (each 33 1/3%). Mr. Solomon is technician, manager for CATV systems in Pulaski, Lawrenceburg and Fayetteville, all Tennessee. Mr. Beatty owns 33 1/3% of contracting firm and is chief technician for Columbia (Tenn.) Cable TV. Mr. George is technician for Fayetteville (Tenn.) Community TV. Action Aug. 21.

■ San Marcos, Tex.—Broadcast Bureau granted Advance Inc. 103.7 mc, 91 kw. Ant. height above average terrain 600 ft. P.O. address 1011 West 11th Street, Austin, Tex. 78703. Estimated construction cost $68,400; first-year operating cost $40,000; revenue $48,000. Principals: R. Miller Hicks, sole owner. Mr. Hicks owns 20% of KJOE-(AM) Shreveport, La., and has interests in KDOT-FM Sinton, Tex., 100% of business development and consultant firms, 33 1/3% of metal building contractor and 25% of shopping center development. Action Aug. 26.

Action on motion

■ Chief, Broadcast Bureau, on request of Almo Smith, extended through Sept. 10 time to file reply comments in amendment of FM table of assignments (Kentland, Ind.) (Doc. 18905). Action Aug. 28.

Other action

■ Review board in Athens, Tenn., FM proceeding, granted motion for extension of time, filed Aug. 24, by Athens Broadcasting Co. Inc. (Docs. 17617-18.) Action Aug. 26.

Designated for hearing

■ Big Bear Lake and Banning, both California—FCC set for hearing mutually exclusive applications of Mountain Broadcasting Inc., Big Bear Lake and Stolte Inc., Banning, for CP for new FM. Action Aug. 26.

■ Camarillo, Calif.—FCC designated for consolidated hearing mutually exclusive applications by Camarillo Broadcasting Co. and Hot Air Radio, both Camarillo, for new FM on 95.9 mc, with 3 kw. Action Aug. 26.

■ Rogers, Ark.—FCC set for hearing mutually exclusive applications of Robert E. Sanders and KAMO Inc. for new FM on 94.3 mc. Action Aug. 26.

■ Valdosta and Lake Park, both Georgia—FCC set for hearing mutually exclusive applications of Christian Radio Fellowship Inc. and Florida-Georgia Interstate Inc., for CP for new FM on 101.1 mc. Action Aug. 26.

■ Leisure City, Homestead and Goulds, all Florida—FCC set for hearing mutually exclusive applications of Resort Broadcasting Inc., Leisure City, Seven League Productions Inc., Homestead, and Fine Arts Broadcasting Co., Goulds, for new FM on 98.3 mc with 3 kw and ant. height of 300 ft. Action Aug. 26.

■ Live Oak, Fla.—FCC designated for consolidated hearing applications of WNER Radio Inc. and Live Oak Broadcasting Co. for new FM's on 98.1 mc. Action Aug. 26.

■ Naples, Fla.—FCC set for hearing mutually exclusive applications of Recreation Broadcasting of Naples Inc. and Naples Image Inc. for new FM on 93.5 mc. Action Aug. 26.

■ Sarasota, Fla.—FCC set for hearing mutually exclusive applications of Christian Fellowship Mission Inc. and Trend Broadcasting Inc. for new FM on 105.5 mc. Action Aug. 26.

■ Oklahoma—FCC designated for consolidated hearing mutually exclusive applications for new FM on ch. 299 by Oklahoma Broadcasting Co. for The Village, Okla., and by All American Broadcasting Corp. and KTOK Radio Inc. for Oklahoma City, and competing applications for new FM on ch. 253 by Oklahoma Broadcasting Co. and Southwestern Sales Corp., each for Tulsa, Okla. Action Aug. 26.

Existing FM stations

Final actions

■ Broadcast Bureau granted remote control for following: WFIM(FM) Elkhart, Ind.; WHKY-FM Hickory, N.C.; KTWD(FM) Spokane, Wash. Actions Aug. 11.

■ KLCN-FM Blytheville, Ark.—Broadcast Bureau granted CP to install trans. and ant.; ERP 50 kw horiz. and 20 kw vert.; ant. height 350 ft.; remote control permitted. Action Aug. 25.

■ WMAL-FM Washington — Broadcast Bureau granted license covering new auxiliary trans. Action Aug. 24.

■ WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted license covering changes in second remote control point. West Central Answering Service, 6101 Central Avenue, St. Petersburg. Action Aug. 24.

■ WBRK-FM Pittsfield, Mass.—Broadcast Bureau granted license covering new FM. Action Aug. 24.

■ WDNH(FM) Dover, N.H.—Broadcast Bureau granted license covering new FM. Action Aug. 24.

■ WQIX(FM) Horseheads, N.Y.—Broadcast Bureau granted license covering new FM. Action Aug. 26.

■ WEIV(FM) Ithaca, N.Y.—Broadcast Bureau granted CP to install trans; make changes in ant. system; change ERP to 12 kw; ant. height 890 ft.; condition. Action Aug. 25.

■ WRFM(FM) New York—Broadcast Bureau granted license covering new alternate-main trans. Action Aug. 26.

■ *WOUB-FM Athens, Ohio—Broadcast Bureau granted license covering changes; delete remote control. Action Aug. 27.

■ KSLM-FM Salem, Ore.—Broadcast Bureau granted license covering new FM. Action Aug. 26.

■ WKJB-FM Mayaguez, P.R.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 24.

■ WJCW-FM Johnson City, Tenn.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; change ERP to 100 kw and ant. height to 1,500 ft.; remote control permitted. Action Aug. 25.

■ KEEZ(FM) San Antonio, Tex.—Broadcast Bureau granted license covering auxiliary trans.; trans.-studio location and remote control: 2800 Tower Life building. Action Aug. 26.

■ WRFK-FM Richmond, Va.—Broadcast Bureau granted CP to make changes; ERP 50 kw. Action Aug. 25.

■ KOL-FM Seattle—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 24.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KOTD(AM) Plattsmouth, Neb., to Jan. 7, 1971; WHOM(AM) New York to Dec. 6; WARR(AM) Warrenton, N.C., to Nov. 25; WSPT(AM) Stevens Point, Wis., to Jan. 13, 1971. Actions Aug. 28.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: Rural FM Broadcasting Co., Waipahu, Hawaii, to Jan. 28, 1971; WFTG-FM London, Ky., to Oct. 15; KAPB-FM Marksville, La., to Feb. 6, 1971; WQTI(FM) Dunn, N.C., to Dec. 1. Actions Aug. 27.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: *KQEC(TV) San Francisco to Feb. 26, 1971; KTVU(TV) Oakland, Calif., to Feb. 26, 1971; WONH(TV) Syracuse, N.Y., to Feb. 26, 1971. Actions Aug. 26.

■ KVHS(FM) Concord, Calif.—Broadcast Bureau granted mod. of CP to change ant.; ERP 1 kw and ant. height minus 145 ft. Action Aug. 25.

■ KLBS-FM Los Banos, Calif.—Broadcast Bureau granted mod. of CP to make changes; ERP 2.60 kw. Action Aug. 25.

■ KKID(AM) Thousand Oaks, Calif.—Broadcast Bureau granted mod. of CP daytime only to change ant.-trans. location to Skeleton Canyon Road, 3 miles north of U.S. 101, Thousand Oaks. Action Aug. 24.

■ Joliet, Ill.—FCC granted application of Joliet Television Co. for mod. of CP on ch. 66 in lieu of ch. 14. Action Aug. 26.

■ WHBF-TV Rock Island, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to July 2, 1971. Action Aug. 24.

■ WLEX-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP to change ERP to vis. 363 kw, aur. 72.4 kw; trans. location to 3 miles east-southeast, near Minorsville, Ky.; change type ant. and trans.; ant. height to 1650 ft. Action Aug. 26.

■ KUVR-FM Holdrege, Neb.—Broadcast Bureau granted mod. of CP to change type ant.; ERP 3 kw and ant. height 155 ft.; remote control permitted. Action Aug. 25.

■ KNIS(FM) Carson City, Nev.—Broadcast Bureau granted mod. of CP to change ant. and make changes in ant. system. Action Aug. 25.

■ WEKT(FM) Hammondsport, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location on Mt. Washington Church Road, 1.5 miles southwest of city, near Hammondsport; make changes in ant. system; remote control permitted. Action Aug. 25.

Other actions, all services

■ FCC ordered an evidentiary hearing to determine whether corporate broadcast owner D. H. Overmyer misrepresented expenses for CP's of five TV's sold by him to U. S. Communications Corp. for $1 million and approved by commission in order adopted Dec. 8, 1967. Action Aug. 26.

■ Midland, Tex.—FCC denied petition by Permian Plastics Products Co. proposing amendment of personal attack and political editorial rules. Action Aug. 26.

■ FCC denied request by Republican National Committee asking that reply by Democratic National Committee be accelerated, in series of legal filings resulting from DNC petition for reconsideration of commission action requiring a response to CBS's *Loyal Opposition* program July 7. Action Aug. 27.

■ FCC refused motion by Senator Robert Dole (R.-Kan.) for stay of commission action adopted Aug. 14, denying request by Senator Dole and 10 other senators for equal time to respond to sponsored program on Amendment to End the War, presented on NBC-TV May 12. Action Aug. 28.

Translator actions

■ Broadcast Bureau granted CP's for following new VHF translators: George T. Hernreich, Blytheville, Ark., to serve Blytheville on ch. 11 by rebroadcasting KAIT-TV Jonesboro, Ark.; KMSO-TV Inc., Mullan, Idaho, to serve Mullan on ch. 10 by rebroadcasting KGVO-TV Missoula, Mont.; and Baker TV Tax District, Baker, Mont., to serve Baker on ch. 4 by rebroadcasting KHSD-TV Lead, S.D. Actions Aug. 25.

■ K07DL Dolores, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KOB-TV Albuquerque, N.M., via K12GK Farmington, N.M.; and K04AO, granted mod. of license covering

(Continued on page 66)

correspondent and European manager for UPI audio services, succeeds Mr. Alius.

William H. Heath, news editor, AP, Buenos Aires, appointed chief of Lima, Peru, bureau with responsibility for all of Peru. He succeeds **Joseph McGowan,** expelled in June by Peruvian government. **John M. Armstrong,** correspondent in charge, Omaha, appointed chief of New Haven, Conn., bureau, with responsibility for state. **Dennis F. Redmont,** correspondent in charge, AP, Lisbon, appointed chief of bureau, Rio de Janeiro, succeeding **George Arfeld,** appointed news editor, Buenos Aires. **John F. Weyland,** foreign desk reporter, AP, New York, named chief of Caracas, Venezuela, bureau.

Theodore Snider, general manager, KARK-AM-FM Little Rock, Ark., elected president, Arkansas AP Broadcasters Association.

Charles Whitehurst, news director, WFMY-TV Greensboro, elected president of North Carolina AP Broadcasters Association. **Robert Ray,** WBBB-AM-FM Burlington, elected VP of association.

Jack Burke, newsman, WCVS(AM) Springfield, Ill., joins KMCD(AM) Fairfield, Iowa, as news director.

A. J. Anello, with WMID(AM) Atlantic City, named news director.

Paul Graves, with KOLO(AM) Reno, appointed director of news and sports programing.

Mark Haines, Capitol Hill reporter in Washington for Fairchild Broadcast News, joins KPOL-AM-FM Los Angeles as reporter. Fairchild and KPOL are operated by Capital Cities Broadcasting.

Dick Wagner, news director, WHTN-TV Huntington, W. Va., joins WIIC-TV Pittsburgh as news producer.

Lois Craddock, news correspondent, WKYC-TV Cleveland, joins WLWT(TV) Cincinnati as on-air news reporter.

Richard T. Ireland, with WAYE(TV) Baltimore, joins WJZ-TV there as news reporter.

Joseph L. Glover, reporter, WCBS-AM-FM New York, joins WDSU-TV New Orleans as newsman.

Ted Maynard, with Metromedia News Network, Washington, joins WRKO(AM) Boston as newsman.

Equipment & engineering

Joseph P. Fiore, assistant to executive VP and general manager, Rauland Division, TV picture-tube manufacturing facility of Zenith Radio, Chicago, named VP, manufacturing, of division.

A. Prose Walker, consulting engineer, Washington, named consultant for Sparta Electronic Corp. and Jampro Antenna Co., both Sacramento, Calif. Mr. Walker will remain in Washington.

Edgar F. Bigbie, communications and electronics engineer for city of Savannah, Ga., named VP for engineering, Lewis Broadcasting Corp., licensee of WJCL(TV) Savannah.

James F. Floyd, electronics technician, Lockheed Aircraft, Smyrna, Ga., joins Cox-Cosmos Inc., Charlotte, N.C., CATV operator, as chief technician.

Heftel looks to Senate

Veteran broadcaster Cecil Heftel is running for a U.S. Senate seat. Mr. Heftel, president of KPUA-AM-TV Hilo and KGMB-AM-FM-TV Honolulu, both Hawaii, will face a University of Hawaii professor and a community-planning consultant in that state's Oct. 3 Democratic primary. If he clears that hurdle, Mr. Heftel will presumably face incumbent Republican Senator Hiram Fong, who is seeking his third six-year term.

Mr. Heftel said he has been encouraged by public-opinion polls, one of which showed Senator Fong leading with 47% to Mr. Heftel's 36%, with 17% undecided.

Since his decision to run, Mr. Heftel has continued to bear operational responsibility for the stations but he added that there have been no more air appearances and that his news departments have "avoided him like the plague." According to Mr. Heftel, the opposition has received more news coverage on the KPUA and KGMB outlets than he has.

Programing

Richard Rosenbloom, VP and program executive, Four Star International, Los Angeles, named VP-production. He will be in charge of all production operations for firm, both in motion pictures and television. Mr. Rosenbloom will also work on all development projects for Four Star.

Charles Renwick, regional radio program manager for Cleveland, Detroit, and Toledo, Storer Broadcasting, appointed radio division program manager for company. He will continue to be based in Cleveland.

Allan M. Newman, program director, KSFO(AM) San Francisco, named to newly created position of VP in charge of radio programing, Golden West Broadcasters, group owner and licensee of KSFO, where he will continue to have headquarters.

Harold A. Stroud Jr., plant manager, Movielab East, New York, and **Steve Zucker,** production supervisor, Movielab, join Manchester Color Labs, New York, film processor, as VP and general manager and production manager, respectively.

David M. Herman, retail account director, Storescope TV, New York, production firm, joins Northwest Teleproductions, Minneapolis-based video-tape production firm, as national sales manager.

Marlin R. Taylor, station manager, WRFM(FM) New York, named VP-FM program consultant, Bonneville International Corp., group owner and licensee of WRFM.

Paul V. Connelly, VP-finance, Movielab Inc., New York, joins Tele-Tape Productions there in same capacity.

Kay Currie, with WNBE-TV New Bern, N.C., joins WITN-TV Washington, N.C., as women's director.

Betty Dixon, film buyer, WBNS-TV Columbus, Ohio, appointed assistant program director.

Ken Radke, Rich Brown and **Bill Zawila,** with KCOP(TV) Los Angeles, named program administrative assistant, film director and video-tape recording coordinator, respectively.

Gail Thomas, formerly assistant director of promotion, Robert E. Eastman & Co., New York, joins Cine-Vox Programing, New York, as director of station relations.

Promotion

Gerald Kallman, head of Gerald G. Kallman Associates, PR firm; **James J. Terlizzi Jr.,** formerly with Norman Craig and Kummel, New York, and **Jonathan Gubin,** formerly with Doyle Dane Bernbach, New York, form PR and advertising firm of Kallman, Terlizzi and Gubin, 30 Journal Square, Jersey City, N.J.

William R. Meredith, administrative assistant to VP-promotion, NBC, New York, joins WLWT(TV) Cincinnati as press information writer.

International

David Golding, European executive for Universal Studios, appointed to similar position with Four Star International, in London office.

Estes W. Mann, formerly managing director, Colgate-Palmolive S.P.A., Milan, Italy, appointed area VP for the European operations of Chesebrough-Ponds, Geneva.

Allied fields

Gordon E. Kohler, assistant to media research division manager, A. C. Nielsen Co., Chicago, elected VP.

John H. Midlen Jr., law clerk, United States district court for District of Columbia, joins Midlen & Reddy, communications law firm, Washington.

Deaths

George R. Katz, 97, former president of The Katz Agency Inc., New York, major station representation firm, and father of current president, Eugene Katz, died Sept. 2 at his home in New York.

George Katz pioneered in development of national newspaper advertising. He joined company, founded in 1888 by his father, Emanuel Katz, and became president of company in 1912. He held that position until 1952, when he was succeeded by his son, Eugene.

The Katz Agency expanded into broadcast representation in 1930's (last year, Katz Newspaper Sales became Rathbone & Associates, division of Cresmer, Woodward, O'Mara & Ormsbee, New York, and the Katz Agency has since concentrated solely on broadcast sales representation). Mr. Katz is survived, in addition to his son, Eugene, by one daughter.

Edward Wallerstein, 78, chairman and president of Columbia Records Inc. from 1939 to 1951, died in a nursing home in Fort Lauderdale, Fla., Sept. 1. While at Columbia Records after 1939, he prepared for introduction of 33-r.p.m. long-playing records to public in 1948 by releasing musical performances on 78 r.p.m. disks but preserving them on 33-r.p.m. records. He is survived by his wife, Helen; two sons and a daughter.

Tom L. Evans, 74, co-founder of KCMO(AM) Kansas City, Mo., and former president of Crown Drug Co., died Sept. 1 of lung cancer. He had been ill since last February. Mr. Evans founded KCMO with late Lester E. Cox in 1936 and was lifelong friend of and adviser to former President Harry S Truman. He is survived by his wife, son and daughter. KCMO is now owned by Meredith Publishing Co.

Milton H. Schwartz, 65, senior VP and director of Foote, Cone & Belding, Chicago, until retirement earlier this year, died of heart attack Aug. 31 at his home in Highland Park, Ill. He had been with FC&B and predecessor Lord & Thomas 45 years. He is survived by wife, Lillian, and two sons.

Henry D. Lloyd Jr., director of Tribune Co., Chicago, and eight subsidiaries including WGN Continental Broadcasting, group owner, died at his home in Barrington, R.I., of heart attack Aug. 26.

Ethel H. Cooley, 82, president KLPM(AM) Minot, N.D., since her husband's death in 1958, died Aug. 31 at home of daughter in Minneapolis. She is survived by two daughters.

Agnes E. Meyer, 83, mother of Katherine Graham, publisher of *Washington Post* and president of Washington Post Co., parent of Post-Newsweek Stations, group owner, died at her home in Mt. Kisco, N.Y., Sept. 1 of heart disease. She is survived by two other daughters and son.

George Dare Fleck, 88, broadcast pioneer and editor of early broadcasting industry magazine, died in Winter Haven, Fla., Aug. 26. From 1924 to 1948, he was program director and traffic manager of KDKA(AM) Pittsburgh. In 1922, he became editor of *Radio Broadcasting News of Pittsburgh.* He is survived by his wife, Mabel, and son.

Joseph Dackow, 47, producer of *Gunsmoke,* died Aug. 26 at Los Robles hospital, Thousand Oaks, Calif. He is survived by his wife, Aina, and two daughters.

Barney Cragston, 72, at one time executive with former Frederic W. Ziv Co., Cincinnati-based radio-TV program production firm, died Aug. 29 in that city. Among survivors is Harold R. Krelstein, president of group owner Plough Broadcasting Co., Memphis.

The Rev. Ralph W. Sockman, 80, who appeared on NBC Radio's *National Radio Pulpit* from 1928 until 1960, died at his New York home Aug. 29. He is survived by his wife and daughter.

Ralph G. Matheson, 64, who with his father founded WHDH(AM) Boston, died Aug. 30 at his home in Gloucester, Mass. He is survived by his wife and two children. Station is now owned by *Boston Herald Traveler.*

Eddie Albright, 76, former radio personality and executive, died Aug. 31 of stroke in Glendale, Calif. He was host of *Book Worm* series on radio and was later executive with KHJ(AM) Los Angeles. He is survived by his wife, Alice, and son.

Dan Riss, 60, former television announcer with KCOP(TV) Los Angeles, died Aug. 28 of heart attack in his Hollywood home. He is survived by his wife, Virginia, three sons and daughter.

Del Moore, 53, television and movie actor, died Aug. 30 of apparent heart attack at his home in Encino, Calif. Mr. Moore starred in TV series, *Life With Elizabeth,* and later had own show on KTTV(TV) Los Angeles. He is survived by his wife, Gayle, two daughters and son.

BookNotes

"Politics and the Press," 1970, edited by Richard W. Lee. Acropolis Books, Washington. 191 pp. $6.95.

This good collection of short essays is based upon a series of lectures delivered last year at the University of Maryland, under the auspices of the Journalism Department. Nearly all are concise, practical explorations of the subject, and valuable to readers on either side of the press-government fence. Among the best: Stanford professor William Rivers, "Appraising Press Coverage of Politics"; political reporter David Broder, "Politicians and Biased Political Information" and sociologists Kurt and Gladys Lang, "Television Distortion in Political Reporting."

Perhaps the greatest single contribution these authors make is their swift demolition of the word "objectivity" as an adequate standard for newsmen. Recurring spontaneously throughout the book is the warning that reporters are more than mere recorders of quotes and "facts": they must select, judge, structure and interpret—and they must be aware of what they are doing. Mr. Broder, discussing objectivity as a "journalistic myth," puts it this way:

"Selectivity is the essence of all contemporary journalism. . . . [It] involves criteria. Criteria mean value judgments. And value judgments are just fancy words for prejudices. It seems to me that the beginning of wisdom about the journalistic side of the [press-government] process is to realize that there is no escape from this kind of procedure. We must learn to be aware of our prejudices and the built-in biases that we bring to this selection process. A standard of fairness—an open-eyed willingness to examine our own biases along with everybody else's—is possible, but we have to realize that there is no such thing as a totally neutral, objective portrait of the world that can emerge from contemporary journalism."

"Television" (A Selection of Readings from TV Guide Magazine), 1970, edited by Barry G. Cole. The Free Press, New York. 605 pp. $5.95 in paperback.

In an otherwise favorable review of this book (BROADCASTING, Aug. 31), it was noted that the hardcover edition seemed overpriced at $12.50. Apparently someone else agreed; the book has also been released in paperback form, at the more reasonable price of $5.95.

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CONSULTING ENGINEERS
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5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

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COMMERCIAL RADIO MONITORING CO.
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AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

RTV International, Inc.
RADIO PROGRAM CONSULTATION
Sheldon Singer
Vice President
405 Park Avenue
New York, N. Y. 10022
(212) 421-0680

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.
All other classifications 35¢ per word—$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies,** and **Business Opportunity** advertising require display space. **Agency commission** only on display space. **No charge** for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Manager-Sales manager for medium market North Carolina AM. Must be employed now in the southeast and be able to sell, promote and supervise. Also looking for a man with the same experience and ability to take charge of separate FM. If you are looking to move up to management and aren't afraid to work, send resume and references to Box J-19, BROADCASTING.

Major Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box J-22, BROADCASTING.

Major Southeastern market #1 rated station needs a selling sales manager. Excellent base plus bonus, company paid profit sharing and major medical, hospitalization. Will be 50,000 watts in about 60 days. Send complete resume to Box J-28, BROADCASTING.

Wanted—selling manager or top salesman wanting to move up, for small market, full time radio station in beautiful sunny Florida. Great opportunity for right man. Send resume. Box J-55, BROADCASTING.

FM mgr. needed immediately. Top 3 market. Salary $30,000.00 plus bonus. Send resume to Box J-64, BROADCASTING.

Help Wanted Sales

Salesman with production and news experience. Salary plus commission, many fringe benefits. 10,000 watt MOR in Central Pennsylvania. Box H-371, BROADCASTING, or call Bob Manning 717-286-5838.

Exceptional opportunity for experienced local radio sales manager at well-established, highly profitable top-40 station, number one in market. Fringe benefits, life, hospitalizations, salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience. This is a lifetime position and opportunity. Send resume, references and other important information to Box J-7, BROADCASTING.

Salesman: With successful record for successful medium market station. If you can create sales promotions and direct salesmen, we'll talk sales management. Box J-62, BROADCASTING.

First class ticket—sales—announcing helpful: KHIL-Willcox, Arizona.

Sales . . . 3rd ticket . . . some announcing. KHIL . . . Wilcox, Arizona . . .

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Account Exec. for KSAN—San Francisco's top-rated progressive rock station needs one account executive. List provided of retail and agency accounts. Draw, commission, liberal Metromedia profit-sharing and insurance benefits for an experienced salesman. Send resume to KSAN, 211 Sutter, S.F. or call Mr. Harris at (415) 986-2825. Equal opportunity employer.

WAAY radio in Huntsville, Alabama has an immediate opening for an experienced radio salesman. WAAY is a 24-hour contemporary station that's held the no. 1 position for twelve straight years. This established account list has a potential of earning the right man over $15,000 the first year. If you would like to join a progressive young broadcasting chain, write Wayne Johnson, Box 2041, Huntsville, Alabama 35804, or call 205-534-8471.

WPRC - Lincoln, Illinois. New management doubled business first year. Need customer centered pro. Resume to: John L. O'Donnell.

Immediate opening—Sales/announcer. Advancement for one willing to work. 304-436-3800.

Salesman, play-by-play. Bisbee Broadcasters, Drawer C., Bisbee, Arizona.

Announcers

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7½ tape and details of experience to Box H-200, BROADCASTING.

Announcer program director for Pittsburgh area full-timer. Must be a mature well polished professional. Forward tape, resume and photo to Box H-354, BROADCASTING.

You are now in a major or medium-large market. Although you are an alert, aware communicator with exceptional ad-lib ability, the right break has not yet come. Check this opportunity to grow with a well-known MOR in mid-America. Unusual advantages. Tape, photo, resume. Box H-404, BROADCASTING.

New Cape Cod FM has immediate opening for announcer with solid pipes for MOR format. Authoritative news delivery. Frankly, you will be starting at the bottom, salary wise, but you will be working with a young, energetic group in one of America's most delightful markets. Raises will come regularly for the right individual. Rush resume and tape to: Box J-12, BROADCASTING.

Small market Maryland station. First phone announcer with sales experience. Some typing. Send tape-photo-resume. Box J-20, BROADCASTING.

Mature announcer for new FM station. Minimum two years experience. Right voice, right attitude, bring you to vacationland in the heart of Maine. Salary open. Send tape and write. Box J-24, BROADCASTING.

Modern country jock wanted by powerful midwest station. We are looking for strong personality with thorough knowledge of C&W music and lots of enthusiasm. Good salary and fringes. All replies confidential. Send complete resume and tape. Box J-38, BROADCASTING.

Operations manager—announcer for growing member of national broadcast group located in Indiana. First phone necessary. Good benefits program. Send tape and resume to Box J-68, BROADCASTING.

Major Florida MOR needs experienced air personality for evening slot. Good opportunity . . . growing company. Rush air check and complete resume. Hurry! This one won't stay vacant long. Box J-73, BROADCASTING.

Dubuque, Iowa, 5kw KDTH needs experienced pop/rock announcer good on production spots. Extra pay sports play-by-play. Send resume, photo, air check and production samples to Bob Gribben.

Good music, news, automated. Send resume, tape with news, commercials. KHIT Denny Building, Walla Walla, Washington.

Wanted first phone for chicken rock night show. Must run tight board. Immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice. Immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Immediate opening for all nite top 40 jock with 1st phone at Pulse rated #1 WDAK, Georgia's second market. Tape and resume to Alan Boyd, WDAK, Box 1640, Columbus, Georgia 31902.

We have work . . . need jock. You better be good . . . we are! Call now! (319) 583-6471. Experienced, talented people only! WDBQ, Dubuque, Iowa 52001. Ask for Paul Hemmer.

Top 10 market east coast rocker seeking experienced pro to fill excellent time slot. Must be hard working, dedicated, and mature. Excellent references and stable record a must. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Virginia. No phone calls please . . . . .

Announcer—For full time top rated AM Negro programmed station. Must be experienced top flight air personalities—appealing to the adult Negro audience—top salaries—no "teenie bopper" D.J. need apply. Send audition tape and resume to Willie Poe—WENZ Radio, 111 N. 4th St., Richmond, Va. 23219.

Announcers continued

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7½ audition tape to WVSC, Somerset, Pa. 15501.

1st phone . . . heavy weight network . . . MOR station resort Florida . . . afternoon drivetime . . . great opportunity . . . for stable family man . . . good pay . . . fringe benefits . . . 305-278-1420.

Announcer with first class ticket. Small market Spanish format. Must be bilingual. Some sales. Send tape and resume to P.O. Box 99, Delano, California 93215.

Technical

Wanted: first phone engineer for AM and FM stereo. Must have complete understanding of basic broadcasting electronics. Willing to learn all phases of broadcast maintenance. Box H-369, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No announcing required. Send all details to Box H-422, BROADCASTING.

Chief engineer—Low pressure job in adult oriented station. Best suited to an older man who knows how to keep a small station perking and wants a congenial adult atmosphere. Box J-2, BROADCASTING.

Chicago stereo station seeks capable chief engineer. Reply in confidence. Box J-21, BROADCASTING.

Chief engineer for KWBB (AM)-KQTY (FM), Wichita, Kansas. KWBB in 5 kw daytime, 1 kw night, both directional. KQTY in stereo with automation. New management willing to pay for top quality experienced chief. No announcing. Call or write Frank Gunn, Box #486, 67201. 316-838-3331.

Chief engineer. Automation, announcing experience. Multi station chain for California property. Send resume to 4917 Crooks Road, Apt. L-5, Royal Oak, Michigan, 48073.

Chief engineer—announcer needed immediately. AM/FM 304-436-3800.

News

Experienced newsman, at least 4 years of radio/tv background. Midwest operation doesn't need miracles, just good, solid coverage by an organized individual who can direct news people and will get results by example! Send resume, tape and picture, BROADCASTING, Box J-30.

News director wanted. Big station in small town with large coverage. Must sound like a pro and be able to supervise three other people. Journalistic sense is a must. Strong emphasis on local news. Hours are long and the work is hard. Good reward for those that can prove they have it. Group owner. Network affiliation. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Phoenix all news radio station seeking young, aggressive newsman. Send resume and audition tape to KPHO radio station, 1647 W. Bethany Home Road, Phoenix, Arizona 85015. All information kept in strict confidence.

Programing, Production, Others

Program director—Florida, excellent for young pro needing an opportunity. Sound citizen, some college, creative music ability for up-MOR. Must be well read, interested in community and show it on air. Tape, resume to Box H-326, BROADCASTING.

Combination air host/news oriented writer. WCOA Pensacola is seeking a replacement for hosting WCOA-Monitor, and writing editorials and a half hour documentary monthly. Format similar to NBC Monitor, short air shift, must be informed, enthusiastic and ready to join one of the top broadcast staffs in the south. Mail tape, resume to Dave Pavlock, WCOA Radio, P.O. Box 1669, Pensacola, Florida 32502.

Programing, Production, Others continued

Creative production director wanted immediately. —short air shift. Pay according to talent. We're professionals . . . are you? Call now! (319) 583-6471. Paul Hemmer, WDBQ, Dubuque, Iowa 52001.

Modern Gulf Coast Country and Western station needs aggressive program director. Send air check and resume to Ronnie Eubanks, WVMI Radio, Box S, Biloxi, Miss. 39533.

Hot new syndication company needs professional salesmen. Fantastic growth potential for the right man. Send resume and inquiries to Thayer/Bruce Together, Inc., 100 North Main, Suite 3037, Memphis, Tennessee 38103.

Situations Wanted

Management

Television/radio general manager in small market wants to move up. Have ability and financial figures to prove it. Box H-389, BROADCASTING.

Take charge manager—ready to build your station. Thorough experience in all phases of radio—1st phone—currently managing major market FM'er. All size markets considered. Write Box H-398, BROADCASTING.

Money making sales manager, seeking management. Successful top market personality, PD, chief engineer with 20-years experience. Midwest now, will relocate. Get it all together . . . write Box H-413, BROADCASTING.

If you want a better profit picture, my background in station operation and programing assures results. Experience and track record have been established with top groups in the top five markets. Programing, administration, and problem solving are specialties. Finest references. Write Box J-9, BROADCASTING.

General manager. Take charge man for absentee ownership or executive assistant for existing management in major operation. Knowledgable programing, news, sales special events. Florida preferred; will consider all offers. 20 years management-ownership experience. (305) 238-7620. Box J-13, BROADCASTING.

Seeking challenge, as general mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programer w/#1 track record looking for organization ready to make money. Southwest or South. All size markets considered. Box J-15, BROADCASTING.

Philadelphian wants to solve your station's sales problems. Under 30. B.S. Communications. Will relocate. Box J-17, BROADCASTING.

North or South Carolina small-medium mkt. Fourteen years of experience in all aspects. Now manager of AM/FM large market operation. I'm homesick for the Carolinas. For personal interview only . . . Box J-27, BROADCASTING.

A good experienced manager is available. Small and medium midwest markets only. If you're interested in having your business handled like a business then let's get together and talk it over. Box J-53, BROADCASTING.

Broadcast/P.R. executive . . . experienced in production, sales, news, and management. Additional background in motion picture production and consumer public relations. A big plus in the youthful aggressive attitude that is brought to any new position. For more information, kindly write for references and resume, to Box J-66, BROADCASTING.

Tired of searching for good management? See Aaron Johnson display ad.

Profit is the name of the game. Have managed top-40 and MOR stations since 1958, most recently in top ten market. Well known in trade with record of success and integrity. Call 415-341-4325 or Box J-74, BROADCASTING.

No panic radio! If you want an adult approach to FM or AM management with more than 25 years experience including engineering-program ownership then call me. 502/895-1143 or Box 1644, Louisville, Ky. 40201.

16 years in broadcasting . . . in top 10 market now. As on the air personality. Looking for management or program manager position. Work with C&W, MOR, and good music. I'll get you ratings if you get me. Contact: Michael Christian, 231 Warren Ave., Elyria, Ohio 44035 (216) 366-8244.

Why fight it? See Aaron Johnson display ad.

Sales

Sales oriented . . . 16 years experience in all phases, announcing, programing, sales . . . in both small and major markets . . . seeking management or good sales opportunity . . . 41, married, excellent references . . . available October 1st. Box J-25, BROADCASTING.

Can't keep good personnel? See Aaron Johnson display ad.

Texas only—excellent producer—heavy experience—have done board and news. Family. 5900 Mercedes, Dallas 214-823-3575.

Why fight it? See Aaron Johnson display ad.

Announcers

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write, Box H-207, BROADCASTING.

Versatile air-personality, six years experience, all phases except sales. 1st phone. Will relocate. Box H-356, BROADCASTING.

Have top 10 market air experience, first phone, college degree, youth, brains. Know the industry. Can follow orders. Seeking part-time or week-end shift in DC-Md.-Va. area. Consider production, news, engineering. Box H-392, BROADCASTING.

First phone adult showman wants good music AM or FM. Many years diversity. Married. Go anywhere for right deal. 219-456-2449 or write: Box H-415, BROADCASTING.

Female announcer/disc jockey/newscaster-versatile/creative 3rd endorsed/experienced. Available immediately. Box J-1, BROADCASTING.

Want job New England states. Broadcasting school. Work experience since May. Military complete. Versatile air style. Box J-4, BROADCASTING.

Young Negro announcer, beginner, real swinger, professionally trained, R&B top 40. Will relocate. Broadcasting school graduate. Box J-6, BROADCASTING.

Announcer: 20 years exp. Can do real job. Especially talented music selecting. California preferred. Box J-8, BROADCASTING.

Announcer. Negro. Have talent, will travel. Some experience. Very ambitious. Tape available. Box J-10, BROADCASTING.

Sincere and dedicated young man, 22, 3rd endorsed, broadcast graduate. Have taped interview with top rock artists for Phila. radio stations and magazines. (Will bring tapes.) Willing to relocate, sample of work upon request. Box J-11, BROADCASTING.

Experienced—personable—dependable—mature voice. Currently #1 all nite man on 50kw #1 med. market station—need change in time slot—prefer contemporary MOR—will do it your way. First phone. Box J-29, BROADCASTING.

Major/medium rockers: Tired of getting my kix working for hix in the stix. First, young, mature, single and gutsy. Military completed. Three years experience including one year at medium rocker working morning drive. Box J-31, BROADCASTING.

Paid my dues . . . ready to move up. First phone with experience, college grad, music director, young, married, stable. Prefer up tempo MOR and will talk with instead of at audience. Box J-32, BROADCASTING.

Top 40 . . . Drake or personality . . . experienced . . . third . . . B.A. . . . veteran . . . Box J-34, BROADCASTING.

Disc jockey, newscaster, third endorsed, experienced, dependable, creative, versatile, tight board, sales-aggressive. Box J-35, BROADCASTING.

1st phone with experience, any format, would like to attend college while working, Baton Rouge, La., area preferred or television technical work. Box J-37, BROADCASTING.

1st phone soul jock 8 yrs experience . . . news . . . top 40 . . . country . . . or soul. Married vet . . . tape available . . . Box J-39, BROADCASTING.

Professionally trained announcer. Ex-Marine. Will relocate. Box J-42, BROADCASTING.

Professionally trained, dependable, versatile, soul dj and announcer with a smashing personality. Recent broadcasting school graduate, limited experience but ambitious and creative with a tight board call Switt 212-864-9567. Box J-46, BROADCASTING.

Announcers continued

Black female d/j announcer, newcaster. Experienced, first phone. Box J-48, BROADCASTING.

Girl Friday—12 years secretarial experience—plus professionally trained announcer. Will run your office and be your women's director. Box J-54, BROADCASTING.

Disc jockey—newscaster, control board. Experienced. Dependable. Creative. Versatile. Box J-57, BROADCASTING.

Black announcer who wants mid-Atlantic area. Graduate, 3rd endorsed, and who's looking for a chance. Box J-59, BROADCASTING.

Part-time/full time strong voiced announcer, dj and newsreader. Minimum exp. professionally trained. Will adjust to any format, vet, will travel. Box J-60, BROADCASTING.

Number one medium market morning personality with award winning production will perform either function for station willing to pay for quality. Serious inquiries only. Box J-61, BROADCASTING.

Young experienced English chap. heavy voice. Great ideas. Good production—but no ticket. N.Y.C. School grad. Tape, picture, available. Box J-69, BROADCASTING.

Beginner, 3rd endorsed, 23, professionally trained, will relocate, military exempt. "I can do it for you!" write or call: Howard Kane, 15 Catherine Street, Portland, Maine, 207-772-7839.

Rara Avis: Subtly funny, low speed, extremely low key, intimate, personal jock with latent, hysterical play-by-play potential. 5 years experience. Areas of competence: air (jock, news, interview, sports); sales (local, agency, rep.); management (station, sales, program); copy (radio, TV); demographics (audience survey methods—psychology degree); programing (classical, rock, ethnic, soul, avant-grade). Seeking solid organization with un-stodgy ideas about broadcasting. Interested in stock option or part ownership if feasible. Duke Hayduk, 9140 Los Gatos Highway, Santa Cruz, California, 95060, or call collect (408) 353-2054.

1st phone dj, engineer, salesman. Progressive rock or progressive contemporary. Within 300 miles only. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

Aggressive, hard working, determined—so was General Custer. But that wasn't enough. If you want a rock jock, reach beyond the cliche—call Gary, 312-879-5331.

Northern California and Pacific N.W.—attention! Broadcast school trained beginner, 27, single, 2 yrs. college, 3rd endorsed. Wants C&W, MOR, news start. Excellent employment background. Wish to finish college. Contact D. Heine, 9730 S. Millard, Evergreen Park, Ill. (312) 424-8474.

1st phone beginner will relocate for permanent position. Herman Hopper, 3129 Maryville Road, Granite City, Illinois 618/451-5742.

Mature broadcaster. West only, 15 years experience. Authoritative news, third endorsed. References, start immediately. 406-252-3956.

Technical

First phone, maintenance or transmitter. 24 years experience. Box H-362, BROADCASTING.

Engineering manager. 21 years experience all phases. Heavy construction and operation experience, planning and FCC applications. Can build, operate, improve your operation. Box H-421, BROADCASTING.

Automation specialist. Seeks managerial or group chief challenge. Box J-51, BROADCASTING.

Experienced engineer seeking chief engineer position at small-medium market in Ohio, Indiana, or Pennsylvania. Hard working and resourceful. All replies given immediate attention. Box J-52, BROADCASTING.

1st phone engineer. Black. 2 years experience. Professional all phases audio tape recording, editing. Tight board. Syllable—splicing my specialty. Relocate anywhere $170. wk. Box J-71, BROADCASTING.

First phone technician available immediately. Excellent references. Married, draft exempt, car. Dale Montayne, Lucky Drive, Houghton, N.Y. 716-567-2601.

1st phone engineer, dj, salesman, within 300 miles only. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

News

Broadcast school grad with first ticket, seeks top 40 with news. 31, stable, married, service completed. Willing to relocate. Box H-342, BROADCASTING.

Situations Wanted

News continued

Looking for a news and/or program director to help your station beat the competition? 4 years experience in all phases. Midwest only. Box J-14, BROADCASTING.

1½ years, woman news writer-reporter, number-one rated, top ten market station. Inside, outside, all beats. Smooth delivery, master's degree. Seek on-air position. Box J-41, BROADCASTING.

College grad, draft exempt young newsman . . . intensive investigative reporting wants News Director position in major market suburb . . . east only. I'm a digger and a believer in radio news. Interested? Box J-49, BROADCASTING.

University Wisconsin R-TV degree, desire news position, short on experience but capable and talented, 24, service fulfilled, Box J-50, BROADCASTING.

Two years experience. MOR, easy listening, light rock. Presently news director. Emcee work. Currently east coast. Have initiative, ambition. Seeking permanence. Box J-58, BROADCASTING.

Professionally trained announcer, political science B.A., Master of Arts-teaching (math). Will relocate. Box J-72, BROADCASTING.

First phone newsman, will travel. Seven months experience in 3rd largest New England market. Joe Shackelford, 49 Galileo Ave., Providence, R. I. 401-272-7654.

Newsman, 1st phone, available immediately. 25, married, 4-A; will relocate, willing to work, call Lee 414-458-8547.

Programing, Production, Others

Production manager, producer-director, 12 years experience in commercial and educational TV, seeks challenging position. Excellent organizational skills, innovative and creative. Strong in documentaries. Box H-351, BROADCASTING.

College grad, 3 years experience, announcing, news. Military complete. Desire programing, administration, announcing position with management future. MOR or adult contemporary format, southeast. Box H-375, BROADCASTING.

I can give your northeastern station college and professional football play-by-play that sells. Let me prove it. Tape available. Box H-402, BROADCASTING.

Jimbo to relocate. Jock with two years experience—production, news, copy. Dependable, sober, young. Box J-3, BROADCASTING.

Midwest medium and small market stations: One salary gets you program director, copywriter, commercial production, music director, and announcer. Age 28, 6 years experience, third. $700 per month, negotiable. No floater, family man. Box J-5, BROADCASTING.

Experienced program director, announcer salesman and news director. Employed in Philadelphia area. Relocate anywhere. Nine years radio. Married . . . draft exempt. Box J-43, BROADCASTING.

M.B.A.—marketing, radio announcing and some production experience plus major market internship—wants broadcasting career. Box J-63, BROADCASTING.

High rated personality—looking for challenge, over 3 yrs experience, voices, and creative production. Call 219-743-4611.

Are your ratings down? I guarantee improved ratings after I am employed with your station as program director. Southeast coast only. Have been in the industry for 13 years. If your ratings are low, what have you to lose? For further information, write Jack Abreu, 6280 E. 4th Avenue, Hialeah, Florida 33012.

Fourteen years experience radio-tv: continuity, copy, production, news, semi-satellite management. Short course 1st phone. Out of profession, desire return to broadcasting. Age 36, will relocate anywhere. Bob Newkirk, 1223 Taylor, Norfolk, Nebraska. Phone 402-371-5563.

Production heavy masculine voice call Fred Fisher 472-6220 Toledo, Ohio.

Television Help Wanted

Management

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge. Start $30,000. to $40,000. Box H-318, BROADCASTING.

Management continued

Director of marketing for broadcast service business seeking to expand list of television clients. Chicago base. Limited travel. $35,000.00 salary and incentive. Contact Box J-65, BROADCASTING. Completely confidential.

KOOL-TV in Phoenix, Arizona now accepting applications for assistant sales promotion manager. Write, giving complete work background and salary expected, along with references. Also, need one experienced newsreel cameraman. Direct letters to Bob Martin, KOOL-TV, 511 West Adams St., Phoenix, Arizona 85003.

Announcers

Announcer for top 25 market. Major group owned station seeks a man of quality with mature appearance and minimum of five years on-camera experience, weather a possibility. Station is midwestern network affiliate. Position available in thirty days. Send resume and videotape to: Box H-364, BROADCASTING.

Director-announcer with dependability and originality who can handle board with accuracy and judgment. South Texas VHF. Box H-405, BROADCASTING.

Personable, dependable announcer for South Texas station. Box H-414, BROADCASTING.

Major TV station in the top 40 markets currently accepting videotaped screenings from experienced TV announcer applicants. Must be versatile and personable. Excellent community. Send resume, including salary requirements, to Box J-36, BROADCASTING.

TV announcer—personality. Do weather, live ad lib shows, commercials. Group station, midwest, 3-station market. Equal opportunity employer. Send resume, audio tape. Box J-47, BROADCASTING.

Illinois CBS afil. needs strong, mature commercial anncr. You've got to be a pro in all phases of announcing and have more than a passive knowledge of sports. We want to see your video tape and resume. Box J-56, BROADCASTING.

Wanted by top 20 market, CBS affiliate, experienced announcer for booth and on-air commercial work. Major group-owned station. Please send resume, recent photo and VTR or audio tape to Ben Hevel, Operations Manager, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An equal opportunity employer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Technical

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF. Box H-388, BROADCASTING.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box H-400, BROADCASTING.

Wanted, TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer. Send complete experience resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston Mass.

Senior television engineer. Must have strong maintenance background with the latest solid state broadcast color television equipment. Send resume to: Ronald Lask, Chief Broadcasting Engineer, Television section, University of Illinois, Medical Center, P.O. Box 6998, Chicago, Illinois 60680.

News

Major market VHF network affiliated station in midwest needs 3 experienced newsmen; a reporter, a news photographer and a news editor. Applicants must have background that emphasizes complete dedication to news. Our station is fully committed to news and thus we have the finest facilities in the country. Send complete resume to Box H-327, BROADCASTING.

News continued

Sportscaster. Young, good-looking sports type with some TV experience and lots of drive. Daily sportscasters, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

Capable, experienced newsman wanted for permanent position handling news, sports and weather on radio and TV. Must gather, write, edit and broadcast news with good air delivery. Knowledge of photography helpful . . . Send complete resume with references and recent VTR or audio tape with photo. Box J-33, BROADCASTING.

Programing, Production, Others

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Writer-producer, Radio-TV-film for National Headquarters of large non-profit organization. Familiar with both 16 MM and videotape production. Creative ideas. Ability to research and write radio and TV spots, plus training and public relations film documentaries. Starting salary $9,500 up, depending on background and experience. An equal opportunity employer. Box J-45, BROADCASTING.

Promotion/publicity manager—WCPO/TV, Cincinnati, Ohio. Top 20 market, CBS Net. "V". Major group-owned. Please send resume and samples of work to Robert D. Gordon, Vice President and General Manager, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An equal opportunity employer.

Television

Situations Wanted Management

Station manager/operations/program director. Young executive presently with U in top 10 market. Can cut cost and improve quality. Experience keyed to sales, efficient operations, saleable programing and creative production. Box H-324, BROADCASTING.

Sales

Aggressive Ohio broadcaster wants sales management or sales. Married with family. Background will stand rigid investigation. Box H-393, BROADCASTING.

Technical

First phone technician—two years experience—studio operations-refined, full character references furnished—relocate anywhere. Box H-419, BROADCASTING.

Engineer: 15 years experience: 2 years EE. Looking for advancement; installation, maintenance, microwave. Ohio, Michigan preferred. Box J-23, BROADCASTING.

TV camera lady or video switcher, first phone. Box J-67, BROADCASTING.

News

Professional meteorologist doing TV-Radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box H-350, BROADCASTING.

Hardworking, dedicated, young, newsman-sports reporter can shoot, process, edit, deliver. BA, 3 years experience. Can you use any of these skills? California, Arizona, Oregon. Box H-386, BROADCASTING.

Sports director. Real go-getter sportscaster. Produce top programs and ratings, top 40 market. 31, excellent recommendations. Box J-44, BROADCASTING.

Qualified black newsman, major market, seeks reporting/writing position, combined newspaper/TV experience; will relocate, call or write: O. Parham, KQED CH 9 TV, 525 4th St., San Francisco, Ca. 94107 PH: (415) 391-1020 X17.

TV news anchorman—now with NBC affiliate in 100,000 market. Tom Schumacher, KTIV-TV, Sioux City, Iowa 51103. 712-258-7214.

Programing, Production, Others

Cameraman very handy with tools and set construction, wishing to relocate. Knowledge of lighting and studio functions. College graduate. Portfolio available. Box H-343, BROADCASTING.

Radio-TV traffic mgr.: Presently traffic manager top-rated independent TV seeks re-location in southern California market. Attractive, career-minded, experienced all phases traffic, programing, production. Resume, photo upon request. Box H-385, BROADCASTING.

Programing, Production,

Others continued

Recent broadcasting graduate, B.A., seeks first job in the industry. Draft deferment, AEP member. Hard worker, creative, efficient. Specialties—programing and production. Box H-420, BROADCASTING.

Young experienced Chicago sports background as TV reporter on camera. Desire challenging sports air assignment now. Top references. Chet Coppock, 1877 Abbott Court, Northfield, Illinois. 312-446-3228.

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.

Cash for used videotape mobile van, B-W or color. Require inboard self-contained generator; let's discuss whatever you have. Box J-70, BROADCASTING.

Wanted: used turntables, consoles, tapedecks, cart systems, amplifiers, mikes, and general broadcast equipment. We're setting up radio instruction with money only for shipping cost. All gifts tax deductible. Help Dordt College Radio, Sioux Center, Iowa 51250.

FOR SALE Equipment

Rigid Transmission Line—6 ⅛" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

HJ7-50 Andrews Heliax 1⅝" air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price, can be cut to order at tremendous savings, brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

1 - GE 9 channel mixer with 9 transformers and power pack. 1 - 8 hour Ampex recorder with 4 channel mixer, very little use (portable model). 1 - A.B. Dick copy machine. Located in Conn. Best offer. Box H-323, BROADCASTING.

For Sale: One (1) Ampex 350 7½-15" tape recorder in console cabinet $870.00 . . . good condition. One MX 10 Ampex $350.00 . . . nearly new. Several Magnecorder recorders, as is. Contact: Goodson McKee, Waco, Texas 817-754-1488.

Stereo Spartamatic record-playback unit model 600 RP and Spartamatic stereo playback model 600P like new. $950 for both. CB Films, 8625 Santa Monica Blvd., Los Angeles, California 90069. (213) 659-2320.

Blaw-Knox H-40 non-insulated self-supporting FM-TV tower. 453 Feet high. All lighting included. James Eberhart Jr., C.E. WCXL (FM) 110 Government Place, Cincinnati, Ohio 45202. 513-621-6960.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

Turbo-jet electric cars—new-exciting Christmas promotion! $79.50 each. For every 6 you get one free! Exclusive market protection. S.O.S. 270 North Crest Rd., Chattanooga, Tennessee. Phone 404-866-3B55.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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.

Wow! 25 pages best one liners only $3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

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.

Miscellaneous continued

Current Comedy — 65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

One thousand contemporary oldies on tape, labeled with title, artist, year, length, intro time. Sent postage free. Mail certified check or money for $300.00 to VPG Productions, Box 1266, Durham, N.C.

Film background music—If you think your next "Special" should be more than just pictures and talking . . . contact us . . . we compose, arrange, edit and record original music for shows. For details write, stating length and budget. Jingles & Background Music, 4803 Wellington Dr., Chevy Chase, Md. 20015.

New image with a new logo. Creative graphic logo's available 50% below agency costs. Any call-letter combination. Free information: Logo's Unlimited, 720 Greene Road #301, Ypsilanti, Michigan 48197.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. $3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 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 Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, 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, News Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

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, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

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.

"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.

Instructions continued

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Warning—New FCC exams are coming. Don't get caught with your trousers at half-mast. REI teaches electronics. REI has the original (5) week course for FCC. First class radio telephone license. REI is approved for veterans training. Over 97% of REI graduates have passed FCC exams for the past seven years. REI—Fredericksburg, Virginia, REI—Kansas City, Missouri, REI—Glendale, California, REI—Sarasota, Florida. REI is first again with telemation—instant information and reservation service for your convenience, call toll free 1-800-237-2251. Florida residents, call: 813-955-6922.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP AM and KSVP FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Education! Classes begin January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

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Time and money a problem? Go the American way. American Institute of Radio in Florida and Tennessee.

A.I.R. in Tennessee. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 889-2480.

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B.E.S.T. FCC license prep-course . . . first class, four weeks, tuition $300 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Oct. 5.

Move into TV news. Write Capital Broadcasting, P.O. Box 5797, Washington, D.C. 20014.

George Giffin or George Griffin or George Gray. Call Bob Baker (813) 955-6922.

See our display ad under instruction on page 65. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Help Wanted

NEW 5 KILOWATT AM

On Jersey shore—America's fastest growing area goes on the air—Nov. 15th. Looking for: Experienced air personalities—newsmen—salesmen! Send resumes, pictures, tapes and salary ranges to:

WHLW—360 Clayton Road
Lakewood, N.J. 08701

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SALES TRAINEE TECHNICAL/ BROADCASTING BACKGROUND

We are a leading producer of commercial broadcast equipment offering this exceptional opportunity which will lead directly to either field sales or a sales administration assignment. You need not have a sales background but we do prefer about 2 years experience in business administration with some technical/electronic/broadcasting familiarity. If you've worked for a radio station—excellent! We will provide thorough on-the-job training in our Quincy home office (any relocation expenses paid). We will also provide a good starting salary, and a generous benefit plan, and a fresh new outlook on your career! Send confidential resume (including salary history) to Robert T. Fluent, Assistant Personnel Manager or

CALL COLLECT: (217) 222-8200

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

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HARRIS INTERTYPE CORPORATION

SALES OPPORTUNITY

Media sales representatives with substantial broadcast-client sales background required for the following markets: New England, Mid-Atlantic, Southeast, Southwest. Candidates must be domiciled in each market. Media experience and client sales background required. We are public company offering unusual benefits. Send resume to:

BOX J-18, BROADCASTING

Help Wanted

Announcers

TEEN APPEAL DJ

No. 1 rated metro market group station has excellent opportunity for swinging DJ that's right on with teens. Send tape and resume.

BOX H-359, BROADCASTING

Top rated expanding Radio-TV group needs experienced, first phone D.J. Excellent advancement opportunity. Top pay and fringes. Send resume, tape to:

BOX H-358, BROADCASTING

MORNING MAN

Immediate opening with contemporary MOR station. Minimum five years experience. Excellent working conditions and salary. Contact:

Laura Scott/Tony Lupo
WELA
Elizabeth, N.J. 201-965-1530

WANTED—Announcers

Announcers, mature sound, with at least five years experience in top 40 radio. First class FCC license required. For west coast major radio station. Send air check tape, resume, and salary required, to SRD Broadcasting, 220 Montgomery Street—Suite 483, San Francisco, California.

An equal opportunity employer

Help Wanted

Announcers continued

MID-WEST

Experienced morning man—P.D. Bright soft contemporary format, professional staff—leading area station. 1st phone desired—good salary. Phone 1-815-223-3100, 8 a.m.-6 p.m.

Situations Wanted

DON'T SELL NOW

A few months of our guaranteed management can increase the price 25% to 50%. Every station a success for 15 years. Pay us only from our results.

Aaron Johnson Associates
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(214) 742-1688

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Radio executive with reputation for building and maintaining total market dominance over all competition. Expert in reducing overhead while improving ratings, demographics, gross and profits. Will consider major market management or corporate-level executive position.

BOX J-40, BROADCASTING
(All replies will remain confidential)

Announcers

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We can place an experienced 1st class ticket man on your staff now. Call:

REI School of Broadcasting
Ph: Sarasota (813) 955-6922

TELEVISION

Help Wanted

Management

CATV MANAGEMENT

If you are a manager of a small radio station or an assistant in a larger station, this is your opportunity to become manager of one of our CATV systems located in Virginia. You would supervise sales, personnel, technical and installation. Personally, we anticipate that within two to three years that this system will be originating its own programing. We offer liberal benefits commensurate with experience. Please send a resume of your experience along with your present salary to

William Searfoorce
American Finance Corp.
1320 Fenwick Lane
Silver Spring, Maryland 20910

Technical

2 assistant chief technicians, with CATV experience, with or without FCC licenses—top salaries—due to expansion of large systems. Contact:

MIDWEST VIDEO CORP.
Tower Building
Little Rock, Ark. 72201
FR 5-8885 or FR 5-7628

Wanted: First Class Technicians KUAM-TV, Guam

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam, Salary $9,600 annually, round trip travel expenses paid, minimum 2 year contract.

Box D-114, Broadcasting

Programing, Production, Others

ART DIRECTOR FOR NEW YORK FLAGSHIP STATION

Must be young and aggressive with a burning desire to make it in the big apple. Good grounding in print advertising, sales promotion and on-air. Working knowledge of film animation with chance to broaden your horizons in this area. Report to Advertising director, but you're the boss. $14,000. Send resume to:

BOX H-399, BROADCASTING

FOR SALE Equipment

YOU CAN GET
100% FINANCING ON EQUIPMENT
USE YOUR FUNDS TO BUY ANOTHER STATION!

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1218 Plaza Bldg., Pittsburgh, Pa. 15219
Area Code 412—Phone 281-3768

INSTRUCTIONS

Employment Service

Wanted to Buy Stations

FOR SALE Stations

For Sale Stations continued

(Continued from page 58)

change in primary TV of VHF translator to KOAT-TV Albuquerque, via K09DM Cortez and Red Mesa rural area, both Colorado. Action Aug. 25.

■ Thomas Fork Translator System, Raymond, Idaho—Broadcast Bureau granted CP for new VHF translator to serve Raymond and Geneva, both Idaho, on ch. 7 by rebroadcasting KUTV-(TV) Salt Lake City. Action Aug. 25.

■ K06GD and K13JM Kimberling City, Mo.—Broadcast Bureau granted licenses covering new VHF translator. Action Aug. 25.

■ Wolf Point TV District, Wolf Point, Mont.—Broadcast Bureau granted CP for new VHF translator operating on ch. 4 by rebroadcasting KXMD-TV Williston, N.D. Action Aug. 25.

■ W10AL Cherokee, N.C.—Broadcast Bureau granted CP to include Big Cove and Ela, both North Carolina, in principal community; change type trans. of VHF translator and make changes in ant. system. Action Aug. 24.

■ W04BA, Robbinsville, N.C.—Broadcast Bureau granted CP to add Yellow Creek and Tuskeegee, both North Carolina, to principal community of VHF translator; make changes in ant. system. Action Aug. 24.

■ K76BD Booker, Darrouzett and Follett, all Texas—Broadcast Bureau granted CP to include Shattuck, Okla. in principal community; change type trans. of UHF translator and make changes in ant. system. Action Aug. 21.

■ K02FZ, K04FT, both Mazama, Wash.—Broadcast Bureau granted licenses covering changes in VHF translator. Action Aug. 25.

■ K06FD Calpet, Fontennell, California Oil Camp and Labarge, all Wyoming—Broadcast Bureau granted CP to change primary station to KCPX-(TV) Salt Lake City; change trans. of VHF translator and make changes in ant. system. Action Aug. 24.

■ K06BR Encampment, Wyo.—Broadcast Bureau granted CP to change trans. location of VHF translator to 13 miles southeast of Saratoga, Wyo.; increase power to 10 w and make changes in ant. system; K08CP Encampment, K11ER Saratoga, and K13EI Saratoga and rural areas, all Wyoming, granted CP's to increase power to 10 w and make changes in ant. systems. Actions Aug. 25.

■ K04FD Sheridan and Fort Mackenzie, both Wyoming.—Broadcast Bureau granted CP to change trans. location of VHF translator to approximately 14 miles south-southeast of Sheridan, Wyo.; change type trans. and make changes in ant. system. Action Aug. 24.

■ K06AT Sheridan and Fort Mackenzie, both Wyoming.—Broadcast Bureau granted CP to change primary station to KOTA-TV Rapid City, S.D.; change trans. location of VHF translator to approximately 14 miles south-southeast of Sheridan, Wyo.; change type trans. and make changes in ant. system. Action Aug. 24.

CATV

Final actions

■ WDF-37 Pittsfield, Mass.—Cable Television Bureau granted CP for new relay station to bring WNEW-TV, WOR-TV and WPIX(TV) all New York and WWLP(TV) Springfield, Mass. signals to CATV at Pittsfield; trans. location: Warner Mountain, Berkshire county, Mass. Action Aug. 20.

■ Neosho, Mo.—FCC denied KBTN Cable TV Inc., Neosho, Mo., request for waiver of program exclusivity rules and ordered to carry signals of KODE-TV and KUHI-TV both Joplin, Mo. Action Aug. 26.

■ Meadville, Pa.—FCC denied petition by Meadville Master Antenna Inc., CATV operator, for reconsideration of commission's action which denied operator's request for waiver of rules, and dismissed motion to stay. Action. Aug. 26.

■ Mt. Carmel, Pa.—FCC dismissed petition by WGAL-TV Television Inc., Lancaster, Pa., for stay of July 1 decision directing two CATV's, Kar-Mel CATV Systems Inc. and Jepko Community System, to provide non-duplication protection to WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania. Action Aug. 26.

■ Newport News, Va.—FCC denied petition by Hampton Roads Cablevision Co. for reconsideration of commission's order on April 30 directing system to show cause why it should not be ordered to cease and desist from carriage of certain contested TV signals in violation of mandatory stay provision (Doc. 18841). Action Aug. 26.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Whitehall township, North Whitehall township and South Whitehall township, all Pennsylvania (Parkland Cable TV Inc.), CATV proceeding, granted petition and accepted separately filed statement, pursuant to waiver of hearing; terminated proceeding and certified case to commission (Doc. 18872). Action Aug. 21.

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore. (Twin Village Cable Inc.), CATV proceeding, granted request and extended to Aug. 31 time to file reply findings (Doc. 18701). Action Aug. 21.

Other action

■ Santa Barbara, Calif.—FCC set hearing to determine whether operators of CATV systems in Santa Barbara should continue to afford program exclusivity to KCOY-TV Santa Maria, Calif., in accordance with provisions of commission's rules. Action Aug. 26.

Ownership changes

Applications

■ KVSL(AM) Show Low, Ariz.—Seeks assignment of license from White Mountain Broadcasters Inc. to White Mountain Broadcasters for $35,000. Sellers: H. M. Metz, president, et al. Buyer: Robert D. Zellmer, sole owner. Mr. Zellmer is secretary-treasurer and regional manager of Kota Cable TV Co. of Brookings, S.D., and vice president-secretary and regional manager of Minn-Kota Cable TV Inc. of Breckenridge, Minn., and Wahpeton, N.D. Ann. Aug. 7.

■ KXOA(AM) Sacramento, Calif.—Seeks assignment of license from Cal-Val Radio Inc. to Media-cast Inc. for $1,140,000 for eight-year lease, with assignee having option to purchase station in eight years for $300,000. Assignor (lessor): Asa Stallworth Jr., president, et al. Assignee (lessee): Scott M. Elrod, president (50%); Donald M. Bekins, secretary-treasurer (49%); Arthur M. Sobelman, vice president (1%). Mr. Elrod owns majority of KSJO(FM) San Jose, Calif., and is director and president of philanthropic foundation in Elgin, Ill. Mr. Bekins is secretary-treasurer and director of KSJO-FM and broker with Lehman Brothers of San Francisco. Mr. Sobelman is station manager of KSJO. Ann. Aug. 7.

■ KSEE(AM) Santa Maria, Calif.—Seeks assignment of license from Frank G. Macomber IV to Cal-Coast Broadcasters for assumption of liabilities not in excess of $50.000. Buyers: Edward E. Urner and James L. Norman (50% each). Mr. Urner was sole owner of KSEE from 1961 to 1965 and owns 51% of KERN(AM) Bakersfield, Calif., and is 25% owner of distributing company. Mr. Norman owns 49% of KERN, is sole owner of two land development companies and owns 50% of two other land development firms. Ann. July 18.

■ KBPI(FM) Denver—Seeks assignment of license from Signal Broadcast Productions Inc. to Progressive Broadcasters Inc. for $175,000. Sellers: William S. Pierson, president, et al. Buyers: Myriad Industries Inc. (100%); Marvin Spector, president; Glen E. Keller Jr., vice president-treasurer, et al. Mr. Spector owned 42% of machine tools company and owns 30% of Myriad Industries Inc. Mr. Keller is partner of law firm and owns 15% of Myriad Industries. Ann. July 18.

■ KMCL(AM) McCall, Idaho—Seeks assignment of license from Valley County Broadcasting to Golden Enterprises Inc. for $48.000. Seller: Thomas A. Hill, sole owner. Buyers: Robert G. Christopher, president (66%): Adrienne J. Christopher, secretary-treasurer (33%), et al. Mr. Christopher is former production supervisor of KBOI(AM) Boise, Idaho, and was account executive with stockbrokerages. Ann. July 18.

■ KLTR(AM) Blackwell, Okla.—Seeks assignment of license from Communications Enterprises Inc. to Indian Nation Broadcasters for $135.000. Sellers: J. R. Wootten, president, et al. Buyers: K. Patrick Elliott, president (50%), and Don M. Kelly, executive vice president (50%). Mr. Elliott is manager of KHUZ(AM) Borger, Tex., and owns land in Missouri. Mr. Kelly owns 89% of KUSH(AM) Chusing, Okla. Ann. July 18.

■ KLOR-FM Ponca City, Okla.—Seeks assignment of license from Communications Enterprises Inc. to Indian Nation Broadcasters Inc. for $12.500. See KLTR-AM Blackwell, Okla. above. Ann. July 18.

■ KZEL-FM Eugene, Ore.—Seeks assignment of license from George L. Zellner and Emily K. Zellner to FM/96 Ltd. for $29.000. Principals of FM/96: Jay A. West, president, and Barbara C. West, secretary-treasurer (100% jointly). Jay A. West is sales manager of KZEL-FM. Ann. July 18.

■ WRAA(AM) Luray, Va.—Seeks assignment of license from Harry A. Epperson Sr. to WRAA Broadcasters Inc. for cancellation of $6.000 debt assignor owes assignee. Principals: Harry A. Epperson Sr., president, and Harry A. Epperson Jr., vice president (50% each). Harry Epperson Sr. has owned majority interest in WBRG(AM) Lynchburg, Va., since 1956. Harry A. Epperson Jr. is sole owner of WPVA(AM) Colonial Heights-Petersburg, Va., and WLLY(AM) Wilson, N.C. Ann. Aug. 7.

Actions

■ KGEE(AM) and KGFM(FM) Bakersfield, Calif. FCC granted transfers of control of KGEE Inc. from KMO Inc. (88% before, none after) and Dan B. Speare (22% before, none after) to Anchor Wate Broadcasting Co. (none before, 100% after) subject to condition that transferee divest itself of either station within one year. Consideration: $350,000 plus $180,000 to Carl E. Haymond for covenant not to compete in Kern County for 10 years. Principals of Anchor Wate Broadcasting: Anchor Wate Co., 100%. L. Bowen Dulaney, president, and John G. Jacquemine, vice president (each 44.75%) and Claude L. Wilson (10.5%). Mr. Dulaney owns restaurant. Mr. Jacquemine owns 33 1/3% of KERV(AM) Kerrville, Tex. Action Aug. 26.

■ WFPM(AM) Fort Valley, Ga.—Broadcast Bureau granted transfer of control of Rocket Radio Inc. from Paul Reehling (100% before, 50% after) to his wife, Mrs. Mary Jo Reehling (none before, 45% after) and to Edmond G. Suelzer (none before, 5% after) for purpose of corporate reorganization. No consideration involved. Action Aug. 24.

■ WQDC(FM) Midland, Mich—Broadcast Bureau granted transfer of control of Habco Inc. from Ned S. and Dorothy Doan Arbury (100% before, none after) to Saginaw Valley College (none before, 100% after) as gift. Principals of Saginaw: Samuel J. Marble, president, Dorothy D. Arbury, member, board of control, et al. Mrs. Arbury has interest in WMFK-FM East Lansing, Mich. Action Aug. 24.

■ KDMA(AM) Montevideo, Minn. — Broadcast Bureau granted transfer of control of Midwest Broadcasting Corp. from Harry Willard Linder (57.7% before, 37.3% after) to Minnesota Valley Broadcasting Co. (none before, 20.4% after). Minnesota Valley Broadcasting Co., owned by Harry Willard Linder (22.47%) and family, owns KTOE(AM) Mankato and KMHL-AM-FM Marshall, both Minnesota. Consideration: $17,639.46. Action Aug. 20.

■ KWLM-AM-FM Willmar, Minn. — Broadcast Bureau granted transfers of control of Lakeland Broadcasting Co. from Harry Willard Linder (63.33% before, 21.67% after) to Minnesota Valley Broadcasting Co. (none before, 41.67% after). Consideration: $28.449.08. Principals of Minnesota Valley: See KDMA(AM) Montevideo, Minn. Action Aug. 20.

■ KZYM-FM Cape Girardeau, Mo.—Broadcast Bureau granted assignment of license from Missouri-Illinois Broadcasting Inc. to Communication Systems Inc. for $1,330. Seller: Jerome B. Zimmer (50% before, none after). Buyers: Lionel D. and Edna A. Speidel (jointly, 50% before, 100% after). Action Aug. 20.

■ KBYG(AM) Big Spring, Tex.—Broadcast Bureau granted assignment of license from Big Spring Radio Inc. to Howard County Broadcasting Inc. for $160.000. Sellers: Howard Barrett and William J. Wallace (jointly 70%), et al. Mr. Wallace owns 8% of KEYE(AM) Perrytown, Tex. Buyers: John H. Hicks III, president: Roger B. Watkins, executive vice president, and Thomas O. Hicks (33 1/3% each). J. Hicks is executive vice president, but holds no interests in KLVI(AM) and KBPO(FM), both Beaumont, and WTAW-AM-FM College Station, both Texas. Mr. Watkins owns 25% of WTAW-AM-FM. Action Aug. 24.

■ WRNL-AM-FM Richmond, Va.—Broadcast Bureau granted transfer of control of WRNL Inc. from Richmond Newspapers Inc. (100% before, none after) to Southeast Media Inc. (none before, 100% after) for purposes of corporate reorganization. No consideration. Principals: Alan S. Donnahoe, president-director, et al. Action June 30.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Sept. 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Cedar Rapids, Iowa—Coaxial Communications Inc. (multiple-CATV owner), Gainesville, Fla., has requested a franchise.

■ Bayonne, N.J.—Goodson-Todman Cablevision (multiple-CATV owner), New York, has requested a franchise.

■ *Croton, N.Y.*—Parent Cable TV Corp. (multiple-CATV owner), Ossining, N.Y., has been granted a franchise. An initial payment of $5,000 will be made to the town.

■ Rome, N.Y.—Cabletron, division of New Channel Corp. (multiple-CATV owner), Syracuse, N.Y., has increased monthly subscriber's fees by 50 cents to $3.50 per month.

■ Batavia, Milford and New Richmond, all Ohio—Southwestern Ohio Cablevision has requested franchises in the three towns.

An unconventional rise to eminence in advertising

Week'sProfile

His abilities are curiously diverse. He speaks with equal authority on rose gardening and the standardization of spot buying. Yet Archibald McGhee Foster, president and chief executive officer, Ted Bates & Co., and chairman of the American Association of Advertising Agencies, figured from the start that he wanted to be a writer: "The only skill I thought that I had—the only thing that I thought I did better than other people when I got out of college—was to write." Time proved him wrong; his career has included everything from sales (water-heaters at one time, classified ad space at another) to promotion to account management.

Mr. Foster has absorbed these and other unconventional elements of his life, and emerged a most hard-headed businessman. Born 55 years ago in East Hampton, Long Island, where his mother was "temporarily sojourning," Archibald McG. Foster is one of twins. His nonidentical twin brother—whom he describes as "six foot three and very thin and I'm five foot eleven and very fat"—is 15 minutes older.

Mr. Foster, who is anything but "very fat," grew up in the fashionable Chicago suburb of Lake Forest. His father was an industrial inventor, in business for himself, and invented, among other things, a way of producing uniform sand for glass-making and sand-blasting.

"My father fell on difficult times and the three boys and an Irish nurse went abroad for three years," he recalls. By installing themselves on the French Riviera, the family actually was able to save quite a bit of money. The 8-year-old twins, their younger brother and nurse lived in a pension in the old village in Cannes, where for $100 a month, Mr. Foster recollects, they had "a suite of rooms and three of the most delicious meals a day you ever heard of."

There were a few years spent in Aiken, S.C., also "infinitely cheaper" than Lake Forest during those Depression years. He later lived in Southboro, Mass., where he attended St. Mark's School; in 1938 he graduated, with a degree in English literature, from Harvard.

During his years in school, Mr. Foster was required by his father to work every other summer and allowed to loaf alternate summers. One summer he picked up a little sales experience, which may or may not have been helpful later on, selling water heaters and gas ranges door to door in Gainesville, Tex. It was so hot in Gainesville, he recalls, that you could have fried an egg in the street, and he did, bringing on not a little criticism from his employer.

In 1938, after college, Mr. Foster joined Conde-Nast, first as a messenger and, soon after, as a classified space salesman. He hit upon the idea of writing letters rather than "beating my feet" making calls. "Direct mail enabled me to make many more sales," and within a year's time he was promotion director of Conde-Nast.

Archibald McGhee Foster—chairman of American Association of Advertising Agencies and president and chief executive officer, Ted Bates & Co., New York; b. Aug. 22, 1915, East Hampton, N.Y.; A.B., Harvard University, 1938; space salesman, Conde-Nast, New York, 1938; named promotion director, Conde-Nast, 1939; joined East-West Sporting Club, owner of Philadelphia Eagles football team, as VP, 1940; U.S. Marine Corps, 1942-1946; joined A. W. Lewin as account executive, 1946; elected VP, 1947; joined Cecil & Presbey, New York, as account executive, 1951; elected VP and member of executive committee, 1952; joined Ted Bates & Co. as VP and account supervisor, 1954; promoted to account group head and member of board of directors, 1956; became senior VP, 1957; joined executive committee, 1960; became president and chief executive officer, 1965; chairman, AAAA, 1970; m. Joan Bersbach of Winnetka, Ill., Sept. 23, 1938; child—Archibald Jr., 26.

Mr. Foster quit Conde-Nast in 1940 to open his own office as a promotion consultant. At about the same time, a friend, who owned the Philadelphia Eagles, asked him to run that professional football team. For two years he was committed to an arduous commuting schedule: three days a week in Philadelphia and four days a week home in New York.

During the war, Mr. Foster spent four years in the U.S. Marines, first on Parris Island, of course, later on the officers' training staff at Quantico, Va., and finally "I had my own command with a sea-going detachment on a ship for a couple of years."

Once out of the Marine Corps, Archibald McG. Foster knew what he wanted.

"What I did was look in the red book and pick out a small agency that wasn't specialized," he says. "I wanted to go some place where what I did myself was significant." He chose six possible agencies, and the one that offered him a job was A. W. Lewin.

After five years at Lewin and two years at the Cecil & Presbey agency, Mr. Foster joined Bates in 1954 and was elevated to vice president within a few months.

It should surprise no one that the chairman of the agency billed as one of the largest spot agencies should take a special interest in the simplification of spot buying.

About five years ago, Mr. Foster first became involved with AAAA, when he was asked to join the eastern regional board. Since that time, he has led the AAAA in its efforts to devise "a system which we think will ease our paper-processing burden and greatly speed up the exchange between us and the stations by reconciling the discrepancies between the order and what was broadcast."

Mr. Foster and his wife, Joan, have made their home in New York City since 1938, but he prefers his "stamping grounds" in the Bahamas.

When city-bound, his favorite activities include reading historical biography ("kings and queens and ancient Greece and Crete") and watching TV for three solid weeks at the beginning of every season.

At his retreat in the Bahamas, he says, "I play a lot of golf and my particular source of peace finds me floating face down over one of those reefs looking at those gorgeous fish with a snorkle."

He also grows roses, no easy task in the sandy, salty soil of New Providence. "The world's most extraordinary rose bed" is a four-and-a-half foot trench filled with compost and other delights—the only way to grow roses in the Bahamas.

Editorials

Butchered

In another of those fairness-doctrine cases that will never be appealed, the FCC has extended its editorial control over all broadcasters while dismissing a complaint against one. This time the FCC has ruled that however negative or unconstructive a licensee considers a program to be he cannot refuse to air it if it is offered for broadcast under the fairness obligations imposed by the government.

The ruling came as gratuitous dicta in a decision exonerating WCNH(AM) Quincy, Fla., of violating the fairness doctrine by refusing to broadcast paid announcements from the Amalgamated Meat Cutters and Butcher Workmen of North America. The union wanted to promote a boycott against a packing plant that it was striking. One defense offered by the station was that the strike was of insufficient interest to the public to justify more than the news coverage the station had given it. That defense was accepted.

The station also argued, however, that the union's announcements, if broadcast, would have had only a derogatory effect, if any, and, as W. S. Dodson, station president, explained: "We're here as a radio station to try to build up the community and its economy, not to tear it down." It was in response to this that the FCC drew the noose a little tighter.

If, said the agency, the station had decided that the labor dispute merited discussion as an issue of importance, it could not refuse to present a program "because you did not deem it to be constructive, or because you did not believe that it would 'build up the community or its economy.' " That kind of editorial discretion, said the FCC, is prohibited by the Red Lion decision of the Supreme Court which held broadcasters to be mere proxies for the presentation of the views of others.

Commissioner Robert T. Bartley dissented with a criticism of his colleagues for adding confusion to "a doctrine which we have attempted to refine." Mr. Bartley could have been harsher. Conflicting fairness rulings are begetting a thickening tangle of fairness complaints. If the process is not arrested, regulators and regulated together will be crushed by the mere weight of fairness regulation.

The commission itself may be incapable of refining a doctrine that has become so intricate, though it should be encouraged to try. A full solution can come only with repeal of Section 315, equal time, "fair" time and all.

Barbed plugs

The build-up for commercial sponsorship of noncommercial television is in full tilt. If that sounds like a contradiction, it is merely the latest example of the mixed-up rhetoric being used to foster the development of ETV and to give regular broadcasting a bad name.

Noncommercial broadcasters, for example, label themselves "public" broadcasters. What can be more public than the system which was established 50 years ago under our free-enterprise concepts and which serves Americans better than any other system anywhere? There's more public-service and public-oriented programing on the "commercial" air these days than the public seems to want.

This is not to disparage ETV. Vigilance is essential to keep the subsidized medium from slipping into the forbidden area of sponsorship. ETV stations did not compete for their facilities; virtually all of their channels were reserved by federal mandate. Their wherewithal has come from government subsidy, from tax-exempt foundations, from contributions of equipment and expertise of commercial stations and networks, particularly in the developmental years.

The *New York Times*, hardly a proponent of commercial TV, last week reported that "public, or noncommercial" TV may have to go to private corporations for greater financial assistance. This would be in the form of more "institutional" advertising with the underwriting corporations getting more comprehensive credits on the air. Hence, ETV's campaign for liberalization of FCC rules limiting air credits.

The *Times*, a great newspaper that covets fairness, has strayed from its own credo. It quoted Secretary of Commerce Herbert Hoover as having warned in 1922, "it is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter."

What the *Times* reporter neglected to report and probably would have found if he had consulted the elaborate *Times* morgue, was that 37 years later (March 10, 1960), the former President publicly changed his mind. A message to the Radio-Television Executives Society in New York, in which he referred to his prior foreboding, concluded:

"However, even in the pain of singing commercials, I justify even these by the realization that from the support of advertisers you have kept the wavelengths and channels in the safer hands of private enterprise rather than those in government."

Perhaps this Republican President's comments explain why his Democratic successor, Franklin D. Roosevelt, referred to radio as a means of "overtaking the half-truths and innuendoes" of the printed-page press.

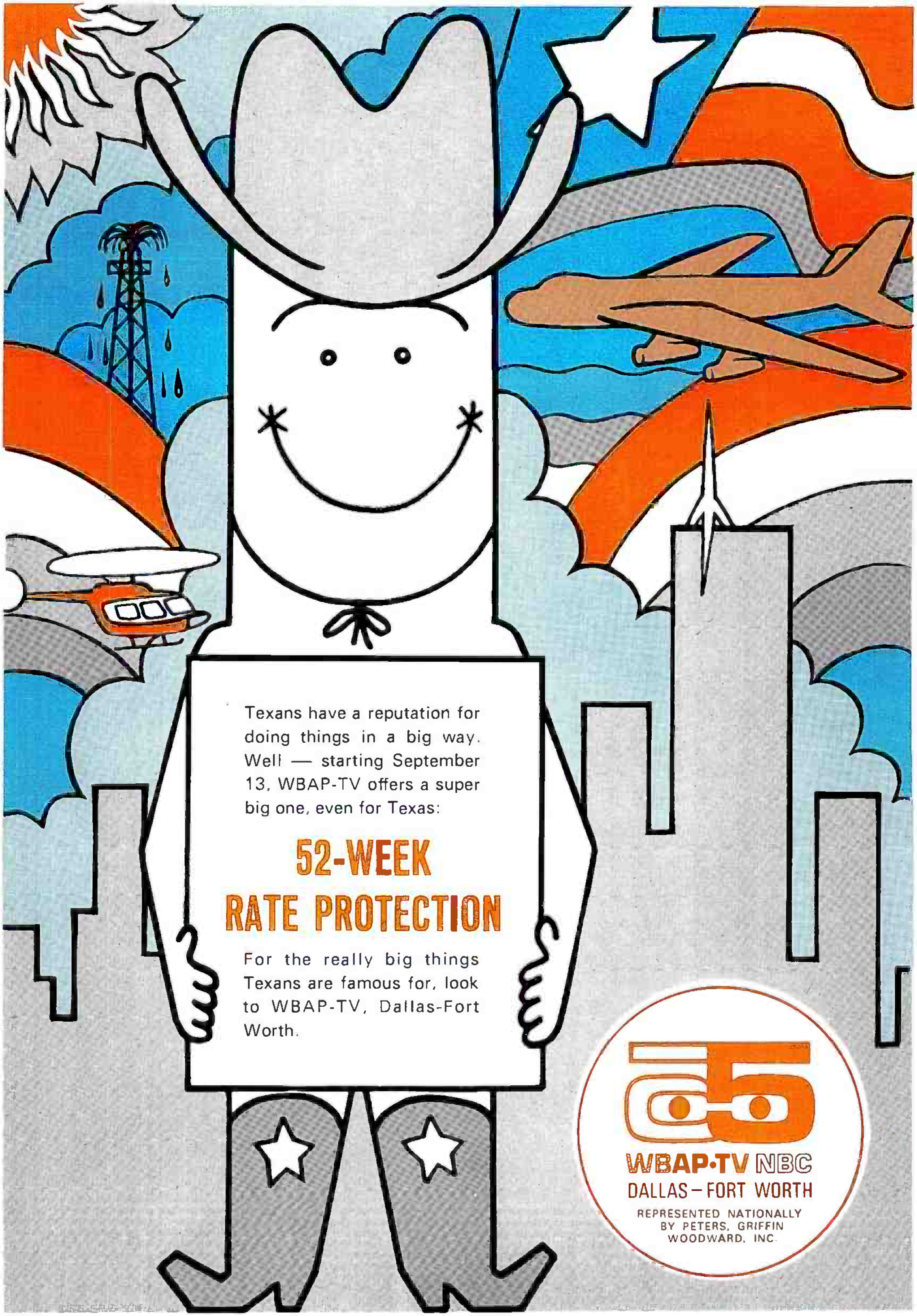
One for all

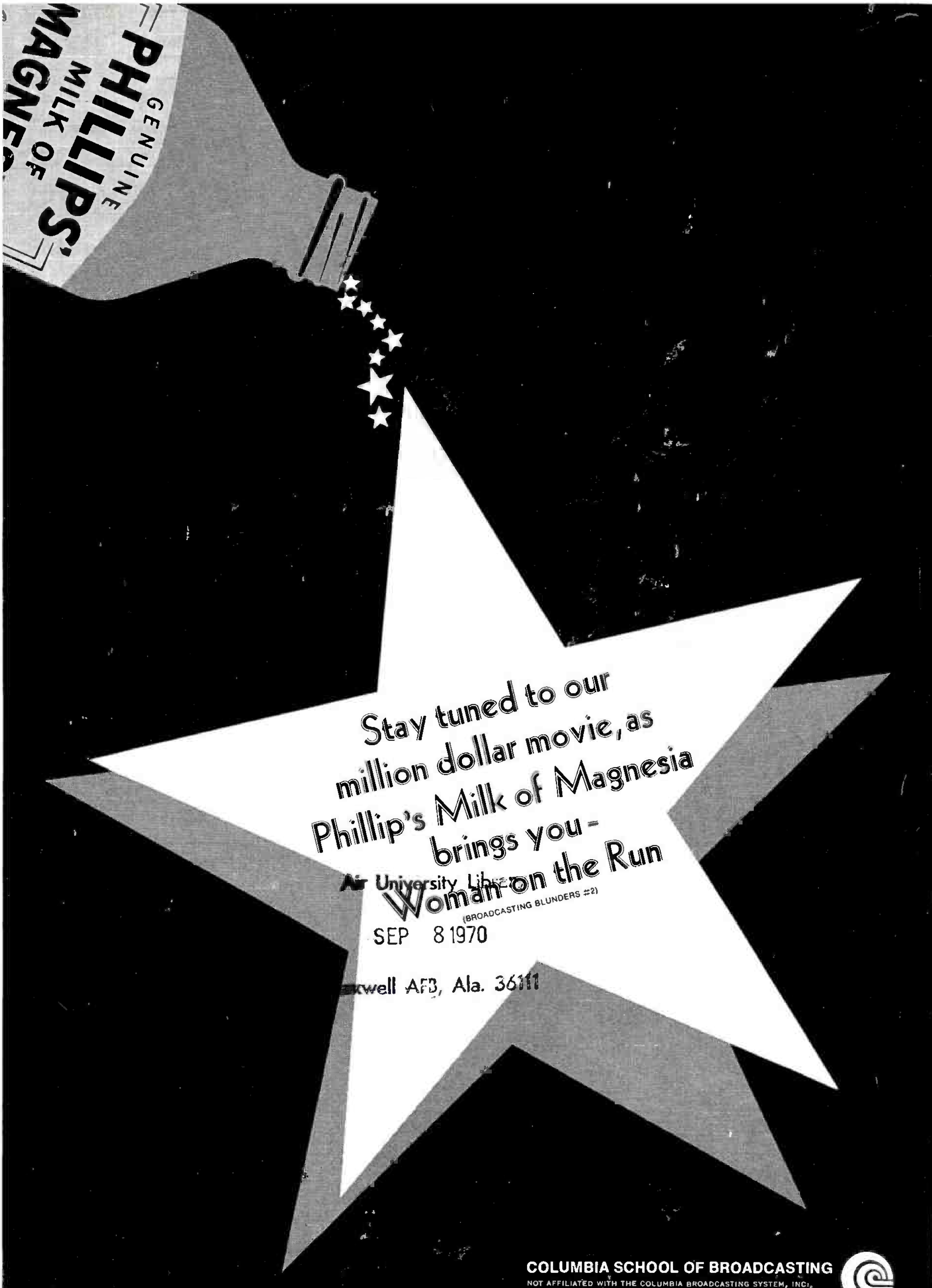
NBC-TV last week began carrying one-minute promos for specials scheduled on it and the other two networks this month. The other two networks? What heresy.

This just may be the most refreshing innovation of the season. Television needs all the affirmative promotion it can get, and what better medium to use than television? It is to the individual and collective benefit of all stations and networks that this kind of cross-promotion be expanded and refined. Never mind which network started it. Let all of them join in.

Drawn for BROADCASTING by Sid Hix

"We were doing a bang-up job on that shaving cream account . . . I wonder why they switched?"


Texans have a reputation for doing things in a big way. Well — starting September 13, WBAP-TV offers a super big one, even for Texas:
52-WEEK RATE PROTECTION
For the really big things Texans are famous for, look to WBAP-TV, Dallas-Fort Worth.
5
WBAP·TV NBC
DALLAS – FORT WORTH
REPRESENTED NATIONALLY BY PETERS, GRIFFIN WOODWARD, INC.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Phillip's Milk of Magnesia
brings you -
Woman on the Run
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